

Deaf Smith County CENTENNIAL

Inside today's Hereford Brand

SPORTS

Tigers win, 14-7

SPECIAL

60 pages of the people and stories of Deaf Smith County

INDEX

Roundup...2A
Viewpoint...4A
Sports...6A
Life...1B
Comics-TV...6B
Real Estate...8B
Classifieds...10B

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SUNDAY, Sept. 30, 1990

The Hereford Brand

Hustlin' Hereford, home of 100 years of greatness

90th Year, No. 65, Deaf Smith County, Hereford, Tx.

84 Pages

50 Cents

Unique cultures meshed to make county great

BY SPEEDY NIEMAN

Publisher-Editor

Deaf Smith County had its beginning with the giant ranches but, while cattlemen resisted the breaking of the soil, early settlers were soon reporting amazing records in the production of field crops and vegetables. Thus the legacy of the pioneers was to start Deaf Smith County on its way to being an agribusiness center like no other.

For centuries before county lines were drawn in the Panhandle, the vast grasslands supported herds of buffalo and nomadic tribes of Indians came to hunt them. Frio, Tierra Blanca and Palo Duro draws through present Deaf Smith County were natural routes for trails across the plains and offered water for camping sites.

Apaches, Comanches and Kiowas roamed the land, then Spanish explorers came in the early 16th century. After the Civil War, the U.S. government made sporadic efforts to confine the Indians to reservations, but Quannah Parker, the Comanche chief, had almost free rein on the Llano Estacado until the military crush of the Red River War, 1874-75. Col. R.S. McKenzie's scouts made their march in 1872, following the Tierra Blanca to Palo Duro Canyon. By 1876 the Indians had been driven from the Panhandle and the early cattlemen began to come into the area.

When Texas became the 28th state in the Union in 1845, the first 12 of the 254 counties in Texas became into being. What is now Deaf Smith County was part of a vast area attached to Bexar County, which took the northern and western parts of the state, most of it virgin open range.

Needing money from the sale of available public lands, the state



legislatures created 54 counties from the northern part of Bexar County in 1876. Each county was named for a Texas hero, and Deaf Smith took its name from the noted Texas scout and Indian fighter, Erastus "Deaf" Smith.

For 14 years after Deaf Smith County was created, it was attached to Oldham County for judicial purposes. Pioneer settlers, mostly ranchers and cowboys, grew tired of the long trips to court at Tascosa. In 1890 they circulated a petition asking to become an independent county.

C.G. Witherspoon rode over the county east of the Capitol Syndicate land (XIT Ranch) and one of the Syndicate foremen did similar work

on the "big pasture" to the west. The Escarbada Division of the XIT covered a large part of western Deaf Smith County.

Together they secured about 60 names. A group of men on horseback carrying the petition, followed by a large delegation in wagons, arrived at Tascosa with an additional 120 names secured along the way.

The petition was granted, and the election was held Oct. 3, 1890. A majority of the 97 people voting approved the separation from Oldham County and chose Grenada over Ayr as the county seat. J.R. Dean was the first county judge; C.G. Witherspoon was elected county clerk, and

commissioners were Tom Skeins, Emmett Powers, Jim Jones and J.C. Miner.

The name Grenada couldn't be used, as there was already a Texas town by that name, and on Dec. 1, 1890 the county court met and renamed the county seat La Plata. The court approved construction of a courthouse at a cost of \$41,500, and the little town grew rapidly with some 28 buildings and 18 residences eventually built.

But the weather and the railroad soon spelled doom for La Plata. The blizzard of 1897 drove more than half of the citizens away, then the rail that was promised missed La Plata by

about 26 miles. Soon there was talk of moving the county seat to Bluewater (soon to be renamed Hereford), and an election was held Nov. 8, 1898 with 107 casting the majority votes to move.

It was soon learned that there was already a Bluewater in Texas, so citizens settled on the name Hereford, after the first registered Hereford cattle brought here by L.R. Bradley and G.R. (Rat) Jowell. Hereford thrived from the beginning and the county had a population of 843 according to the first official census in 1900.

The next 10 years saw the range land of the area broken up and the establishment of small ranches and farms. The railroad reported in 1909 that 1,184 cars of immigrant outfits had been shipped into the Panhandle during the year. Toward the end of the decade, drought struck the county and some settlers moved back East.

Deaf Smith County citizens continued to build with optimism. In the Oct. 8, 1909 Brand, results on a bond election for a new courthouse and other improvements declared: "New Era Begins for Hereford; Public Enterprise and Private Spirit Moving in the Right Direction to Build Modern Metropolis."

To show the optimism of the citizens, they asked the county to hold a bond election for \$50,000 to build a new courthouse. The commissioners court didn't want to go in debt that much, so they set the amount at \$125,000, thinking the people would turn it down. They approved it by a vote of 308-167. That night the victors called out a brass band, held a jubilee, fired a few salutes and serenaded most of the leaders on the losing side.

The coming of the railroad and fencing of the plains meant the end

Advertisers index, 5A

of trail drives. Soon Hereford and Bovina were busy shipping centers for the growing ranching business in the area. And, with the railroads, new settlers came in trainloads to buy land; others filed sight unseen on land that often was in the heart of another ranch.

After 1900, ranching went on with some adjustments. Progress came quickly and modes of living changed rapidly. Homes could be built; wells were dug and windmills became popular. Hereford was sometimes called "Windmill City" early in the 1900s with 400 windmills pumping away.

D.L. McDonald had success with a test well in February, 1905, on the Jowell ranch east of town. By 1910, enough test wells were producing to establish irrigation as a vital factor of growth in the area. The rich agricultural area brought more settlers, and hotels and rooming houses were doing a booming business.

"One hundred prospectors were in town today," reported The Hereford Brand on Sept. 2, 1904. Hereford was officially incorporated as a town in 1906, after a second try at the election. The immigration business dwindled about 1910.

Local citizens were shocked when the official census of 1910 was only 3,942 citizens in the county, but The Brand was quick to point out that it was an increase of 370 percent over the 1900 count.

Toward the latter part of the first decade, wheat was the big crop in the county. After the big boom in

(See HISTORY, Page 5A)

La Plata cemetery restored

BY DANEE' WILSON
Staff Writer

In celebration of Deaf Smith County's centennial, the Deaf Smith County Historical Commission had a new fence built around the La Plata Cemetery about 30 miles northwest of Hereford.

The La Plata Cemetery was started back in 1890 when sheriff J.N. Cook of Deaf Smith County shot the first man to be buried in Boot Hill.

The following is an account of the events leading up to the making of Boot Hill as printed in the May 6, 1937 Hereford Brand.

"Late one afternoon three strangers drove up to old La Plata in a heavily loaded wagon on the pretense of making a horse trade.

"The strangers were reluctant to descend from the wagon because they were afraid of a holdup. All of the three were armed with six-shooters. When the stranger descended he became scared and went for his gun—just a fraction too late.

"Like tales in the story books, the man died with his boots on, thus inspiring Boot Hill. The stranger later proved 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 feared a robbery over the entire trail. Following the death of their

partner, the two men stayed around La Plata a few days then sold their wagon and gave up the trek to Oklahoma.

"Boot Hill adjoined the La Plata cemetery, but now Boot Hill is just a memory which lingers with old timers."

A new fence was needed around the historic La Plata Cemetery as the old one was weathered with time.

Bobby Hammock and the precinct three road crew built the iron pipe fence and put up new La Plata Cemetery signs west on the Harrison Highway and near the cemetery.

"We could not have put the fence up if it were not for the help of Troy Don Moore and the County Commissioners' Court," said Andrew Kershen, member of the Deaf Smith County Historical Commission.

The precinct three road crew also set concrete for the fence and graded the road.

Jaunita Koetting had the grave markers at the cemetery repaired.

Persons buried in La Plata Cemetery in 1891-1898 were Mr. Gooch, his brother-in-law John J. Stovall, the baby of Billy Bell, Miss Sarah J. Barnett, H.J. Beard, Mrs. Minnie Moffett and M.L. Hoxie.

Tot Mercer and others buried at La Plata Cemetery were moved later to other places.

Celebration set for Saturday

The Centennial Celebration set Saturday around the Deaf Smith County Courthouse, the county museum and the E.B. Black Home has been in the planning stages for the last 100 years.

The 100th anniversary of Deaf Smith County becoming an official, self-governing county is Wednesday, Oct. 3, 1890 is the date that Oldham County commissioners, meeting at Tascosa, accepted a petition from Deaf Smith County residents asking that Deaf Smith County be self-governing.

Saturday is actually the 100th anniversary of the final action that put

Deaf Smith County into motion, the election of county officials and the selection of Grenada (later La Plata) as the county seat.

The events of those days and days since will be celebrated in Hereford on Saturday with a 10 a.m. parade, an 11 a.m. unveiling of a bronze bust of Erastus "deaf" Smith, for whom the county was named, food booths, and many events at the county museum.

Wagon and buggy rides will be available during the day from the museum to the E.B. Black Home on West Third, courtesy of the centennial committee and Bruce Parr. (See CENTENNIAL, Page 2A)



A reminder of yesteryear

Juston McBride, Bobby Hammock, Ruth McBride, Andy Kershen and Jaunita Koetting examine a grave of an early settler of Deaf Smith County. Sarah Barnett's headstone is one of two still standing at La Plata Cemetery.



Schools honored for performance

Three Hereford public schools have been honored by the Governor's Educational Excellence Committee for gains in performance over the last three years.

Hereford High School, Northwest Elementary and Bluebonnet Elementary schools have been selected because of increases in performance on the TEAMS test and other criteria established by the committee, including innovative programs in the classroom and the campus involving students, teachers, administrators and the community.

The HHS criteria included increased performance on college admission tests. In all cases, the schools were required to be in the top 10 percent of their group, including similar schools across the state.

The schools are eligible to apply for grants of \$10,000 to \$100,000 to help further programs at each of the honored schools.

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Page Two

Local Roundup

TEA meeting Monday

Members of an accreditation team from the Texas Education Agency will meet with the public at a community meeting at 7 p.m. Monday in the Hereford High School Auditorium.

The visit is a follow-up to the accreditation visit last year that resulted in the HISD being placed on accredited-advised status. The team will visit with several persons in the district during the week to check on progress made in areas specified by a team last year.

All persons who wish to express views or opinions are welcome to participate in the meeting, said Superintendent Charles Greenawalt.

Career night is Tuesday

If you're a student wondering about what college or technical school to attend after high school, or a parent wanting to find out more about that pending decision, the Career Night planned Tuesday at the Hereford High School library should answer many of the questions.

Representatives from over 40 colleges, trade schools, and others will be on hand from 7 to 8:30 p.m. Tuesday. They will have information on programs, studies, financial aid and other items needed to help make choices. All students, parents and others interested are urged to attend.

City will meet Monday

Five persons were arrested by Hereford police on Friday, including a man, 17, for minor in consumption and disorderly conduct at U.S. highways 60 and 385; a man, 18, in the 100 block of Country Club for disorderly conduct and public intoxication; two men, age 20, on the west side of Veterans Park for minor in consumption; and two men, 20 and 29, at Whiteface Stadium for consuming alcoholic beverages at a school function.

Police had two more reports of tires slashed Friday night; other reports included telephone harassment; a juvenile was caught after stealing several packs of cigarettes from a convenience store; theft of jewelry by juveniles in the 1100 block of Grand; a bike stolen two weeks ago was spotted being ridden by a juvenile; criminal trespass; and an assault involving juveniles. Police issued 15 citations Friday.

Police arrest five persons

The Hereford City Commission will meet at 7:30 p.m. Monday at City Hall.

The agenda includes Hereford's participation in the Hereford Area Alliance; annexing 15 acres located on the west side of Kingwood south of the proposed extension of Moreman; zoning hearings for 713 S. 25 Mile Ave., and for the area to be annexed; copy machine bids; and a resolution on the proposed Texas Water Development plan.

Crimestoppers offers reward

Deaf Smith County Crimestoppers is offering a reward of up to \$300 for information leading to an arrest and indictment in the Crime of the Week. Hereford police are investigating a recent rash of tire slashings in Hereford that has caused several thousand dollars damage.

If you have information about these or any other crimes, call the CLUE LINE at 364-CLUE. Callers may remain anonymous by using a code name or number.

Channing man unique talent

(Editor's note: Don Ray of Channing was selected by the Deaf Smith County Historical Commission to sculpt the bronze bust of Erastus "Deaf" Smith. The bust will be unveiled during ceremonies on Oct. 6 at the Deaf Smith County Centennial Celebration. In this story, Special Feature Writer Orville Howard looks at the unique Mr. Ray, and why he is one of the true modern day Western Masters.)

By ORVILLE HOWARD
CHANNING--Don Ray leaned against an old adobe wall as he watched weathered men battle range fires flaring into a midnight sky. He moved to an oak chair and turned to a trail drive snaking across the Canadian River toward greener pastures in Colorado, and over to the left was Col. Charles Goodnight in a showdown with a tough trail boss.

These scenes of the frontier cling to the walls of the Don Ray Studio in downtown Channing where remnants of the old west defy the ravages of time. A native son of the Texas Panhandle, Ray is one of the Southwest's leading Western artists whose work in oils and bronze depicts the West as it was a century ago and more. The studio's 16-inch-thick adobe walls once sheltered the Channing Mercantile and Banking Co., and a two-story rock building adjacent to the north was the first home of the old Channing Bank.

"I feel very fortunate to be able to work so close to where so many great events occurred during the development of the cattle empires of the 1800s," said Ray as he fired up a battered old pipe. "Even the main street in Channing was named Railroad Street. This shows the importance of the railroads bringing shipping pints to the big ranches."

Ray completed a set of paintings for the Texas Sesquicentennial in 1986 which depicts the development of the Panhandle ranch country through the 19th Century, from the first trail drivers and their 16-foot stock whips to the barbed-wire fences and the breaking plows. These paintings were put on display at the Panhandle-Plains Historical Museum in Canyon. He also was filmed in a television documentary on "The West Today" that was aired in 1987. The Channing artist is at his finest in painting landscapes of the Canadian River Valley where bright reds at sunrise gradually blend into an array of Champagne pinks. Dashes of deep blue streak against the darkened canyons. As the sun rises to high noon, jutting mesas become bland splashes of grass and sandstone. Mesquite and river-bottom tamarique are everywhere. Panhandle skies at sunset flare into a variety of oranges as Ray blends a darkened landscape into hues of purple and blue.

"I really like to paint landscape," said Ray, showing where nearly all of his paintings are heavily backgrounded with detailed horizons. "There's something about the beauty of the Canadian River Valley that really gets to me. It seems like I see new colors every time I'm out there."

Working from his studio that is nearly a 100 years old, Ray's Sesquicentennial exhibit also included a scene of the Comancheros trading bounty at Tecovas Springs near the old Frying Pan Ranch headquarters, 15 miles northwest of Amarillo.

Another scene shows the confrontation of Goodnight with a trail boss who is attempting to drive a tick-infested Longhorns across Goodnight's range. And a night scene of a raging prairie fire depicts tired cowboys swinging wet gunny sacks in a futile attempt to control a devastating blaze.

The loneliness of the prairies is portrayed in "The Bone" where a woman clad in flowing dress and a sunbonnet drives two spans of mules as her husband tosses bleached buffalo bones into a wooden freight wagon. And, on the lighter side, there's a barber shop setting where a half dozen cowboys await a

Saturday morning clip.

Though Ray's paintings can be found in almost every state of the nation and in a few foreign countries, he has anonymous customers who try to get a glimpse of almost every painting that comes off his easel.

"I have been very fortunate in being able to meet people who seem to like my paintings," said Ray. "In fact, it has been many years since I've had a gallery showing." The only exterior sign of the studio is a small hand-lettered shingle which says simply, "Don Ray."

Ray was born in the old Adair Hospital in Clarendon on April 7, 1937, to Roney and Oma Ray, who were working for the Charlie McMurtry Ranch in Donley County.

"Since we lived on a ranch all of my early life, I didn't have a playmate until she (sister) came along 12 years later," he recalled, while speaking of ranch life in Donley County. "We lived six miles out south of Ashtola and I went to a two-room grade school in Ashtola. I remember that Ben Lovell had a service station there and a grocery store across the street was run by Ben Stiggins."

"Charlie McMurtry's ranch was located on the Salt Fork of the Red River out north of Clarendon, but we lived on a leased ranch called the old W.D. Jordan place...we were surrounded by the JA's."

Ray started high school at Clarendon, but after a couple of terms, his family moved to Randall County in 1953 to go to work on the Walter Graham Ranch near Buffalo Lake. He enrolled in school at Canyon High.

"My dad was a ranch hand from 1928 to 1965 when he decided it was time to start it on his own," Ray said with a chuckle as he talked of work on the McMurtry and Graham ranches.

Ray's career as an artist had its beginning while in grade school at Ashtola, where he drew a monthly calendar for his teacher on the classroom blackboard.

"It was during the war and a good friend of mine, whose father was in the Air Force, would do air planes and I would do Westerns," Ray recalled. "I always liked animals because they were my playmates out there on the ranch where I grew up."

Ray got his first set of oils at the age of 12 as a present from his parents, but serious painting would have to wait a few years for maturity.

"I tried my hand on some trees and a sky, but it was pretty terrible, so I put the oils away and never dug them out again until I was in college."

Obituaries

LESTER KNOTTS

Sept. 28, 1990

Lester Knotts, 82, of Textline, died Friday, Sept. 28, 1990.

He was the father of Ginger Gaddy of Hereford.

Graveside services will be held at 2 p.m. Monday in Textline Cemetery with the Rev. Rita Richards, pastor of Textline United Methodist Church, officiating. Arrangements are by Schooler-Gordon Funeral Directors.

Mr. Knotts was born in Cushing, Okla., moved to near Springer, N.M., in 1914, and graduated from Wheatland, N.M. High School in 1930. He moved to the Sedan, N.M. area in 1935 and to Textline in 1947. He married Jewell in 1948 at Raton, N.M. She died in 1988.

Survivors include a son, Ralph Knotts of Clayton, N.M.; two daughters, Beulah Gordon of Dalhart and Ginger Gaddy of Hereford; two stepdaughters, Doris Patterson of Casper, Wyo., and Mattie Thomas of Sapulpa, Okla.; 13 grandchildren; and seven great-grandchildren.

THE HEREFORD BRAND

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Don Ray

HEREFORD REPORTER

HEREFORD IS THE BUSINESS CENTER OF THE PLAINS COUNTRY

VOL. I, NO. 3

HEREFORD, DEAF SMITH COUNTY, TEXAS, MARCH 9, 1901

\$1.50 PER YEAR

HEREFORD'S CITIZENS

GAIN A GREAT VICTORY

They Succeed in Inducing All Railroad Contractors to Get Their Supplies Here

WHO HAVE CONTRACTS FOR BUILDING THE NEW EXTENSION

Between the Canadian and Pecos Rivers, a Distance of Over One Hundred and Fifty Miles - Eight Months Will Have Elapsed Before the Work is Finished - What it Means to Hereford - First Large Outfit Left Last Saturday and Made a Pretty Sight - Others to Go Soon.

If anyone has any doubt as to whether Hereford's citizens and business men are progressive and alert for the betterment of the town, especially in a business sense, or that Hereford is not the business center of the plains they should take a trip to our bustling city, and investigate our assertions in the affirmative. Had those doubters been here last Saturday they would have been simply astonished at the sight that would have met their gaze.

Seven our citizens, although accustomed to see our progressive little city on the bustle in a business way, came out of their places of business to witness the imposing scene.

Just imagine, if you can, a town of nearly a thousand inhabitants with its streets literally packed with teams, wagons, men on the run and fro, packing to their utmost capacity the large freighting outfit that were soon to leave for the scene of their labors.

Draw in your mind's eye a picture of twenty-two wagons, filled to overflowing with provisions, all kinds of implements necessary for constructing a railroad, and other paraphernalia and appearances thereto, each drawn by from two to eight horses and mules, according to the weight of the loaded vehicle or the pulling capacity of the animals, and manned by over a hundred men.

Such was the spectacle which Messrs. Spencer & Paisley, the Kansas City railroad contractors who have the contract for grading and constructing ten miles of the new Rock Island extension now in

the course of construction from Liberal, Kansas, to connect with the El Paso & Northeastern railway somewhere near White Oaks, New Mexico, the latter road having been purchased recently by the Rock Island, presented to the open-eyed and wondering citizens of Hereford and the visitors who happened to be within her gates.

Messrs. Spencer & Paisley have ninety-eight head of horses and mules - the latter causing much comment on account of their weight and strength and the excellent condition in which they were kept - twenty-two wagons, numerous scrapers and graders, besides other machinery unknown by name to the writer, and will employ 250 men. Besides this outfit they will keep 200 freighters constantly employed carrying provisions, etc., between Hereford and the scene of their operations.

Mr. Spencer, the senior member of the firm, told the REPORTER representative that they had twelve carloads of machinery, wagons and other appliances on the way which he expected at any time and which should have been here to help swell Saturday's procession. He also made the statement that they would consume six car loads of grain and hay, and two carloads of groceries every month, besides large quantities of meat which would be purchased of nearby cattlemen. In addition to this hundreds of dollars worth of hardware, wearing apparel, etc., will be consumed.

Instead of having men to watch their commissary at night they have ten thoroughbred bull dogs, each trained

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HEREFORD

TEXAS

especially for the work they are required to perform, and were to the night prowler who happens to get inside of their domain over which they keep guard.

Besides this large outfit who get all of their supplies from Hereford, there are Sales & Eaton, M. A. Wogan, Ware & Maney and others whose names could not be learned - in fact all of the contractors operating between the Canadian and Pecos rivers, a distance of over 150 miles, will get all their supplies at Hereford.

As the building of the said 150 miles of railroad will occupy a space of over eight months time, the good that it will do Hereford and her business men cannot be overestimated. Suffice it is to say that Hereford's progressive citizens and merchants are congratulating themselves on the success of their com-

bined efforts to draw this vast amount of business to the metropolis of the plains.

While great credit is due to all who have assisted to have this large volume of business brought to our little city, perhaps the largest share belongs to John S. McAdams, the bustling and ever-active local business manager of Smith, Walker & Co's branch store at this place, who has been untiring in his efforts - sparing neither time or money to bring about this great boon to Hereford. It might be added that this firm will handle all of Spencer & Paisley's supplies during the lifetime of their contract with the Rock Island.

Now is the opportunity for men with teams to reap their harvest. These contractors are in need of freighters and we understand they offer liberal inducements to those having the necessary equipments for the hauling of their supplies. The distance from Hereford to the new extension is from 100 to 150 miles.

THE QUIZ

THE QUIZ IS PART OF THIS NEWSPAPER'S NEWSPAPER IN EDUCATION PROGRAM

WORLDSCOPE

(10 points for each question answered correctly)



1) South African President F.W. de Klerk speaks to the press here upon his arrival several days ago in Washington, D.C. Mr. de Klerk referred to civil rights leader ... as an inspiration for the changes he is making in his country.

2) Saudi Arabia recently expelled diplomats of Iraq, Yemen, and (CHOOSE ONE: Jordan, Egypt), saying the envoys were suspected of planning terrorist attacks.

3) Recently, Gen. Merrill McPeak was chosen as the top (CHOOSE ONE: Army, Air Force) officer after his predecessor, Gen. Michael Dugan, talked openly about plans for attacks against Iraq.

4) Lech Walesa has announced that he'll run for President of Poland in elections in December. The current President is (CHOOSE ONE: Tadeusz Mazowiecki, Wojciech Jaruzelski).

5) Soviet leader Michael Gorbachev has backed a plan for a free market system in 500 days. The plan had already been adopted by Boris Yeltsin, President of the ... Republic.

NEWSNAME

(15 points for correct answer or answers)

Recently, I said higher oil prices would add to problems slowing U.S. economic growth in the months ahead. Who am I and what financial board do I head?



YOUR SCORE:
91 to 100 points - TOP SCORE
81 to 90 points - Excellent
71 to 80 points - Good
61 to 70 points - Fair

MATCHWORDS

(2 points for each correct match)

- | | |
|---------------|----------------|
| 1-inspire | a-forerunner |
| 2-expel | b-encourage |
| 3-predecessor | c-continuation |
| 4-adopt | d-discharge |
| 5-sequel | e-take on |

PEOPLE/SPORTS

(5 points for each correct answer)

1) The stars came out for the premiere of "Texasville" - the sequel to the 1971 hit movie ... The sequel reunites the original cast and director Peter Bogdanovich.

2) A child's fairy tale called "Harrison and the Sea of Stories" is the first book from author ... since his "The Satanic Verses" forced him to go into hiding.

3) Notre Dame did it again last week, defeating (CHOOSE ONE: Michigan State, Alabama) in the final seconds when a sure interception turned into a circus catch for the Irish near the goal line.

4) After three weeks of the NFL season, it seemed like old times again. Former powers like the Chicago Bears, New York Giants, and Los Angeles (CHOOSE ONE: Rams, Raiders) were unbeaten.

5) The International Olympic Committee recently awarded the 1996 Olympic Games to the city of ...

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ANSWERS TO THE QUIZ

Week of 10-1-90

WORLDSCOPE: 1-Rev. Martin Luther King, Jr.; 2-Jordan; 3-Army; 4-Wojciech Jaruzelski; 5-Russia.
NEWSNAME: Alan Greenspan, Federal Reserve Board.
MATCHWORDS: 1-b; 2-c; 3-d; 4-a; 5-e.
PEOPLE & SPORTS: 1-The Last Picture Show; 2-Salman Rushdie; 3-Michigan State; 4-Raiders; 5-Africa.

One of first newspapers

This is the front page of the third-ever edition of the Hereford Reporter, which soon became the Hereford Brand. The Brand was a weekly paper for many years, going semi-weekly in 1948 and daily in 1976.

CENTENNIAL

Mrs. Ruth McBride, head of the Deaf Smith County Centennial Celebration, said many county residents have worked for six months on Saturday's events.

"We've invited President Bush, Gov. Clements and a host of Congressmen and legislators from throughout the Southwest," said McBride. "In addition to the long list of dignitaries, we're expecting the entire county and thousands from the neighboring counties to be on hand for our centennial celebration."

Besides bands and riding clubs, parade entries will include floats from local businesses, service clubs, churches and others. Parade Chairman Shirley Garrison said the top three floats of the parade will each be awarded an official Deaf Smith County commemorative plate. Sponsored by the Hereford Board of Realtors, the plates depict the Deaf

Smith County Courthouse encircled in gold and beige borders.

Garrison also said any Deaf Smith County senior citizens who wish to ride in the parade will have a personal chauffeur, courtesy of antique and classic car club members.

"The members of these clubs have volunteered to provide rides in the parade for any of the senior citizens who wish to participate," said Garrison. "We'll make the necessary arrangements if they let us know ahead of time by contacting the office at the Senior Citizens Center here in Hereford."

The highlight of the celebration will be the unveiling of the bronze bust of Deaf Smith at the south entrance of the Deaf Smith County Courthouse.

Hereford Attorney Earnest Langley will be the master of ceremonies for the 11 a.m. unveiling.

Lois Hull of Canyon, the great-great-granddaughter of Deaf Smith, will unveil the bronze. Mrs. Hull has been active in Canyon for many years, and has played a leading role in TEXAS, the musical drama at Palo Duro Canyon State Park that just wrapped up its 25th season.

A number of special guests are scheduled to make appearances during the unveiling ceremonies, including sculptor Don Ray of Channing. Ray prepared the bronze especially for the centennial committee. Following the unveiling and the day's activities, the bronze bust will be moved into the second-floor rotunda of the courthouse for permanent exhibition.

Ray said the bronze bust was cast in Denver, Colo. It will stand 18 inches high and 9 inches deep, with a black marble base.

The bronze bust depicts the likeness of Deaf Smith, the legendary Texas frontiersman who served as a Texas military scout, soldier and a captain with the Texas Rangers. Though Smith figured prominently in many battles in the Texas War for Independence in the 1830s, he is perhaps best remembered for his courageous stand against the Mexican Army during the retreat of Gen. Sam Houston from Gonzales.

Smith was later put in command of Gen. Houston's scout detachment. It was his work as a spy scout that put Houston in a decisive position in the Battle of San Jacinto. It was Smith's performance as a militiaman in the blasting of Vince's Bridge that cut off the retreat of the Mexican Army and led to its defeat.

The nickname of "Deaf" Smith was attributed to his being hard-of-hearing, according to some historians. Others believe the so-called deafness may have been more of an act: Smith, by nature, was a quiet man of few words.

Smith died at the age of 50 less than a year after Texas had gained its independence from Mexico.

It was in Smith's honor and memory the county was named when it was created from Bexar County on Aug. 21, 1876.

Johnnie Turrentine and Fred Rivera, who are in charge of the entertainment at the celebration, have lined up many performers who will keep the outdoor atmosphere in tune with the times during the unveiling ceremonies on the courthouse steps.

"We've contacted groups of Western singers, Bluegrass bands, and mariachis, along with additional performers of Spanish and Mexican music," said Mrs. Turrentine.

Mrs. Turrentine, who is also assisting R. W. "Bud" Eades with the food booths, said the Hereford Chamber Singers will give a rendition of "The Yellow Rose of Texas" after the unveiling of the bust.

Following the noontime auction of the Centennial souvenir plates, the celebration will be centered throughout the courthouse square area. The public may enjoy food, covered wagon and buggy rides, and a stroll back in time at the Deaf Smith County Museum north of the courthouse.

Food of all flavors will be served by various organizations on the courthouse square. Food Chairman

Eades said there will be no worry in finding a noon meal on the courthouse square and treats throughout the afternoon.

Many items will be for sale, including special Centennial t-shirts and caps.

A special treat for young and old will be featured at the museum. Several exhibitions will depict the life and times of Deaf Smith County over the past 100 years.

Under the direction of Jeri Bezner, the theme will be "Museum in Motion." Interest centers and special exhibit demonstrations will be in and around the museum from 12:30 to 4 p.m.

Leather working, horse shoeing, butter churning, bread making, a general store demonstration, piano and organ music, old-fashioned lemonade stand, quilting, spinning, gunfighters, a one-room school, railroad caboose, Hereford's first residence and more are included in the special events.

Museum Director Donna Brockman said the Deaf Smith County Historical Society will also feature a sidewalk style show of apparel from the 1890s.

"We've had a host of museum directors in here working to get all of the costume showcases ready for the public," Mrs. Brockman said. "The various styles will be decked out on mannequins, which will be arranged in a variety of lifestyles. The display will also include the cowboy and styles of the range."

Mrs. Brockman said the winners of an essay contest for seventh- and eighth-grade students will be announced during the afternoon. The essay title, "History of Deaf Smith County 100 Years Ago," was aligned with the celebration. Cash awards will be given to the winners.

The afternoon will include tours of the E.B. Black Home. Free rides

on horse-drawn wagons to the home will be given by Bruce Parr, who lives on his family farmstead near Black, about 11 miles southwest of Hereford.

Though Parr has a barnful of wagons, surreys and various models of stagecoaches and buggies, the Centennial Day rides will feature the stagecoach and surrey.

The free rides are being sponsored by Champion Feeders, AZTX Cattle Co., Hereford Bi Products, Bradford Trucking, K-Bob's Steakhouse and Bar-G Feedyard.

Throughout the day, food booths

will be open around the square, and Centennial plates, caps and T-shirts will be offered for sale as remembrances of the celebration.

"The first 10 plates in numbered sequence will be auctioned off during a special event in the second floor rotunda of the courthouse during the noon hour," said Garrison. "The balance will be sold for \$20 each on a first-come, first-served basis. The limited edition has been set at 300 plates."

Also during the noon hour, Hereford CattleWomen will hold a drawing for a special fundraiser.

Nieman to head bee

AMARILLO—Students from public, private and parochial schools grades eight and lower are invited to participate in the National Spelling Bee, co-sponsored by the Amarillo Globe-News and West Texas State University.

Director for Deaf Smith County will be O.G. Nieman, publisher of The Hereford Brand. Nieman has served as the Deaf Smith County Bee Director since 1985. Each director coordinates his county program, with the local bee tentatively scheduled in March, 1991.

The 1991 Regional Bee will be held on the WTSU campus on April 13 and all county champions will be guests of the sponsors.

National sponsors, the Scripps Howard Newspapers, rule that a participant must not be older than 16 or in a grade higher than the eighth by the end of the current school term.

The regional sponsors allow two levels of competition: a Junior Division for students in the fifth and lower grades; and a Senior Division

for students in the eighth and lower grades.

County directors are free to allow the Junior Bee and the Senior Bee to be combined and the winner will represent the county in regional competition. Each county will have only one participant.

Each county Junior Champion and Senior Champion will be given special awards during Regional Bee day. The regional champ will receive an all-expense paid trip for two, courtesy of the Amarillo newspaper, to Washington, D.C. where the champ will represent the area in the National Bee during the week of May 25-June 1.

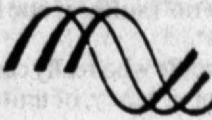
Other awards will be announced later. Most schools in the area use the study booklet, "Words of the Champions," prepared by the national sponsors. The booklet is available from the Globe-News at only 50 cents each. Copies may be ordered by contacting Jeane Bartlett, spelling bee director, Amarillo Globe-News, Box 2091, Amarillo, TX. 79166.

Adult

\$1 hearing test

Wednesday, Oct. 3
9:00 a.m. - 11:00 a.m.

If you have trouble hearing or understanding, this Test (which uses the latest electronic equipment) will determine your particular loss. Test is performed by State Licensed Hearing Aid personnel. You will see a hearing aid so tiny it fits totally within the ear.



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Hereford Senior Citizens Center
Call for an appointment to avoid waiting.

426 Ranger In-home test available. 364-5681

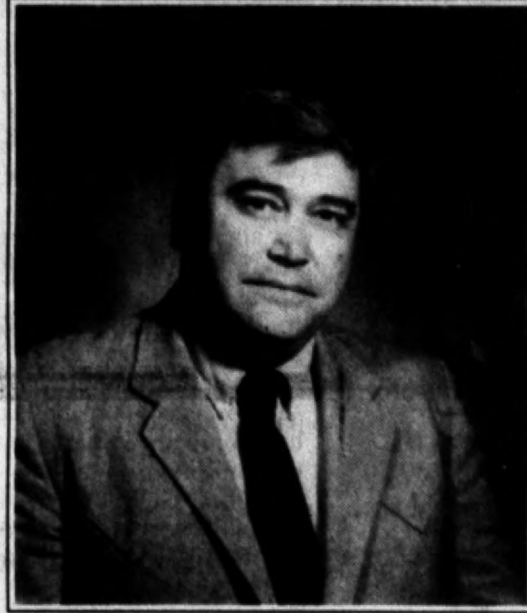
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Food of all flavors will be served by various organizations on the courthouse square. Food Chairman



Elect LARRY MALAMEN

Deaf Smith County Commissioner Precinct 2

"I would like to be a part of the next 100 years of progress for Deaf Smith County"

Larry Malamen

Pd. Pol. Adv., Jody Keese - Treasurer, 134 Juniper

1900
1990

90th

Anniversary

In honour of the
Ninetieth Anniversary
of
The First National Bank
of Hereford

we request the pleasure of your company
at a reception
on Friday, the fifth of October
nineteen hundred and ninety
from 10:00 a.m. until 3:00 p.m.

(Reception will immediately follow official ribbon-cutting at 10 a.m.)

THE FIRST NATIONAL BANK of HEREFORD
300 N. Main
Hereford, Texas

Special paper

Putting out the Deaf Smith County Centennial Issue has been a difficult task, but it has been a labor of love. We already knew a lot about the history of Hereford and Deaf Smith County from publishing the special edition for Hereford's Diamond Jubilee back in 1973. But the research back through the years had taught us much more about the history of this place we now call home.

We put together a brief history of the county, from start to present time, compiling the highlights from the newspaper files and the Deaf Smith County History book. It was a digest, of course and, if you read the article, you will notice we didn't include many names. Once you get started, it's difficult to list the names of important people without leaving out someone.

In a column he wrote for the Diamond Jubilee edition, former **Brand** owner and publisher Jimmie Gillentine noted that if he had to name 10 men who contributed the most to growth in this area up to 1973, his first choices would be Jim Witherspoon, Henry Sears and Carl McCaslin. Many of the people who read that column probably added Gillentine's name to the top of the list, for the former publisher provided top-notch leadership for almost 35 years with the newspaper.

Gillentine mentioned other people who contributed much to the growth of the city and county. They included a couple of ladies to whom a lot of people are indebted--Lillie Hostetler, who put the county library up with the best in the area; and Dyalthia Brady, whose big heart and love for her fellow man founded the Hereford Texas Federal Credit Union. He also mentioned some early-day doctors--including Dr. George Heard, the dentist who put Hereford on the map, Drs. G.F. LeGrand R.R. Wills--and Dr. L.B. "Bud" Barnett, who really put the nucleus of Hereford's good medical staff together after the war.

Gillentine said Hereford has been fortunate to have an outstanding group of mayors, including Elmer Dameron, S.O. Wilson and Ray Cowser. He added we've had some outstanding superintendents, too, including Jesse Stanford, who spent much time in laying the groundwork for a good school system. Outstanding preachers in Gillentine's time were listed as M.M. Beavers, First Methodist, and Jimmy Aiken and Russell Wingert, Presbyterians.

"I always supported the chamber of commerce 100 percent," wrote Gillentine, "because I've never seen a good town without one. He says the chamber was strong as long as he could remember, and he added this note: "No matter how good a chamber manager may be, he cannot do it all. It takes interested people, a lot of them, who are willing to work and sacrifice--and too often they are repaid with criticism or jealous barbs. I don't mean the big shots too much, either. All of the little folks working toward a single goal gets the job done best. Fortunately, Hereford had an abundance of these kind of folks."

We add these notes from Jimmie because he covered the news and the progress of Deaf Smith County for a long period of time.

In closing this editorial, we salute the Deaf Smith County Historical Commission, headed by Ruth McBride, for all the planning and work that goes into the big Centennial Celebration scheduled next Saturday. And, as Ruth says, "it won't be a good birthday party if no one comes, so be there!"

Guest Editorial

No more Vietnams

We should have learned a lesson in Vietnam. That lesson is to not get involved in any wars you don't intend to win.

Thus the first goal of the U.S. and its allies in the Persian Gulf should be just that--win. Settling for a lesser goal is to invite catastrophe on the ground and political problems for years to come. We still haven't recovered from Vietnam.

Actually, the U.S. should have learned this lesson much earlier, in Korea. In this conflict, also sanctioned by the United Nations and with troops from many nations along side Americans, there was an able military leader in Gen. Douglas MacArthur.

But MacArthur was prevented from moving out and winning that war because the politicians at home feared that any move to smash North Korea would irritate the army of Red China and we would lose. MacArthur kept insisting that China was a paper tiger without modern weapons and possessing nothing more than millions of human bodies. He was overruled and ordered to confine the fighting below the 38th parallel, thus effectively preventing any real military victory.

In Vietnam, the U.S. military machine was prevented from smashing North Vietnam and from bombing Hanoi because of fear of retaliation by Red China and the Soviet Union. Thus American troops were confined to one area, doomed to fight a stagnant sort of war while being prevented from seeking full victory.

There a great many experts in the United States today who are seeking to determine the best course for this nation to take while its troops are stationed on the Iraq border.

Did we send these troops to Saudi Arabia to somehow scare Iraq into leaving Kuwait? How long will these troops be there at a cost of millions of dollars a day?

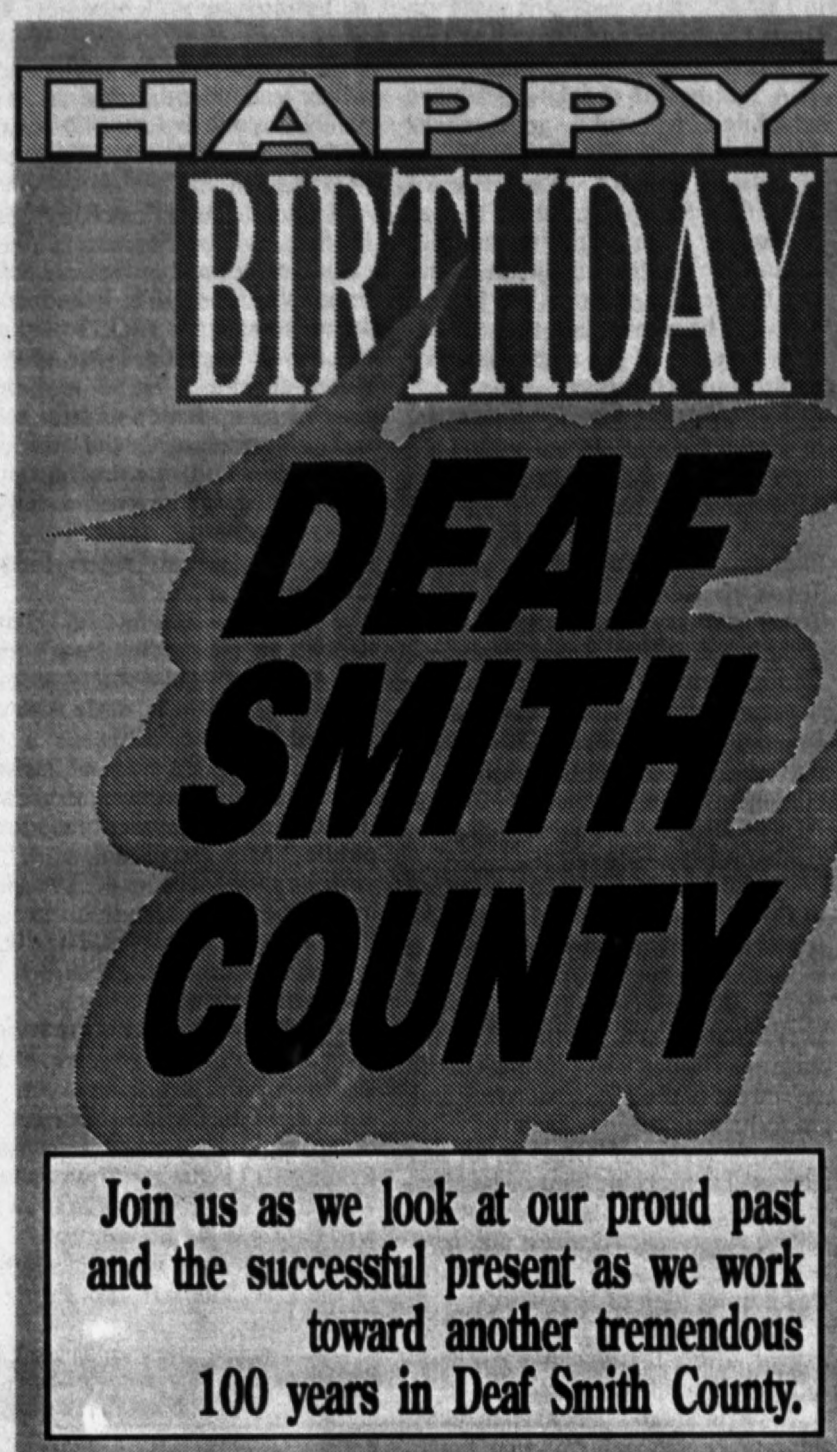
Eventually something will happen. If the ruler of Iraq does not move out of Kuwait as is demanded by President Bush, then there has to be a real possibility of a shooting war.

In that event, the hostages held by Saddam Hussein in Iraq will be victims of war because the U.S. cannot suspend its military movement because of the danger to hostages. Hussein is banking on this, but if foreign hostages are to be used to prevent attack by the U.S., the war is even more useless than it now appears.

If shooting starts and American troops are to be sacrificed, let us win the war as quickly as possible. Let's not get bogged down in another Korea or Vietnam. Or have we learned a lesson?

The Perryton Herald

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ASSOCIATION



John Brooks

BABBLING BROOKS

There has already been, and will continue to be, a big hue and cry about how big Texas high school football has become with all of the stuff blowing up down at Odessa Permian.

Why, you'd think Saddam Hussein had bombed Washington with all of the publicity.

The Permian Panthers, now known as the Cheetahs, were also perennial contenders for the state football championship in Class 5A. This year they will be eating Thanksgiving turkey at home with no need to rush so they can go to football practice. There's no danger of the state championship game interfering with Christmas unwrapping.

The turkey has already been had, and it's the Permian football program. The Christmas present has been unwrapped, given to all of the other 5A schools in the state who now know there is no mo Mojo this year.

Is it the fault of Jerry Taylor, the Odessa High coach, that Permian will not be playing in the playoffs this year? No. Like the messenger who brought the bad news to the king, he's taking the attack. If Jerry hasn't changed, he's handling it pretty well.

All Jerry did was call, well, a cheetah a cheetah. The Mojoes can't get out of this.

Any football team will look for its share of advantages, but outright breaking the rules is a different matter.

Lost in all of this has been the effect on the kids. Oh, it's terrible that Permian coach Tam Hollingshead

won't be leading the black-clad Panthers onto the field in December to take on Huntsville or Houston Yates or whoever. But what about the kids, who were told, if nothing else, it's okay to do wrong, that you do whatever it takes, legal or illegal, to win it all. Who cares if we have organized workouts when we're not supposed to have them; we'll win it all in the fall because the other guys are following the rules.

What kind of example does that set?

And what about Jack Tayrien, the former Permian coach who is now the Odessa athletic director. According to testimony before the district and state executive committees, this illegal activity was done while Tayrien was coaching, and while former coach Gary Gaines was there, and Hollingshead simply carried out a tradition.

Will there be any penalties for past transgressions? Probably not.

Is the penalty too harsh? No.

Is the suffering enough? No.

This is still a good time for the University Interscholastic League to send a tough message by forcing the Mighty Mojo, the Permian Panthers, to forfeit one or more state championships.

It would be the right message to send across Texas: cheat, and you will pay.

And it would be a great message to send to all of the other participants in football or forensics or any other event.

Cheaters never prosper.

Dear editor,

I would like to express my appreciation to Mr. McGill and the City of Hereford for their help in preparing the grounds at Veteran's Park for our annual Hereford Invitational Cross Country Meet. The park has looked really nice in the past several years but was even better this year. It is a good place to host a meet.

Six hundred runners from 40 high schools competed last Saturday morning. The weather was great and we had 25 volunteers to help conduct the meet. I received many compliments about the course and the people in charge. My thanks to all for a job well done.

Martha Emerson
Cross country coach
Hereford High School

Dear Mr. Nieman:

There has recently been much discussion about Deaf Smith General Hospital, its employees, and its financial condition. The Board of Directors would like to address these situations to the public.

We are extremely proud of the employees of our hospital, and the

tasks they perform. The quality of care provided at our hospital is as good as, or better than, any other hospital in the area. In a community such as ours, this amounts to friends taking care of friends. Nowhere can you get better care than that provided by your friends and neighbors.

The Hospital Board unanimously supports Gary Moore and his staff. They care for the hospital and its patients and are dedicated and committed to the success of our hospital.

All rural hospitals struggle financially to make ends meet. There are many reasons for this situation. Certainly having more primary care doctors in the community would be

Viewpoint

Editorials from around the state

Here is a sampling of editorial opinion from Texas newspapers:

Sept. 23

Houston Chronicle on Souter nomination:

The overwhelming majority of the citizenry can take heart. The only real grumblings remaining about Supreme Court nominee David Souter after his confirmation hearings are from the extremes of left and right and the passionate single-issue partisans.

It is assumed that Souter will now be approved as an associate justice of the high court. We concur.

No one can guarantee how a Supreme Court nominee will vote once he assumes the bench, nor should they be able to. We hope that Souter's confirmation hearings helped to re-establish that principle, which has seemed to be under increasing fire. ...

We assume that Souter is and will be what the president who nominated him is - a moderate conservative. Fair enough. That is what the people elected. This is something else which we hope the Souter nomination and probable confirmation help to re-establish: that a Supreme Court confirmation proceeding is not an election. That election is held concurrent with presidential elections; the president the people select has a mandate to his ideological preference.

Sept. 24

San Antonio Light on Odessa Permian Penalty

When Odessa Permian met Dallas Carter in the 1988 high school playoffs, the game was everything a fan could hope for: hard fought, exciting, decided only in the final minute when Permian's last drive fell short.

Carter went on to win the championship, then Permian came back to win it last year.

These two programs would seem to sum up everything Texas high school football is all about. Unfortunately, that's not a compliment.

Permian is the subject of a new book by H.G. Bissinger, who moved from Philadelphia to Odessa to chronicle its 1988 season. Odessa was stunned when the book detailed the negative aspects of its overemphasis on football, and stunned again last week when the University Interscholastic League ruled Permian ineligible to defend its title this year.

Good for the UIL. ... First and foremost, Texas high schools must be about education. ...

One of the Permian players told Bissinger that Odessa had only two things, oil and football, and with the oil bust, football was all that was left. But Odessa should have more confidence in itself. ...

What he and his town and all of Texas must realize is that if we put into other pursuits the time and talent and determination we put into football, nothing would be beyond our grasp.

Sept. 24

San Antonio Express-News on budget reduction negotiations:

If Congress and the Bush administration fail to reach a budget reduction compromise by Oct. 1, the Gramm-Rudman Law will trigger automatic cuts that could force millions of federal workers to take pay cuts in the form of forced unpaid leave.

As stiff a penalty as that may be to you tens of thousands of South Texas federal workers (3.1 million worldwide), if you all collectively tighten your belts and sacrifice, it will lower the federal deficit.

That feeling of common sacrifice for the common good of the country must be worth something - right?

Well, if you don't already know it, the pain won't be shared by all of you on the federal payroll.

Those high-tone salaries of members of Congress and top administration officials, for example, are exempt from Gramm-Rudman cuts. That means the people dickering over a budget compromise won't suffer if one isn't achieved.

That carrot-without-the-stick approach by the people who really caused the budget disaster somewhat dilutes that sense of urgency, of unity, of sacrifice for the common good, doesn't it? ...

The budget negotiators can preen and prattle and yammer and yammer about sacrifice and hard choices. But they don't have to worry: When they are talking about sacrifice, they mean you, federal workers, and you who will suffer from federal cutbacks, not them.

Sept. 24

Corpus Christi Caller-Times on safety legislation:

A year ago, a school bus loaded with children collided with a truck and plunged into a roadside caliche pit filled with water in Alton in the Rio Grande Valley. The horrible accident killed 21 students. ...

And in the immediate aftermath, political leaders from the governor down rushed to offer not only solace to the victims' families and the survivors, but promises of legislative remedies to prevent future such accidents. ... Legislation was prepared to tighten regulations governing school bus design and operation, driver training and caliche pit safety rules. ...

The Legislature has had five sessions during that year, struggling with education financing and workers' compensation reform.

But nothing at all has been done about the problems spotlighted by the Alton tragedy. ... Once the cameras quit rolling, it seems, enthusiasm for reform died, too.

That's an object lesson in the need to keep the fires burning beneath politicians' feet. The dangerous conditions revealed last year remain in need of correction. But unless the public insists that the Legislature do more than glean headlines, don't bet that solutions will be applied.

Letters to the Editor

helpful. We are continually attempting to recruit new doctors.

How can you help this financial situation? By using our hospital. Our financial condition is directly related to the number of patients in the hospital. To maintain financial balance, our hospital needs to average over 20 patients per day. When it becomes less than this, we are being forced to make unwanted cutbacks. Please help us be successful.

How important is our hospital to the community? The recent explosion at Farr Better Feeds and a wreck involving seven people emphasizes this importance. Being able to provide initial care in just a few minutes is much better than

having to transport these patients 45 miles to another hospital.

The Board of Directors have committed ourselves to do all we can to assure success at our hospital. We sincerely appreciate your continued support and help.

D.S.C. Hospital Board/
Raymond Schroeder A.T. Mims
Craig Smith John Perrin
Boyd Foster Ralph Detten
Stan Fry

Dear editor:

The junior class at Hereford High School would like to say how grateful we are to live in a community where so many people give so much support to the students of HHS.

We would especially like to say thank you to our parents who worked so hard for our junior class supper. Thank you for all your time, energy and money. And a special thanks goes to all of the businesses who donated items or money for our supper.

Thank you, Hereford, for your support! Thanks for making our supper a great success.

The Junior Class of HHS



Centennial Advertising Index

The following merchants made the special 1990 Centennial Section of this newspaper a possibility and reality. Now, 100 years later, they continue to exemplify the "spirit" that built this great land from infancy into what it has become today!

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- Ag Analysis -- Pg. 5C
 - Allied Millwrights -- Pg. 15 G
 - All Star Sports Center -- Pg. 10 F
 - Amarillo College -- Pg. 11D
 - American Dusting -- Pg. 5C
 - AmWest Savings -- Pg. 8D
 - Anthony's -- Pg. 2E
 - AZTX Cattle Co. -- 11 F
- B**
- Bar-G Feedyard -- Pg. 7C
 - Betty's Shoes -- Pg. 6C
 - Big T Pump -- Pg. 6D
 - Bluebonnet Savings -- Pg. 10 E
 - Bradford Trucking -- Pg. 6D
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 - Buy-Wise Beauty Supply -- Pg. 4C
- C**
- Cattle Town, Inc. -- Pg. 4C
 - Caviness Packing Co. -- Pg. 5G
 - C.C. Mercantile -- Pg. 5C
 - Champion Feeders -- Pg. 4F
 - Charlie's Tire -- Pg. 3C
 - Clover Spraying -- Pg. 5C
 - Consumer's -- Pg. 3C
 - Cowan Jewelers -- Pg. 5C
 - Hereford Tx. Fed. Credit Union -- Pg. 7D
 - Custom Cleaners -- Pg. 1D
- D**
- Deaf Smith C of C -- Pg. 12 E
 - Deaf Smith Electric Cooperative -- Pg. 9G
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- E**
- Energies -- Pg. 6E
 - Excel -- Pg. 8E
- F**
- Farmer's Elevator -- Pg. 2G
 - Farr Better Feeds -- Pg. 1E
 - First Baptist Church -- Pg. 2E
 - First National Bank -- Pg. 12F
 - First Presbyterian Church -- Pg. 7C
 - First United Methodist Church -- Pg. 3C
 - Foster Electronics -- Pg. 5C
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- G**
- Garrison Seed Co. -- Pg. 9F
 - Gaston's -- Pg. 3D
 - Gear Industries -- Pg. 7G
 - Gabo's -- Pg. 9D
 - Gibson's -- Pg. 12D
 - Gilliland-Watson Funeral Home -- Pg. 8D
 - Gold Nugget Pawn Shop -- Pg. 5C
- H**
- Hager & Assoc. P.C. Surveyors -- Pg. 9D
 - HCR Real Estate -- Pg. 5C
 - Hereford Cablevision -- Pg. 10D
 - Hereford Country Club -- Pg. 11E
 - Hereford Glass Co. -- Pg. 11D
 - Hereford State Bank -- Pg. 3G
 - Hereford Uniform & Linen -- Pg. 1D
 - Hereford Welding Supply -- Pg. 10 D
 - Charles Hennessey D.D.S. -- Pg. 11 E
 - Higginbotham-Bartlett Co. -- Pg. 11D
 - Holly Sugar -- Pg. 5F
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- K**
- KACV - TV -- Pg. 6E
 - Keeling Cattle Feeders -- Pg. 2D
 - Kerr Electronics -- Pg. 5C
 - Keyes Electric & Magneto -- Pg. 7E
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- Newton Trucking -- Pg. 6C
 - Nick & Dee's Trucking -- Pg. 3D
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- Office Center -- Pg. 6D
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 - Oswalt Livestock Products -- Pg. 5D
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- Panhandle Milling -- Pg. 2G
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 - Pioneer Seed -- Pg. 3D
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 - Tri-State Chemicals -- Pg. 11E
 - Marr Tyler Realtors -- Pg. 4C
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- Vasek Service & Equipment -- Pg. 9E
 - Velgel Grain -- Pg. 10D
 - The Vogue -- Pg. 5C
- W**
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 - Lawrence Ward Trucking -- Pg. 7D
 - George Warner Seed Co. -- Pg. 4D
 - Warren Bros. Motor Co. -- Pg. 9D
 - Webster Carpets -- Pg. 7C
 - West Park Drug -- Pg. 5C
 - West Texas Rural Telephone -- Pg. 3E
 - Whiteface Aviation -- Pg. 4E
 - Whiteface Ford -- Pg. 6F
 - Wishes -- Pg. 9E

HISTORY

irrigation, however, the interest lagged during the World War I years. An era of diversification had started to take shape. The Roaring '20s opened another progressive era for the city and county. The city's business district was paved in 1916, bringing the community out of the mud for the first time with 14 blocks of paving.

Hereford began to take on the look of a real city with more new businesses, a library, a new school building in 1910, a fire department and sewer facilities. A light plant was installed by F.H. Oberthier in 1908 and he sold it to a utility company in 1925; a gas utility was added in 1928.

Mechanization boosted the farmers in the late '20s, but the range had not yielded. The cattle population was estimated at 200,000 in 1919, and the dairy industry and hog industry made big strides. The 1929 crash took about a year to reach this county, but it came and farm prices plummeted. "Time are hard because we are living in hard times," Alex O. Thompson quipped at a Lions Club meeting, according to the newspaper.

The New Deal eased the situation some in 1933, but disaster struck again in the form of a drought and the "dust bowl" of the '30s. It spelled the finish for many farmers, but the strong, young county kept moving. Citizens took a deep breath and by 1939, when potatoes were established as a profitable crop, the "dust bowl" started changing into the salad bowl.

No one had money to drill wells during the depression, but a new surge in irrigation helped change the picture. Onions, lettuce and carrots were added to the crop list. Hereford was cast into the national spotlight about 1939 when it became famous as "The town without a toothache." A survey of native Deaf Smith County children, reported by Dr. George W. Heard of Hereford, was revealed showing a low rate of dental decay.

Wheat and grain sorghums became the big staple crops around Hereford and towering white elevators marked the city's skyline in the '40s. Cattle were still vital, with a 1959 report showing the range holding to 40 percent of the county's area.

Grimly, the county entered World War II, but the word was to produce more and more, and Deaf Smith County responded along with the rest of the High Plains. Hereford's most direct involvement with the war came in the building of a Prisoner of War Camp southwest of town.

The big post-war boom was felt in many areas here as the county continued to hustle and grow. Younger faces cropped up in business and a new farming generation was out to make the area an important place in the national economy. A phenomenal growth period was underway and business and schools found themselves behind on construction. It was the time of the two-car family.

There was little change from the 50s to the 60s. Holly Sugar put in a \$20 million plant in 1964, after the giant cattle feeding industry got its start about 1961. Meat packing plants followed. Hereford's business district was renovated, then Sugarland Mall extended the city's commercial area. Hustlin' Hereford was the envy of many towns of similar, and larger, size.

Beginning with 1962, Hereford underwent four consecutive record-breaking years in building permits with the 1965 building permit total more than doubling the earlier 1962 record total. King's Manor, a new courthouse wing, and Hereford school expansion helped set a mark in '62. Holly Sugar boosted the '63 total, and

198 new residences sparked the 1964 total.

The record was broke again in '65 with more than \$5 million in building permits. Permits included Sugarland Mall, La Plata Junior High, and 134 more new homes. The total topped \$5 million again in 1970, led by more new homes. The years 1975-78 also recorded big totals, with more than 1,000 homes built during that time. The current building permit record was set in 1985 with a total of \$11.8 million.

The 168 permits listed for that record permit year included the Furr's shopping center, a new jail, Smith Food supermarket, an addition to King's Manor, a new nursing home, new fire station, and Arbor Glen Apartments.

The population in 1960 had reached the 7,652 mark but because of the four-year progress surge from 1962 to 1965, the city population pushed up to 10,103—a jump of another 2,500 in five years. By 1970 another 3,300 persons were added, and by 1980 the official count was 15,853 in the city and 21,165 for the county.

An economic depression that affected the entire nation slowed things down after the record construction year of 1985. The first estimate on the 1990 census showed the county had lost a little population, but the optimism that prevailed in 1890 among county citizens remains today.

The history of Deaf Smith County has been one of change and growth from inception to the present time. The character of the people who settled this county was hearty and they were determined to make changes for the better. The Hustlin' Hereford spirit was demonstrated in the peak growing years from 1960 to the present, and that spirit and determination will continue for another 100 years.

Did You Know? Every Vote Counts!



VOTE November 6th 1990

If you are already registered to vote, just go to the polls November 6th, or get a jump on last-minute voters, and vote between October 17th and November 2nd, 1990!

To register to VOTE:

1. You must be at least 18 years of age.
2. You must be a U.S. Citizen.
3. You must be a resident of Deaf Smith County.

Registration is permanent! You may vote in all future elections! No waiting period to register. You **DO NOT** have to be a resident six months prior to registering. Applications are available **FREE** at the D.S.C. Clerk's Office, Rm. 203, Courthouse, Hereford, 364-1746.

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SPORTS

Tigers claw past Herd, 14-7

By SAM WALLER
Sports Editor

After taking a major step forward in their third game, the Hereford Whitefaces stumbled again in their fourth with a 14-7 loss to Wolfforth Frenship Friday at Whiteface Stadium.

For the Herd, 1-3, it was a matter of making mistakes at the worst possible time. Hereford had five possessions in Frenship territory ended by turnovers or penalties.

"I think inconsistency in both passing and running hurt us," Cumpton said. "And we got penalties at the wrong time, turned the ball over at the wrong time. We were just not consistent."

The Herd totaled 195 yards for the game, mostly on the ground. Tailback Matt Bromlow led all rushers with 138 yards on 24 carries.

Hereford continued its three-man rotation at quarterback for four completions in 15 attempts for 31 yards. Richard Sanderson went two-for-nine for 15 yards while Chris Blair was one-for-five for 13 yards and a touchdown. Both were intercepted once. T.J. Head completed his only pass for 3 yards.

Chad Brummett led the receivers with three catches for 18 yards. Art Alhemand had the other reception for a 13-yard touchdown.

Cumpton said the Herd defense provided opportunities to win, but the offense simply did not capitalize.

"I thought we played pretty good on defense, especially in the second half," he said. The defense held Frenship, 2-2, to 49 total yards in the second half, including minus-29 rushing thanks to four quarterback sacks.

"I thought our defense gave us a chance in the third quarter to win the game, but we kind of self destructed and shot ourselves in the foot. We got two or three good sacks and had a chance to go on in and score. We just didn't do it. We've just got to execute better offensively."

While the Tigers were held in check on the ground, they did have success through the air. Quarterback Brad Cade completed 11 of 21 passes for 157 yards and a touchdown. Cade did a little bit of everything for the Tigers, adding six more points with field goals of 34 and 36 yards and punting three times for a 45.7-yard average.

Chad McCullough pulled in five passes for 83 yards while fullback Brandon Bennett made four catches for 41. Bennett was also Frenship's leading rusher, picking up 76 yards on 14 carries.

Herd defensive back Chris Tardy said the Tiger receivers kept Hereford's secondary busy all night. "They'd switch up on their routes," Tardy said. "We'd be in a Cover 3 and they'd run it deep. They'd have



Heavy traffic

Hereford Whiteface tailback Matt Bromlow (39) runs into Wolfforth Frenship linebacker Bobby Adkisson (26) as Herd center Mark Daniel tries to get a block on Duane Quinton (49) during Friday's 14-7 loss to the Tigers at Whiteface Stadium.

the twins cut in short, so the rover would have the responsibility of two men and the corner would have to make sure one of them didn't get deep.

"At the half we switched over to where the other rover would come over and we'd still have the safety free. And when we got it right, we shut them down."

Defensive back Blake Buckley said the Tigers caused plenty of trouble before the change was made.

"On a couple of plays we were in Cover 1," Buckley said, "and they went to the flats and the linebacker couldn't get there."

"We threw the ball well," Frenship coach Bobby Davis said. "Our

receivers had a good night. But I thought our defense won the ball game. They played a tremendous game."

Sanderson said the Herd's offensive woes were caused more by breakdowns within than by the multiple defensive sets the Tigers used.

"We learned this week how to handle those things and just didn't execute," Sanderson said. "They fooled us a couple of times, but we knew what to do and didn't get it done."

"Our line did a good job of protection," he added, "but they have a good secondary and we didn't throw it in there like we should have."

Davis said the Tigers' lack of a ground game was partly because of inexperience.

"Our tailback (sophomore Duane Young) is green as a gourd," he said, "but he's learning every week."

"Our fullback (Bennett) had a tremendous game. Without him we ain't much account."

The Tigers took an early 6-0 lead when they marched the opening kickoff 71 yards in nine plays. McCullough hit Chris Matthews on a flanker reverse pass for a 34-yard gain to get Frenship close and then finished off the drive by hauling in a 7-yard toss from Cade for the score.

Hereford put together a drive of its own following the kickoff, reaching

the Tiger 39 as Bromlow carried four times for 21 yards. But on fourth-and-three, Leo Brown was stripped of the ball to end the possession.

After an exchange of punts, Frenship went for the first down on fourth-and-two at the Herd 41, but Bennett never gained control of the handoff.

Bromlow got the Herd moving with a 27-yard gain on the next play and three plays later found the Herd at the Tiger 11. A 2-yard loss and an incomplete pass left the Herd with fourth-and-eight at the 13 when Blair hit Alhemand across the middle for the touchdown. Jesus Gonzales added the PAT to put the Herd on top by a point.

The Tigers moved 39 yards in 10 plays after the kickoff with Bennett accounting for all but 10 of the yards. The Herd defense held at the 23-yard line and Cade's 38-yard field goal attempt was so far left it hit the scoreboard.

The Herd failed to make a first down after the miss, and Frenship took Chris Tardy's 37-yard punt down late in the half for another try.

Cade connected on three straight passes for 31 yards and Bennett and Young added 6-yard runs to put the Tigers at the Herd 25. Defensive end Mike Daniel chased Cade into the arms of tackle Eric Trujillo for a 5-yard sack on third down, but on fourth-and-nine the Tiger quarterback hooked up Bobby Adkisson for a 13-yard gain. Adkisson got out of bounds with six seconds left, allowing the Tigers to line up for a 34-yard field goal try.

Cade put the ball through the uprights and the Tigers ahead as time ran out.

Frenship was awarded a safety on the second half kickoff when Steven Banner picked the ball up at the 4 and retreated into the endzone.

Cumpton said the mistake had no effect on the game's outcome.

"It was a shock," he said of the play, "but I don't think that was the difference in the game. There's not much difference in being two down and four down."

"To be honest, I don't think that had an effect on the way the game went. It could've if we'd kicked off to them and they take it back down to score. But our defense went out and stopped them right off the bat."

"It probably hurt us more in field position than anything, but then the defense got the field position back for us."

Frenship took the free kick at the Herd 42, but came up short on fourth-and-two.

After three downs and out by the Herd offense, defensive end Mark Kreigshauser sacked Cade on consecutive plays for 30 yards in losses back to the Frenship 20. Cade got the Tigers out of the hole with a 50-yard punt.

(See HERD, Page 7A)

Mojo, OHS play 'good clean game'

By CHIP BROWN
Associated Press Writer

ODESSA (AP) - High school football players in this West Texas oil town proved that despite tensions over a stinging expose, a tattling coach, a lawsuit and even death threats that football is still, after all, just a game.

State powerhouse Odessa Permian ignored hype of on-field fights Friday night and defeated cross-town rival Odessa High, whose coach, Jerry Taylor, turned in Permian for rules violations.

Taylor's charge to the University Interscholastic League resulted in Permian being banned from this year's playoffs and several anonymous death threats against Taylor.

"We just wanted to play a good clean game," said Permian quarterback Clint Stewart after the Panthers defeated the Bronchos, 24-6. "Players were hitting hard, but they were helping each other up. This was one of the biggest games for us because we had to keep the Permian tradition going."

Permian, last year's Class 5A state champion and the nation's top ranked team, is one of the most storied high school programs in the country. It is the subject of a controversial book that details the city's obsession with the team, chartered flights for road games and school district lines drawn to send the city's best athletes to Permian.

The Panthers, widely known as "Mojo," have won five state championships and finished second four times.

Taylor told UIL officials he saw the Permian team holding an organized practice before the Aug. 20 starting date, and the UIL banished Permian from the 1990 playoffs.

"It was a good clean football game," said Taylor, who received anonymous death threats after the UIL banned Permian from this year's playoffs.

"The young people are handling it a lot better than we adults are," he said. "Permian always plays with class and we try to do the same thing. Now I hope some of the furor dies down."

After the game players from both teams hugged each other at midfield as 20,000 fans gave a standing ovation.

Police patrols were more than doubled for the game and city leaders had urged rabid fans to keep their cool.

"There was a lot of concern that, because of anger, there could be vandalism, even violence, if we did

(See ODESSA, Page 7A)

Something was wrong from start for Herd

By JOHN BROOKS
Managing Editor

The two young boys were leaning over the railing at the edge of the home stands Friday night as I was getting my camera out of the bag.

"I've just gotta feeling we're going to lose," one boy said to the other disconsolately.

Oh, you can't feel that way, I told the boys. You've gotta be optimistic. "Well, I've just got that feeling."

The young, omniscient one had a pipeline to the Hereford locker room. A group of disappointed Hereford Whitefaces sat in the dressing room after the game, talking about the feeling in the room before the game.

"It was a smell of fear," said one. "You could smell it just like ... You could just smell it."

"The look was in our eyes," said another.

"We knew we were better than them (Frenship)," said another. "But the fear was there. We've got to do something."

"No more words," said the first. "We've got to take action."

He then talked about how different the mood was from last year, when the Herd methodically whipped Frenship and seven other teams en route to the area playoffs.

"There's too many words, too many arguments, too much bull going on," said one. "We've got to start doing anything it takes and start thinking about how we're going to win instead of how we might ... lose."

They promised to assert themselves a little more, to do more of the little things right so the big things may happen more often for the Herd.

A frustrated Ben Weatherly sat in his locker Friday night, wondering how and why.

Weatherly is the only returning starter from last season's offensive line that had two all-stars among the five graduated players.

He was kept busy, as were all of the offensive linemen, by the shifting-and-stunting Frenship defenders.

"They ran a lot of different slants and stunts and stuff," Weatherly said. "Most of the time they had a three-man secondary and everybody else was on the line of scrimmage."

"Sometimes you would catch yourself guessing where they were going to go. They did it to try to confuse use, but it didn't effect us that much. We just made some mental mistakes."

The mistakes have led to a lethargic Herd offense, and Weatherly wants to help improve the output.

"Physically we're fine. We have great physical ability. We've gotta do the little things, the intangibles that get us there. We want to win, and we know we're going to have to work harder starting Monday."

"...Right now, we're at a point where if one person messes up then everybody messes up. We've gotta learn not to do that. We've gotta learn to execute."

And, when all the little things get done, the big things will follow.



Under pressure

Hereford Whiteface quarterback gets rid of the ball just as Wolfforth Frenship defensive end Brad Douglas applies a hit during Friday's 14-7 loss at Whiteface Stadium.

Aldine, A&M pass by opponents

By CHARLES RICHARDS
Associated Press Writer

The road to victory in Texas high school football was similar Friday night for top-ranked Aldine of Class 5A and top-ranked A&M Consolidated of Class 4A.

Both teams got extraordinary passing performances from their quarterbacks, then got a key interception in the waning moments to preserve their victory and remain unbeaten.

Aldine quarterback Eric Gray teamed with wide receiver Eric Stephens on a 65-yard touchdown pass with 1:47 to play to give Aldine a 24-21 lead over Humble Kingwood in a game played before 9,000 fans.

Kingwood tried one last drive, as Kingwood quarterback Brian Harper completed two consecutive passes to take his team to the Aldine 35. But his third pass, with 42 seconds left, was picked off by Larry Kissam, and Aldine ran out the clock.

A&M Consolidated, whose super running back Cliff Groce was out with an injury, was forced into its version of the run-and-shoot after Groce's backup, Clovis McCain, sprained his ankle during a 22-yard touchdown run in the first quarter.

But quarterback Tommy Preston was up to the task. Operating out of the shotgun in a no-huddle offense most of the game, Preston passed for a career-high 320 yards, hitting receiver Mike Pearce nine times for 191 of the yards. A standing-room-only crowd of 8,000 watched the battle.

Leading 31-27 with just more than two minutes remaining and faced

(See PREP ROUNDUP, Page 7A)

Sox take Jays; NY still chasing

AL ROUNDUP

By The Associated Press

For 27 days, Jeff Stone waited for his first major league at-bat of the season.

Stone, used only as a pinch-runner in seven previous appearances since he was called up from Pawtucket, put Boston in first place in the American League East Friday night with a ninth-inning single over a drawn-in outfield, giving the Red Sox a 7-6 victory over the Toronto Blue Jays.

The Red Sox, 9-2 against Toronto this season, won the opener of the crucial three-game series at Fenway Park after blowing 4-0 and 5-4 leads in the late innings. They now lead the division by one game with five games left for both teams.

Toronto winds up its season against the Orioles while the Red Sox conclude with three games at home against the Chicago White Sox.

Athletics 4, Rangers 1
Mike Moore allowed seven hits and one run in 6 1-3 innings, with

Gene Nelson, Rick Honeycutt and Dennis Eckersley finishing the game. Eckersley pitched the ninth for his 46th save.

Oakland scored three runs off Charlie Hough (12-12) in the third inning.

Mariners 13, White Sox 4
Seattle bombed Chicago's vaunted bullpen pitchers, scoring nine runs on six hits and six walks against them in five innings.

Alvin Davis knocked in six runs and hit his third grand slam of the season for the Mariners.

Randy Johnson (14-10) was the winner.

Yankees 7, Brewers 2
Steve Adkins held Milwaukee hitless for six innings to earn his first major league victory and Jesse Barfield and Randy Velarde homered for New York in the second inning off Teddy Higuera (10-10).

Royals 2, Angels 1
Kansas City virtually destroyed Chuck Finley's hopes for a 20-win season, scoring two unearned runs in

the fourth inning.

Gary Thurman's RBI single drove in the decisive run for the Royals after Angels shortstop Dick Schofield's error got the fourth inning started.

Finley (18-9) gave up six hits, walked five and struck out nine in eight innings.

Tigers 3, Twins 1
Detroit got three homers to beat Minnesota.

Tony Phillips tied the score 1-1 in the third with his homer off Allan Anderson (7-18). With one out in the sixth, Chet Lemon and Travis Fryman both hit the first pitch from Anderson for homers.

Orioles 2, Indians 0
Baltimore won for the eighth time in 10 games behind Ben McDonald's four-hit shutout.

McDonald (8-5) walked one and struck out four.

Mike Devereaux led off the Orioles' second with a double. After Leo Gomez walked, Billy Ripken hit a grounder that pitcher Sergio Valdez

(5-6) fielded. But his throw sailed over the head of first baseman Brook Jacoby, letting both runners score.

NL ROUNDUP

By The Associated Press

While the New York Mets are looking for a miracle, the Pittsburgh Pirates need only three more wins.

The Pirates reduced their magic number for winning the National League East to three Friday with a 6-4 victory over St. Louis at Busch Stadium. The Mets remained three games back by beating Chicago 7-1.

Both teams have five games remaining, including a season-ending three-game series starting Monday in Pittsburgh.

Without injured outfielders Darryl Strawberry and Kevin McReynolds in the lineup, the Mets had plenty of offense. Dwight Gooden got the Mets going by doubling in the game's first run and Pat Tabler subbed for Strawberry and hit a three-run homer.

Pirates 6, Cardinals 4
Pittsburgh survived another shaky

The Hereford Brand—Sunday, Sept. 30, 1990—Page 7A

start from left-hander John Smiley. Barry Bonds also broke a 1-for-13 slide with two hits, an RBI and a stolen base, and Pirates relievers worked 6 2-3 scoreless innings.

Smiley lasted only 2 1-3 innings, surrendering home runs to Tom Pagnozzi and Pedro Guerrero.

Mets 7, Cubs 1

Gooden (19-6) pitched eight shutout innings. He gave up five singles, walked one and struck out 10, including the side in the eighth.

Ryne Sandberg hit his league-leading 39th homer in the ninth inning off Wally Whitehurst.

Padres 2, Reds 1

Bruce Hurst pitched a four-hitter and Benito Santiago doubled home a ninth-inning run. Despite the loss, the Reds clinched a tie for the NL West title when Los Angeles lost.

Jack Clark hit a solo homer to tie the score 1-1 in the seventh against Danny Jackson, and the Padres won in the ninth off Randy Myers (3-6).

Giants 7, Dodgers 6

Jim Gott's wild pitch with none out and the bases loaded in the ninth inning scored Will Clark.

Clark led off the ninth with a double and Matt Williams was intentionally walked. Kevin Bass walked to load the bases and Gott's first pitch to rookie Steve Decker got away from catcher Rick Dempsey.

Phillies 5, Expos 4

Montreal lost its eighth straight game as Lenny Dykstra broke an 0-for-14 streak with a fifth-inning homer.

Astros 2, Braves 1
Casey Candaele's two-run triple with one out in the 10th inning lifted Houston over visiting Atlanta in the Astros' record-tying 27th extra-inning game this season.

Mark Davidson singled and moved to second on a walk to Eric Yelding, who made two errors in the top of the inning. Jeff Parrett replaced Kent Mercker (4-7) and Candaele lined a triple into the gap in left-center field.

ODESSA

not pull together as a community," Mayor Lorraine Bonner said.

Odesa Police Sgt. Don Orren said there were no reports of incidents.

"All the hype built up before this game didn't happen," Orren said. "The people showed class on the east and west side of town. We had less problems from this crowd than any we have had before."

Before the game started, an unidentified Odesa student read a prayer before a hushed crowd: "There's a lot of tension built at this game tonight, Oh Lord," she said over the stadium's public address system. "Please give us strength to

relieve the tension tonight."

Both teams bowed their heads in prayer.

Bands from both schools lined up side by side on the field before the game in an unprecedented show of unity and played "America the Beautiful."

Cheerleaders exchanged hugs and flowers.

"If there is conflict between the two schools it won't come from the students," said Lacey McConnell, a cheerleader at Odesa Permian. "It's going to be settled on the field where it should be."

Odesa High linebacker Jason

Johns said the teams wished each other the best of luck.

"After a game like this, I know I couldn't fight anyone," Johns said. "I am too darn tired. We are the only two high schools in town so we all know each other. There were no hard feelings."

Attorneys for the Permian football coaching staff filed a lawsuit against the UIL Friday in hopes of reversing the sanctions, which included a two-game suspension for coach Tam Hollingshead and a year of probation for the team.

Along with the sanctions, Permian fans also were angered by H.G.

Bissinger's book, "Friday Night Lights." It depicts a city where racism is rampant and football gets more attention than English class.

Book-signing appearances by Bissinger in this west Texas city of 108,000 were canceled last week by bookstore owners after they received threats on the Pulitzer Prize-winning author's life.

Some residents claimed Bissinger duped them into cooperating with assurances he was writing a positive account of local prep football, along the lines of "Hoosiers," a heroic tale of an Indiana high school basketball team.

PREP ROUNDUP

with a fourth-and-7 from the Panthers' 38, Preston had a pass dropped. That gave Lufkin the ball with 2:06 to go.

Following a motion penalty, Eugene Jones scrambled for a 9-yard gain. An incomplete brought third down, but Dewayne Castle went 16-yards on a draw play.

A halfback pass from Derrick Odom to Jones went for 3 yards before Jones connected with Clayton Odom for a 19-yard gain to the A&M Consolidated 20 with less than a minute to play.

On the next play, Jones spotted Chad Alexander on the right side of the end zone. Alexander was open for a split second, but Jones put the ball over his head. That allowed Hans Buth to out-jump Alexander for an interception in the end zone, and A&M Consolidated ran out the last 39 seconds of the game.

In other action:

- In Class 5A, No. 2-ranked Converse Judson was upset 22-12 by Austin LBJ. No. 3 Arlington Lamar trimmed Weatherford 34-14, No. 4

Cypress Creek beat Houston Jersey Village 10-7, and No. 5 Longview beat Dallas Roosevelt, 44-20.

- In Class 4A, No. 2 Lubbock Estacado defeated Amarillo Palo Duro, the No. 10 team in 5A, by 20-16. No. 3 Henderson blanked Palestine 33-0, No. 4 Bay City beat Tomball, 26-14, and No. 5 McKinney beat Fort Worth Arlington Heights, 28-7.

- In Class 3A, top-ranked Vernon beat Gainesville 33-22, while No. 2 Southlake Carroll thumped Aledo 68-7, No. 3 Ballinger beat San

Angelo Lake View 29-15, No. 4 Gladewater beat West Rusk, 34-0, and No. 5 Atlanta defeated Ashdown, Ark., 35-8.

- In Class 2A, No. 1 Groveton beat Alto 28-19, No. 2 Pilot Point beat Howe 24-0, No. 3 Schulenburg destroyed Flatonia 86-8, No. 4 Farmersville 29-0, and No. 5 Grand Saline beat Addison Trinity, 35-6.

- In Class A, No. 1 Munday rolled past Electra 32-7, No. 2 Italy ran past Maypearl 48-14, No. 3 Farwell beat Sudan 38-0, No. 4 Spur was idle, and no. 5 Bartlett beat Bremond, 42-7.

HERD

The Herd crossed into Frenship territory, but an illegal procedure penalty on first down at the 42 and two incomplete passes forced another punt.

The Herd got its fourth sack of the night when Mike Daniel trapped Cade for an 8-yard loss, forcing the Tigers to punt from their own 7, but Cade boomed another 50-yarder.

Hereford took over at the Tiger 48 after Banner's 10-yard return. A personal foul against Frenship tacked on to Bromlow's 3-yard run gave the Herd first down at the 30, but Blair made a wild toss on the next play and

Duane Quinton outraced Bromlow for the ball at the 42.

Cade connected with McCullough for 28 yards and Bennett for 12 to move back into field goal range, then capped the drive with a 36-yard kick.

Head came in to direct the Herd to a first down at the Tiger 47, but was replaced by Blair on third-and-17. Blair's pass was picked off by Matthews at the 20.

Frenship looked to put the game out of reach following the turnover, moving to the Herd 9 as Cade found Matthews for 16 yards and McCul-

lough for 22. Banner stalled the drive when he came on a blitz to drop Cade for a 10-yard loss. The sack proved to be just far enough when Cade's fourth field goal attempt of the night from 36 yards out hit the cross bar squarely and bounced back.

Hereford had three minute and 12 seconds to move 80 yards after the miss. Sanderson hit Brummett twice for 15 yards and Bromlow carried three times for 21 to pu the Herd at the Tiger 42. Bennett finally decided things when he stepped in front of Sanderson's third-down pass with 48 seconds left.

Game Summary

Frenship 14, Herd 7

Frenship 6 3 2 3 14
Herd 0 7 0 0 7

F-Chad McCullough 7 pass from Brad Cade (kick failed)

H-Art Allemand 13 pass from Chris Blair (Jesus Gonzales kick)

F-Cade 34 FG

F-Safety (Steven Banner downed kickoff return in endzone)

F-Cade 36 FG

	Frenship	Herd
First Downs	18	12
Yards Rushing	44	164
Yards Passing	191	31
Total Yards	235	195
Comp-Att-Int	12-22-0	4-15-2
Punts-Avg	3-45.7	4-29.0
Fumbles-Lost	1-0	3-2
Penalties-Yards	1-15	4-19
Time of Possession	28:56	19:04

INDIVIDUAL STATISTICS

RUSHING-Hereford: Matt Bromlow, 24-138; Greg Urbanczyk, 4-27; Richard Sanderson, 3-2; T.J. Head, 2-(-2); Chris Blair, 2-(-8). Frenship: Brandon Bennett, 22-76; Duane Young, 13-27; Brad Cade, 5-(-59).

PASSING-Hereford: Sanderson, 2-9-1-15; Blair, 1-5-1-13; Head, 1-1-0-3. Frenship: Cade, 11-21-0-157; Chad McCullough, 1-1-0-34.

RECEIVING-Hereford: Chad Brummett, 3-18; Art Allemand, 1-13. Frenship: McCullough, 5-81; Bennett, 4-41; Chris Matthews, 2-50; Bobby Adkison, 1-13.



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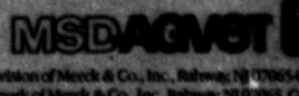
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Karkoska's death adds to long line of tragedy for Bears' Teaff

An AP Sports Analysis
By DENNE H. FREEMAN
AP Sports Writer
WACO (AP) — Grant Teaff is one of those old-fashioned coaches who still come to the press box after a Baylor game to rehash what happened.

It's a courtesy few, if any, coaches in college football extend to writers. He's always been willing to tell you eye-to-eye why he made a certain call and you have an opportunity right then to question his judgment.

The press box interview with Teaff has always been one of the best aspects of covering a game at Baylor. It's one of many classy things Teaff does and is always appreciated by writers on deadline.

But for the first time in his 19-year Baylor career, Teaff didn't make it to the press box after the Bears beat Sam Houston State on Sept. 22.

It was understandable, though, as another tragedy had befallen the Baylor athletic family. Ten minutes before kickoff, Teaff got word that John Karkoska, a big strapping offensive lineman, died for reasons that mystified six doctors. Karkoska had collapsed on Sept. 13 while running wind sprints, sending shock waves through the Baylor squad. He never recovered from what doctors eventually concluded was viral gastroenteritis that resulted in kidney and liver failure.

A football game became of secondary importance to Teaff and the Baylor squad. They cut practices short and didn't even hold one on Friday before the game. Teaff never even studied film on the opponent because of his constant vigil at the hospital.

Karkoska's death served as a painful reminder of other Baylor athletic tragedies:

Freshman basketball player Angel Gist was killed in a one-car accident in 1989, the same year freshman football player Albert Greggs had a leg amputated after a shooting.

Basketball recruit Joe Davis of Tom Bean High School died in January in a two-car accident.

Almost 10 years ago, Baylor football player Kyle Woods was paralyzed in a scrimmage.

Teaff has had to be a tough guy emotionally and physically to handle all that's happened to him.

He was nearly killed while coaching at McMurry College when the team plane crashed with all aboard surviving miraculously.

Only this last summer he had a back operation and had to convalesce at home for several months.

Last year his wife, Donnell, had a dangerous scrape with viral pneumonia that sent her to the hospital.

Teaff's greatest hour in athletics

was taking Baylor to its very first Cotton Bowl in 1974, fighting long odds to pull it off. Four years later did it again.

However, in the battle of life, he's received some cheap shots.

Losing Karkoska will be just another in a long line of tragedies that Teaff and the Baylor athletic department have had to overcome.

Teaff said he plans to rename the "Fighting Bear Award" after Karkoska.

He said the award "goes to the player who is one of those attitude guys, who does his very best all the time and gives effort and typifies the kind of player that a coach just loves to have."

Baylor football will be branded by the tragedy in 1990. Wins and losses seem insignificant when a personal cataclysm strikes.

And Baylor has had a burden few other athletic departments have had to bear.

Texas Open still attracts many of PGA Tour's top professionals

By KELLEY SHANNON
Associated Press Writer
SAN ANTONIO (AP) — When it all started 68 years ago, the Texas Open was played on a municipal golf course. The purse was \$5,000. And it was a first-of-its-kind winter tournament.

These days it's played on an exclusive country club course, and the prize money has grown to \$800,000.

Though traditionally less lucrative than other Texas pro golf tournaments, where purses hover around \$1 million, big-name players nevertheless appear in San Antonio to play for the now \$144,000 first prize.

"I honest to God believe this is going to be the best Texas Open ever," said Nick Milanovich, executive director of the San Antonio Golf Association, organizer of the tournament this week at Oak Hills Country Club.

Among the golfers expected to compete beginning Thursday are Payne Stewart, Fred Couples, Tom

Kite, Ben Crenshaw, Calvin Pete and defending champion Donnie Hammond.

Last year the purse was \$600,000, considerably lower than some major pro tournaments. SAGA was planning to up the purse to \$700,000 this year anyway. Then in July the tournament gained H-E-Butt Grocery Co. as a three-year sponsor, adding another \$100,000 in prize money.

Texas Open organizers are preparing for thousands of spectators, with the biggest crowd of about 25,000 expected Sunday.

"We've been trying to reach out to more of the community to have them come," Milanovich said.

For instance, he said, junior golf workshops conducted by pros early this week are being held at municipal courses and during after-school hours in an effort to include more youngsters.

The Texas Open began in 1922, when a group of local golf enthusiasts raised \$5,000 for the inaugural

tournament at Brackenridge Municipal Golf Course won by Bob McDonald.

The next year, British Open champion Walter Hagen came from six strokes back to win in a playoff.

Other past winners have included Crenshaw, Byron Nelson, Ben Hogan, Sam Snead, Arnold Palmer, Chi Chi Rodriguez, Don January, Lee Trevino and John Mahaffey.

Two years in the 1980s other PGA events were held in San Antonio in place of the Texas Open: a \$1 million championship in 1986, and a \$2 million championship in 1987.

The \$2 million purse was the largest to that point in PGA Tour history. Tom Watson won the tournament.

In its nearly seven decades of existence, the Texas Open has moved around the city. After Brackenridge the tournament was played at Willow Springs Golf Course, Fort Sam Houston, Pecan Valley Golf Course, Woodlake Country Club and Oak

Hills Country Club, where it has been a total of 20 times and continuously since 1988.

In the past two weeks controversy has surrounded the tournament, prompting the PGA to send a representative to San Antonio last week to ensure that Oak Hills is complying with the tour's anti-discrimination requirements.

Oak Hills has no black members but says blacks are welcome. Club leaders say other minorities and women are members and that 12 blacks have been invited to join, but none have done so.

"Oak Hills Country Club, to its credit, has chosen to move forward to more fully create a pro-active membership policy - and more importantly - membership practice," said Ric Clarson, PGA Tour director of administration.

H-E-B, the Texas Open sponsor, also announced that it is satisfied with efforts Oak Hills is making regarding minorities.

Parcells won't repeat himself against Dallas

EAST RUTHERFORD, N.J. (AP) — Bill Parcells is a firm believer in never repeating a game plan, no matter how successful.

So the first thing he did on Monday morning was erase everything on the blackboard for New York's game against Miami and then made the mental note to himself to forget everything he used two weeks ago when the Giants walked over Dallas 28-7.

For this second meeting with Dallas (1-2) Sunday at Giants Stadium, the Giants (3-0) will use different running plays to get in the eight hole, new plays for the six hole, and basically, different plays for everything.

Don't bother asking why? Little is going to change.

The Giants theory of offense in 1990 will remain the same even if the plays are different. Run the ball left. Run the ball right. Run it up the gut, and on third-down dump a little pass to Dave Meggett.

"Every week they seem to be going into the game with some new blitzes and stunts, it's like their special of the week," Oates said. "Last week, they had more four-linebacker formations. They had some success against us using that late in the game."

Cowboys coach Jimmy Johnson down played any success Dallas had against the Giants in the second week of the season.

"At that stage of the game, I think the Giants were content to run out the clock," he said. "That was the only reason for our success."

Johnson said he never felt the Cowboys were in the game against the Giants and in many ways he is right. New York's margin of victory could have been a lot larger had not the Giants' offense fumbled three

times within the Dallas 30 yard line, including once right at the goal line.

"As good as the Giants are playing I don't know if anyone looks forward to playing them," Johnson said. "We are excited about playing at Giants Stadium and we are hoping to put in a better showing than two weeks ago."

The Cowboys defense did not allow a touchdown in the loss to the Redskins.

The big question mark for New York is whether perennial All-Pro linebacker Lawrence Taylor will play. He pulled his left hamstring on the final play against Miami on Sunday and his status is questionable.

Taylor on Wednesday said he would play.

The Giants have won their last five meetings with Dallas. The Cowboys still lead the series, 35-19-2.

It's boring football, but the Giants are having tremendous success with it. In the last two games against Dallas and Miami, New York has averaged 40 minutes in time of possession and has not been threatened in either game.

"A lot of the coaches are allowing us to do basic running plays so we can get into a rhythm," Giants center Bart Oates said. "That way you get a feel for what they are going to do and you get a feel for what the guy next to you is going to do."

Oates said preparing for Dallas just two weeks after playing them is easy, although the Cowboys showed some new defensive looks in last week's 19-15 loss to Washington.

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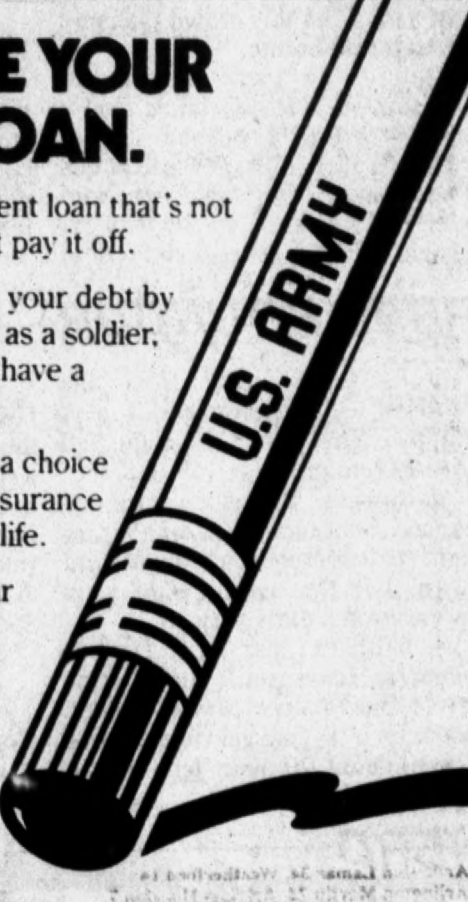
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Hereford Brand SCOREBOARD

By The Associated Press

Here are results of games involving teams ranked in The Associated Press Top 10 in each classification:

- Class 5A**
1. Aldine (4-0) beat Humble Kingwood, 24-21
 2. Converse Judson (3-1) lost to Austin LBJ, 22-12
 3. Arlington Lamar (4-0) beat Weatherford, 34-14
 4. Cypress Creek (4-0) beat Houston Jersey Village, 16-7
 5. Longview (4-0) beat Dallas Roosevelt, 44-20
 6. Fort Bend Willowridge (3-1) beat Fort Bend Clements, 28-7
 7. Waco (3-1) beat Round Rock, 27-6
 8. Dallas Carter (3-1) beat Dallas Skyline, 38-0
 9. Tyler John Tyler (4-0) beat Corsicana, 40-14
 10. Amarillo Palo Duro (2-2) lost to Lubbock Estacado, 26-16

- Class 4A**
1. A&M Consolidated (4-0) beat Lufkin, 31-27
 2. Lubbock Estacado (4-0) beat Amarillo Palo Duro, 20-16
 3. Henderson (4-0) beat Palestine, 33-0
 4. Bay City (4-0) beat Tomball, 26-14
 5. McKinney (4-0) beat FW Arlington Heights, 28-7

- Class 3A**
1. Kerrville Tivy (3-1) lost to San Angelo Central, 41-24
 2. West Orange-Stark (3-1) beat Jasper, 7-6
 3. Dallas Roosevelt (2-2) lost to Longview, 44-20
 4. Big Spring (2-2) was tied by Snyder, 14-14
 5. Athens (4-0) beat Sulphur Springs, 28-7

- Class 2A**
1. Vernon (4-0) beat Gainesville, 33-22
 2. Southlake Carroll (4-0) beat Alamo, 48-7
 3. Ballinger (4-0) beat San Angelo Lake View, 29-15
 4. Gladewater (4-0) beat West Rusk, 34-0
 5. Atlanta (4-0) beat Ashdown, Ark., 35-8
 6. Mexia (2-1) vs. Sweeny, Saturday
 7. Crockett (4-0) beat Livingston, 41-6
 8. Sealy (2-1) vs. Needville
 9. Navasota (2-2) beat Montgomery, 39-0
 10. Cameron (4-0) beat Giddings, 36-14

- Class 1A**
1. Groveton (4-0) beat Alto, 28-19
 2. Pilot Point (4-0) beat Howe, 24-0
 3. Schulenburg (4-0) beat Flatoon, 84-8
 4. Farmersville (4-0) beat Van Alstyne, 29-0
 5. Grand Saline (4-0) beat Addison Trinity, 35-6
 6. Post (4-0) beat Sundown, 61-6
 7. DeLeon (3-0-1) beat Bangs, 33-0
 8. Shiner (4-0) beat Navarro, 61-12
 9. Alto (3-1) lost to Groveton, 28-19
 10. Refugio (2-1-1) beat Woodsboro, 45-0

- Class 5A**
1. Munday (4-0) beat Electra, 32-7
 2. Italy (4-0) beat Maypearl, 48-14
 3. Farwell (4-0) beat Sudan, 38-0
 4. Spur (3-0), idle
 5. Bartlett (4-0) beat Bremond, 42-7
 6. Coolidge (3-1) beat Axtell, 26-14
 7. Flintonia (2-2) lost to Schulenburg, 86-8
 8. Garden City (2-1) beat Wink, 76-7
 9. Rankin (2-2) lost to Van Horn, 36-28
 10. Era (4-0) beat Petrolia, 7-0

- Class 4A**
1. Abilene 13, Abilene Cooper 10
 2. Aldine 24, Humble Kingwood 16
 3. Alice 24, CC Moody 12
 4. Angleton 28, Brazoswood 0
 5. Arlington 51, Burleson 0
 6. Arlington Lamar 34, Weatherford 14
 7. Arlington Martin 24, Arl Sam Houston 7
 8. Austin Johnson 21, Bastrop 8
 9. Austin LBJ 22, Converse Judson 12
 10. Baytown Lee 21, FA Jefferson 12
 11. Baytown Sterling 21, LaPorte 13
 12. Beaumont Central 47, Vidor 0
 13. Beaumont West Brook 21, Deer Park 18
 14. Brownsville Hanna 8, Brownsville Porter 7
 15. CC King 27, CC Ray 7
 16. Canutillo 48, Hatch N.M. 0
 17. Cypress Creek 10, Jersey Village 7
 18. Dallas Carter 38, Dallas Skyline 0
 19. EF Andress 42, EF Jefferson 21
 20. EF Austin 21, EF Bowie 12
 21. EF Bel Air 33, EF Del Valle 20
 22. EF Coronado 24, El Paso 0
 23. EF Eastwood 7, Socorro 7 (tie)
 24. EF Irvine 24, EF Burgess 0
 25. EF Riverside 28, EF Hanks 7
 26. Edinburg 42, McAllen 21
 27. FW Eastern Hills 27, FW Trimble Tech 14
 28. FW Halton 20, WF Rider 0
 29. Fort Bend Willowridge 28, FB Clements 7
 30. Garland 24, Duncanville 22
 31. Grapevine 31, South Grand Prairie 21
 32. Harlingen 28, Westaco 21
 33. Hobbs (N.M.) 27, EF Parkland 6
 34. Houston Austin 35, Houston Forest Brook 24
 35. Houston Lamar 49, Bellaire 7
 36. Houston Milby 31, Houston Wheatley 0
 37. Houston Sam Houston 35, Hou Kashmere 20
 38. Houston Sterling 19, Smiley 7
 39. Houston Waltrip 57, Houston Scarborough 10
 40. Houston Washington 46, Houston Davis 0
 41. Houston Westbury 21, Houston Worthing 0
 42. Huntville 39, Klein 0
 43. Irving 27, Grand Prairie 3
 44. Irving MacArthur 38, Eules Trinity 22
 45. Irving Nimitz 7, Hurst Bell 0
 46. Keller 35, Marcus 13
 47. Kilben Ellison 24, Copperas Cove 7
 48. Lake Highlands 43, Richardson Pearce 7
 49. Lamar Consolidated 42, Spring Woods 6
 50. Lawville 17, Denton 9
 51. Longview 44, Dallas Roosevelt 20
 52. Mansfield 13, Cleburne 3
 53. Marshall 33, Paris 17
 54. Mayde Creek 26, Bryan 21
 55. Mesquite 17, DeSoto 7
 56. Midland Lee 14, Midland 7
 57. Mission 57, La Joya 0
 58. Nacogdoches 48, Conroe Oak Ridge 11

- Class 3A**
1. New Braunfels 28, Del Valle 0
 2. North Garland 24, Lakeview Centennial 12
 3. Odessa Permian 24, Odessa 6
 4. Pflugerville 14, Round Rock Westwood 14 (tie)
 5. Pharr-SJ-Alamo 40, Rio Grande City 14
 6. Plainview 14, Lubbock Coronado 7
 7. Plano 35, Carrollton Turner 0
 8. Richardson 34, Carrollton Smith 18
 9. Richardson-Burner 15, Plano East 0
 10. SA Churchill 17, SA Taft 0
 11. SA Highlands 28, SA Lanier 6
 12. SA Jay 34, SA Madison 17
 13. SA MacArthur 42, SA Holmes 28
 14. SA McCollum 20, San Marcos 6
 15. SA Sam Houston 22, SA Brackenridge 12
 16. San Angelo Central 41, Kerrville Tivy 24
 17. San Benito 21, Donna 14
 18. Seguin 24, SA Harlandale 20
 19. Sherman 40, Richland Springs 14
 20. South Garland 49, North Mesquite 13
 21. South San Antonio 28, SA East Central 6
 22. Temple 33, Killeen 14
 23. Tyler John Tyler 46, Corsicana 14
 24. Tyler Lee 19, FW Western Hills 7
 25. Victoria 27, CC Miller 19
 26. Waco 27, Round Rock 6

- Class 2A**
1. A&M Consolidated 31, Lufkin 27
 2. Andrews 10, Levelland 0
 3. Athens 28, Sulphur Springs 7
 4. Austin Reagan 28, Austin Anderson 15
 5. Austin Travis 28, Leander 17
 6. Austin Westlake 40, Austin Crockett 27
 7. Bay City 26, Topsham 14
 8. Big Spring 14, Snyder 14 (tie)
 9. Brenham 17, Brazosport 0
 10. Carthage 32, Dargersfield 7
 11. Dallas Madison 29, Belton 27
 12. Dayton 33, Walker 12
 13. Dickinson 21, Galena Park 0
 14. Edcouch-Elsa 27, Brownsville Pace 26

- Class 1A**
1. El Campo 35, Katy Taylor 7
 2. FW Brewer 17, Adle 14
 3. Flour Bluff 14, Laredo Martin 7
 4. Fort Stockton 26, Crane 9
 5. Frenship 14, Hereford 7
 6. Gregory-Portland 63, Victoria Stroman 21
 7. Hays 6, Austin Lanier 0
 8. Henderson 33, Palestine 0
 9. Houston C. C. King 34, Clear Brook 17
 10. Jacksonville 35, Hallsville 21
 11. Kilgore 28, Liberty-Eylau 6
 12. La Marque 26, Friendswood 10
 13. Lamesa 22, Brownfield 6
 14. Lindale 21, Whitehouse 14
 15. Lockhart 42, Austin Anderson 20
 16. Longview Pine Tree 27, FW Northside 6
 17. Lubbock Estacado 24, Amarillo Palo Duro 16
 18. McKinney 28, FW Arlington Heights 7
 19. Mercedes 24, Lyford 0
 20. Midlothian 9, Cedar Hill 7
 21. Midway 37, Brownwood 0
 22. Mount Pleasant 16, Chapel Hill 13
 23. New Braunfels Canyon 13, SA Southwest 9
 24. PA Lincoln 25, Nederland 6
 25. Pecos 24, Kernal 17
 26. Pleasanton 35, Crystal City 20
 27. Port Lavaca Calhoun 8, Beeville Jones 4
 28. Port Neches-Groves 38, Little Cypress 14
 29. Robstown 27, Fallurrias 9
 30. SA Alamo Heights 48, SA Edgewood 0
 31. SA Memorial 27, SA Southside 20
 32. SA West Campus 27, SA Kennedy 0
 33. Schertz-Clements 20, Boone 10
 34. Silsbee 42, Bridge City 14
 35. Smithson Valley 33, SA Cole 14
 36. Stephenville 49, Burk Burnett 35
 37. Sweetwater 42, Borge 0
 38. Taylor 12, Austin McCallum 7
 39. Terrell 38, Greenville 13
 40. Texas High 51, Dallas Jefferson 20
 41. Uvalde 48, Del Rio 0
 42. WF Hirsch 21, Denison 14
 43. West Mesquite 20, Quinlan 14
 44. West Orange-Stark 7, Jasper 6
 45. Wichita Falls 24, Amarillo Caprock 16
 46. Willis 28, Rockdale 8

- Class 5A**
1. Alvarado 35, FW Carter-Riverside 6
 2. Anahuac 60, East Chambers 0
 3. Aransas Pass 29, Bishop 28
 4. Atlanta 35, Ashdown Ark 8
 5. Ballinger 29, San Angelo Lake View 15
 6. Bandera 24, Stockdale 18
 7. Breckenridge 15, Mineral Wells 14
 8. Burnet 43, Lampasas 7
 9. Caldwell 21, Smithville 14
 10. Cameron Yoe 30, Giddings 14
 11. Cameron Yoe 30, Giddings 14
 12. Canyon 9, Floydada 7
 13. Childress 43, Canyon Randall 6
 14. Coldspring 28, Trinity 6
 15. Columbus 42, Wharton 12
 16. Comanche 20, Clifton 19
 17. Commerce 25, Wyle 7
 18. Corrigan-Camden 28, Barbers Hill 20
 19. Crockett 41, Livingston 6
 20. Cuero 28, LaGrange 14
 21. Dalhart 28, Frijoles 0
 22. Decatur 62, Lake Worth 0
 23. Denver City 21, Littlefield 15
 24. Dimmitt 21, Slaton 14
 25. Edna 41, Rice Consolidated 8
 26. Elgin 21, Hearne 14
 27. Fabens 16, Denning (N.M.) 0
 28. Forney 17, Brownboro 15
 29. Fredericksburg 27, Dripping Springs 3
 30. Freer 24, Carrizo Springs 7
 31. Giddings 38, Milano 19
 32. Gilmer 41, Rusk 9
 33. Gladewater 24, West Rusk 0
 34. Glen Rose 46, Dublin 0
 35. Goliad 21, George West 14
 36. Graham 3, Abilene Wyle 0
 37. Groesbeck 35, Franklin 13
 38. Hallettsville 62, Weimar 0

- Class 4A**
1. Hardin-Jefferson 26, Beaumont Kelly 12
 2. Hondo 29, Devine 6
 3. Ingalls 9, West Oso 6
 4. Iowa Park 9, Clyde 0
 5. Jefferson 18, New Boston 7
 6. Kemp 28, Eustace 6
 7. Kountze 27, Orangefield 13
 8. LaFeria 14, Los Fresnos 0
 9. LaVerna 41, Jourdanton 7
 10. Liberty 41, Clewiston 13
 11. Lindero-Kilders 45, Pleasant Grove 0
 12. Llano 35, Lake Travis 18
 13. Luling 35, Floresville 12
 14. Lumberton 33, Kirbyville 7
 15. Mabank 31, Canton 24
 16. Madisonville 30, Splendora 14
 17. Marble Falls 39, Brady 7
 18. Medina Valley 44, St. Gerard 23
 19. Merkel 21, Colorado City 21 (tie)
 20. Muleshoe 8, Lubbock Cooper 7
 21. Navasota 39, Montgomery 0
 22. Newton 42, Hampshire-Fannett 32
 23. Odem 31, Rockport-Fulton 0
 24. Orange Grove 22, Hebbbronville 12
 25. Pittsburg 28, Palestine Westwood 18
 26. Progreso 37, Roma 14
 27. Rains 14, Bullard 14 (tie)
 28. Randolph 35, Floresville 12
 29. Reagan County 20, Seminole 14
 30. Rice Consolidated 41, Edna 8
 31. Shepherd 36, Tarkenton 7
 32. Sinton 35, Mathis 14
 33. Somerset 21, Pearland 14
 34. Sonora 15, Mason 14
 35. Southlake Carroll 33, Gainesville 22
 36. Spring Hill 21, Sabine 7
 37. Springtown 34, Boyd 6
 38. Stapp 37, Bellville 7 (tie)
 39. Telford 41, San Diego 6
 40. Tatum 27, White Oak 13
 41. Tulla 16, West Texas High 14
 42. Van 35, Ferris 6
 43. Vernon 33, Gainesville 22
 44. Willis Point 34, Quitman 0
 45. Woodville 57, Houston St. Pius 2

- Class 3A**
1. Abernathy 37, Olton 20
 2. Academy 18, Manor 13
 3. Alba-Golden 21, Chisum 0
 4. Albany 30, Hamlin 14
 5. Anna 6, Community 0
 6. Anson 24, Stamford 13
 7. Arp 20, Frankston 14
 8. Benaville 21, Ben Bolt 7
 9. Bloomington 42, Skidmore-Tynan 7
 10. Brackettville 7, Rockspings 0
 11. Brazos 45, Danbury 6
 12. Caddo Mills 27, Little Elm 19
 13. Celina 41, Royce City 6
 14. Cisco 52, Ranger 3
 15. Clarendon 19, Gruver 0
 16. Cooper 14, Wimbrow 13
 17. DeLeon 33, Bangs 0
 18. Dilley 42, Cotulla 0
 19. Edgewood 10, Big Sandy 7
 20. Elkhart 21, Leon 0
 21. Elysian Fields 28, Teneha 2
 22. Farmersville 29, Van Alstyne 0
 23. Goldthwaite 33, Eastland 6
 24. Grand Saline 35, Addison Trinity 6
 25. Grapeland 40, Centerville 8
 26. Groveton 28, Alton 19
 27. Hamilton 42, Early 0
 28. Harmony 27, Como-Pickton 0
 29. Hart 24, Lockney 0
 30. Hawley 26, Jim Ned 12
 31. Hemphill 14, Tyler Gorman 11
 32. Hempstead 28, Louisa 0
 33. Hughes Springs 27, DeKalb 20
 34. Hull-Dalsetta 34, Hardin 10
 35. Hutto 36, Liberty Hill 0
 36. Idalou 20, Crosbyton 15
 37. Ingram 20, Sabinal 19

- Class 2A**
1. Iraan 17, Coahoma 7
 2. Jackboro 27, Olney 0
 3. Joquim 34, Beckville 7
 4. Johnson City 28, San Marcos Academy 13
 5. LaPryor 24, Leakey 6
 6. LaVilla 21, Fremont 13
 7. Leonard 52, Fannin 14
 8. Lexington 22, Calvert 16
 9. Lone Oak 40, Honey Grove 21
 10. Lovelady 18, Buffalo 15
 11. Malakoff 34, Blooming Grove 18
 12. Marfa 18, Fort Davis 13
 13. Marion 29, Natalia 12
 14. New Diana 70, Union Grove 8
 15. New Waverly 41, Huffman 8
 16. Nixon-Smiley 27, Potosi 7
 17. One City 35, Union Hill 0
 18. Overton 20, Winona 7
 19. Pilot Point 24, Howe 0
 20. Post 61, Sundown 6
 21. Poth 41, Lytle 0
 22. Ralls 16, Tahoka 14
 23. Redwater 34, Hooks 17
 24. Refugio 45, Woodsboro 0
 25. Salado 37, Rogers 13
 26. San Saba 20, Coleman 0
 27. Santa Rosa 49, Rio Hondo 0
 28. Schulenburg 86, Flatonia 8
 29. Schulenburg 86, Flatonia 8
 30. Seagraves 26, New Deal 6
 31. Seymour 43, Crowell 7
 32. Shallowater 14, Hale Center 7
 33. Shiner 41, Navarro 12
 34. Springlake-Earth 28, Morton 7
 35. Stratford 30, Amarillo River Road 14
 36. Thrall 36, Florence 6
 37. Three Rivers 21, Kenedy 0
 38. Tidehaven 21, Ganado 14
 39. Timpony 51, Harleton 7
 40. Trump 25, Minnieola 24
 41. Van Horn 36, Rankin 28
 42. Van Vleet 7, Industrial 0
 43. Warren 46, Chester 0

 Hereford STATE BANK Member FDIC					
HERD SPORTS SCHEDULE					
WEEK OF OCT. 1-6 (HOME EVENTS IN BOLD)					
MON	TUE	WED	THUR	FRI	SAT
VOLLEYBALL Frosh, 8th & 7th vs. Perryton, 5:30 p.m., HJH Gym	TENNIS Herd at Amarillo High, 4 p.m. FOOTBALL 8th White A&B at Canyon JH, 5 p.m. 7th Maroon A&B vs. Levelland, 5 p.m., HJH Field 7th White A&B vs. Canyon JH, 5 p.m., South Field VOLLEYBALL Varsity, JV at Amarillo Caprock, 6:30 p.m. (District match)	Fellowship of Christian Athletes meeting, 8:30 p.m., workout barn	FOOTBALL Fosh Maroon vs. Friona, 5 p.m., South Field Frosh White vs. Canyon High, 5 p.m., HJH Field JV vs. Levelland, 7 p.m., Whiteface Stadium Sophs at Levelland, 7 p.m.	FOOTBALL Herd at Levelland, 7 p.m.	GOLF Boys at Amarillo AirBaseGC, 8:30 a.m. CROSS COUNTRY Herd at Lubbock Invitational, 10 a.m. TENNIS Herd at Dumas, 1 p.m. (District match) VOLLEYBALL Varsity, JV vs. Canyon Randall, 2 p.m., HHS Gym (District match)

- Wellington 21, Sanford-Fritch 19
 West Sabine 41, Huntington 0
 Wimberley 15, Comfort 12
 Winona 76, Overton 20
 Winters 24, Haskell 6
 Wolfe City 29, Blue Ridge 7
 Yorktown 14, Karnes City 13

- CLASS A**
1. Agus Dulce 18, Riviera 0
 2. Anson 16, Happy 10
 3. Bartlett 42, Bremond 7
 4. Booker 26, White Deer 20
 5. Brunl 7, Banquete 0
 6. Bryson 44, Chico 0
 7. Burton 46, Normangee 0
 8. Celeste 28, Fruitvale 6
 9. Center Point 40, Blanco 0
 10. Charlotte 6, Asherton 0
 11. Coolidge 20, Axtell 14
 12. Cross Plains 15, Roscoe 7
 13. Dawson 60, Southland 32
 14. Era 7, Petrolia 0
 15. Evadale 33, Deweyville 0
 16. Farwell 38, Sudan 0
 17. Garden City 76, Wink 7
 18. Granger 26, Bruceville-Eddy 13
 19. Iola 27, Holland 0
 20. Italy 48, Maypearl 14
 21. Jarrell 27, Evans 6
 22. Knox City 22, Rotan 20
 23. Lindsay 25, Nocona 7
 24. Menard 17, Nueces Canyon 6
 25. Miller 19, Roby 16
 26. Motley County 35, Clovis N.M. JV 18
 27. Munday 32, Electra 7
 28. Nazareth 7, Claude 6
 29. Oakwood 20, Wortham 14
 30. Paducah 21, Lubbock Christian 6
 31. Petersburg 28, Kress 6
 32. Plains 34, Bovina 2
 33. Runge 53, St. Paul 0
 34. Santa Anna 54, Baird 6
 35. Thorndale 40, Somerville 20
 36. Throckmorton 34, Rising Star 8
 37. Vega 14, Sunray 13
 38. Water Valley 36, Junction 21
 39. Wheeler 14, Quannah 7

- SIX-MAN**
1. Amherst 22, Wilson 18
 2. Blum 71, Buckholts 14
 3. Bole Home 25, ChristWay 20
 4. Cherokee 56, Blanket 28
 5. Chillicothe 51, Lefors 19
 6. Christoval 74, Zephyr 48
 7. Covington 56, Bynum 6
 8. Fort Hancock 56, Sierra Blanca 6
 9. Gore 65, Strawn 38
 10. Groom 30, Cotton Center 0
 11. Guthrie 56, Silverton 22
 12. Hermleigh 56, Patton Springs 0
 13. Higgins 54, Follett 26
 14. Jayton 73, Ira 44
 15. Leabuddie 48, Agape Christian 0
 16. Lometa 63, Lohn 24
 17. Loop 24, Borden County 21
 18. McLean 42, Harold 6
 19. Meadow 45, Whittharal 24
 20. Mullin 42, Gustine 14
 21. Paint Creek 25, Gordon 24
 22. Panther Creek 64, Harper 28
 23. Rochester 30, Newcastle 20
 24. Rule 46, Vernon Northside 0
 25. Sands 50, New Home 0
 26. Smyer 39, Klondike 28
 27. Three Way 66, Amarillo Christian 12
 28. Trent 41, Aspermont 39
 29. Valley 54, Miami 44
 30. Wellman 53, Ropersville 28
 31. Woodson 26, Sidney 0

Contest scores

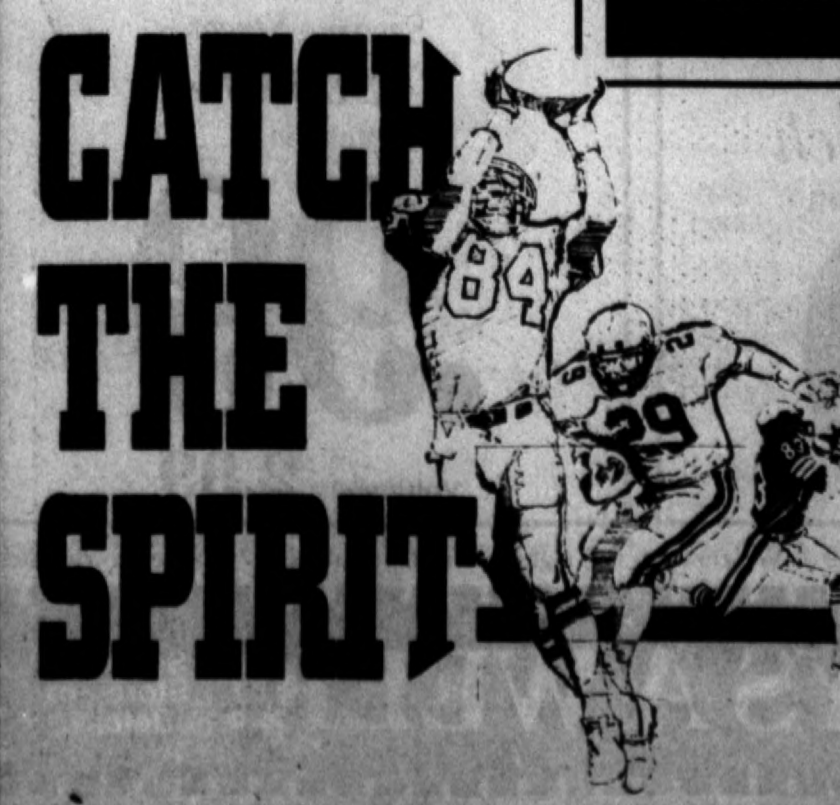
- Plainview 14, Coronado 7
 Estacado 20, Palo Duro 16
 Wichita Falls 24, Caprock 16
 Sweetwater 42, Borger 0
 Childress 43, Randall 6
 Dimmitt 21, Slaton 14
 Vega 14, Sunray 13
 Farwell 38, Sudan 0
 Amarillo vs. Tascosa, Pampa at Dunbar, Saturday

NFL Schedule

- Dallas at New York Giants, noon
 Denver at Buffalo, noon
 Green Bay at Detroit, noon
 Indianapolis at Philadelphia, noon
 Miami at Pittsburgh, noon
 Tampa Bay at Minnesota, noon
 Chicago at LA Raiders, 3 p.m.
 Cleveland at Kansas City, 3 p.m.
 Houston at San Diego, 3 p.m.
 New York Jets at New England, 3 p.m.
 Washington at Phoenix, 7 p.m.
MONDAY: Cincinnati at Seattle, 8 p.m.
 Open Week: NFC West—Atlanta, Los Angeles Rams, New Orleans, San Francisco

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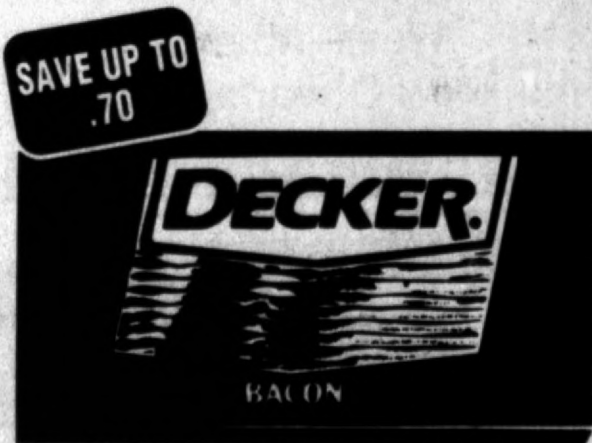
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*Betty Crocker
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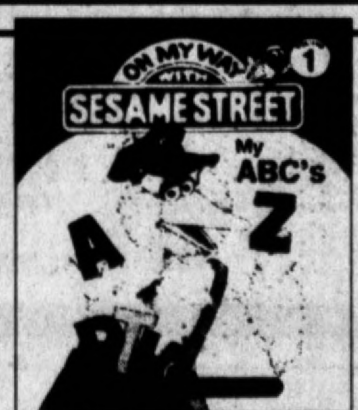
.89



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Your newspaper.



(Left to right) Publisher-Editor O.G. Speedy Nieman, Managing Editor John Brooks, Advertising Manager Mauri Montgomery, and North Plains Printing Press Manager Sherry Davis review the final run of the **Brand's** special centennial edition.

Covering this area's events for 89 years.

The faces have changed at the *Hereford Brand* over the past 89 years, and so has the complexion of our product. Some things have remained the same. One enduring aspect of our daily operations at the *Brand* has been to uphold our readers' trust as a credible source of information for this county.

As current caretakers of this ideal, we take special pride in covering the news during this historic moment in Deaf Smith County's history.

We also look forward to the prospect of being an active member of this community for the next 100 years. *You have been an important part of our family since 1901.*

O.G. (Speedy) Nieman - Publisher, Editor & Lavon Nieman

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Danee' Wilson - Gen. Assignments
Sam Waller - Sports Editor
Sandy Stagner - Society Editor
Kay Crismon - Society

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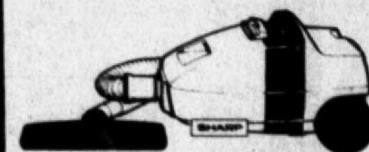
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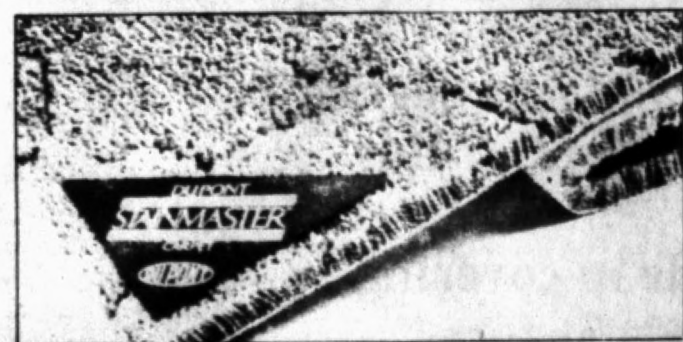
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Life!

Couple united in marriage during candlelight ceremony

Shannon Marie Evers and Ricky Perez, both of Amarillo, were united in marriage Saturday afternoon in St. Anthony's Catholic Church.

Officiating for the ceremony was Monsignor Orvil Blum of St. Anthony's Catholic Church in Hereford.

The bride is the daughter of Sonny and Carolyn Evers of Hereford and the bridegroom is the son of Amadeo and Chela Perez of Happy.

The church altar was decorated by two pyramid brass candelabra holding nine white tapers and entwined with white gladiolus and red carnations. A large fan holding white gladiolus and red carnations centered the altar with smaller fans on each of the side alters.

The bride's sister, Sandy Beck of Amarillo, served as maid of honor and the groom's brother, Romaldo Perez of Glendale, Ariz. served as best man.

Council discusses future

The Deaf Smith County Extension Council met Monday in the Heritage Room at the Library to discuss upcoming club events.

Opening exercises were given by the Cultural Club, which featured two readings, "On the Lighter Side" and "Sick" read by Perry Keyes.

In regular items of business, the minutes were read and approved and roll call of the standing committees was taken.

Beverly Harder, C.E.A. stated the KPAN cooking school will be postponed until further notice.

A Festive Foods show will be Oct. 9 at 2 and 7 p.m. For reservations call the extension office at 364-3573 no later than Oct. 8.

Deaf Smith General Hospital will host a health fair on Oct. 30 from 10 a.m.-5 p.m. There will be posters judged in different categories. Deadline is Oct. 26.

The Westway Extension Club will be hosting a bazaar Dec. 15 at the Community Center. The Council will sponsor a food booth at the bazaar.

There will be a leader's training meeting Oct. 15 from 1:30-2:30 p.m. at the Heritage Room on Water Safety and Quality or Christmas.

T.E.H.A. chairman Johnnie Messer gave a report on the legislation luncheon that will be at the state meeting Oct. 2-5 in Amarillo. The 50 year members will be recognized on Tuesday evening.

Six clubs were represented and four had 100 percent attendance. Visitors welcomed were Perry Keyes, Edith Hunter, Jewel Rogers, Winnie Wiseman, Vernis Parsons, Wilma Goettsche, Jo Lee and Rachel Richardson.



Thomas Jefferson invented the dumbwaiter.

Bridesmaids included the groom's sister, Pearl Grubb of Happy, Sheri Adams of Hereford, and Kim Johnson of Amarillo.

Groomsmen were the groom's brothers, Randy and Amadeo Perez both of Amarillo, and Cody Grubb of Happy.

Guests were escorted by the bride's brother, Richard Evers of Amarillo, Steve Beck of Amarillo, and Hol Toles of Canyon.

The groom's niece, Tiffany Perez, daughter of Randy and Cindy Perez of Amarillo served as junior bridesmaid and the groom's nephew, Justin Perez, son of Amadeo and Christie Perez served as groomsman.

The groom's nieces, Sierra Grubb daughter of Pearl and Cody Grubb of Happy and Whitney Perez, daughter of Amadeo and Christie Perez of Amarillo served as flower girls.

The bride's brother, Randy Evers and Jake Grubb, son of Pearl and Cody Grubb of Happy served as ring bearers.

Candles were lit by Christie and Cindy Perez of Amarillo.

"Hosea," "Ave Maria," "On Eagle's Wings," "You are Near,"

"Lords Prayer," "Mother at Your Feet is Kneeling," "Unity Prayer," and the traditional "Wedding March" was sung by Larry Kuper of Carrollton and Sherri Adams sang "There is Love."

Serving as minister of alter were Keith and Kent Simmacher, sons of Al and Pat Simmacher of Hereford. Pat Simmacher served as Lector and Eucharistic minister was the bride's brother, Russell Evers of Hereford and the groom's parents.

Presented in marriage by her father the bride was attired in a formal-length gown of ivory satin. It was fashioned with a Sweetheart neckline of pearl and iridescent sequins outlining a rose design adorned with five dangling strings of pearls. The princess style waistline was accented with a rose design of sequins and pearls. The cathedral train was enhanced with lace stems and leaves outlined in seed pearls sweeping into a scalloped lace hem.



MRS. RICKY PEREZ
...Shannon Marie Evers

In her hair, the bride wore a tulle edged with scalloped lace and tiny satin roses.

She carried a cascade bouquet of white and red silk fringed carnations centered with a blue silk carnation.

Bridal attendants wore floor-length red nylon dresses with gathered skirts and carried white lace umbrellas accented with red carnations and white ribbon.

Angela Evers of Amarillo invited guests to register at the reception held the K C Hall. Others assisting were Karen Ellison of Amarillo, Castillo and Maria Garcia, and Rosemary Barrett of Hereford.

The bride's cake was served by Lynda Milburn, Denise and Cheryl Herrin. Beverages were served by Stephanie Evers of Umberger.

The bride's four-tiered white cake,

was connected to three smaller cakes by a miniature staircase. In front of the cake sat porcelain doves belonging to the bride's grandmother, Ann Evers of Canyon. The groom's chocolate cake was in the shaped of a Mach 1-mustang.

Leaving on a wedding trip to San Antonio the bride wore a skirt and blouse with a rust color jacket. She wore a corsage consisting of baby blue, red and white carnation.

The bride is a 1984 graduate of Hereford High School and is attending Amarillo College studying Medical Information Management.

The groom is a 1979 graduate of Happy High School and is employed by Pitney Bowes in Amarillo.

Out of town wedding guests were from Amarillo, Nazareth, Groom, South Texas, California, and Dallas.



Fellowship of Believers

SUNDAY MEETING AGENDA
9 A.M. MML 1st & 3rd Sunday
9:15 A.M. - BIBLE STUDY - NEW TESTAMENT
10 A.M. - WORSHIP SERVICES

We want to invite you to attend the worship services of a growing congregation. If you are not actively involved in a church, we encourage you to consider this exciting worship experience. Worship with us each Sunday and find out more about the opportunities available for worship, Bible study, fellowship and service. Let this be the new beginning that you have been considering.

Doug Manning, Worship Leader
Temporary Location: Senior Citizen Center
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Between the Covers

BY REBECCA WALLS

Book Sale! The Friends of the Deaf Smith County Library will have the annual book sale Oct. 6 in conjunction with the Deaf Smith County Centennial. The sale will begin at 9 a.m. until 7 p.m. that day only.

For members of the Friends group the presale will take place that Friday evening Oct. 5 from 6-9 p.m. If you are not sure your dues are up to date, contact Carmen Angel for the current membership listing. Everyone is invited to support this event either by book donations for the sale or purchasing some of the treasures you are sure to find. Come out and help make the Centennial celebration a special one. There will be enough food and fun for everyone.

The new book list begins with a true story of a quiet Texas town and the coldblooded murder committed by its kids. *Innocence Lost* by Carlton Stowers is about a rural farming community, far removed from the violence of urban America. Midlothian, Texas was considered a safe place to raise kids located only 30 miles away from Dallas.

On a foggy, drizzly night in late October a young undercover policeman, posing as a high school student, was lured out into an empty field. The next day, searchers discovered his body in that field lying face down with a bullet in the back of the head.

This is the shocking account of the last hours of officer George Raffield and the forces leading up to his execution-style murder. As the investigation began, "Every damn kid in this town seems to know about this" one officer said.

Teenagers living in a turbulent world of drugs, alienation and in one case, Satanic worship heard that someone was going to kill George Raffield, but no one did anything to stop it. That shocking thing was the lack of remorse and concern and the staggering coldness and indifference over another person's death.

Time Bomb by Jonathan

Kellerman is a compelling suspense novel featuring psychologist detective Alex Delaware. The cheerful chaos of a California schoolyard is shattered by a sniper's gunfire. No children are hurt, and the sniper is killed by the bodyguard of a politician who happened to be visiting the school. Dr. Alex Delaware, a child psychologist is called to help the children deal with the trauma that has invaded their lives.

As the media and authorities search for the identity of the lone assassin, Alex receives another plea for help. Mahlon Burden, the sniper's father, begs Alex to conduct a "psychological autopsy" hoping to clear his family's name.

Intrigued by the chance to explore intimately the forces that created the twisted mentality Alex also knows that uncovering the sniper's motives will also help the children deal with the shooting.

Before long Alex discovers that a "wider net of malice" has been cast and that it reaches far beyond the school and may have already claimed other innocent lives. The relentless probing soon marks Alex as a target for an obsessive and consuming hatred.

Pandora's Box by Elizabeth Gage is the story of two extraordinary women, Laura and Tess, born on the same night who share an electric and perilous destiny, and one unforgettable man who could destroy them both. Haydon Lancaster, the handsome

jewel of the Lancaster financial dynasty, "Prince Hall", is the country's most charismatic young political leader. Nothing seems to stand between him and the White House until tragedy strikes on the eve of the 1964 Democratic Convention.

Laura, a daughter of Czech immigrants, is a brilliant fashion designer and visionary photographer whose disturbing work will fire the imagination of the world. Laura is unaware of the tragedy that will result when her private life and artistic career intertwine following a brief passionate love affair.

Tess, child of an Irish working class family, is determined to overcome her improvised beginnings. Working her way through the bedrooms and boardrooms of America's top political and social strata, using her irresistible wiles manipulate and destroy any man who stands in her way. Then she sets her sights and heart on the one man who seems beyond the reach of her power.

Other titles of interest:
Firefly by Piers Anthony
Mollie's Book: as Dictated to Barbara Bush

The General in His Labyrinth by Gabriel Garcia Marquez.
A Ticket to the Boneyard by Lawrence Sanders.

Warriors by Barrett Tillman.
Daughter of Deceit by Laura Walker is the true story of the woman who exposed her father as a Soviet spy.
365 Meditations for Women by Jean Beaven Abernethy.

TEHA state meeting scheduled Oct. 2-4

"Up, Up and Away With TEHA" is the theme of the 1990 Texas Extension Homemakers Association state meeting in Amarillo on Oct. 2-4. Nine hundred members from Texarkana to Beaumont, Galveston, to McAllen and El Paso to Dalhart and Lipscomb will be arriving in Amarillo for the event. Extension Homemakers from the top 20 Panhandle counties are hostesses.

The opening session will feature 50 year membership awards as well as recognition for volunteer service and new member recruitment.

The second general assembly on Oct. 3 will feature a keynote address by Barb Fairbanks Elder, entitled, "Volunteerism and the Butterfly Effect".

Afternoon sessions for delegates will include "What Can You Accomplish With a Resolution", "Literacy-The Situation; Extension Homemakers - The Solution", and "Associated Country Women of the World/Our World Association". Non-delegates demonstration sessions will include "Home Based Business" by Don Taylor, director of the Panhandle Small Business Development Center, WTSU; "Body Recall", a physical fitness program, will be presented by Leonora Masterson of Beaumont; and "Festive Foods" by Mary Blendenman, Home Economics Marketing Representative for Southwestern Public Service.

Wednesday's session will close with humorist Jan Roper as she presents "Laughing Through Life's Stages". Wednesday's activities will also include a legislative luncheon honoring county, state and federal lawmakers. County Judge Tom Simons of Deaf Smith County will be among those honored.

Thursday will begin with workshop sessions including: "The New Texas Wine Industry" which will examine the growth of a new state industry with ties to the old world; "Set You Butterflies Free" conducting effective leadership workshops; "The 3 R's: Reduce,

Recycle and Reuse" being environmentally conscious in your community; "TEHA - Gateway to Better Family Resource Management"; "You Can't Eat Peanuts in Church" - dealing effectively with local lawmakers and "Big Risk - Little Fear" - update on emerging bacteria associated food-borne issues affecting consumers.

The closing business session will be followed by a banquet and installation of officers.

Featured daily throughout the convention will be a trade show, cultural arts exhibits, a plan of work poster contest and a country store.

Extension Homemakers from Deaf Smith County will be among those hosting the event with TEHA Chairman Johnnie Messer assuming major leadership and teaching responsibilities.

Late registration will be accepted and anyone desiring to attend should contact Johnnie Messer at 364-2765 or the County Extension office at 364-3573.

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socio-economic levels, race, color, sex, religion, handicap or national origin.

NEW YORK (AP) - Lucille Ball's daughter, Lucie Arnaz, plans to produce a musical about her father, Cuban bandleader and TV star Desi Arnaz.

"My father wrote a book years ago about coming to this country and his band and all that and was always talking about turning it into a musical, and finally he said, 'What the hell, I'll never make it. You try,'" she said in the Sept. 30 issue of *Parade* magazine. Her father died in 1986.

Her husband, actor and writer Laurence Luckinbill, wrote a script for "Desi: The Musical" and the couple hope to produce it within the next couple of months.

Langley guest speaker at NSDAR meeting

Ernest Langley was guest speaker when Los Ciboleros Chapter NSDAR held a recent meeting at the Hereford Community Center.

Vice Regent Mrs. Bob Sheffy introduced Langley. Using as reference *Miracle At Philadelphia* by Catherine D. Bowen, Langley dealt specifically with the powers of the judicial branch of government stating the first challenge, Marberry vs Madison, was decided by the Supreme Court in 1803.

The next big decision that affected the young nation was a challenge of the 13th, 14th, and 15th amendments. The third challenge was Franklin D. Roosevelt's New Deal Program. He concluded by stating we live our entire lives under what the Supreme Court says the Constitution says.

Regent Mrs. Austin Rose called

Parenting classes to be held

Enrollment still continues for the parenting classes to be held on Monday nights. The classes are an on going effort by the Parenting Action Committee of Deaf Smith County to help parents have skills in communicating, discipline and guidance, encouragement, understanding behavior and in building parenting methods to strengthen family relationships.

The classes will be held on Monday nights from Oct. 1 - Nov. 19 beginning at 7 p.m. in room 308 at the Hereford High School. Pre-registration is required and may be made at the County Extension Office on the 4th floor of the Courthouse or by contacting John Matthews at Hereford High School. Cost of the course is \$6 and participants will be urged to purchase the \$15 Step/Teen book for use in the class.

Special Note: Classes for STEP (designed to reach parents of the elementary aged child) will be taught in the Spring.

Education programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socio-economic levels, race, color, sex, religion, handicap or national origin.

Warner to speak at meeting

Jean Warner of Mesquite will be the guest speaker at the Hereford Flame Fellowship meeting at 7:30 p.m. Thursday, Oct. 4, at the Hereford Community Center. The public is invited to attend.

"Sowing In Tears, Reaping in Joy" was written by Warner. She is also a teacher, and licensed minister. She is the Texas State overseer of Flame Fellowship and has spoken to groups, churches, seminars and conventions across the country.

The Flame Regional meeting will be held in Amarillo on Oct. 5 and 6. For information contact Joan Gulp.

Red Cross Update

A First Aid Instructor class will be held Saturday, Oct. 20, at the Red Cross office from 9 a.m.-5 p.m. Anyone wishing to teach first aid is asked to call the Red Cross office for further information.

A Back Injury Prevention Instructor class will be held Saturday, Oct. 20, at the Centennial Room at the First National Bank in Amarillo. The Deaf Smith County Chapter is co-sponsoring the class with the Amarillo Chapter. For more information call the Red Cross office.

The Christmas Toys Program is now in progress. Toys have been donated all year and are being cleaned and repaired. Benny Womble is working on bikes and needs parts and pieces of bikes. Before long help will be needed to clean and cloth dolls and renew old toys. Last year 1,000 toys were donated, cleaned, repaired, and delivered by volunteers.

The Deaf Smith County Chapter of the American Red Cross is a United Way Agency.

G.E.D. Testing

For adult residents of Texas, 17 years of age and up. Parent's permission for 17-year-olds required. I.D. required. Satisfactory scores qualify for Texas Education Agency Certificate of High School Equivalency. \$35.00 Fee. Next Test Oct. 2nd - 3rd, 1990, at 1:00 p.m. at Hereford High School, Room 131. For more information call John Matthews at 364-4456.

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Jason Andrews

Karen Compton Whitsell
Michael Whitsell

Wyndi Moore
Barry Roberts

Leann Paetzold
Randall Keyes

Joycelyn Aven
Rowdy Welch

Crystal Finley
Kevin Smith

Janet Hill
Jeff Mercer

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Senior Citizen's Day Tuesday, October 2nd

The first Tuesday of each month has been designated as Senior Citizen's Day at JCPenney. To register in our club, you must be 55 years or older. You can stop by our service desk Monday thru Saturday between 10:00 a.m. and 4:00 p.m. and formally register, free of charge. Also, for your convenience, we will have a registration table set up on the first Tuesday of every month from 10 a.m. to 12 noon. Once a Senior Citizen's Club cardholder, you will be entitled to 15% off of all purchases and services on the first Tuesday of each month, excluding our catalog department. We will also provide other special offers on an on-going basis. Ask our sales associates for more details.

JCPenney
Sugarland Mall

Gifford, Welch vows spoken Saturday

Wedding vows were exchanged by Laura Beth Gifford of Dallas and, former Hereford resident, Steven Craig Welch of Lewisville Saturday in Highland Park United Methodist Church of Dallas.

The marriage ceremony was officiated by Rev. Bill Smith of the church.

The bride is the daughter of Don and Lois Gifford of Dallas and the bridegroom is the son of James and Anne Welch of Amarillo.

Jackie Kirkham of Corpus Christi served as maid of honor and best man was Kyle Schuder of Hereford.

Bridesmaids included the groom's sister, Marsha Smith of Texas City, Melissa Fargo of Houston, Sandra McClenon of Salt Lake City, Utah, and Tricia Barnard and Laura Ragan of Dallas.

Groomsmen were the groom's brother, Mike Horton of Vernon, Andy Burton of Irving, Kent Huseman of Grand Prairie, Scott Wells of Amarillo, and the bride's brother, Mark Gifford of Las Vegas, Nev.

Guests were escorted by Scott VanBeek of Dallas, Kent Fletcher of Grand Prairie, and Shawn Montgomery and Steve Collier of Dallas.

Phillip Baker accompanied Doug Smith in musical selections "The Gift of Love" and "Perfect Love".

Given in marriage by her father, the bride wore the traditional white wedding gown fashioned with a fitted bodice and crowned with a high collar

of flowered lace and pearl iridescent sequins. The ruffled satin sleeves featured an accenting floral sheer from the shoulder to the waist. The high neckline of chiffon was embellished with floral designs accented with seed pearls. Floral designs and seed pearls enhanced the cathedral train.

She carried a bouquet of white and pink roses accented with small pink roses.

Bridal attendants wore burgundy satin tea-length dresses and carried nosegays of white and pale pink roses and matching ribbon streamers.

Maria Gray of Grand Prairie invited guests to register at the reception held at the Dallas Petroleum Club.

The three-tiered white bride's cake was decorated with pale pink roses and accented with pink ribbon. The groom's large round chocolate cake was placed on a table covered with a lace cloth.

The couple left for a wedding trip to Puerto Vallarta, Mexico and will make their home at Dallas.

The bride graduated from Lake Highlands High School in Dallas and attended University of Oklahoma. She graduated from Texas Woman's University with a bachelors degree in nursing and is employed as an R.N.

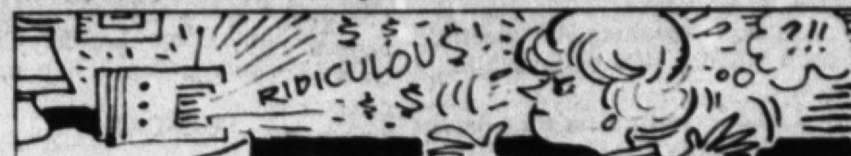
The groom is a graduate of Hereford High School. He attended West Texas State University and is now district manager for Athletic Supply in Dallas.



MRS. STEVEN CRAIG WELCH
...nee Laura Beth Gifford

Seminar planned

A weekend seminar for divorced, separated and widowed is scheduled for Oct. 12-14 at the Bishop DeFalco retreat center in Amarillo. "Beginning Experience" is designed to emphasize self-discovery and to help people come to terms with their loss. A specially trained team of peers will lead participants through a simple program of presentation, private reflection and group dialogue. The cost of the weekend is \$65, which includes two nights lodging and all meals. For more information contact Lorine at 364-5858.



A radio advertisement was once heard to offer: "Ladies and gentlemen, now you can have a bikini for a ridiculous figure."



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Extension News

BY BEVERLY HARDER
Recycling Household Products

Many household items, garbage and trash can be recycled with the separation process beginning in the home.

What can be recycled? The number one recyclable product is paper, including newspaper, office paper, cardboard, junk-mail, cereal boxes and grocery bags.

Newspaper and other paper products can be tied and bundled. Paper bags can be reused. Magazines can be donated to doctor's offices, given to a friend or better yet, check them out at the library instead of subscribing.

Aluminum cans make up five percent of the total solid waste stream. Cans are the most common form of recycled aluminum. Aluminum siding, gutters, down spouts, storm doors and window frames and aluminum lawn furniture frames are all recyclable.

Iron and steel are the most recycled material used today. Scrap metal dealers were the most visible recyclers in business long before comprehensive recycling programs were established.

Glass makes up eight percent of our waste. All container glass is recyclable. More than 12 million tons of glass containers are collected annually and remelted with raw materials to create new glass bottles and jars or Fiberglass. The Glass Packaging Institute reports that 25 percent of any given glass container is made from recycled glass.

There are three basic types of glass: Clear, green and brown. Not all recycling centers accept all three types. Most recycling centers will not accept light bulbs, ceramic glass,

dishes or plate glass, because they contain different materials than bottles and jars.

Plastics make up seven percent of the total waste -- most of which is packaging. The most common recycling products are soft drink and milk containers. Recycled plastics are used in flower pots, drainage pipes, toys, traffic barrier cones, carpet backing and fiber fill for pillows, ski jackets and sleeping bags. Only about two percent of plastic waste is recycled.

Recyclable materials include wood waste, yard waste and kitchen waste. These wastes comprise 18 to 25 percent of solid waste and offer an excellent opportunity for recycling, especially composting.

Automobile tires, motor oil, and bulk household items can be recycled. Usually items like old clothing, furniture and appliances are sold at garage sales or donated to charity.

Recycling reduces the amount of waste that is buried in landfills or incinerators. Recycling cuts down on litter and conserves natural resources. However, to be successful in recycling depends on the availability of markets for recycled materials and products.

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion, handicap or national origin.

LOS ANGELES (AP) - Ann Archer liked almost everything about starring in the thriller "Narrow Margin" - but not the stunts atop a fast-moving train.

"I thought there would be a stunt person doing most of it and there would just be a close-up of me when the train was at a dead standstill," she said.

"I questioned my whole reason for being an actress. ... I didn't study this," she said in a recent interview. "I used to kid them that every day I felt like I was going to the dentist and it's turning more and more into a root canal as we go along."

Sorority reviews fall fashions at meeting

Fall fashions were reviewed and LaJean Henry demonstrated scarf-tying techniques during a recent Xi Epsilon Alpha Chapter of Beta Sigma Phi Sorority meeting held at the Atrium.

President Gaye Reilly presided over the meeting with 13 members and guests, Becky Gee and Dalene Burns, repeating the opening ritual.

Margie Bell read minutes of the previous meeting and Peggy Hyer, recording secretary, read a selection from the "Book of Beta Sigma Phi." Appreciation was extended by Ruby Sanders for remembrance during her recent surgery to her secret sister and Linda Arellano.

Denise Hafziger announced that the Sweetheart brunch is set for Feb. 9 and the Sweetheart Ball will be Feb. 16 at the Hereford Country Club. Tentative plans include the crowning of a Queen from the three chapters' sweethearts.

On April 6 a Beta Vegas Night is planned instead of the silent auction/salad supper. Spouses and the public is invited to attend.

By-Laws were distributed and will be voted on at the Oct. 2 chapter meeting.

A Halloween booth will be sponsored by the sorority at the Crimestoppers Carnival.

Linda Arellano and Tonya Setliff will be hostesses at the Oct. 2 meeting. "Natural Science: Ecology and the Environment" will be the program and will feature Tonya Kleuskens presenting ideas on recycling.

At the request of Connie Matthews and Melinda Henson, their programs were switched. Matthews will conduct a program "Getting the Most from Leisure Time" on Nov. 6 and Henson will present "Principles of Art in Home Decorating" on Jan. 8. Co-hostesses will remain the same.

A couples hayride has been planned for Oct. 27 tentatively.

Potential rushees names should be submitted to Kay Williams before the Oct. 2 Fall Rush party.

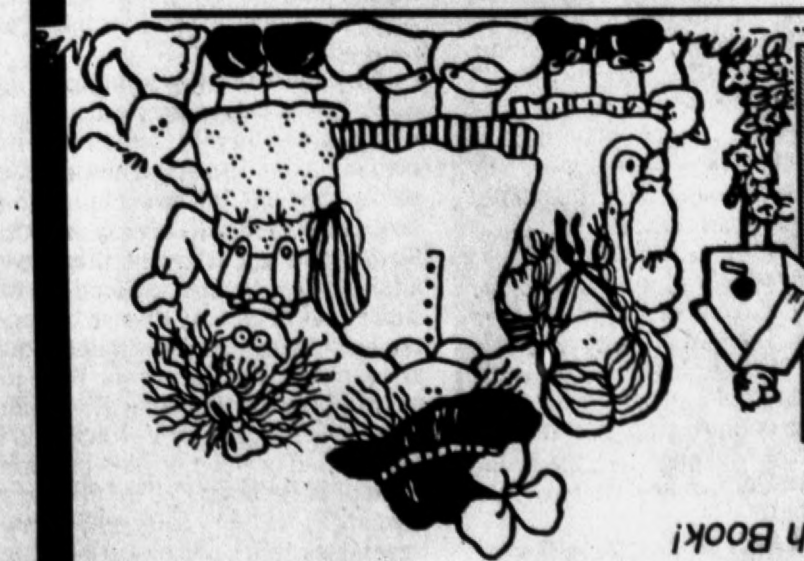
Secret ballots for chapter sweethearts were collected and tabulated. Results of the voting will be announced at the Oct. 2 meeting.

Members attending were Reilly, Arellano, Bell, Sharon Bodner, Hyer, Susan Cardinal, Henson, Carol Kelley, Matthews, Sanders, Setliff, Hafziger, Susan Shaw and Williams.



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lenses. In this way, the wearer is offered greater eye health safety, because protein deposits don't have a chance to build up on the lenses.

The lenses come packaged in saline solution for instant insertion. It is best, however, to put a few drops of wetting solution in the eyes in the morning upon arising and before retiring at night.

Wearers tell us that one of the best things about wearing the new lenses is that they don't have to buy or bother with disinfecting and cleansing solutions ever again. Some even feel they can drop their contact lens insurance.

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Calendar of Events

MONDAY

AA meets Monday through Friday, 406 W. Fourth St., noon, 5:30 p.m. and 8 p.m. For more information call 364-9620.

Spanish speaking AA meetings each Monday, 406 W. Fourth St., 8 p.m.

Ladies exercise class, First Baptist Church Family Life Center, 7:30 p.m. Odd Fellows Lodge, 100F Hall, 7:30 p.m.

TOPS Chapter No. 1011, Community Center, 5:30-6:30 p.m. Rotary Club, Community Center, noon.

Planned Parenthood Clinic, open Monday through Friday, 711 25 Mile Ave., 8:30 a.m. to 4:30 p.m. Civil Air Patrol-U.S. Air Force Auxiliary, Community Center, 7 p.m.

Veleda Study Club, 8 p.m. Easter Lions Club, Easter clubhouse, 8 p.m. Deaf Smith County Extension Homemakers Council, Library Heritage Room, 1:30 p.m. Deaf Smith County Lapidary Club, Energas Flame Room, 7:30 p.m.

TUESDAY

TOPS Chapter No. 576, Community Center, 9 a.m. Whiteface Booster Club, HHS auditorium, 7:30 p.m.

Kids Day Out, First United Methodist Church, 9 a.m. until 4 p.m. Ladies Golf Association, City Golf Course, 5:45 p.m.

Hereford Rebekah Lodge No. 228, 100F Hall, 7:30 p.m. Problem Pregnancy Center, 505 E.

Park Ave., open Tuesday through Friday. Free and confidential pregnancy testing. Call 364-2027 or 364-7626 for appointment.

Free women's exercise class, aerobics and floorwork, Community Church, 7:30 p.m. Hereford AMBUCS club, Ranch House, noon.

Social Security representative at courthouse, 9:15 a.m. to 11:30 a.m. Kiwanis Club of Hereford-Golden K, Senior Citizens Center, noon.

Pilot Club, Community Center, 7 a.m. Country Single's Square Dance Club, Community Center, 8 p.m.

WEDNESDAY

Friends of the Library board meeting, Heritage Room, noon. Noon Lions Club, Community Center, noon.

Young at heart program, YMCA, 9 a.m. until noon. Al-Anon, 406 W. Fourth St., 5 p.m.

Cultural Extension Homemakers Club, 2 p.m. Blood Drive at Community Center, 4-7 p.m.

THURSDAY

Ladies exercise class, First Baptist Church Family Life Center, 7:30 p.m. Immunizations against childhood diseases, Texas Department of Health office, 914 E. Park, 9 a.m.-11:30 and 1-4 p.m.

Al-Anon, 406 W. Fourth St., 8 p.m. San Jose prayer group, 735 Brevard, 8 p.m.

Weight Watchers, Community Church, 6:30 p.m. Kids Day Out, First United Methodist Church, 9 a.m. until 4 p.m.

Kiwanis Club, Community Center, noon. TOPS Club No. 941, Community Center, 9 a.m.

Amateur Radio Operators, north biology building of high school, 7:30 p.m.

Mumau, Tice vows spoken Saturday

Wedding vows were exchanged by Geneva Jeanette Mumau and Gerald Don Tice, both of Hereford, Saturday morning at St. Anthony's Catholic Church.

The marriage ceremony was officiated by Monsignor Orville Blum.

The bride is the daughter of Mr. and Mrs. Dick Mumau of Hereford and the bridegroom is the son of Gerald Don Tice of Hereford.

The church altar was adorned with two candelabra flanked by floral arrangements of rainbow colors.

Tricia Kahllich of Amarillo was maid of honor and Keith Hacker of Hereford served as best man.

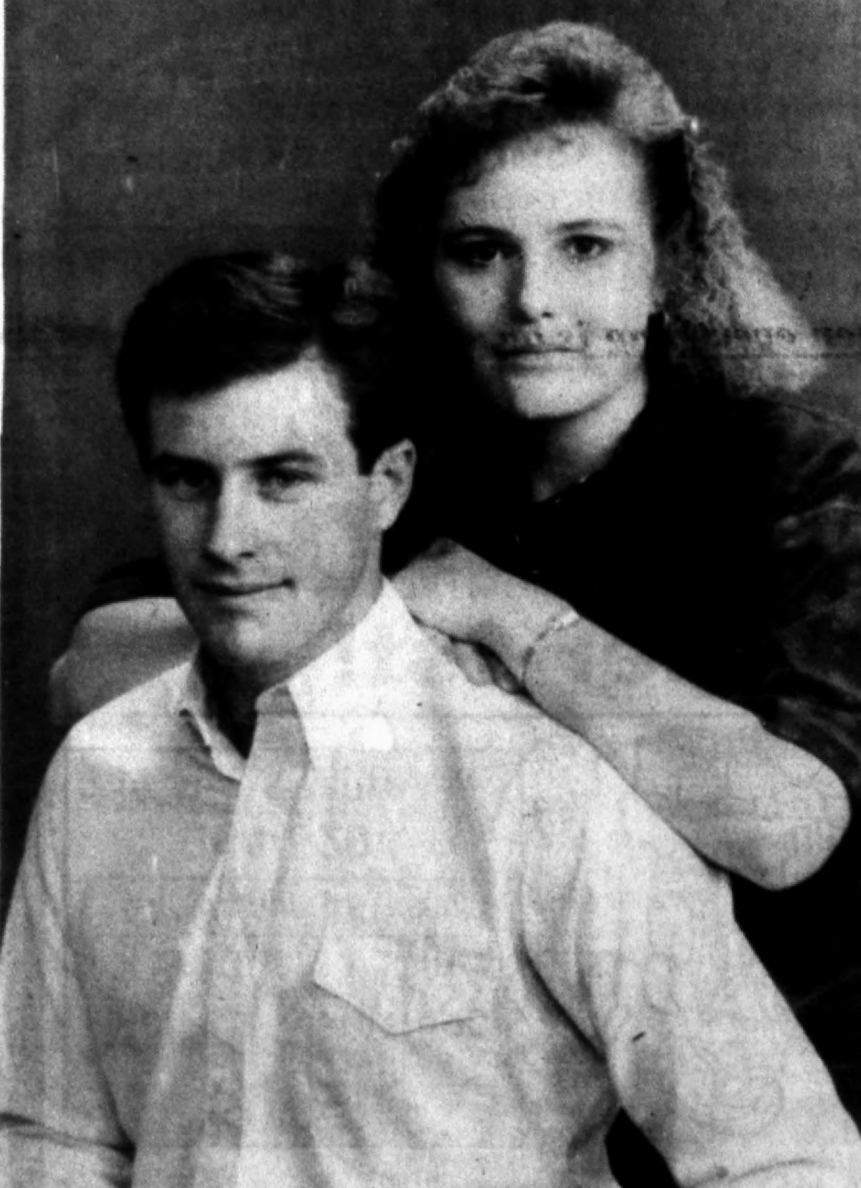
The bride wore a tea-length designer's gown featuring a dropped

asymmetrical waistline highlighted with a satin bow and flared skirt. A jewel neckline and tiered tulip sleeves completed the bodice.

She carried a spring bouquet of pink, yellow, mauve and ivory colors. The matron of honor was attired in a two-piece purple silk dress with a jewel neckline, short puffed sleeves, pleated peplum flared over a straight skirt with a fitted waist and jewel neckline.

The bride is a 1988 graduate of Hereford High School and is currently employed by Bob's Heating and Air Conditioning.

The groom is a 1984 graduate of Hereford High School and is employed by White Implement.



MR. AND MRS. GERALD TICE

New cheese smells good

Don't invite dracula, Cleopatra, however, would love to come! Fans of the occult know that garlic is the traditional bane of vampires. But this pungent bulb has been the subject of legend and lore for more than 6,000 years.

The ancient Egyptians thought it cured everything from headaches to heart disease-so did monks in the Middle Ages. And while most of us may balk at the garlic chocolate/garlic ice cream touted at some garlic festivals, great chefs have long relied on that unique flavor to bring out the best in foods from Szechuan to nouvelle cuisine.

Now you can enjoy a subtle blend of garlic and chives-gentlest member of the onion family, which has its own mystique-in a brand new cheese that's perfect for munching and entertaining plus lots of easy recipes. Savory and sophisticated, this latest addition to Saga's collection of superb, ultra creamy cheeses offers the luscious consistency that makes all varieties of Saga-from blue to mushroom-surefire favorites. Treat friends, to Garlic/Chive with Danish black bread or water crackers. Scoop it out of the (edible) rind to fill cherry tomatoes, celery and other raw vegetables. Use it as a base for simple dips and spreads.

Story hour at library, 10 a.m. Hereford Toastmasters Club, Ranch House, 6:30 a.m. VFW, VFW clubhouse, 8 p.m. BPOE Lodge at Elks Hall, 8:30 p.m.

National Association of Retired Federal Employees, Hereford Senior Citizens Center, 1 p.m. Bud to Blossom Garden Club, 9:30 a.m.

Elkette's, 8 p.m. L'Allegre Study Club, 10 a.m. Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, 8 p.m.

North Hereford Extension Homemakers Club, 2:30 p.m. Wyche Extension Homemakers Club, 2:30 p.m.

Bay View Study Club, 2 p.m. Merry Mixers Square Dance Club, Community Center, 8 p.m.

FRIDAY

Kiwanis Whiteface Breakfast Club, Caison House, 6:30 a.m. Community Duplicate Bridge Club, Community Center, 7:30 p.m.

Garden Beautiful Club, 9:30 a.m.

Hereford Senior Citizens governing board, 2 p.m. and business meeting 3 p.m. at Senior Citizens Center.

Patriarchs Militant and Ladies Auxiliary, 100F Hall, 8 p.m.

SATURDAY

AA, 406 W. Fourth St. 8 p.m. on Saturday and 11 a.m. on Sundays.

Open gym for all teens, noon to 6 p.m. on Saturdays and 2-5 p.m. Sundays at First Church of the Nazarene.

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All of us at George Warner Seed Co. would like to express our appreciation to those who joined us at the recent Chamber of Commerce Fun Breakfast! As hosts of the event, we were very pleased with the strong attendance and the appreciation you showed us as a business in your community!

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ELIZABETH TRUJILLO, DENNIS CHANDLER

Wedding date set

Elizabeth Trujillo of Kirtland Air Force Base in Albuquerque, N.M., and Dennis Chandler of Reese Air Force Base in Lubbock plan to exchange wedding vows Nov. 3 in Chapel I at Davis Monthan Air Force Base in Tucson, Ariz.

The bride-elect is the daughter of

Mr. and Mrs. Daniel Trujillo of Tucson and the prospective bridegroom is the son of Mr. and Mrs. Don Chandler of Hereford.

Chandler graduated from Hereford High School in 1985 and joined the Air Force in January. He is presently stationed at Reese Air Force Base in Lubbock.

Education aides health

Education about the rehabilitation process and early involvement in workers compensation cases of rehabilitation professionals are key to solving current workers compensation system-related problems, according to the workers Compensation Congress.

The report of the Congress's Making Rehabilitation Work committee builds on existing research and focuses on complex challenges facing the system as it deals with disabilities following non-catastrophic injuries.

The 1989 Workers Compensation Congress, sponsored by the National Council on Compensation Insurance, examined the major problems affecting workers compensation and attempted to build a consensus for addressing those concerns.

The committee concluded that an immediate major campaign should be undertaken to educate all parties to the workers compensation system about the rehabilitation process. Such a program would yield significant short-term results and would lead to attitudinal changes that can mean successful rehabilitation.

The report calls for legislators, injured workers, insurers, attorneys, employers, physicians and others involved in benefits administration to learn about the benefits of "redirecting their primary attention to equitably resolving rehabilitation issues in a realistic fashion that eliminates the adversarial approach."

The committee also stressed the importance of "early, prompt and realistic determinations of employee rehabilitation potential."

The National Council on Compensation Insurance is a voluntary, non-profit ratemaking organization which prepares rating plans for workers compensation insurance.



Homemade bread

Janice Conkwright, Dortha Powell, and Troyce Hanna are preparing a recipe for homemade bread for the Deaf Smith County Celebration. All areas of the museum will be in motion with demonstrations on butter churning, bread making, leather tooling, and many other activities. Ladies will be baking homemade bread and samples will be served. At 12:30 p.m. the excitement will begin with a gun fight by the Outlaws of Amarillo.

NEW YORK (AP) - Rep. Joseph Kennedy said politics mucked up his personal life, but he never considered bailing out of public service.

"Politics is a great profession - an exciting, demanding, profession. But it takes a tremendous toll ... on your personal life," Kennedy said in an interview for the syndicated TV program "Personalities."

The Massachusetts Democrat and his wife, Sheila Rauch, filed for

divorce earlier this month.

Kennedy, 38, is the oldest child of Robert Kennedy, who was assassinated in 1968 during his bid for president. Kennedy also is the nephew of Sen. Teddy Kennedy, D-Mass., and President Kennedy.

Kennedy, who is seeking his third term, said, "It was just not something that ever dawned on me, to shun public service because of these difficulties."

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You and your family are at risk for vision loss, especially if you don't seek regular professional care.

In this country, many lose their sight each year from cataract, glaucoma and diabetic retinopathy. Even measles-related vision loss is increasing, due to a gap in many children's inoculation schedules.

Cataract, a clouding of the lens of the eye, causes millions of new cases of blindness annually around the world. Even in developed nations such as the United States, many people aren't aware of the dangers of untreated cataract, or don't realize they are afflicted.

Cataracts develop gradually, without pain or redness in the eye, and can best be detected by regular ophthalmic examinations. Fortunately, most cataracts may be successfully treated with surgery.

Glaucoma, an increase in the pressure of the fluid within the eye, is also a silent disease. Groups such as Lions clubs often conduct glaucoma screenings at local health fairs and other community events. However, diagnosis of glaucoma must be made by a physician through a simple, painless procedure—an exam many people are careless about scheduling.

Undetected glaucoma can cause vision loss, even blindness. Most at risk are people over age 40, those with diabetes or high blood pressure and blacks. However, everyone should be tested for glaucoma regularly. Anyone over age 40 should be tested once every two to three years.

Surprisingly, diabetic retinopathy, a complication of diabetes, is responsible for the majority of new cases of blindness in the United States, and throughout the developed world. Anyone with diabetes is at risk, and may eventually develop vision impairment.

Most frightening are the risks facing people with diabetes are usually less severe, millions don't realize they have the disease. Damage to the heart, kidneys and eyes often results from untreated diabetes—even blindness.

Although many groups and clinics offer free diabetes screening, diagnosis must be made by a physician. The earlier treatment begins, the lower the chances of impairment.

Cataract, glaucoma and diabetic retinopathy and to a lesser extent, measles, are serious causes of vision loss. Technology does exist to lessen their severity or even reverse their effects. Unfortunately, many people aren't aware of the risks they face in losing their vision.

Many new cases of blindness can be eliminated by public education efforts.

The tragedy of blindness is often avoidable. Make sure your family is aware of the special risks they may face, and has regular eye exams. Their health and sight rely on it.

32nd Anniversary Sale

Once a year when everything is on sale.

Beautyrest & Spring Air Mattresses

Twin Foam Mattress.....	59.95
Twin Innerspring Mattress.....	69.95
Twin Innerspring Set.....	109.95
Full Innerspring Set.....	139.95
Queen Innerspring Set.....	189.95
King Innerspring Set.....	299.95

FREE Layaway Now For Christmas

FREE Bed Pillows

Sofas, Sleepers, Loves, & Sectionals

Plushy Mauve Velvet Sofa.....	425.00
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2 pc. Blue, Turquoise Mauve Sectional Full Size Innerspring Mattress.....	750.00
Deep Red Plaid Wood Trim Sofa.....	399.95
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Grey-Black Full Size Sleeper.....	425.00
2 pc. Navy Velvet Sleeper & Love.....	825.00
Light Floral Queen Sleeper.....	499.00
Soft Pattern Mini-Sleeper.....	350.00

Wing Chairs & Rockers

1-Pr. Light Blue Velvet Rockers.....	225.00
1 Pr Aqua Wing Chairs.....	250.00
1 Pr Beige Swivel Rockers.....	250.00
Large Odd Chairs as low as.....	199.95
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FREE Footstool with Pair

Large Selection Occasional Tables

French, Modern, country, Traditional

All Wood End Tables

as low as **79.95**

3 Pc. Sets starting at 350.00

All Wood Northern Bedroom Suites

6 Pc. Pine Bedroom: Full-Queen Headboard, Frame, Night Stand, Dresser, Mirror, Chest.....	750.00
6 Pc. Cherry Bedroom: Full-Queen Headboard, Frame, 2 Night Stands, Dresser, Mirror.....	1199.95
7 Pc. Pine Bedroom: Full-Queen, Headboard, Frame, 2 Night Stands, Dresser, Hutch Mirror, Chest.....	999.95
6 Pc. Oak Modern Bedroom: Full, Queen Headboard, Frame, 2 Night Stands, Dresser, Mirror, Chest.....	1399.95

Many other fine Bedroom Suites at Reduced, French, Italian, Far East, Country.

Sweetheart Cedar Chests

Starting At **174.95**

Odds & Ends

Brass Serving Table.....	209.95
Brass TV Table.....	79.95
Brass Standing Mirror.....	35.00
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Brass Vanity & Bench.....	149.95
41"x34" Bookcase.....	149.95
Brass Quilt Rack.....	49.95
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All Wood Items

Students Desk.....	229.95
Kneehole as low as.....	399.95
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Accent Rugs - All Reduced

Choose Wool or Polypropylene

Starting At **99.95**

5 x 8's & 8 x 12's

FREE Black Lacquer Tray

Mirrors, Pictures, Plaques, Flowers, Trees, Lamps, Figurines and Accent Pillows

1/2 Price

Brass Dining Sets by Chrome Craft

5 Pc Octagon Set.....	319.95
7 Pc Smoke Glass Set.....	499.95
5 Pc Turquoise Velvet Set.....	349.95
7 Pc Tilt Chair Caster Set.....	799.95

Daybeds

Girl's Antique White & Brass with pop-up (mattresses not included).....	225.00
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See Our Selection of La-Z-Boy All Upholstered

Starting at **249.95**

Also discontinued frames with greater mark-down.

Complete New Groups of Northern Pine at Unbelievable Prices!

Bedroom Living Room & Dining Room.

McGee Furniture

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Open Monday thru Friday 10:00 to 6:00 p.m.

Television

SUNDAY

AFTERNOON

- 12:00 Disney's Living Seas
 NFL Football
 Frontline Special Rep. - Decade of Destruction (2)
 News
 Lead-Off Man
 NFL Football
 NASCAR Winston Cup
 National Police Drug Enforcement
 Telethon
 Leslie
 MacGyver
 SeaMasters Chet Douthitt and Fish
 Fishburn
 Big Cat Tales
 Internal Medicine Update
 Thomas Road
- 12:30 Texas Country Reporter
 The Rifleman
 Major League Baseball
 Leslie
 Buckmasters Whitetail Magazine
 Buckmaster of the Year
 Orthopaedic Surgery Update
 Futbol/Soccer Copa Malborc-
 Campeonato (T)
- 1:00 Movie: Our Little Girl *** A child tries
 to patch up parental differences by
 running away. Shirley Temple, Joel McCrea
 (1935) G
 Austin City Limits
 Wheel of Fortune
 Wagon Train
 Movie: Blind Date *** A former blind
 man finds himself involved with a serial
 murderer. Joseph Bottoms, Kirstie Alley
 (1983) R Profanity, Violence
 (HBO) *** Somebody Has to Shoot the
 Picture ***
 (MAX) *** The Out-Of-Towners ***
 Bill Dance Outdoors
 Beyond 2000
 As It Happened: The Great Debate
 1960
 Family Practice Update
 Cornerstone
- 1:05 Movie: Top Gun *** Young pilots vie
 for glory on the ground and in the air.
 Tom Cruise, Kelly McGillis (1986) PG
 Profanity, Violence
- 1:30 Major League Baseball
 Movie: The Muppet Movie ***
 Kermit the Frog leaves his home for
 dream city, Hollywood. The Muppets.
 Edgar Bergen (1979) G
 Hidden Heroes Peugeot Talbot Sport
 Team
 Cardiology Update

- 2:00 For Veterans Only
 Big Valley
 American Sports Cavalcade Nation-
 al Auto Supply Modified Champ.
 Big Cat Tales
 The Kennedy/Nixon Debates
 Physicians' Journal Update
 Changed Lives
- 2:05 Big Bird in China Carol Spinney, Brian
 Muehl
- 2:30 American Interests
 Into the Mainstream
 Day of Discovery
 Boxeo Budweiser
- 3:00 NFL Football
 Creativity With Bill Moyers
 Movie: Little Darlings *** Two diverse
 friends at summer camp try to lose their
 virginity. Tatum O'Neal, Kristy McNichol
 (1980) R Profanity, Adult Situation
 Gunsmoke
 Major League Baseball
 Television Continues
 You Can't Do That on Television
 Double Trouble
 Movie: Starman *** A powerful alien
 visits Earth and encounters both love
 and suspicion. Jeff Bridges, Karen Allen
 (1984) PG Profanity, Nudity, Adult
 Themes
 (HBO) *** The Truth About Alex
 (MAX) *** The Film-Flam Man ***
 Big Cat Tales
 The Disputation
 Infectious Disease Update
 Bill Swad
- 3:30 Movie: The Muppets Take
 Manhattan *** The Muppets seek
 success on Broadway. Art Carney, James
 Coco (1984) G
 Doing Business in Asia
 This Week in Baseball
 Paid Programming
 Out of Control
 It's Your Move
 NHRA Today
 OS/Gyn Update
 What Catholics Believe
- 4:00 America's Defense Monitor
 Bonanza: The Lost Episodes
 Wild, Wild West
 Bicycle Racing Hotter-N-Hell 100
 from Wichita Falls, Texas (T)
 Mr. Wizard's World
 Swap Thing
 (HBO) *** The Karate Kid, Part II ***
 Inside Winston Cup Racing A
 fast-paced look at the NASCAR Win-
 ston Cup racing.

- Survival
 Atherosclerosis: The Final Common
 Pathway
 D. James Kennedy
 Lo Mejor de la Semana Lo mejor de
 la semana en el beisbol.
- 4:15 Cartoons
- 4:30 U.N. World Chronicle
 Dennis the Menace
 Hitchcock Presents
 Firestone Firehawk Championship
 NY's Watkins Glen Int'l Raceway
 Centenary of the Motor Car
 The Making of the Great Debates
 Chronic Respiratory Disease
 Univision en el Deporte
- 4:35 Captain Planet and the Planetes
 Avonlea
 Firing Line
 Maniac Mansion
 Movie: Alias the Champ *** Racket-
 teers try to frame a wrestler for murder
 in the ring. Robert Rockwell, Barbara Fuller
 (1949)
 CBS News
 Hey Dude
 Murder, She Wrote
 Movie: Speed Zone *** Untrained
 drivers compete in a cross-country car
 race. John Candy, Eugene Levy (1989) PG
 Profanity, Violence, Adult Situation
 (MAX) *** The Big Bus ***
 Truckin' USA Trucking Jamborees
 Big Cat Tales
 The Making of the President
 Effects of NSAIDS on Bone and
 Joint Disease
 Jerry Falwell
- 5:05 NWA Main Event Wrestling
 Classic
 Turning To Technology
 ABC World News Sunday
 Big Brother Jake
 Missing: Reward
 Wild and Crazy Kids
 Road Test Magazine Test the 1990
 cars, trucks and vans.
 Family Practice Update
 Noticias Univision
- 6:00 The Creation of a Disney
 Classic
 Hull High
 John McLaughlin's One on One
 Movie: The Burning Hills *** A man on
 the run finds help and romance with a
 Mexican girl. Tab Hunter, Natalie Wood
 (1957)

EVENING

- KVH
 FAM
 WGN
 KFDA
 ESPN
 KCIT
- NICK
 USA
 SHOW
 (HBO)
 (MAX)
 NASH
- DISC
 AAE
 LIFE
 PTL
 UNI
- Life Goes On
 Zorro
 Movie: Boy From Indiana *** A boy's
 belief in his horse leads to an exciting
 quarter-horse race. Lois Butler, Lon
 McCallister (1950)
 60 Minutes
 NFL Primetime
 True Colors
 Inspector Gadget
 Movie: Hitler's Daughter *** Conspir-
 acy work to place Hitler's daughter in
 the White House. Patrick Cassidy, Kay Lenz
 (1990)
 (HBO) *** Millennium ***
 American Sports Cavalcade Nation-
 al Auto Supply Modified Champ.
 Best of the BBC
 Pharmacy Rounds
 Richard Lee
 Siempre en Domingo
- 6:30 Word on Words
 Black Stallion
 Parker Lewis Can't Lose
 Looney Tunes
 (MAX) *** The Naked Gun: From the
 Files of Police Squad ***
 Flying Marines
 Milestones in Medicine
 Miracles Now With Oral Roberts
- 7:00 The Frog Prince
 Lifestyles
 Nature
 America's Funniest Home Videos
 Bordertown
 Movie: Green Buddha *** The theft of
 a priceless statue yields exciting
 adventure. Wayne Morris, May Gernaine
 (1955)
 Murder, She Wrote
 Baseball Tonight
 In Living Color
 Looney Tunes
 Movie: Turner and Moos *** A
 compulsively neat detective is paired
 with a drooling police dog. Tom Hanks,
 Mare Winningham (1989) PG Profanity,
 Violence
 The Equalizer
 Wild Things
 Climate and Man (Pt 3 of 3)
 Cardiology Update
 Charles Stanley
- 7:30 America's Funniest People
 To Be Announced
 Get a Life
 Bewitched
 NHRA Today
 Internal Medicine Update
- 8:00 The Best of Abbott and Costello
 Live
 Movie: NBC Sunday Night at the
 Movies Perry Mason: The Case of the

- Deadly Deaf A young girl persuades
 Perry to defend her father. Raymond Burr,
 Robert Gulp
 Lawrence Welk
 National Geographic Explorer
 Movie: ABC Sunday Night Movie
 Twin Peaks The investigation into the
 murder of Laura Palmer continues.
 In Touch
 Movie: Web of Danger *** A crew
 tries to save people marooned by rising
 water. Adele Mara, Bill Kennedy (1947)
 Movie: CBS Sunday Movie Face of
 Fear A psychic who helps track down a
 serial killer becomes a target. Lee
 Horsley, Pam Dandier
 Rebeck National Aerobics
 Championship From Atlanta, GA (T)
 Married...With Children
 Green Acres
 Counterstrike
 (HBO) *** Jacknife ***
 (MAX) *** Lethal Weapon 2 ***
 Inside Winston Cup Racing A
 fast-paced look at the NASCAR Win-
 ston Cup racing.
 Survival
 All Creatures Great and Small
 OS/Gyn Update
 What Catholics Believe
 Movie: Ejecutor de Narco Juan
 Valentin, Leticia Pardigon
- 8:30 Good Grief
 Donna Reed
 Bill Dance Outdoors
 Family Practice Update
 Phil Arms
- 9:00 Movie: The Babe Ruth Story ***
 Baseball player Babe Ruth's life and
 career are portrayed. William Bendix,
 Claire Trevor (1948)
 Masterpiece Theatre
 World of Audubon
 Changed Lives
 News
 World Aerobics Championship
 From San Diego, CA (T)
 Saturday Night Live
 The Equalizer
 Movie: Top Gun *** Young pilots vie
 for glory on the ground and in the air.
 Tom Cruise, Kelly McGillis (1986) PG
 Profanity, Violence
 Outdoor News Network
 World Away
 Joe Ely and Band
 Bethesda Surgery Update
 Father McDonough
- 9:30 John Ankerberg
 America 2Night
 SeaMasters Chet Douthitt and Fish
 Fishburn
 Internal Medicine Update

- Benjamin
 9:40 Instant Replay
 10:00 News
 Network Earth
 John Osteen
 Monsters
 SportsCenter
 My Talk Show
 On the Television
 Miami Vice
 (HBO) *** Dream On
 (MAX) *** See No Evil, Hear No Evil ***
 World of Speed and Beauty Bill
 Elliott
 Best of the BBC
 Caroline's Comedy Hour
 Brief Summary of Prescribing
 Information
 Together Again
 Johnny Canales
- 10:30 M*A*S*H
 Paid Programming
 ABC News
 Winning Walk
 Truitt Tamm, M.D.
 WWF Wrestling Challenge
 Alfred Hitchcock Presents
 (HBO) *** Comedy Hour Deadpan comic
 Steven Wright serves up a generous
 helping of his surreal wit in this all-new
 showcase.
 Truckin' USA Trucking Jamborees
- 10:35 Night Court
 10:45 Arsenio Hall's Weekend Jam
- 11:00 The Achievers
 Star Trek
 Movie: Arkansas Traveler
 Paid Programming
 Larry Jones
 NFL Primetime
 Hollywood Insider
 Strange Case of Dr. Jekyll and Mr.
 Hyde Anthony Andrews, Laura Dem
 Trucks and Tractor Power S.
 Carolina Myrtle Beach Speedway
 Wild Things
 Climate and Man (Pt 3 of 3)
 It Is Written
 Johnny Canales
- 11:05 Movie: Rocky *** A small time boxer
 is suddenly a contender for the cham-
 pionship title. Sylvester Stallone, Talia Shire
 (1976) PG Profanity, Violence.
- 11:30 World Tomorrow
 Paid Programming
 Movie: Night After Night *** The
 owner of a high-class speakeasy wants
 to become educated. Constance Cum-
 ings, George Raft (1932)
 NWA Pro Wrestling
 (HBO) *** The Dead Pool ***

MONDAY

EVENING

- 6:00 News
 MacNeil Lehrer NewsHour
 Scarecrow and Mrs. King
 Success-N-Life
 Yo Compro Esa Mujer
 Golden Girls
 SportsCenter
 Newhart
 Inspector Gadget
 MacGyver
 Rendezvous
 New Wilderness
 E.N.G.
 James Robinson
 Amanda Sabater Mari Carmen Regui-
 o, Flavio Caballero
- 6:05 Happy Days
 Cosby Show
 Wheel of Fortune
 Major League Baseball
 Night Court
 Motorweek Illustrated
 Mama's Family
 Looney Tunes
 (HBO) *** Baber
 World Monitor
 World of Survival
 Morris Cerullo
- 6:35 The Jeffersons
 7:00 Avonlea
 Fresh Prince of Bel Air
 Infinite Voyage
 MacGyver
 Madeline
 Uncle Buck
 ESPN's Zenith NFL Monday Night
 Match-Up
 Movie: Gandhi (Pt 1 of 2) ***
 Indian lawyer Mohandas Gandhi rises
 up to become the leader of his country,
 all the while stressing peace and
 nonviolence. Ben Kingsley, Martin Sheen
 (1982) PG Violence, Adult Themes.
 Doble Gillis
 Murder, She Wrote
 Movie: Dead Poets Society *** An
 unorthodox English teacher at a strict,
 tradition-bound preparatory school
 inspires and maintains a warm relation-
 ship with his students. Robin Williams,
 Robert Sean Leonard (1989) PG
 (HBO) *** Movie: Immediate Family ***
 (MAX) *** Movie: Scrooged ***
 Gospel Jubilee
 From Monkeys to Apes The rare
 gelado monkey policies his harem along
 the cliffs of southern Ethiopia.
 David L. Wolper Presents: The Race
 for Space Mike Wallace narrates an
 award-winning look at the American-

- Russian struggle for space supremacy
 and the men who shaped this era.
 L.A. Law
 Success-N-Life
 Yo Compro Esa Mujer
- 7:05 MOVIE: The Jerk *** A poor man's
 invention takes him from rags to riches
 and back to rags. Steve Martin, Bernadette
 Peters (1979) R Profanity, Adult
 Situation.
- 7:30 Ferris Bueller Ferris helps Cameron
 with an identity crisis, whether he wants
 it or not.
 MOVIE: Black Beauty *** A girl's
 emotions are tested when the story
 station she loves becomes ill, in the
 adaptation of the juvenile classic. Mona
 Freeman, Richard Denning (1948)
 Major Dad The major's obligations to
 his wife and to the general conflict when
 Polly gets a job on the base.
 NFL Monday Night Magazine
 On Stage
 Wildlife Chronicles The short-toed
 eagle migrates from Africa to Europe
 each year to seek out its natural prey-
 snakes.
- 8:00 MOVIE: Ivanhoe *** A chivalrous
 knight encounters romance and adventure
 in medieval England. Robert Taylor,
 Elizabeth Taylor (1952)
 MOVIE: NBC Monday Night at the
 Movies A Promise to Keep A family's
 quiet life is shattered when a tragedy
 leaves four children on their doorstep.
 Dana Delany, William Russ
 American Experience The struggle
 to wear the mantle of the first man to fly
 across the Atlantic proves a consuming
 one for Charles A. Lindbergh.
 ABC Monday Night Football Bengals
 at Seahawks (L)
 Murphy Brown Frank relies on his
 co-workers when he throws a 50th-
 anniversary party for his parents.
 Offshore Professional Boat Racing
 Tour From Grand Haven, MI (T)
 Green Acres
 Prime Time Wrestling
 Nashville Now
 Discovery Showcase Some of the
 world's leading bodybuilders explain
 the discipline and determination
 required for the Mr. Olympia
 competition.
 Miss Marple Murder is child's play as
 Miss Marple stalks an all too clever
 murderer. (Pt 2 of 2)
 MOVIE: Assault and Matrimony ***
 An unhappily married man and woman

- plot to kill each other. Jill Eikenberry,
 Michael Tucker (1987)
 Richard Roberts
 Mi Pequena Soledad
- 8:30 Designing Women Charlene decides
 to quit the firm to spend more time with
 her baby.
 Donna Reed
 Sunshine Today
- 9:00 Survival Specialists Investigate the
 claim of the Australian government that
 sanctioning the shooting of the kangaroo
 is the only way to save it.
 Major League Baseball Atlanta
 Braves at San Francisco Giants (L)
 700 Club Special: Preparing Now for
 the Future
 Trials of Rosie O'Neill Rosie has
 trouble defending a manslaughter case
 when a voodoo curse is placed on her.
 Michelob Dry World Water Ski Tour
 Finals from San Francisco, CA (T)
 Gunsmoke Matt is forced to slay an
 old friend when the man becomes a
 murderer, following his fanatic opposi-
 tion to bounty hunters' killing a ren-
 egade wolf.
 Saturday Night Live
 (HBO) *** MOVIE: Licence to Kill ***
 (MAX) *** MOVIE: True Love ***
 A World Away Once isolated by
 tradition, Japan is now a leader in the
 world economic market.
 Peter Winsey: Murder Must Adver-
 tise (Pt 2 of 4) Lord Peter goes
 undercover in an ad agency to inves-
 tigate a murder.
 Together
 Portada Teresa Rodriguez
- 9:15 MOVIE: Children of a Lesser God
 *** A teacher at a school for the deaf
 falls in love with an angry, withdrawn
 student. William Hurt, Marlee Matlin (1986)
 R Profanity, Nudity, Adult Themes.
- 9:30 News
 Fernwood 2Night/America 2Night
 Crook & Chase
 Morris Cerullo
 Noticias Univision
- 10:00 Adventures of Ozzie and Harriet
 Rick enlivens his fraternity party by
 dressing as a swami and telling for-
 tunes, so Joe and Ozzie decide this is
 what the Women's Club dance needs.
 News
 Adam Smith's Money World Adam
 Smith interview's legendary investor
 Warren Buffett in Nebraska.
 Maniac Mansion

TUESDAY

EVENING

- 6:00 News
 MacNeil Lehrer NewsHour
 Scarecrow and Mrs. King
 Success-N-Life
 Yo Compro Esa Mujer
 Golden Girls
 SportsCenter
 Newhart
 Inspector Gadget
 MacGyver
 Rendezvous A different place in the
 world is highlighted each day.
 New Wilderness Premature baby
 crocodiles struggle to survive in the
 murky waters of Kenya's Lake
 Turkana.
 E.N.G.
 James Robinson
 Amanda Sabater Novela de
 Venezuela, Mari Carmen Regueiro, Flavio
 Caballero
- 6:05 Happy Days The Howdy Doody
 Show
- 6:30 Cosby Show
 Wheel of Fortune
 Movie: Baseball Chicago
 Cubs at Philadelphia Phillies (L)
 Night Court
 Major League Baseball (L)
 Mama's Family
 Looney Tunes
 Paul Bunyan Legendary logger Paul
 Bunyan becomes an environmentalist,
 planting trees instead of felling them.
 Jonathan Winters narrates. (Animated)
 (HBO) *** HBO Storybook Musicals
 World Monitor Significant issues and
 events of the day are examined from a
 global perspective with correspondents
 in Christian Science Monitor bureaus
 worldwide.
 World of Survival The Oxford
 Scientific Film Unit zeroes in on the
 solitary lifestyle of the bee.
 Morris Cerullo
- 6:35 The Jeffersons Jefferson Airplane
 7:00 Casper's Halloween Special Casper
 tries to keep Hairy Scary and the other
 ghosts from spooking Halloween.
 Matlock Matlock defends a madam
 accused of murdering a call girl who was
 blackmailing famous clients.

- Nova A Berkeley hippy gets mixed up
 with the CIA and the KGB as he chases
 a data thief through a maze of
 computers.
 Who's the Boss? Angela's dating
 schedule slows down while Tony's fills
 up.
 MOVIE: My Favorite Brunette *** A
 baby photographer gets talked into
 playing the role of sleuth by a beautiful
 and mysterious brunette. Bob Hope,
 Dorothy Lamour (1947)
 Rescue: 911
 MOVIE: Gandhi (Pt 2 of 2) ***
 Indian lawyer Mohandas Gandhi rises
 up to become the leader of his country,
 all the while stressing peace and
 nonviolence. Ben Kingsley, Martin Sheen
 (1982) PG Violence, Adult Themes.
 Doble Gillis
 Murder, She Wrote A former student
 of Jessica's becomes involved in
 murder when a television executive is
 killed. (R)
 MOVIE: Immediate Family *** A
 couple faces harsh choices when the
 mother of their adopted child decides
 she wants the baby back. Glen Close,
 James Woods (1989) PG13 Profanity,
 Adult Situation.
 (HBO) *** MOVIE: Old Gringo ***
 (MAX) *** MOVIE: Star Trek II: The
 Wrath of Khan ***
 Church Street Station
 Survival The social effects of
 individual air and sea disasters are
 examined.
 Biography: Joseph Stalin/ Mao
 Tse-Tung Meet the calculating leaders
 of revolution in the East, Stalin who left
 a legacy of fear and Mao Tse-Tung who
 brought China into the modern world.
 L.A. Law
 Success-N-Life
 Yo Compro Esa Mujer
- 7:05 MOVIE: Rollercoaster *** A mad
 bomber derails some of the nation's
 roller coasters in an attempt to extort
 money from amusement park owners.
 George Segal, Richard Widmark (1977) PG
- 7:30 Halloween That Almost Wasn't
 Dracula calls an emergency meeting of
 the monster world when the wicked
 witch threatens to spoil Halloween by

- not riding her broomstick. (Animated)
 Judi Hirsch, Mariette Hartley
 Head of the Class Arvid infects the
 class with the flu while trying to maintain
 a perfect attendance record.
 Bewitched
 On Stage
- 8:00 MOVIE: Pickup on South Street ***
 A pickpocket unwittingly steals the
 purse of a Communist messenger and
 soon finds himself caught between the
 FBI and enemy agents. Richard Widmark,
 Jean Peters (1953)
 In the Heat of the Night Chief
 Gillespie confronts mob hysteria after a
 teacher is accused of molesting a
 fifth-grade student.
 Frontline Special Report Bill Moyers
 investigates the big business of dump-
 ing toxic waste in Third World countries.
 Roseanne Roseanne and Dan talk to
 Becky about birth control.
 MOVIE: CBS Tuesday Movie Angel
 of Death A convicted killer escapes and
 works his way into the lives of an
 unsuspecting woman and her son.
 Gregory Harrison, Jane Seymour
 Green Acres
 Bushmaster Presents: Tuesday Night
 Fights (L)
 Heavline Now
 Beyond Tomorrow A prototype
 sailboat attempts to break a speed
 record; a new birth control device is
 examined.
 Mahler's Song of the Earth The
 Israel Philharmonic Orchestra, con-
 ducted by Leonard Bernstein, captures the
 emotional intensity of Mahler's final
 symphony, The Song of the Earth.
 MOVIE: Witness for the Prosecution
 *** An English barrister defends a
 man accused of killing an old woman.
 Ralph Richardson, Deborah Kerr (1982)
 Richard Roberts
 Mi Pequena Soledad
- 8:30 Coach Luther takes over when
 Coach Hayden develops an abscessed
 tooth.
 Donna Reed
 Invention An inventor presents his
 prototype of the flying car; computer
 graphics are examined.
 Zola Levitt

Comics

BLONDIE

by Dean Young and Stan Drake



Marvin

By Tom Armstrong



BEETLE BAILEY

By Mort Walker



Barney Google and Snuffy Smith

By Fred Lasswell



The Wizard of Id

By Brant Parker and Johnny Hart



Ann Landers

DEAR ANN LANDERS: Hooray for the woman in New Orleans who was incensed by computerized sales pitches that tied up her telephone.

I live in California where we have a different kind of problem. It's not computerized messages, it's PEOPLE who pester us to death. Several months ago, I was getting a least three calls a day from con artists trying to sell me something. One caller actually tried to get me to buy shares in a South African diamond mine. After I brought up this nuisance at a meeting of senior citizens, a woman handed me a brochure. Please print the highlights, Ann. I found them very informative and am sure others will, too.—Wiser Now In Southern Cal.

DEAR WISER: Thanks for sharing this information. I'm sure my readers will learn something from it.

The following is from Senior's Action Alert, a crime prevention news magazine put out by the California attorney general's office:

Selling over the telephone is big business. Each year Americans are expected to buy more than \$200 billion worth of goods and services over the phone.

Many people enjoy shopping by phone. It saves time. It's easy. It's convenient. Some reputable companies use telephone sales as a way to keep prices low and customers

happy and to sell more products. But there's another side to telephone shopping -- those boiler-room pitches. The manage to con Americans out of about \$1 billion every year. Most of the victims are elderly people on fixed incomes.

The U.S. Postal Service estimates that more than 70 percent of these boiler rooms operate out of Los Angeles and Orange Counties. A boiler room consists of a large number of telephones set up in a single room. People known as "yakkers" are on the phones making sales pitches. They push everything from precious metals, gems, minerals, coins and oil wells to office supplies, vitamins, exotic vacations and discount-coupon books.

Their voices are warm and friendly. Beware of such phrases as: "Our own executives are heavily invested in this."

"You must act now. We're closing this deal tonight."

"There will be huge tax write-offs."

"There's already a long list of people waiting to get a piece of this."

"I put my mother in this deal just yesterday."

The best way to handle these calls, dear readers, is to say, "I'm not interested" and hang up.

DEAR ANN LANDERS: In the last three years, I've stopped

drinking, stopped taking drugs, quit smoking and lost 50 pounds. After abusing myself for too long, I've finally found peace and contentment and a better way of life. I feel terrific, look great, and am proud of myself.

So what's the problem? I am told by some of the people I used to hang out with that they miss the old me. They say, "You're no fun anymore."

I'm looking for a snappy comeback. Can you help me?—C.C. in Chicago

DEAR C.C.: Why do you feel the need to respond to those morons? What you are now speaks much louder than anything you might say.

There are times when silence is the most eloquent answer. I recommend it.



MRS. GABRIEL GUAJARDO
...Melissa Saldana

Saldana, Guajardo united in marriage

Former Hereford resident Melissa Saldana became the bride of Gabriel Guajardo of San Antonio during an evening wedding ceremony Aug. 25 in Immaculate Heart of Mary Catholic Church in San Antonio.

Officiating for the marriage was Father Joe Gamm.

The bride is the daughter of Mr. and Mrs. Raul Saldana Jr. of Weslaco and the bridegroom is the son of Mrs. Lamar Guajardo of San Antonio.

Michelle Lyn Saldana served her sister as maid of honor and best man was John A. Mead.

Bridesmaids included Sandra Saldana, Mary Alice de la Garza, Melinda Powers, Nora Salazar of McAllen, Vicki Veigel of Hereford, and Carlotta Bishop of Laredo.

Serving as groomsmen were Elroy Bishop Jr., Charles D. Nall, Richard Guajardo Jr., Enrique Lopez Jr., Roger Lozano, and Cal Powers.

Guests were escorted by Ray Saldana Jr. and Ramiro Partida Jr. of San Benito, Raul Ramus Jr. of Houston, and Willie Rosaler Jr. of Dallas.

Crystal and Jennifer Powers served as flower girls and the bride's brother, Raul Saldana III, served as ring bearer.

The bride was attired in a formal-length gown of silk and taffeta. It was fashioned with a Sweetheart neckline, accented by seed pearls and iridescent sequins, and long tapered sleeves designed with silk puffs at the shoulders.

The full skirt, gathered at a basque waistline, was trimmed with Schiffli lace and pearls. Seed pearls and iridescent sequins enhanced the Cathedral train.

In her hair, the bride wore a Cathedral length silk veil with Schiffli lace cut outs and a silk pouf at the back of the headpiece.

The bride's jewelry consisted of a diamond pendant, a gift from the groom. She also carried a heirloom handkerchief. Keeping with the wedding tradition she wore a blue garter and borrowed her parents' bridal cushions.

Liza Rosales, Lana Kosub and Lorene Gonzalez presided at the bride's book during a reception held at the Greater San Antonio Builders Association. Each table was covered with black and white chintilly cloth and decorated with flower arrangements holding five candles.

The bride's four-tiered white cake was filled with peaches and each were held on crystal cylinders filled with fresh orchids and greenery.

The groom's German chocolate cake, trimmed with grapes, was placed on a table covered with a lace cloth.

Leaving for the wedding trip to the Cayman Islands and Jamaica, the bride wore a two-piece white silk dress given to her by her parents. The couple will reside in San Antonio.

The bride is a graduate of Hereford High School and attended Texas Southmost College and Pan American University.

The groom is a graduate of Thomas Jefferson and is currently an account representative at National Medical Care.

Out of town guests were from McAllen, Houston, Dallas, Hereford, and Laredo.

Congratulations

Deaf Smith County

You are a tribute to the men and women that had courage, determination and great hope through the hardships. Today, the spirit is still alive. We feel privileged to be a part of this community and encourage everyone to support their hometown.

SEW'n TELL

301 N. Main 364-3345

Feeling pressured to have sex? How well-informed are you? Write for Ann Landers' booklet "Sex and the Teen-ager." Send a self-addressed, long business-size envelope and a check or money order for \$3.65 (this includes postage and handling) to: Teens, c/o Ann Landers, P.O. Box 11562, Chicago, Ill. 60611-0562



Come in and
REGISTER TODAY

FREE SHAMPOO & SET by Gail, or
FREE HAIRCUT by Marchetta, or
FREE DESIGNER TOP, or
FREE JEWELRY SET

—Wanda & Gloria

Good for 2 weeks!

(October 2-12)

Need not be present
at drawing to win.

The Reflection
Beauty Salon and Boutique

128 E. 5th

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since 1976"

COME RACE
WITH US!



Saturday - Sunday, November 17-18, 1990

\$110 per person
double occupancy

INCLUDES:

- Bus Transportation from Hereford
- Baggage Handling
- Refreshments on Bus
- One Night Accommodation at Fifth Season Inn
- Cocktails on Saturday - 5:30 - 7:00 pm
- Full Breakfast on Sunday
- 2-days Reserved Grandstand seating at Remington Park

COME JOIN THE FUN!

Space is limited!

Full Payment is required to confirm reservation.

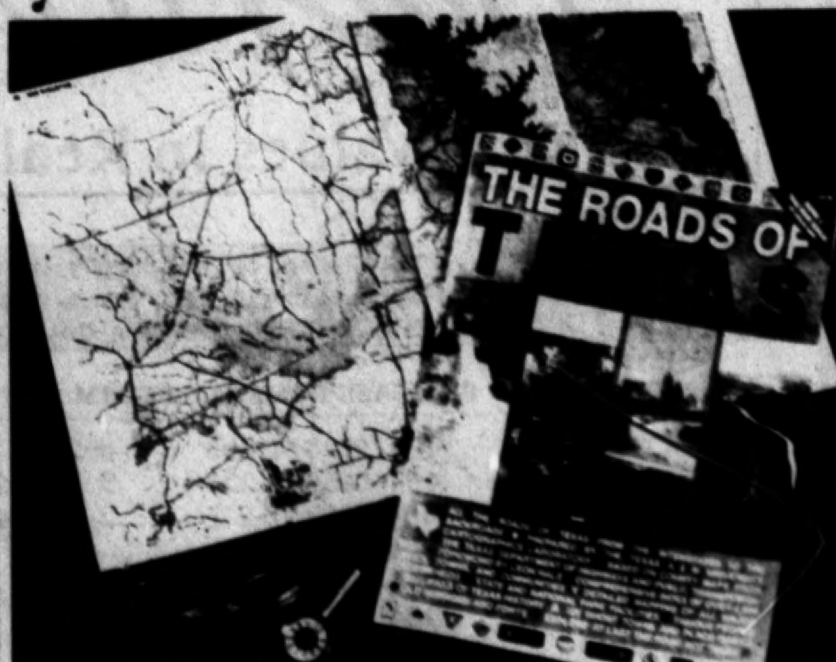
Full Refund if reservation is cancelled prior to Nov. 2, 1990.



**HEREFORD
TRAVEL
CENTER**

144 W. 2nd St.
Hereford, Tx, 79045
806/364-6813

Let us show you a Texas
you've never seen before.



THE ROADS OF TEXAS is the culmination of a mammoth project that has involved many individuals for over two years. When you get your copy of THE ROADS OF TEXAS you'll wonder how you ever traveled the state without it.

This 172 page atlas contains maps that show the complete Texas road system (all 284,000 miles) plus just about every city and community! Texas A&M University Cartographics

Laboratory staff members produced the maps, based on county maps from the State Department of Highways and Public Transportation. The details shown are amazing—county and local roads, lakes, reservoirs, streams, dams, historic sites, pumping stations, golf courses, cemeteries, mines and many other features too numerous to list.

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Now through Oct. 6th.
All Coats

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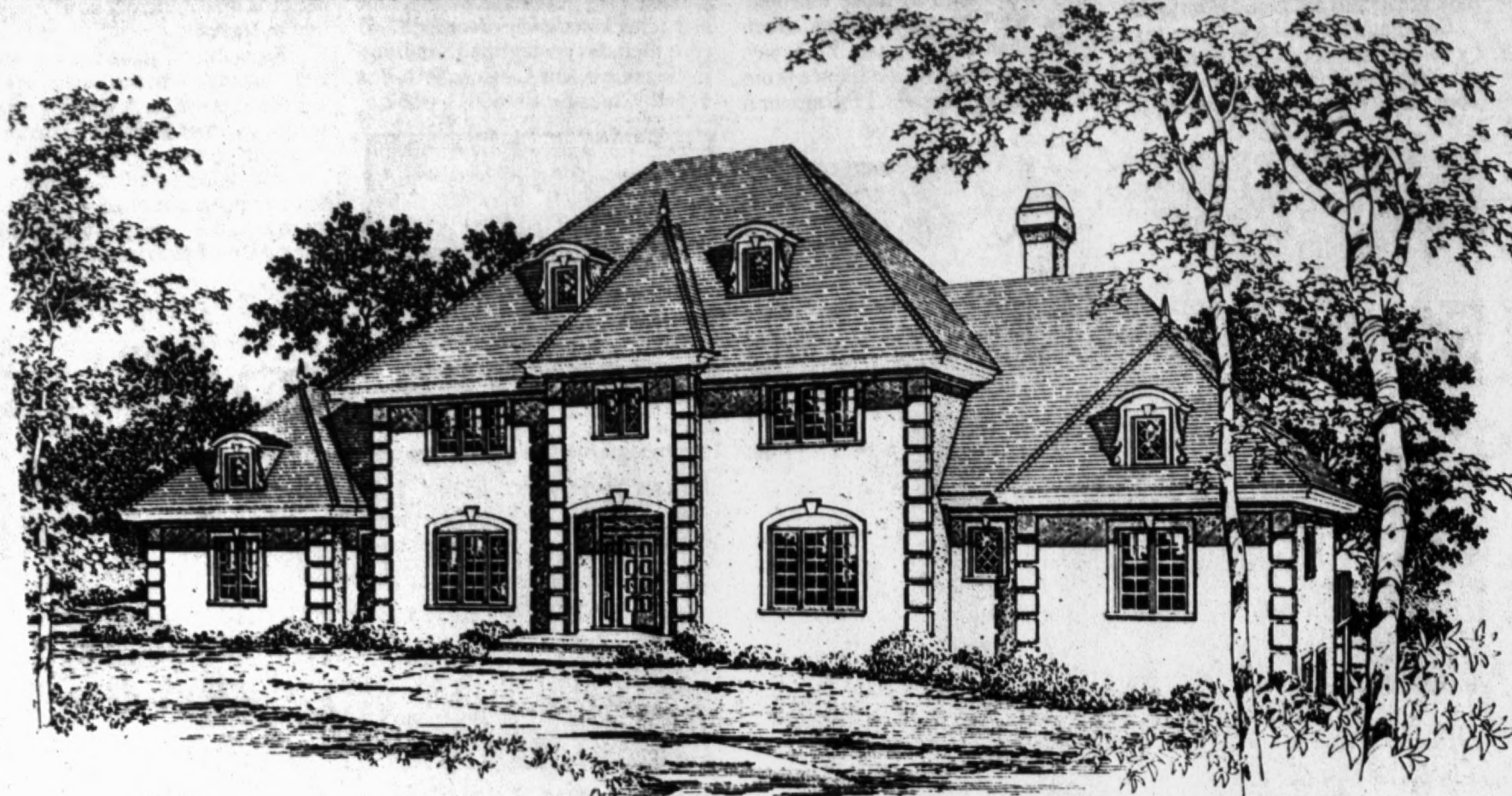
Little's Fashions

Home Of Arams & Lette Lauder

237 N. Main

364-0414

Real Estate



U-Shape Stair Isolated To Rear

STATELY TWO STORY PLAN FEATURES SEPARATE FORMAL & INFORMAL ROOMS



© BY W.D. FARMER, A.I.B.D.

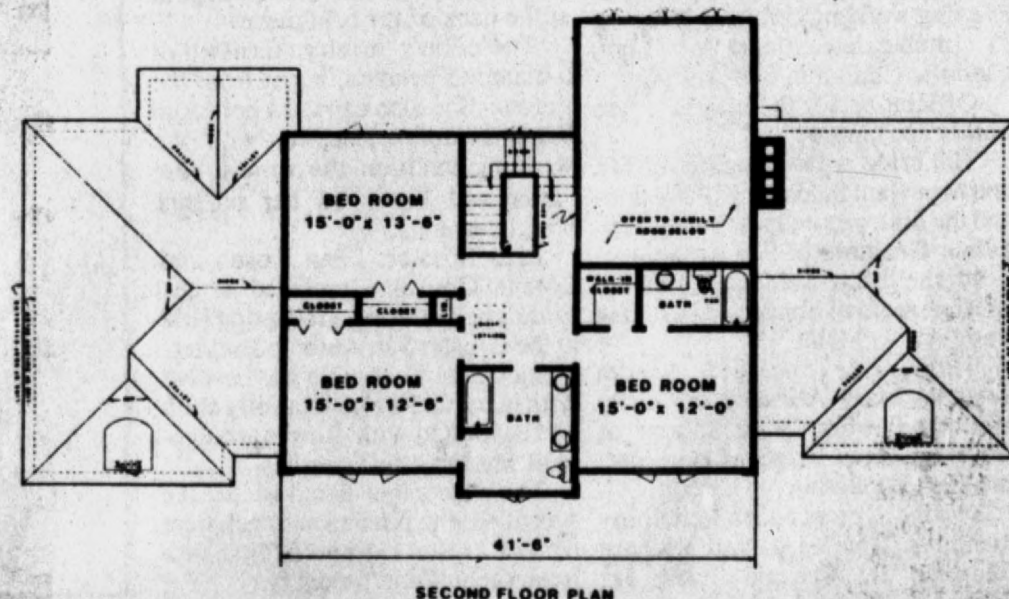
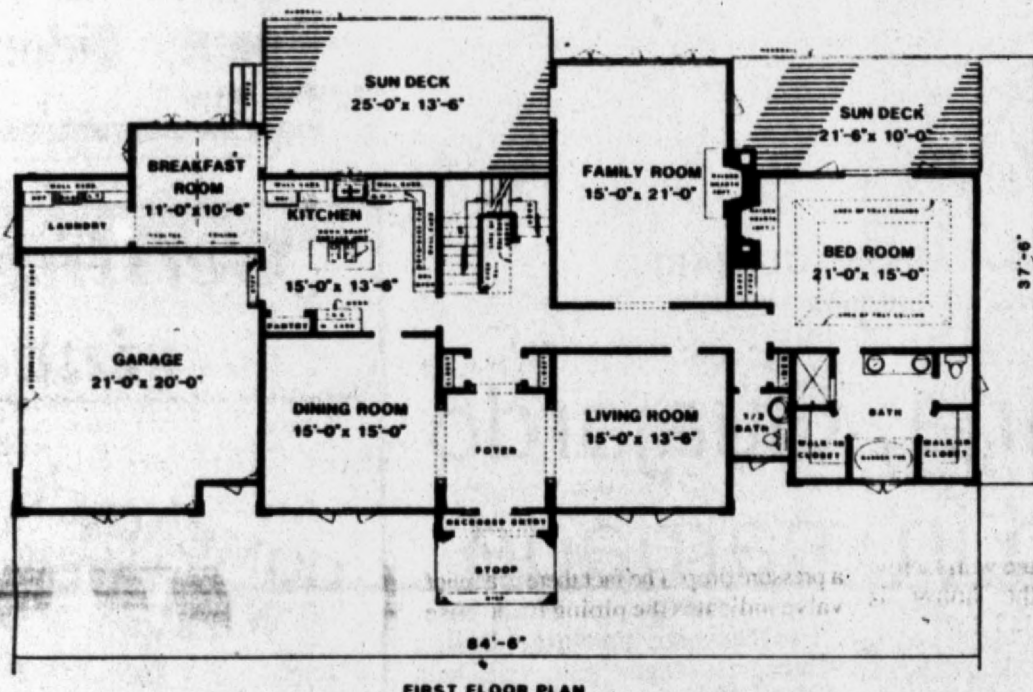
The main floor of this plan incorporates formal and informal living areas as well as the luxury master bedroom suite. The second floor stair is located at the rear of the plan allowing discrete passage for family members thus avoiding interruption to guests. The family room is a full two stories high and the sun deck is accessible from here. A private sun deck is provided for the master bedroom suite. A tray ceiling is included in this luxury suite.

The kitchen is square, allowing space for an island surface unit. Informal meals are served in the separate room adjacent to the laundry area and accessible to the sun deck.

There are three large bedrooms and two full baths located on the second floor. Each of these rooms is sized for comfort.

The traditional exterior style is shown with hip roof construction, dormer windows, corner quoins, ornate window treatment and a recessed entrance.

The plan is Number 3515. It includes a total of 3,596 square feet of heated space. All W. D. Farmer plans are drawn to meet FHA and VA requirements. For further information write W. D. Farmer, P.O. Box 450025, Atlanta, GA 30345.



It takes more than blind luck to pin down the right home.



Sure, you could go on stumbling through the housing market. Running into dead ends and getting cornered with too little information.

Or you could nail down that new home the easy way. By consulting an experienced real estate agent.

An agent can point out options you may have missed. Get you inside interesting homes that you may never have seen otherwise. Even do a lot of the groundwork, so you don't have to.

Like researching financing packages. Checking through the multiple-listing service for homes that fit your needs -- and your

pocketbook. Negotiating with the seller. And arranging for inspections. He or she will even be there at closing.

So instead of forging ahead without knowing what's out there, get some help from an expert. A real estate agent.

Inside **The Hereford Brand**, you'll find both qualified agents and valuable information about home buying. Everyday, the real estate classifieds list many properties and agents. And **The Brand's** Sunday housing section examine the latest market trends and housing opportunities.

With the right guide, hitting your mark can be child's play.

THERE'S MORE *Hereford* IN THE BRAND.

313 N. Lee

364-2030

HUD HOMES Real Values In Real Estate

HEREFORD

SUBJECT TO AVAILABILITY

NO OPENING IS OPEN TO THE PUBLIC
ON DATE: TUESDAY, OCT. 2, 1990
CLOSING DATE: Wednesday, Oct. 3, 1990

ADDRESS	FHA CASE NUMBER	BEDRM	BATH	PRICE	"LEP" FLOOD ***PAINT
1506 BLEVINS	494-112614-203	3	1	\$23,400	*
110 S. DOUGLAS	494-145751-221	3	2	\$22,800	*
702 N. LEE	494-109117-270	2	1	\$29,950	*
The pool is not warranted in any way.					
220 AVE D	494-167202-721	3	1	\$24,500	*
121 AVE E	494-131002-221	3	1	\$17,700	*
706 BLEVINS	494-062425-235	3	1	\$22,100	*/CASH
222 BRADLEY ST	494-163722-703	3	2	\$17,200	*/CASH
516 IRVING	494-149182-703	3	1	\$12,600	*/CASH
211 AVE K	494-124048-221	2	1	\$11,250	*/CASH
430 PALOMA LANE	494-103799-221	3	2	\$17,600	*/CASH

VEGA

305 N. 9TH ST. 494-149062-703 3 2 \$33,000 *

NOTICE TO POTENTIAL PURCHASERS AND HUD-PARTICIPATING BROKERS:
A contract has been awarded for sales closing services in the Hereford area to Attorney Beau Boutler, 6801 1-40 West, Bldg. 1, Amarillo, TX 79106, Phone: 806-339-7801. Office hours: 9:30-5:00, Monday-Friday. Brokers should contact Jean Schilling to coordinate a closing time. Mortgage companies should call Jean Schilling at 806-339-7801 to provide information for deed preparation. Broker's questions other than those making arrangements to close a sale should be directed to the Lubbock HUD office.
EXTENSION OF SALES CLOSING DATE
HUD requires that all sales be closed within 60 days of contract acceptance date. Title Closing agent has been instructed to cancel any outstanding contracts on the 61st day. If an extension is needed, prior to the 60th day, Brokers must request an extension on the form provided by HUD, together with certified funds for \$270.00, representing a 15-day extension, at \$18.00 per day. This must be received by the 60th day, or the sale will be canceled. Contact the closing agent designated on the contract.
HUD IS NOT RESPONSIBLE FOR ERRORS OR OMISSIONS THAT MAY APPEAR IN THIS AD.
PRE-QUALIFY LETTER - ALL AREAS
All sales contracts received for FHA insured loans on HUD acquired properties must be accompanied by a letter from an approved lender stating, based on the information contained in the application, the purchaser would qualify for a loan up to a specified mortgage amount.

Now's your chance to take Advantage of the excellent Real Estate values offered by HUD

IMPORTANT INFORMATION

- All properties are offered subject to availability.
- Only properties listed in this advertisement are available for sale.
- Purchasers must obtain their own financing for all sales.
- The listing price is HUD's estimate of fair market value; HUD reserves the right in its sole discretion to accept offers less than the listing price, but only the highest acceptable offer will be considered.
- All properties listed are "eligible for an FHA insured mortgage," unless specified as "cash."
- Explanation of "Status Notes":
 - * Property may contain lead-based paint hazards.
 - ** Flood insurance required.
 - *** Property has defective paint which, if not yet treated as prescribed by HUD, will be treated prior to closing.
 - **** Structural damage may exist.
- HUD reserves the right to waive any informality or irregularity in any bids.
- HUD reserves the right to reject any and all offers or to withdraw a property prior to bid opening.
- HUD properties are sold in "as is" condition.
- Some properties may not meet city codes. Purchasers will be solely responsible for code compliance.
- HUD will not pay for a title policy.
- Earnest money deposit is \$500.00.
- Bid openings are public.
- If bids are not accepted on listed properties, they will automatically go to Extended Listing status after the bid opening. All Extended Listing offers will be opened each weekday after 2:30 p.m.
- HUD properties are offered for sale to qualified purchasers without regard to the prospective purchaser's race, color, religion, sex, or national origin. Interested persons should contact the broker of their choice to obtain further information, to see, or to bid on any of the properties listed.
- Brokers/Agents should call the HUD/FHA office in Lubbock, Texas, 806-743-7276, for information on becoming a HUD-certified broker.



HUD HOMES
Real Values In Real Estate
DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT
HUD FIA 1205 TEXAS AVENUE
LUBBOCK, TEXAS 79401-4093
806-743-7276



Care brings out wood's beauty

By POPULAR MECHANICS
For AP Newsfeatures

To enhance and protect the natural beauty of wood, nothing can compare to a clear finish.

Clear finishes bring out texture and natural grain while sealing the wood's porous fibers from stains, moisture and dirt.

The most commonly used finishes include penetrating oil, shellac, varnish and lacquer. The finish you choose depends on ease of application, durability and desired appearance.

Penetrating oil is an in-surface finish while shellac, varnish and lacquer are on-surface finishes.

Proper surface preparation is especially important when working with clear finishes since they won't hide scratches and nicks. In fact, a clear finish often highlights surface defects as it accentuates the wood's grain.

Fill small holes and gouges with wood putty (patching compound). Choose a putty color that matches the wood, but remember the putty will darken slightly when the finish is

applied. Remove dried glue, scratches and any minor surface imperfections with a hand or cabinet scraper and/or abrasive paper. Remember, the finish will only be as smooth as the bare wood.

Coated abrasives (sandpaper) come in various grit sizes (coarseness) and types. The abrasive papers used in woodworking are coated with garnet, aluminum oxide and silicone carbide grits. Abrasives range from coarse to extra fine. The grit numbers, which range from 40 to 600, refer to the number of abrasive particles per linear

inch. The grit number system is the most helpful and widely used today. A third less abrasive grading order is the 0-grade system—fine-grade paper (150-grit) is listed as 4-0.

The porous surface of the open-grained woods such as oak, ash, mahogany and walnut must be filled in order to obtain a smooth, glass-like finish. If, however, you prefer to have the wood's texture show through the finish, then skip the grain-filling step. Paste wood filler (not to be confused with patching compound) is used to fill the wood's pores. Fillers come in

various wood-tone colors and in a natural shade that can be tinted. For best results, tint natural shade fillers with Japan colors.

Before application, thin the paste filler with benzene or naphtha to the consistency of thick paint. Dust the surface clean and apply with a stiff bristle brush. First, brush with the grain, working the filler into the open pores, then brush lightly across the grain. Allow the filler to set until it has lost its wet look and turned dull. This usually takes about 10 to 20 minutes. Now, wipe across the grain using a coarse rag of burlap or terrycloth. If a second coat is needed, apply it immediately. Allow the filler to dry overnight, then sand with 220-grit abrasive paper.

FOR SALE OR LEASE



48' X 60'
Outside of city - N 385
Fully Insulated
Immediate Possession
364-0064
or mobile # 679-5638

Use care with pesticides

-By READER'S DIGEST
For AP Newsfeatures

There are times when you must use pesticides to save a favorite plant or rid your home and yard of dangerous or annoying pests. But remember, pesticides are poisons. And, as with any poison, they should be used with extreme care. Here are some guidelines to keep in mind:

CAUTION: Before using a pesticide, read the label carefully and study all warnings. Make sure you understand the list of active ingredients—their uses and dangers. Follow directions scrupulously.

Do:

- Use a pesticide only if you can't control a pest in some other way. If possible, select an agent designed to attack the specific pest troubling you. General purpose pesticides may poison bees and other beneficial insects as well as earthworms, fish, birds, pets and people.

- When applying pesticides indoors, a pump-operated spray can is usually better than a pressurized one because it releases less poison into the air. To avoid the lingering

odor of commercial sprays, carefully mix the ingredients yourself in water (the usual oil base intensifies the smell) and apply the mixture with a trigger sprayer. When using a fogger to fumigate a large area, make sure the target area is sealed off from adjoining areas.

- Check stored pesticides before use: Lumps are signs of deterioration in dusts and powders. A dilutable preparation should blend quickly and easily with water. Emulsifiable concentrates should turn milky when mixed with water. Dormant oil sprays should be uniform without traces of sludge at the bottom of the container.

- Mix pesticides in a well-ventilated area.
- Put all food away, cover utensils and remove pets and their dishes before spraying indoors.
- Wash table and countertops after spraying.

- Keep pesticides in original containers that are tightly closed and clearly labeled and store them in a locked, well-ventilated area, away from heat and direct sunlight.

- Outdoors, spray pesticides on calm days after warning neighbors of your plans. Wear a waterproof hat and coat, face mask and rubber gloves, especially when spraying a large area. Then leave the area until the spray is dry and the odor has passed.

- Exhaust all gas from pressurized cans and wrap empty containers in thick layers of newspapers before disposing of them.

- Clean spraying equipment by rinsing it with at least three changes of water.

- Don't: Don't use a high-pressure paint gun for pesticides.

- Don't use pesticides near children or pets or leave them, their containers or the equipment used to apply pesticides, where children or pets can get at them.

- Don't smoke, drink or chew gum while using pesticides or inhale sprays, dusts or vapors.

- Don't store pesticides near food or use kitchen utensils to measure, mix or contain a pesticide.

- Don't dump pesticides or their

containers in places where they could endanger fish or wildlife or contaminate water.

- Don't re-enter a treated room for at least a half hour after it has been sprayed.

Spills:

In case of a spill, quickly remove scattered clothing and flush exposed skin with water. Wearing rubber gloves, use sand or sawdust to absorb as much liquid pesticide as possible, then scoop it into a metal container.

Outdoors, flush the spill area with plenty of water. Inside, increase ventilation to a maximum.

Consult your local Cooperative Extension Service (sometimes listed in the telephone directory as County Agent, County Agricultural Agent, or as a state university's extension service) about the handling and disposal of contaminated material.

(Need help on a home repair or improvement project? Write Reader's Digest, P.O. Box 700, Pleasantville, NY 10570-7000. Suggestions and tips will be offered in future columns.)

Questions, answers about homes

By POPULAR MECHANICS
For AP Newsfeatures

Q. - How do I repair pitting and scaling caused by de-icing salts on my concrete garage floor?

A. - There are two methods: Trowel a vinyl mix made from

portland cement, sand and bonding agent onto the damaged area, or pour a fully bonded concrete overlay at least one inch thick over the entire slab.

If you plan to fill the damaged areas only, clean them thoroughly to remove the dirt and salt residue. Break away any unsound concrete in and around spalled areas. If you wish to overlay a new surface, first etch the old surface with a solution of one part muriatic acid to 4 parts water. Or you can create a suitable bonding texture by using a sacrificial, grit blaster, scabbler, planer or flame cleaner. These tools can usually be rented.

Soak the old surface overnight. When you are ready to pour the overlay, broom on a bonding grout—a creamy mixture of portland cement, fine sand and water. Follow the grout immediately with concrete mixed in proportions of one part portland cement, one part sand, 1 1/2 to 2 parts 3/8-inch aggregate and no more than 5 1/2 gallons of water per bag of

cement. Cure the new overlay by keeping it damp and covering it with plastic or burlap for seven days.

Q. - I have a ranch-style house that has no vapor barrier in the walls or ceiling. I recently added more insulation to the ceiling and have blown insulation into the walls. Now the paint outside the house is blistering. What should I do?

A. - By blowing insulation into the walls, you've restricted the airflow inside the wall cavity. Consequently, the moisture-laden air that migrates from the interior of the house to the wall cavity cannot pass harmlessly outside. Instead, the moisture is absorbed by the wood siding, causing the paint to lose adhesion and peel.

A vapor barrier paint should correct this problem. This product, available at home improvement centers, is applied like a paint and can be used on a previously painted surface. It can also be used as a general-purpose primer for wallboard or plaster.

Q. - I have two relief valves in my plumbing system that discharge 1 to 2 pints of water a day. Both are set to discharge at 150 psi or 210 degrees F. One valve is on my water heater. The other is attached to the hose bib at the rear of the house. The water pressure entering my house is 160 psi, and a pressure reducer by the water inlet reduces it to 58 psi. The thermostat on my water heater is set for 140 degrees F. Do you have any suggestions?

A. - There are three conditions that cause relief valves to discharge. The pressure is too high, the temperature is too high or the valve is faulty.

Assuming the temperature and pressure measurements you indicated

are correct, I suspect the relief valve on your water heater is faulty and should be replaced.

Normally, a hose bib doesn't need a relief valve, although it should have a vacuum breaker to prevent water from the hose from back-siphoning into the house's water system in the event of a pressure drop. The fact there is a relief valve indicates the piping to the hose bib probably bypasses the reducing valve.

Q. - I've had two television sets damaged by lightning. It blows the tuner out even when the set is turned off. A 15-amp voltage surge protector installed between the wall plug and the TV plug hasn't helped. We have cable TV that is grounded outside. What can I do to prevent this from happening again?

A. - Your problem sounds like the classical example of what happens when the cable TV coaxial cable is not grounded properly. The National Electrical Code specifies the CATV cable should not have a separate ground, but that it should share a common ground with the inlet electrical service to the house.

If the electrical system and cable TV are grounded separately, a lightning surge can generate a difference of many thousands of volts between the power cord and the coaxial cable, causing the TV set to blow out. You can avoid this problem in the future by making sure the ground for the TV cable is connected and properly bonded to the main ground for the electrical service to your home.

(For further information on any home problem, write to Popular Mechanics, Readers Service Bureau, 224 West 57th Street, New York, NY 10019. Phone: 212-649-3127.)

HUD IS LOOKING FOR THIRD PARTY PURCHASERS

* The following properties are in default and are being offered to third parties at the foreclosure sale.

* THESE ARE NOT HUD PROPERTIES, BUT PROPERTIES WHICH ARE STILL OCCUPIED BY PERSONS OTHER THAN THE MORTGAGORS UNTIL THE FORECLOSURE SALE HAS BEEN COMPLETED.

* This ad does not constitute legal notice. Interested parties should refer to the legal notice for such information.

* These properties are not available for normal inspections, as are PD properties, because they are still owned by private individuals. Permission of the owners may be required for onsite inspection; otherwise, persons could be liable for trespassing.

* Foreclosure is still pending and owners have the right to reinstate the mortgage prior to the foreclosure sale. If so, the sale will be cancelled.

* HUD is not responsible for any errors that may appear in this ad.

* HUD will not pay broker's or finder's commissions for successful bidders.

* HUD's advertising is limited to foreclosure sales of FHA approved lenders only.

* FORECLOSURE SALE DATE: Tue., Oct. 2, 1990 TIME: 10:30 AM - 4:00 PM

CASE NO.	PROPERTY ADDRESS	CITY/COUNTY	FMV	CFMV
494-147170	435 Avenue H	Hereford, Deaf Smith	\$30,000	\$24,770
494-143468	147 Ironwood	Hereford, Deaf Smith	\$49,000	\$40,711

* Fair Market Value (Appraised Value - As is)

* Commissioner's Adjusted Fair Market Value

For additional information on these properties contact:
Dept. of Housing and Urban Development, 806-743-7290/743-7262

FOR SALE OR LEASE



48' x 80'
Outside of city - N 385
Fully Insulated
Immediate Possession
364-0064
or mobile # 679-5638

A.O. THOMPSON ABSTRACT COMPANY



Margaret Schroeter, Owner
Abstracts Title Insurance Escrow
P.O. Box 73 242 E. 3rd Phone 364-6641
Across from Courthouse



521 W. 15th - New listing! Exceptional duplex value, good rental income, each with fireplace, 2 bedrooms, double car garage and automatic sprinkler system. Excellent buy! Call John David Bryant.

506 Ave. J - Exclusive listing! Excellent location. Priced Right. Large home, lots of storage. There is not a better buy in Hereford today. Call Ken Rogers.

402 W. Park - Excellent Buy! Northwest of Hereford. Reduced. Must see to believe! Small Acreage - with three houses. Located close to town. Rent houses will pay for this property. Priced way below market value - owner financing. Call for details.

402 W. Park - Excellent Buy! **REDUCED** Hereford. Reduced. Must see to believe!

150 Ranger - Nice 3 bedroom, double living area, corner lot, excellent neighborhood, will consider lease, rent or lease purchase.

Prime Residential Lots - An excellent investment. These are a great buy now. Northwest Location.

West Lake St. - Six 50 ft. lots.

407 N. 25 Mile Ave. - Building and commercial lot lot, good investment property. L-shaped property. 90 ft. frontage on 25 Mile and 30 ft. on Moreman St. (Next to corner lot.)

227 Ranger - New Listing! Excellent home. Very nice neighborhood, close to school. Must see to appreciate. Give us a call.

305 Stadium - New Listing! Ranch style home, 4 bedroom, new repainted interior and exterior, new carpet. Must see! Has been reduced.

Commercial Lot - Hwy. 60 and Ave. K. 3/4 of a city block, excellent commercial location. Will be cleaned-up.

LONE STAR AGENCY, INC.

INSURANCE & REAL ESTATE SERVICE

601 N. Main Street
Ken Rogers 578-4350
John D. Bryant 364-2900

364-0555
Hilrey Ave 364-1303
Jim McMorries 364-8579

MLS

NOW IS THE TIME TO BUY! INTEREST RATES ARE DOWN AND DISCOUNTS POINTS ARE LOW! WE HAVE HOUSES AVAILABLE IN EVERY PRICE RANGE AND SIZE!

SOME OF OUR NEW LISTINGS

516 AVENUE K - A very special house for a single person, couple or even a small family. In good condition and clean. The sale includes an almost new kitchen stove, refrigerator in very good condition, washer, dryer and evap. air conditioner. \$15,000.

106 NORTHWEST DRIVE - Three bedroom home with very nice carpet throughout, new kitchen linoleum, interior repaint so it is fresh and attractive. \$34,950.

822 BALTIMORE - The kind of home you dream of having! Built with energy efficient heating and cooling, 6 ceiling fans, polished brass accessories, beautiful cabinets and woodwork. Outstanding! Two whirlpool baths and electronic sprinkler system.

207 ASPEN - You can move into this nice 3 bedroom home with a small equity purchase to assume the existing VA loans. Owner willing to trade for a small house. Call for details.

2026 PLAINS - A beautiful home. Many desirable features. 4 - 2 1/2 English Tudor styling, two story, security system, sprinkler system, storm windows, 2 heating and air conditioning units.

EXCELLENT BUYS-PRICES REDUCED

133 CHEROKEE - Seller is in poor health, needs to move and has reduced the price of this pretty 3 bedroom home over \$10,000! This will be an absolute steal for the buyer! Living and dining rooms, den, isolated master bedroom, 2 full baths. Over 1900 sq. ft. \$55,000, and negotiable!

127 ASPEN - The yards need some tender, loving care but what you get for the price makes it worth the extra. You get around 1500 sq. ft. for \$40,000 which is a great price, three bedrooms, 1 1/2 baths, dust stopper windows and storm doors, 3 ceiling fans.

113 FIR - Relocation company motivated to sell so they have reduced the price and are doing the rest of the needed work. Very pretty front door-lead and glass just replace. Will have all new floor covering and paint. New dishwasher. \$44,000.

Glenda Keenan 364-3140	J.L. (Jigger) Rowland 364-0888	Don C. Tardy 578-4408
Betty Gilbert 364-4950	Don C. Tardy Company	
Wayne Keeter 364-6216	Insurance & Real Estate 1-800-658-6008	Mike Paschel 364-4327 578-4616(mobile)
803 W. 1st, Hwy. 60		364-4561

CLASSIFIEDS

Call Janey Allmon at the Hereford Brand, 364-2030,
or come by 313 N. Lee to place your classified advertising.
We reach thousands everyday!

CLASSIFIED ADS

Classified advertising rates are based on 14 cents a word for first insertion (\$2.80 minimum), and 10 cents for second publication and thereafter. Rates below are based on consecutive issues, no copy change, straight word ads.

TIMES	RATE	MIN
1 day per word	14	2.80
2 days per word	24	4.80
3 days per word	34	6.80
4 days per word	44	8.80
5 days per word	54	10.80

If you run ads in five consecutive issues with NO changes, you get the same ad in the Reach 4 More free. The regular charge for that ad would be \$3.80.

CLASSIFIED DISPLAY

Classified display rates apply to all other ads not set in solid word lines—those with captions, bold or larger type, special paragraphing; all capital letters. Rates are \$3.95 per column inch; \$3.25 an inch for consecutive additional insertions.

LEGALS

Ad rates for legal notices are same as for classified display.

ERRORS

Every effort is made to avoid errors in word ads and legal notices. Advertisers should call attention to any errors immediately after the first insertion. We will not be responsible for more than one incorrect insertion. In case of errors by the publishers, an additional insertion will be published.

For sale: Two stoves, one 30" electric & one 36" gas stove. Call 364-0984. 15421

3 cushion sofa in excellent condition. Also typewriter table with fold down sides. 364-1814. 15431

Fresh apple cider. Lots of good tree ripened apples. Acres of beautiful pick your own tomatoes, jalapenos, chiles, & bell peppers. Maxwell Orchards, 14 Miles S. of Hereford on Highway 385—Call 647-4613. Closed Mondays. 15435

Calf fries for sale. 276-5389, 276-5343. 15446

1A-Garage Sales

Comancheros de Vega Yard Sales, Entertainment, Sidewalk Sales, September 29, 1990, Vega, Texas 15172

Sale Saturday 8-6; Sunday 10-6. Gold Key Storage No. 12, 16th St. Washer, Roll Top Desk, Miscellaneous. 15416

Garage Sale. 226 & 227 Aspen. Open Tuesday Oct. 2-8:30 a.m. Closed Wednesday. Open Thursday with New items. Plants, toys, coats, clothes and lots of miscellaneous. 15458

2-Farm Equipment

K-SYSTEMS FALL SPECIALS

on computer designed all-steel buildings

30'x40'x12'	Permanent	\$4,495
30'x50'x12'	Permanent	\$4,995
40'x75'x14'	All Star	\$8,995
50'x100'x14'	All Star	\$12,775
100'x100'x16'	All Star	\$21,995
100'x120'x16'	All Star	\$27,795

5,000-ft. plus sizes

15 years experience

Turnkey construction available

1-800-237-7003

Russian Beardless Wheat Seed, cleaned & bulk. Richard Stengel, 357-2364. 15296

For sale: John Deere 4310 Wheel Beet Digger. 258-7787 or 679-5840. 15467

3-Cars For Sale

1973 Ford 9,000 10 speed diesel truck tractor. Would make a good beet or silage truck. Call 289-5829. 14942

For sale: '77 Chevy van, partial conversion, \$1400, 364-4908. 15143

1987 Chev. Sierra Classic, short bed, excellent condition. 364-2057 or 364-2946. 15188

1975 Chevrolet Monte Carlo Landau Coupe. Floor console shift, cruise control, 350 V8. One owner. 364-4552 after 5:00 weekdays. 15343

1985 Buick Riviera. Good condition. One owner, clean. Call 364-2338. 15364

1977 Ford Super Cab \$1500. 1989 John Deere Riding Lawn Mower, \$1000.00. Used lumber, \$50. Call 655-2234. 15380

82 Chev. Cavalier. Good school-work car, needs a little work after 6 p.m. 364-2845. 15383

FOR SALE: 1981 Peterbilt COE 400 Cat - 22,000 miles on overhaul. 13 sp. trans. 410 Reers SQHP, \$13,500.00

1980 Freightliner COE 400 Cummins, 13 sp. Less than 500 miles on transmission, 433 Reers SQHP, \$13,000.00

1982 Ford T-Bird 258 V-6 Automatic. Good gas mileage for school or work. \$1,800.00

ALFRED WEST 806-984-2889 If no answer, please leave message

CROSSWORD

by THOMAS JOSEPH

ACROSS

- 1 Sandal
- 6 "Witness" group
- 11 Estem
- 12 Spotted horse
- 13 Sports setting
- 14 Ham's need
- 15 Final bit
- 17 Pen fill
- 18 Here, to Henri
- 19 GI IDs
- 22 D.C. VIP
- 23 Temptresses
- 24 Poe's middle name
- 25 Futilely
- 27 Baby's food
- 30 Fancied
- 31 Eggs
- 32 Argument
- 33 Nun
- 35 Ludicrous
- 38 Some tournaments
- 39 Archie Bunker, for one
- 40 Scotch
- 41 Play part
- 42 Play direction

DOWN

- 1 What "i.e."

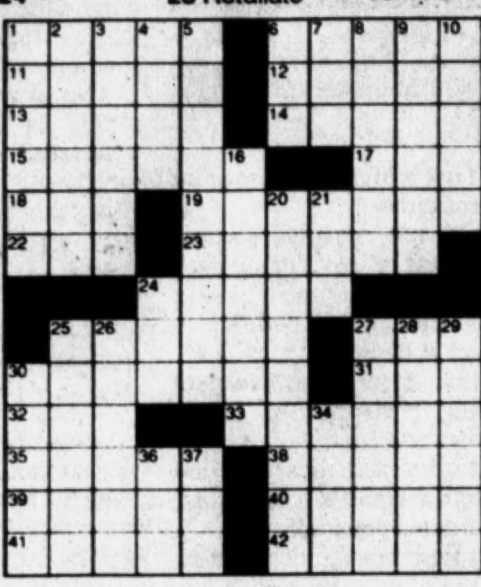
means

- 2 Famous odist
- 3 Pushkin's "Eugene"
- 4 Nary a one
- 5 Batter's feat
- 6 Spring mo.
- 7 — Farrow
- 8 Gandhi, for one
- 9 Swindles
- 10 Fishing aids
- 16 Lacy mats
- 20 Pompous
- 21 Sawbuck
- 24 —
- 25 Like O.
- 26 Modern instrumental music
- 27 Powerful
- 28 Retaliates
- 29 Grammar student, at times
- 30 — and drabs
- 34 Whirl
- 36 Persona — grata
- 37 Paris summer

POSSE HIRED
ONEAL AMORE
DOWNSAWIN
IDEA GINS
PONY ISIN
EGG FRINGES
ELMER DEMME
LEANERS AMP
CREE SCAT
SOHO MOTH
OPIUM LAIRS
DANTE DINAH
SLEET ENEMY

Yesterday's answer

- Gardner
- 25 Like O.
- Henry stories
- 26 Modern
- instrumental music
- 27 Powerful
- 28 Retaliates
- 29 Grammar student, at times
- 30 — and drabs
- 34 Whirl
- 36 Persona — grata
- 37 Paris summer



For sale, '84 Chev. Long wheel base, 305. 364-4376 after 5 p.m.

For sale 1984 Tra-Tech Conversion Van. 276-5645. 15424

1978 Buick LaSabre. Reduced Price. Clean well-kept, excellent condition. 118 Centre. 15433

'78 Ford Mercury-T-Top 6 cylinder, 2 door, \$575. 364-5809. Good for work or school. 15448

For sale: 1982 Olds Firenza, two-door, red, high miles, good condition, great school car, \$1500, 578-4546. 15452

For Sale: 1979 Olds 98. One owner. Good condition. Call 364-2406 for appointment. 15454

1978 Chevrolet Impala, 4-door, good condition. 364-8059. 15460

3A-RVs For Sale

For sale or trade: 1980 33 ft. Foretravel, low mileage, always garaged, very clean. call 505-763-7484. 15462

For sale 1983 14' Pro Craft Bass Boat and trailer, 50hp Johnson Outboard 5 speed Minn Kota Trolling Motor. LCR 4000 graph, super 60 Depth Finder, Timed Livewell, Ph. 364-6456 day or night. 13045

'79 Ebc 18 1/2 foot inboard/outboard extra nice ski boat. Starcraft pop-up camper, extra sharp. 289-5829 15279

4-Real Estate

Money paid for houses, notes, mortgages. Call 364-2660. 790

Two houses and two separate corner lots near San Jose Church, one house at 237 Catalpa, 1/2 block, 140x300, that has been cleared on corner of Gracey & Sampson. Call 364-8842. 5470

RESIDENT APARTMENT MANAGER
The Amated Housing Corporation is seeking qualified applicants for this live-in position at the organization's brand new thirty-unit low income apartment complex for homeowners in Hereford. The ideal candidate will have sufficient clerical and bookkeeping experience to perform regular reporting and tenant certification duties according to federal housing regulations, as well as basic maintenance skills associated with a small apartment complex. Ability to speak both English and Spanish, and a desire to live and work with a low income working population a must. Copies are encouraged to apply. Send resume and cover letter by Oct. 5 to: Amated HOC, P.O. Box 687, Hereford, TX 79045-0687 ATTN: Manager Search Committee. An Equal Opportunity Employer

FOR SALE BY OWNER: Beautiful Country Home on 1.12 Acres. 4 1/2 Beds, 3 Bath, 2 Car Garage, Full Basement, Ideal Location. Owner financing. CALL 276-5265

For Sale by Owner: Large 3 Bd., 2 1/2 bath, custom built home. Approx. 2,800 sq. ft. Large living & den with fireplace. New roof. 130 Ave. C. 364-0420, 364-6420. 15455

We at Scott Land Co. are pleased to welcome Tony R. Gabel as salesman with our Co.

CASTRO COUNTY
920 Acre Choice Farm, large cotton base, lays good, pavement on 2 sides, new fence, some estab. financing.

Choice quarter good ASCS bases, incl. nice 1,000 head feedyard. Choice 1/2, several Irr. wells with U.G. pipe, lays good.

DEAF SMITH COUNTY
14 Acre wheat farm, large wheat & milo base, new fence, steel working pens, highway frontage, 14 Irr. wells, owner financing considered.

Please call for details on these and other good ranch listings.

TONY R. GABLE
806-276-5341
SCOTT LAND CO.
Dimmitt, Tx. 79027
BEN G. SCOTT
806-647-4375
day or night

5-Homes For Rent

1,2,3 and 4 bedroom apartments available. Low income housing. Stove and refrigerator furnished. Blue Water Garden Apts. Bills paid. Call 364-6661. 770

Self-lock storage. 364-8448.

Two bedroom, one bath, detached garage, large basement, no pets, 364-5459, 106 W. 6th. 15235

Clean apartment for single or couple 406 Ave. B, \$190 monthly plus electricity and deposit. 806-372-9993 or 353-6228. 15252

DIAMOND VALLEY MOBILE HOME PARK
Lots located Sioux, Cherokee Sts., Ave. G&H
415 N. Main-Office Space w/janitor service & utilities
419-B N. Main, Retail Space
1440 sq. ft.
Doug Bartlett, 415 N. Main
364-1483-Office
364-3937-Home

RETIREMENT LIVING AVAILABLE FOR RENT NOW!

ONE AND TWO BEDROOM BRICK HOMES WITH GARAGE AND/OR CARPORTS.

- * Comfortable living Accommodations
- * Separate Dining and Kitchen Areas
- * Additional Storage
- * Utilities Paid
- * Yard Care Provided

Call (806) 364-0661 for an appointment to see these residences. Calls can be received between the hours of 8:00 A.M. to 12:00 Noon and from 1:00 P.M. to 5:00 P.M., Monday through Friday.

King's Manor Methodist Home, Inc.

P.O. Box 1999, 400 Ranger Dr. Hereford, Texas 79045

YOU CAN!! AFFORD TO LIVE AT ONE OF HEREFORD'S MOST DISTINGUISHED APARTMENTS

Leave the expenses of the taxes, insurance, repairs & maintenance and yard work to us!!

MASTERS APARTMENTS

1,2,3 Bedrooms
Carpet, Drapes, Disposal, Fireplace, Dishwasher, Carport

TOWN SQUARE APTS.

2 and 4 bedrooms
Carpet, Drapes, Disposals, Jen-Aires, Dishwashers, Fireplaces in 4 bdrm. apts
Garages, Pets Welcome
Resident Manager 364-0739

Move-in special now. No deposit. One and two bedroom apartments. All bills paid, except electricity. "Reduced Rate-By Week or By month" Eldorado Arms, 364-4332. 820

Best deal in town, furnished 1 bedroom efficiency apartments. \$175.00 per month bills paid, red brick apartments 300 block West 2nd Street. 364-3566. 920

Nice, large, unfurnished apartments. Refrigerated air, two bedrooms. You pay only electric-we pay the rest. \$275.00 month. 364-8421. 1320

Paloma Lane Apts. 2 bedroom available, clean, well cared for, reasonably, \$170 deposit, no pets, EHO, 364-1255. 6060

Saratoga Gardens, Friona low rent for needy families. Carpet, laundry facilities. Rent starts \$265, bills paid. Collect 247-3666. 11785

Luxurious homes in Northwest area for rent. Call HCR, 364-4670. 13181

One bedroom apartment, clean, fully furnished. Single person. No pets. Deposit required. Call 364-1797 leave message. 13314

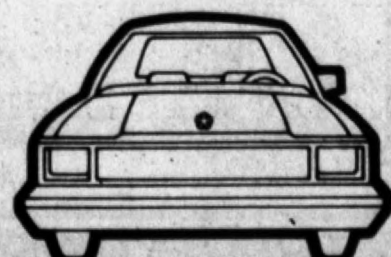
For rent: 2 bedroom apartment furnished, pay own bills. 364-8823. 14085

For rent: 3 bedroom house w/d hookup, recently repainted inside, 364-2131. 14678

2-office w/large reception area, 800 sq. ft., new carpet & paint, high traffic location, 902 N. Lee. 364-0686. 14752

Need extra space? Need a place to have a garage sale? Rent a mini-storage. Two sizes available, 364-4370. 14763

Never, never, never be without a car.



Rent.

There's no reason for you to be "wheel-less". Not when renting a car from us is so fast, easy and economical. We'll give you quick, courteous service. And a highly competitive rate, by the hour, day, week or longer. Call us and reserve that car you need. Remember, we're a neighborhood merchant. We want and appreciate your business. Our service and rental rates will prove it.

Whiteface Dodge/Chrysler N. Highway 385 364-2727

CLASSIFIEDS

Two bedroom mobile home, stove & refrigerator, fenced yard, water paid, \$199 monthly. 364-4370 15289

For rent: 1800 sq. ft. house, 104 Douglas. Call 1-358-4107. 15291

Two bedroom apartment, furnished or unfurnished, stove & ref., fenced patio, laundry facilities available. Water & cable paid. 364-4370. 15355

Leasing commercial spaces. Call HCR. 364-4670. 15360

2-1-1 Brick home, stove & fridge provided, \$325/mo, washer-dryer hookup, Perfect. Lots of closets. 364-3209. 15382

For rent, 3 bedroom, 2 bath, storm windows, fenced back yard. Large 3 bedroom 2 1/2 bath, 142 Nueces. 364-8761 or 364-5681. 15387

For rent: 4 bedroom mobile home, \$235 monthly, you pay lights & gas, 276-5838. 15392

For rent, two bedroom, one bath house, 426 Miles St. \$250 monthly. Call 364-6655. 15393

Two bedroom apartment, NW area, stove, refrigerator, dishwasher, disposal, fireplace, fenced patio, water and gas paid. 364-4370. 15418

3 bedroom house unfurnished, 205 Ave. K, \$200 monthly, \$100 deposit. 364-6825 after 5 p.m. 15432

Two bedroom, one bath on one acre of land. 1 1/2 miles N on North Progressive Rd. Washer, Dryer hookup. Call 364-2613 after 6:00 p.m. 15441

Very nice 3 bedroom, 2 bath, 242 Juniper. References required. Well groomed inside and out. \$550 monthly, \$300 deposit. 364-4113. 15445

For rent to responsible retired couple. Two bedroom mobile home. I need some one to do odd jobs and answer my phone. You may work out the rent. 364-0064, 806-679-5638, mobile. 15450

Two bedroom, one bath house for rent. \$250 per month, \$100 deposit. 903 Miles. Inquire at 208 W. 9th, 364-0160. 15457

Clean 2 bedroom, washer/dryer hook-up, attached garage, fenced back yard. References and deposit required. 364-4921. 15463

3 bedroom mobile home, stove, refrigerator, washer/dryer hook-up, 1 1/2 baths, fenced yard. Furnished or unfurnished. 364-4370. 15464

Special move in rate, two bedroom apartment, washer/dryer hook-up, stove and refrigerator, water paid. 364-4370. 14764

Tidy 2 bedroom, garage, fenced yard, no appliances. Available Sept. 1. Call 364-2660 or 364-7476. 14900

Two bedroom home. A/C, Fridge, stove provided. Washer/dryer hook-up. Water paid. \$255/mo, 364-3209. 15072

Large one bedroom apartment, \$150 monthly, \$100 deposit. 211-B West 9th. 364-3293 or 364-3779. 15156

Want to buy wheel barrow & rototiller. 364-6252. 15394

Business Opportunities

\$5000 immediate credit! We make it easy regardless of your credit history. Over 95% approved. Also MC/VISA. 24 hours. 1-800-366-3710 ext. 190. 15304

CANDY & SNACK DISTRIBUTORSHIPS
No Selling—No Experience
MARS BARS - FRITO LAY
HERSHEY, ETC.
CASH INVESTMENTS
\$2,000 - \$50,000
CALL 24 HOURS PER DAY
1-800-545-1305

Large local snack and drink vending route. Owner will sell all or part. Repeat business. Secure locations.

Above average income. (817)757-4090. 15438

PHONE A LOAN
Cash loans from \$45 - \$360
Continental Credit
228 Main Hereford 364-6981

Lady will do nursing care with house keeping full or part time. Have references. Call 364-6252. 15396

8-Help Wanted

URGENTLY NEED DEPENDABLE PERSON to sell full line of high quality lubricants to manufacturing, trucking, construction and farm customers in Hereford area. Thorough training program. For personal interview, write M.C. Castevens, Southwestern Petroleum, Box 961005, Ft. Worth, Tx. 76161 or phone (817)332-2336

RN, LPN, PA, EMT OR CMA
Part or full time performing mobile paramedical exams for insurance companies, pre-employment exams and drug screening for industrial accounts in your area. Must be proficient at blood draws, EKG's a plus. Good earning potential with nationwide company. Send resume or write to:
LifeData Medical Services,
P.O. Box 11350: Shawnee
Mission, KS 66207

Help Wanted: Waitress and delivery drivers. Apply in person Pizza Hut, 1404 W. 1st. Paid vacation plan provided. 12467

Easy work! Excellent pay! Assemble products at home. Call for information. 504-641-8003 Ext. 7679. 15130

Excellent income! Easy work! Assemble simple products at home. 1-504-641-7778 Ext. 3482. 24 hours. 15316

Wanted: Experienced semi truck driver to drive from farm to town during harvest. 357-9057. 15385

Assembly! Clerical! Easy work at home, good pay! To apply call Delta Enterprises 1-800-950-9012 Ext. T-2132. 15388

Need truck drivers, semi's. Must be experienced & have class A license. Com Harvest. 289-5360. 15408

Journeyman electrician. Send resume to Box 673je, Hereford, Texas. 15411

Overseas. Start immediately. All inquiries invited. Top salary and benefits. Training. 1-305-522-6004. 15439

9-Child Care

HEREFORD DAY CARE
State Licensed
Excellent program
by trained staff.
Children 0-12 years

215 Norton 364-3151 248 E. 10th 364-5062

KING'S MANOR METHODIST CHILD CARE

*State Licensed
*Qualified Staff
Monday-Friday 6:00 a.m. - 6 p.m.
Drop-ins Welcome with Two Hours Notice.

MARILYN BELL
Director
364-6681
400 Ranger

Openings for children in my home. Drop-ins welcome. Will sit Friday nights & week-ends. Ten years experience. Call Bonnie Cole, 364-6664. 15314

10-Announcements

Notice! Good Shepherd Clothes Closet, 625 East Hwy. 60 will be open Tuesdays and Fridays until further notice from 9 to 11:30 a.m. and 1:30 to 3:00 p.m. For low and limited income people. Most everything under \$1.00. 890

Problem Pregnancy Center. 505 East Park Avenue, 364-2027. Free pregnancy tests. Confidential. After hours hot line 364-7626, ask for "Janie." 1290

11-Business Service

Defensive Driving Course is now being offered nights and Saturdays. Will include ticket dismissal and insurance discount. For more information, call 364-6578. 700

Will pick up junk cars free. We buy scrap iron and metal, aluminum cans. 364-3350. 970

Hearing aid batteries. Sold and tested at Thames Pharmacy. 110 South Centre. 364-2300 weekdays 8:30-6:30 Saturdays 8:30-2:00. 2650

Rowland Stables, 840 Avenue F. 364-1189. Stall rental and boarding. We cater to good families and good horses. 2660

Piano tuning and repair. Free estimates. References. E.E. Clark, Box 19202, Amarillo, Texas 79114-1202, Phone 354-8898 2670

Garage Doors & Openers Repaired. Call Robert Betzen Mobile 1-679-5817; Nights Call 289-5500. 14237

We are now doing CRP shredding. Call Joe Ward, 289-5394 or 357-9142. 14468

Harvey's Lawn Mower repair, tune-ups, overhaul, oil change, blade sharpening, etc. Lawn mowing, \$10.00 up. 364-8413, 705 South Main. 14576

Wanted corn to harvest, 30" rows, new rotor combine. Call Ronnie Owens at night after 8 p.m. at 364-3496. 15109

Holland's Roofing. For the best prices in the area on cedar & composition roofing & flat work. Call 655-7321. 15164

Forrest Insulation & Construction. We insulate attics, sidewalls, metal buildings. We build storage buildings, fencing, remodeling, free estimates. 364-5477. 15273

Haul trash, dirt, sand & gravel. Also yard levelling, tree trimming & planting. Will build and clean flower beds. Call 364-0553 or 364-1123. 15321

Wanted: Milo harvesting. Rotary combine with all crop head. Call Mike Brumley, 289-5829. 15356

Paint jobs \$500 and up. Windshields installed at your home or business. Save on insurance deductible. Steve's Paint-Body Shop, 258-7744. 15439

C & H Cleaning Service specializes in office cleaning & rental homes. For more information call 364-6237. 15459

WINDMILL & DOMESTIC
Sales, Repair, Service,
Gerald Parker,
258-7722
578-4646

Would you like a good country Western band for your Halloween, Christmas, or New Year party? The Blue Sage Band is made up of six musicians from around Hereford. For more information call 364-6237 after 5:30 p.m.

WE CAN HELP

Bad Driving Record?
Young Drivers?
Need a SR-22?
Never had liability insurance?
Need a place for your
Dooley or Flat-Bed?

WE CAN HELP!

Vegetable trucks-3-6-12 mo.
Mobile homes in/out city limits.

Financing Available
for these policies
CALL US TODAY!

SHACKELFORD AGENCY
141 N. 25 Mile Ave. Hereford
364-8825 S

LEGAL NOTICES

NOTICE TO BIDDERS
The City of Hereford, Texas, will receive sealed bids in the office of the City Manager until 2:00 P.M., Tuesday, October 9th, 1990, for the purchase of one 1991 full-size 1/2-ton two wheel-drive pickup with short-wheel base.
Bids to be plainly marked and addressed to the City Manager, City of Hereford, P.O. Box 512 or 224 N. Lee, Hereford, Tx. 79045.
The right is reserved to reject any and all bids and to waive any informality in bids received.
Specifications and additional information may be obtained by contacting the City Manager's office, 224 N. Lee, telephone (806)364-2123.
CITY OF HEREFORD, TEXAS
By: Wesley S. Fisher, Mayor

Anyone with information on the whereabouts of HUSAMAR MEDINA HARGROVE please contact the below Attorney at Law. Important property rights involved. All communications will be held in confidence.
MANINA D. DUBROCA
ATTORNEY AT LAW
308 SOUTH RIVER ROAD
LULING, LOUISIANA 70070
(504)785-6831

Advertisement For Bids
Notice is hereby given that the Hereford I.S.D. will be accepting sealed bids until Sept. 25, 1990. Bids will be opened at 1:00 P.M., in the central administration office located at 136 Avenue F, Hereford, Texas, for the following:
New 3/4 ton or larger Pick-Up Crew Cab to be used for Vocational Agriculture
Specifications and information may be obtained by contacting: Richard Souter, Assistant Superintendent, at 136 Avenue F, 364-0606. The District reserves the right to reject any and all bids.

Prices Effective
Thursday September 27, 1990

Schlabs Hysinger

Time: The Recorded Commodity Update.
Phone Number has changed to 364-1286.

1500 West Park Ave.

COMMODITY SERVICES

364-1281

Richard Schlabs Steve Hysinger Brenda Yosten
Phone 364-1286 Each Trading Day After 5:30 P.M.
for Recorded Commodity Update.

CATTLE FUTURES

GRAIN FUTURES

METAL FUTURES

CATTLE-FEEDER (CME) 40,000 lbs. cwt. per lb.

Sept	87.37	89.37	89.35	17	89.75	89.80	1,363
Oct	86.52	87.88	86.52	27	88.20	88.20	2,481
Nov	85.73	86.55	85.65	35	86.10	86.10	3,294
Dec	84.80	85.10	84.75	43	85.10	85.10	2,305
Jan	83.45	83.75	83.32	51	83.80	83.80	895
Feb	82.40	82.80	82.35	59	82.85	82.85	1,971
Mar	81.10	81.40	81.02	67	81.40	81.40	2,771

Est. vol. 2,800; vol. Wed 1,800; open bid 11,533. - 63.

CATTLE-LIVE (CME) 40,000 lbs. cwt. per lb.

Oct	74.00	75.17	74.65	79.50	30	75.72	62.50	16,481
Nov	74.00	74.50	73.87	74.25	35	75.12	71.00	23,294
Dec	74.25	74.25	74.25	74.60	47	72.80	74.25	15,141
Jan	75.11	75.47	75.15	75.35	57	74.80	74.80	12,095
Feb	75.80	76.15	75.80	76.10	67	74.20	75.20	6,148
Mar	76.00	76.00	76.00	76.00	77	73.80	76.00	1,231
Apr	76.00	76.00	76.00	76.00	87	73.80	76.00	525

Est. vol. 14,000; vol. Wed 10,300; open bid 46,755. - 1,319.

HOGS (CME) 36,000 lbs. cwt. per lb.

Oct	53.25	54.00	53.25	53.15	12	53.80	49.50	6,503
Nov	51.75	52.40	51.65	51.80	20	50.45	49.25	12,863
Dec	50.25	50.80	50.20	50.37	28	49.25	48.20	6,497
Jan	48.80	49.40	48.37	48.47	36	48.00	47.00	1,799
Feb	47.40	48.00	47.00	47.10	44	46.80	45.80	1,799
Mar	46.00	46.60	45.60	45.70	52	45.80	44.80	1,799
Apr	44.60	45.20	44.20	44.30	60	44.20	43.20	1,799

Est. vol. 8,200; vol. Wed 7,000; open bid 36,540. - 476.

CORN (COT) 5,000 bu. cwt. per bu.

Dec	22.00	22.00	22.00	22.00	10	22.00	22.00	125,000
Jan	22.00	22.00	22.00	22.00	10	22.00	22.00	20,760
Feb	22.00	22.00	22.00	22.00	10	22.00	22.00	16,127
Mar	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
Apr	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
May	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
Jun	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
Jul	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
Aug	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400
Sep	22.00	22.00	22.00	22.00	10	22.00	22.00	15,400

Est. vol. 20,000; vol. Wed 10,000; open bid 107,200. - 1,140.

SORGHUM (COT) 5,000 bu. cwt. per bu.

Dec	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Jan	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Feb	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Mar	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Apr	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
May	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Jun	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Jul	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Aug	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400
Sep	6.00	6.00	6.00	6.00	10	6.00	6.00	15,400

Est. vol. 20,000; vol. Wed 10,000; open bid 107,200. - 1,140.

WHEAT (COT) 5,000 bu. cwt. per bu.

Dec	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Jan	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Feb	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Mar	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Apr	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
May	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Jun	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Jul	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Aug	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400
Sep	2.00	2.00	2.00	2.00	10	2.00	2.00	15,400

Est. vol. 11,000; vol. Wed 10,000; open bid 46,755. - 1,319.

GOLD (CME) - 100 Troy oz. \$ per Troy oz.

Oct	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Nov	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Dec	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Jan	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Feb	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Mar	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
Apr	400.00	400.00	400.00	400.00	10	400.00	400.00	1,300
May	400.00	400.00	400.00	400.00	10			

Est. vol. 2,800; vol. Wed 1,800; open bid 11,533. - 63.

SILVER (CME) - 100 Troy oz. \$ per Troy oz.

Oct	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Nov	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Dec	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Jan	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Feb	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Mar	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Apr	47.5	47.5	47.5	47.5	1	47.5	47.5	1
May	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Jun	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Jul	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Aug	47.5	47.5	47.5	47.5	1	47.5	47.5	1
Sep	47.5	47.5	47.5	47.5	1	47.5	47.5	1

Est. vol. 10,000; vol. Wed 5,000; open bid 11,533. - 63.

FUTURES OPTIONS

CATTLE-FEEDER (CME) 40,000 lbs. cwt. per lb.

Price	Dec	Oct	Nov	Dec	Oct	Nov
1	2.00	1.50	1.00	0.50	1.00	1.50
2	1.50	1.00	0.50	0.25	0.75	1.25
3	1.00	0.50	0.25	0.00	0.25	0.75
4	0.50	0.25	0.00	0.00	0.00	0.25
5	0.25	0.00	0.00	0.00	0.00	0.00
6	0.00	0.00	0.00	0.00	0.00	0.00
7	0.00	0.00	0.00	0.00	0.00	0.00
8	0.00	0.00	0.00	0.00	0.00	0.00
9	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00

Open bid 360; vol. Wed 440; call 500, 1000

Open interest Wed: 4,112 calls, 9,123 puts

CATTLE-LIVE (CME) 40,000 lbs. cwt. per lb.

Price	Dec	Oct	Nov	Dec	Oct	Nov
1	2.00	1.50	1.00	0.50	1.00	1.50
2	1.50	1.00	0.50	0.25	0.75	1.25
3	1.00	0.50	0.25	0.00	0.25	0.75
4	0.50	0.25	0.00	0.00	0.00	0.25
5	0.25	0.00	0.00	0.00	0.00	0.00
6	0.00	0.00	0.00	0.00	0.00	0.00
7	0.00	0.00	0.00	0.00	0.00	0.00
8	0.00	0.00	0.00	0.00	0.00	0.00
9	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00

Open bid 1,000; vol. Wed 1,500 calls, 2,000 puts

Open interest Wed: 12,100 calls, 21,875 puts

CORN (COT) 5,000 bu. cwt. per bu.

Price	Dec	Oct	Nov	Dec	Oct	Nov
1	2.00	1.50	1.00	0.50	1.00	1.50
2	1.50	1.00	0.50	0.25	0.75	1.25
3	1.00	0.50	0.25	0.00	0.25	0.75
4	0.50	0.25	0.00	0.00	0.00	0.25
5	0.25	0.00	0.00	0.00	0.00	0.00
6	0.00	0.00	0.00	0.00	0.00	0.00
7	0.00	0.00	0.00	0.00	0.00	0.00
8	0.00	0.00	0.00	0.00	0.00	0.00
9	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00

Open bid 2,000; vol. Wed 3,000 calls, 1,500 puts

Open interest Wed: 10,000 calls, 60,000 puts



Moore's Supermarket

**FRIDAY, SATURDAY
& SUNDAY ONLY!**
(September 28, 29, 30)
While supplies last.

PICK & SAVE!

Russet
Potatoes
99¢

10 Lb. Bag



Bananas
3^{Lbs.}/\$1 00



Lettuce
59¢

Head



Our Family
Ice Cream
99¢

1/2 Gallon



Bounty
Paper Towels
2/\$1 00



Charmin
Bath Tissue
\$2 99

12 Pack

Buy-N-Save
**Form Fitted
Diapers**

Medium 48 Ct. - Large 32 Ct.

\$5 99



Our Family
Bread
3/\$1 00

1 1/2 Loaf



Field Trial Puppy Power
Dog Food
\$1 29

8 Lb. Bag



U.S.D.A. Inspected
**Fryer
Breasts**
59¢

Lb.



Chuck Wagon
Bacon
79¢

1 Lb. Package



Corn King
Wieners
3/\$1 00

12 oz. Package



**FAST,
FRIENDLY
CHECKOUT
SERVICE**

Generic Brand
Prune Juice
79¢

32 oz. Jar



**FRESH
MEAT,
PRODUCE,
BAKERY**

**COMPARE OUR PRICES
ANYWHERE!**

• Postage Stamp Machine • Key Making Machine



HAPPY BIRTHDAY

*Special
Centennial
Issue*

*The
Hereford
Brand
Sept. 30, 1990*

**DEAF
SMITH
COUNTY**

Join us as we look at our proud past
and the successful present as we work
toward another tremendous
100 years in Deaf Smith County.

POW Camp important in county's history

A number of Herefordites worked as civilians at the Hereford based prisoner of war camp in the WWII era. Some have dug back into their memories for incidents and names connected with the activities there which concern Hereford's past.

With great amusement, A.J. (Major) Schroeter recalled the time when one of the two guards sent with a group of prisoners to unload a railroad car of supplies fell from the truck.

Several prisoners jumped down, picked him up, brushed him off and picked up his gun and handed it to him! Just the reverse to this incident is one told by Mrs. J.M. Posey (Lucille) who recalled the "prison break." There were only three or four men who got out but all civilians there were herded into one building and guarded. They feared some might be taken as hostages. The whole town was alerted but the prisoners were run down in a short time.

Maybe it was at this time the story of what one prisoner was credited with saying, "There is no place to run or hide on these plains." In the early days-1940s-there were fewer fields and more open prairies. These men were used to mountains, rivers and other places which could have been of aid in escape.

Mrs. Brucie Rose recalled the headquarters fire and the mess it left the office, though most of the valuable papers were saved. The inside was gutted by fire and covered in water. The camp had its own fire department and a number of local men were attached to the unit. Mrs. Rose remembers that the late Wood Vaughn and her brother-in-law, the late Doyle Rose, were in this service.

Mrs. Rose has one memento of the past from there, a pencil sketch of herself made by a prisoner officer. Most of the men sent here were officers, or men of higher rank and education than many prisoners taken during the Italian siege.

Mrs. Rose had seen the late Mrs. A.O. Thompson's collection of paintings in various media done by the prisoners and wondered how she obtained them.

This question was answered by her son-in-law, Major Schroeter who laughingly said, "You knew-Audrey-she was very friendly and knew how to work these things out-once she learned of a prisoner's ability. Her appreciation of their talent was in turn appreciated by them."

There were several approaches in relation of the war camp to the citizens of Hereford. First were the civilians who worked there and since a number of them still live here, or are remembered as past citizens, you might wish to reminisce with them.

Working in the headquarters office with Mrs. Posey was Billie Whitehead (Mrs. Verdon Watts) and later Nora Jean Russell, who replaced Mrs. Posey when she resigned.

In other quarters and areas she recalls Seletta Robinson (Mrs. Dick Gholson); the late Frank Gyles; A.J. Schroeter, Urlene Streu; Guy Lawrence and Brucie Rose.

Mrs. Rose remembers a longer list as she worked there for at least two years, first in the quartermaster department and later in the dental office. Among them were her late husband who worked until his health grew bad. Anne Cockrell; Ronald Matthews; Viola Griswold; the two

Cross sisters and a friend of theirs; Mr. and Mrs. Ralph McCullough; Mrs. A.O. Thompson; Major Schroeter and Leroy Price-who still likes to talk of these days!

Major Schroeter added to the list Rachel Ireland (Mrs. Donald Henslee); Elmer Mathies; Mary Kay Finlan; "Red" Carter; the late Harve Marshall; Onias Carroll; Worth Covington; Virginia Wallace' one of the Homer Hamilton girls who later married one of the officers of the POW Camp; Thama Cawthon; the late Tandy Legg; Eb Martin; the late H.D. Jack Wilkins; and the late Fred Bell.

There were others, but of course all names could not be recalled as they came and went as workers during the camp's history. But there is another slant wherein people are concerned. These were the men in service out there, with either stayed or returned to marry local girls. Among these, as recalled by some here are, Grant Hanna who married Troyce Stambaugh; Lester Daub who married Ruby Hagar; Bill Phipps who married Mozelle Shreve; Jimmy Mercer who married a Funderberg girl; Helen Caison who was wed to Wayland Smith. And there are others we are sure!

Besides the people-element there are other remains and reminders of the POW camp. The remains, are first the old site which was long been marked with a tower, which contrary to common belief was not a guard tower. There were once four of them, long since gone. But the one which stood so long was the water tower without its tank.

Most predominant however were the barracks of the old camp which were sold by the government and moved by the buyers to become homes-as the former ranch style home of A.O. Thompson was made up of barracks. So were other homes and additions to some. They became school-buildings to help take care of the overflow in the schools after WWII. Some were at Central, Stanton Junior High and as a shop building at the high school. Others became housing units for farm-laborers on farms; one became the larger unit south of Hereford bought and run by a group until it was sold to individuals the past year or so. However, there were a number of old barracks from other bases moved here and elsewhere to supplement housing needs.

One of the outstanding and more in the beauty line, one might say, is a recent donation to our museum of two murals-or large paintings of art-painted by the prisoners while here for the Umbarger Church. The church in a remodel job-after all these years-has decided to abandon the murals.

Therefore, they were given to our museum as an art gift of the past prisoners once stationed here. They have not yet been placed on exhibit but will be as soon as a place can be found in the building.

Other contacts of the camp and the citizens of Hereford were made through the Red Cross office here, which at the time is under the guidance of Mrs. Dyalthia Bradley (later Benson). Mrs. Harold Close Sr. was her right hand man in the handling of emergency wires of the servicemen stationed here, while Mrs. Bradley handled other emergencies and business. She had during that time two paid assistants, first, Mrs. Webb and later Mrs. Corinne Jennings. All wore wartime uniforms after a six-month probation period on duty.

The OPA office operating at the time to serve the area in conservation of gas and tires met most of the military personnel to care for this need. Besides the judge (first Major Schroeter than later Judge Fred

Baird) went through this phase of service connected with the camp. There were two volunteer board groups-one for tires and one for gasoline. Three to four paid clerks worked under their directorship.

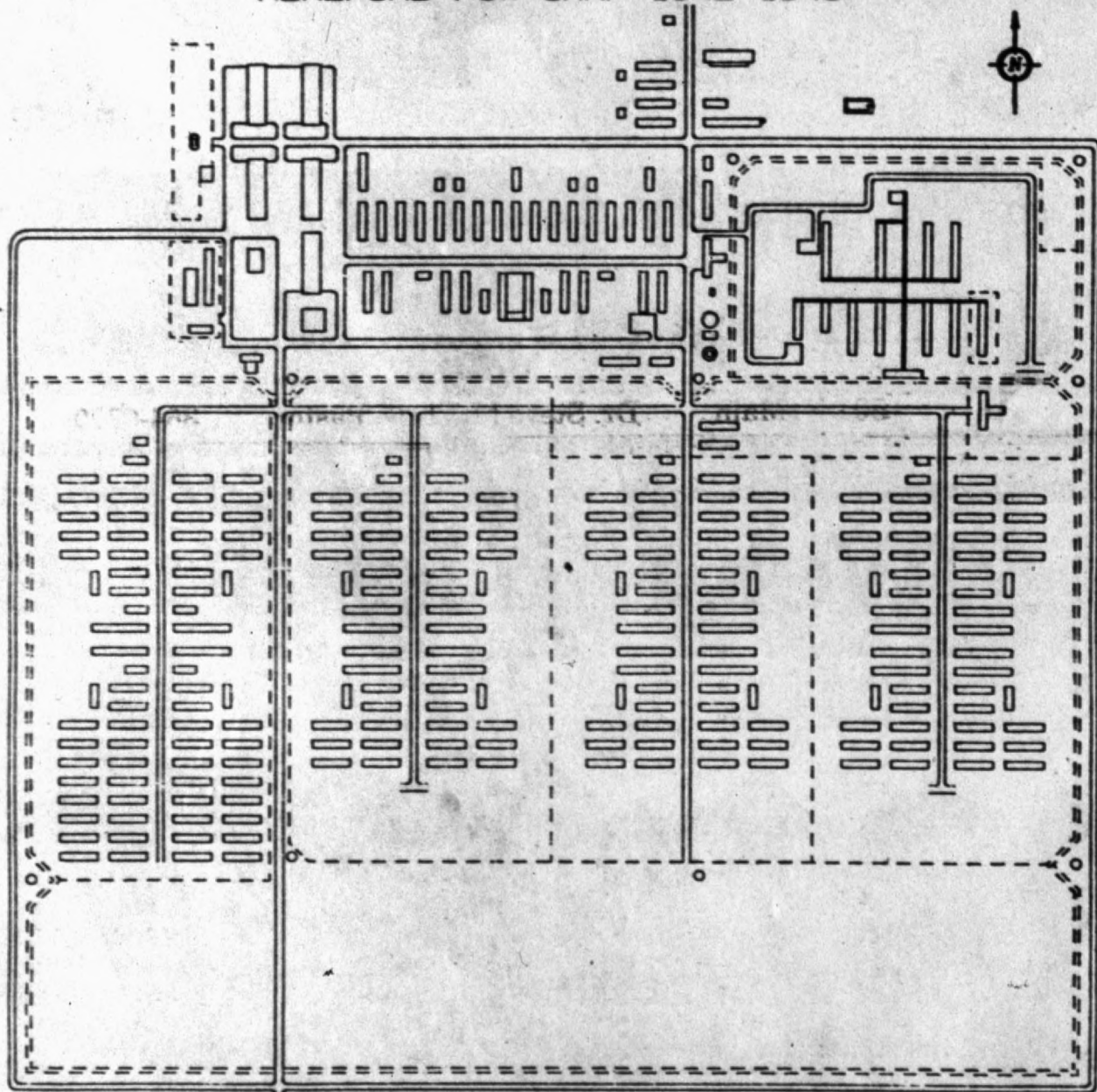
Then there was an interchange in the social life. Besides young men dating girls, servicemen were asked into homes for meals at times; dances were held in the officers club to which some citizens were asked and they were hosts in return in social affairs.

That there existed a good relationship between the POW camp, personnel and even the slight contacts made with the prisoners there was never any doubt then or now.

Later more than one former prisoner of war, individually or with some of their family returned to Hereford to visit the old site of the camp; the town; and surrounding country and to see some friends they had made.

All this proves that Hereford again is an exceptional town...and that civilization's greatest crime, "Mans inhumanity to man" need not be so!

HEREFORD POW CAMP 1942-1946



Map of POW Camp near Hereford

The above diagram shows the layout of the Prisoner of War Camp which was located southwest of Hereford during World War II. The chapel at the site has been restored and former POW's returned here for reunions in 1988-89. Murals painted by POWs on the walls of St. Mary's Catholic Church in Umbarger remain as a reminder of the times.

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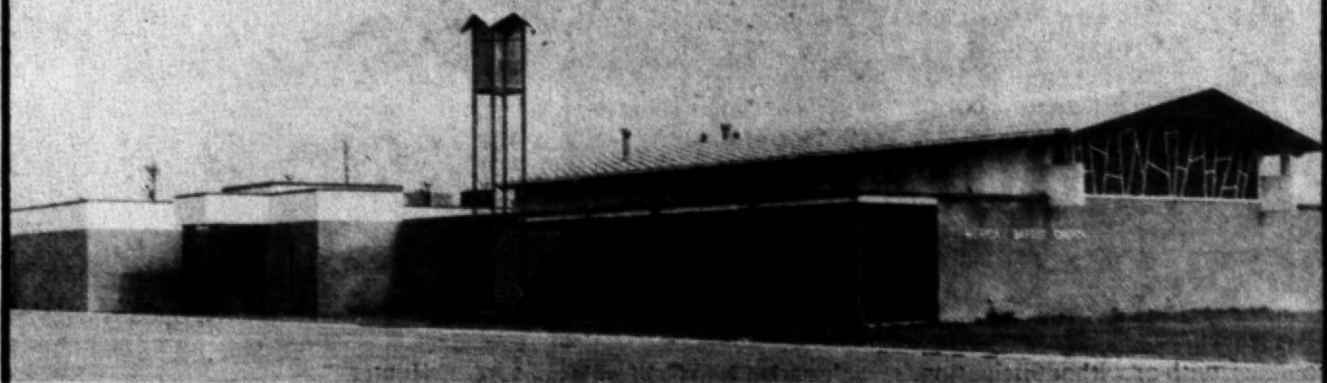
Congratulations Deaf Smith County on your 100th Birthday. We are pleased to be an integral part of this wonderful community and hope to continue in the years to come.

Ministering to Hereford since 1948

Primera Iglesia Bautista

(Alex O. Thompson Memorial)

N. Hwy. 385



Continuing the Tradition.

A part of Deaf Smith County since 1945



Standing are Becky Horton, manager, Jamie Thomason, owner, Dee Wiseman, Lynn Andrews, Dickie Dobbins and Luanne LaFever. Seated are Mary Edwards and Mildred Knox.

Times have changed...

but quality and fashion continue.

W. B. and Ruth Little opened a ladies fashion store back in 1945 which has grown with the community through the years. Still located in the original building, the store has been remodeled occasionally to retain its contemporary appearance, and our dedication to customer satisfaction has never diminished.

Today, Billie Ruth McCarty and Jamie Thomason, a second and third generation of Little's, keep the family tradition alive, providing the best in ladies fashion wear.

Thank you for your continued support.

Happy 100th Birthday Deaf Smith County!

Little's Fashions

Home of Aramis and Estee Lauder

237 N. Main

364-0414

Agriculture always backbone of county

(The Brand, 1973)

Growth of Hereford is rooted firmly in the Plains soil around it, with its recent industrial progress based on agriculture.

Settled at the beginning by families who came because of its promise for producing livestock and crops, it is today adding families attracted by agribusiness opportunities. Through its history it had grown as farm and ranch production in the area grew.

Despite advice by "experts" who in the 1890's were solemnly warning that "The Llano Estacado is a semiarid country suitable only to grazing. Crops will never grow there," farmers began to venture to the Plains, plant crops and see them flourish.

For the past decade Deaf Smith County has ranked near the top in Texas for value of its agricultural products. This position has not been reached without times of recession, periods of drought when many became discouraged.

Only the development of irrigation overcame the handicap of occasional dry years and guaranteed the production promised by the fertile soil and generally mild climate of the region.

Native grass was so plentiful that early farmers naturally tried growing wheat at first, and even before Hereford was established fields in various parts of the county were producing good crops.

The city's first carload of wheat from one grower was shipped in 1903 by J.N. Askren, whose dryland wheat northeast to town produced 16 bushels an acre.

In the 1930's wheat acreage in the county totaled over 300,000, and in 1968, when other crops had pushed wheat from its place as king of Deaf Smith farms, there were still 162,700 acres harvested.

Diversification began from the very first, although wheat was obviously the leading crop. In 1905 the Hereford newspaper reported maize in good production and F.J. Axe on his farm south of Hereford had a large acreage of forage, several acres of cotton, some peanuts and Indian corn.

In 1904 the county had 500 acres in cotton and a gin was built. Alfalfa was showing good yields and so were potatoes, with or without irrigation.

Irrigation at that time was from shallow water levels pumped by windmills, nearly all the pioneer families had gardens and orchards watered from the windmills, some showing amazing production records

with vegetables, fruit and melons in the virgin soil.

Water was always the big question, and in February, 1905, the first test well was credited to G.R. Jowell. On his ranch east of town a 10-inch well, 100 feet deep, produced 188 to 280 gallons a minute.

It was not until D. L. McDonald drilled other test wells in 1910 that a convincing proof of available water was given. That was a drought year and farmers were leaving the county, so Hereford Commercial Club, forerunner of the Chamber of Commerce, guaranteed McDonald \$3,000 to drill two wells.

His irrigated oats, wheat, cotton and sugar beets, were so successful that other farmers had wells drilled; two years later there were 30 wells in the county.

But wheat remained king and more of the range was plowed and put in wheat from 1910 through the 1920's. The first elevator was built by Great West Mill and Elevator Co. and E.W. Harrison built a commercial elevator in 1919, with more added later.

Probably because of conditions during World War I, development of irrigation slackened during the late 'teens and 1920's, and this was generally a one-crop - wheat - country until "dust bowl" years of the 1930's brought a change in farming practices.

Meantime, livestock raising had also branched out. Cattle were still of most importance and ranchers were breeding some of the finest registered animals in the Southwest, but there were also sheep, hogs and poultry to add to farmers' incomes.

Some ranchers had run sheep in this area in the 1890's and by 1906 some 12,000 sheep were reported in Deaf Smith and Castro Counties. In 1912 20,000 head of sheep were shipped here and in 1915 one rancher reported shearing 192,000 pounds of wool from 25,600 head of sheep.

Hog production jumped sharply after D.L. McDonald, who had drilled the irrigation wells, proved their worth in a new field when he made an excellent profit on hogs raised on irrigated alfalfa and milo maize.

At that time there were only about 300 hogs in the county, but 1915 D.P. Vaughn was feeding that many. More than 80 carloads were shipped in 1916, and in 1917 G.W. Brumley began raising hogs and was soon shipping whole carloads to California markets.

Dairy cattle were not numerous in the county; most early residents in the city kept a milk cow in their backyard lot, but A.B. Schulz, Lester Weaver and S.L. Harman all established dairy herds before 1920.

Poultry was a money-making sideline on many farms, and the I.H. Spratt Produce Co. reported handling eggs to the value of \$7,587, chickens, \$9,027 and turkeys, \$1,367 in the year ending April 30, 1919. This was one of two produce houses in Hereford, so total of poultry must have been about twice as much.

Dry years in the early 1930's with high wind to blow the plowed soil, brought the "dust bowl" which discouraged many farmers and drove them off the farms.

In 1934 only 48,155 acres of crops were harvested in the county compared to crop failures on 357,206 acres. Only 2,000 acres of wheat were harvested that year, when 200,000 acres was considered a normal crop.

With economic depression general in the nation, funds to push irrigation and otherwise combat the drought were lacking, and it was a slow comeback that agriculture made on the Plains.

However, by the end of the decade a new source of farm income had been found, with potatoes established as a commercial crop in 1939, and through the 1940's the vegetable industry boomed.

Back in 1934, the nadir of drought years, successful plantings of Irish potatoes had been made by "Tater Joe" Ballinger, who had come from potato-growing regions of Idaho and had faith in the crop for this area.

In the late 1930's the Rural Electrification Administration, one of agencies encouraged by the U.S. government to fight effects of drought and depression, began making electric power available to operate irrigation pumps.

This made possible expansion of irrigation, which in turn made vegetable-growing possible on a large scale. First commercial crop of onions is credited to Leon Coffin in 1942.

John Paetzold harvested 250 crates of lettuce per acre in a 1947 experiment and that vegetable was established in terminal markets with the 1951 harvest.

Carrots became a commercial crop in 1948 with plantings on the Williams Farms. Coffin also pioneered commercial cabbage-growing here.

Revival of irrigation in the county came with wells drilled in Jumbo community southeast of town, by W.M. McGehee, Sam and Finis Hunter.

In has continued to each new areas, and parts of western Deaf Smith County which the irrigation pioneers predicted would be impossible to irrigate, now have wells that water lush crops.

A water district was established in 1953 to govern drilling, and in the next 10 years 2,677 permits were issued for wells, some of them still in production.

Although sugar beets were grown here in early years, enough to ship a carload in 1911, the dream of making that a valuable crop did not materialize until opening of the Holly Sugar plant in 1964.

A number of years of effort preceded construction of the plant, as Hereford farmers, bankers and businessmen fought for favorable legislation and then an allotment of sugar production for this area.

Wheat and grain sorghums have remained stable factors in the farm picture, and with the start of commercial feedlot operations in the 1960's those crops and other feed grains are much in demand. Processing of cattle feed is a big new industry.

Production of corn, which formerly ranked with oats and rye as a minor part of farm production, has grown vastly in only a few years, adding another facet to Deaf Smith County's ever-changing agricultural scene.



John Patton makes deliveries

Young John Patton guides this mule drawn cart while making deliveries for Hubbard Grocery Company in Hereford.

Happy 100th Birthday

Deaf Smith County

We are grateful to have been a part of the gospel ministry since 1899. Praying, working and building have continued to be our stepping stones which have led to a great fellowship of Christian believers.



First United Methodist Church

501 N. Main Dr. Steve McElroy, Pastor 364-0770



THE BRAND

"EVERYONE MADE WELCOME"

The Hereford House

RITCHIE B. ROBERTS, Manager.

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LIVE AND LET LIVE RATES
CONVENIENT TO DEPOT

NEW HOUSE
NEW FURNITURE

An advertisement copied from an early issue of The Brand.



The Teddy Bear is named for Teddy Roosevelt.

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The company our customers built.

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Quality Tires With Quality Service

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PRODUCTS

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CONSUMER'S FUEL CO-OP ASSOCIATION, INC.

116 NEW YORK ST.

364-1146



Hereford named for cattle, but Blue Water was city's first name

(The Brand, 1973)

With the clear, deep blue water continually flowing down Tierra Blanca Creek, the name of the new city was a natural - Blue Water.

The name seemed to catch and everyone liked it and thought it would be a lasting name for the community.

Blue Water was started about 1898 after the Pecos and Northern Texas railroad from Amarillo to Roswell, N.M., was laid across the southeastern portion of Deaf Smith County - bypassing the eight-year old county seat, La Plata. Railroad officials set up a station not far from Tierra Blanca Creek in the county and decided on the name of "Blue Water."

The growth of Blue Water began immediately as settlers began to move into this part of Texas.

Biggest boost Blue Water ever received was when citizens of La Plata voted in a November, 1898 election to move the Deaf Smith County seat to the new town in order to take advantage of the railroad. The courthouse, jail and seven other houses were loaded onto wagons and moved from the county's center to the new city.

The first railroad ran through on Oct. 18, 1898, before Blue Water was the county seat.

About the time the county seat was moved to Blue Water, local residents applied to get the postal service to put a post office in the new town. However, this was when Blue Water received its first setback - there already was a Blue Water, Tex., according to postal officials.

Today, postal officials don't have any listing in Texas for a Blue Water, Texas post office. Apparently both "Blue Water" towns are now just memories.

With the city less than a year old, local residents then had the chore of deciding still another "natural" name.

That was when G.R. "Rat" Jowell and L.R. Bradley came to the rescue.

The two men were partners and had gone to Independence, Mo. They returned with about 20 head of purebred Hereford cattle from the famous Gudgeff and Simpson herd in Missouri.

The cattle seemed natural for this area and became very popular among the townspeople. The Hereford name caught on fast and soon became more popular than the soon forgotten Blue Water.

Foundations started being laid for buildings and homes and the town

grew fast. Hereford caught on.

In 1906 the city of Hereford became legally incorporated.

The origination of the name "Hereford" can be traced back to about 600 A.D. in England. There was a natural crossing of a small river in England that was known as the "ford" of the river. Hostile army invaders, known in old English times as "here" (with both "e" pronounced short) crossed at the ford when invading. Thus the crossing became known as the "here-ford" and the England town located near the crossing became known as Hereford, England, in Herefordshire county.

The residents, around Hereford, England, then began to develop a special breed of cattle - red and beautiful, with white faces. The named this special breed after the town in which the cattle were developed - Hereford.

Later, the Hereford cattle were brought to the United States and then later to Missouri and later to the Gudgeff and Simpson herd.

From there, in about 1898, two men brought about 20 head and carried them back to Deaf Smith County, Texas.



Ready to take on the world

Members of the Hereford High School girls basketball team pose for this undated photo. Hereford was a power in girls basketball for many years.

THE BURTON-LINGO CO.

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Shingles, Sash, Doors and Mouldings

We Carry a First-Class Line of Material, and Assure the Public of Fair Dealing and Courteous Treatment

Yours for Business... BURTON-LINGO CO.

A Centennial Celebration

A time in family history going back to the Youngs...

The Youngs lived near Breckenridge, where Mr. Young was a country doctor. That's the time this antique silk skirt and bonnet Mam is wearing here was first worn: 150 years ago. Now, skip a few years...Mam and Nocky Tyler



Mam Tyler, 1990 Centennial Plate Projects Chairman for the Hereford Brand of Realtors.

were raised in Floydada and moved to Walcott in 1952 with their 3 children, Nancy, Kelly and Jerry. They farmed and ranched there for 15 years. Mam went into the real estate business in 1970, and built the rustic style office in 1977. It is decorated with antiques; the windmill that stands beside the office came from the farm in the Walcott Community which Mam's parents, Tom and Mintie Hall, bought in 1947 from Troy Womble, one of Hereford's first settlers. The Tylers have seven grandchildren: Donna Vanlandingham, Jamie and Jared Victor, Jim, Kim, Cassie and Adam Tyler, and two great-grandchildren, Juston and Sunny Vanlandingham.

Believing in Hereford and Deaf Smith County!

MAM TYLER REALTORS
1100 W. HWY 60 364-0100

THE BRAND



FOR THE NEXT THIRTY DAYS

For the purpose of getting my metal plates more fully introduced we will give our patrons the benefit of a very low price on sets of teeth.

Gold plates full	-	\$65.00	Swaged plates full	-	\$15.00
Cast Aluminum plates			Celluloid " "	-	15.00
full	-	17.50	Rubber " "	-	10.00

Have ordered and will have in stock a big stock of teeth to select from and by buying in quantities have gotten them at a low figure.

HEREFORD DENTAL PARLORS

W. E. ROBERTSON, Proprietor

One of advertisements in an early issue of the Brand is shown above.



Young At Heart

No matter how old you are
You're only as young as you feel.

We've been providing Deaf Smith County with a complete line of nail and hair care products for the past 12 years.
Thank you for the support.

Happy 100th Birthday Deaf Smith County

Buy-Wise Beauty Supply

401. N. Main St.

Owners: Coy Tice and Barbara Hooser

364-6712

GROWING

WITH DEAF SMITH COUNTY

The cattle feeding industry has been the backbone of Deaf Smith County and the surrounding counties for over 100 years...



...and today that tradition continues!



The drive for excellence will continue to be our goal for centuries to come!
We congratulate Deaf Smith County on 100 years of progress!

CATTLE TOWN, INC.

Since 1969

Corporation locally owned by farmers and ranchers

9 Miles west of Hereford on US 60

357-2231

Tree planting encouraged to help contain city cattle

(APRIL 20, 1901)
Tuesday, April 9, was the date of the regular meeting of the Hereford Sanitary and Improvement Society, but on account of the session of district court the meeting was postponed until April 16th, when a representative gathering of the members of the society assembled at the court house to transact business and discuss various propositions for the improvement of the town.

Several new members were enrolled, thus making a total membership of 40.
The meeting of April 9th was also the annual meeting at which officers were to be elected, but on account of its not being held on that day it was suggested that to elect officers at another meeting would be unconstitutional, and as all of the present incumbents were faithful and hard-working officers there was no objection to their holding over. It is doubtful if any but the present officers would have been elected if an election had been held.

A resolution which was laid over at the last meeting was read and voted on, being carried unanimously. It was an amendment changing the date and time of the monthly meeting from Tuesday afternoon at 3 o'clock to the second Monday evening of each month at 8 o'clock. This was thought to be advisable on account of the inability of a number of our business men to be present at the meetings in the afternoon, who would be present if the meeting were held out of business hours.
Dr. Johnson suggested that a committee be appointed from the

members of the society to call upon every owner of property on Dewey avenue (our business thoroughfare) and request that they plant two or more trees in front of their property and box them up so as to keep the cattle from pulling them up. Judge Boyd offered as an amendment to the doctor's suggestion that the resident property owners be requested to do likewise. A motion to that effect was carried.
Dr. Johnson also suggested that the executive committee request an audience at the next regular meeting

of the commissioners' court and ask that body to have trees planted on the court house grounds and have a well sunk. This was also deemed a good suggestion by the society as a motion made to that effect was carried without a dissenting vote.
A.J. Lipscomb said that he had some trees left over after making his "forest" on his residence lot just east of the court house, which he would donate to the society, providing the society would plant them in the park. His offer was accepted.

President Gough stated that more wire was needed for the fence around the park, as the present one was not strong enough to turn cattle. Also that a gate and other improvements on the park were in order. It is expected that these improvements will be provided for at the meeting of the executive committee next Monday night.
There being no further business to be transacted, the meeting was adjourned until its next regular session, Monday evening, May 13, at 8 o'clock, at the court house, when everyone is cordially invited to be present and assist in up-building and beautifying the banner town of the plains.



Agribusiness scene in Deaf Smith

As Deaf Smith County celebrates its 100th birthday, the growth and progress over the years can be attributed to many ag-related companies that have helped make this an agribusiness center.

This view, looking to the east, includes buildings of Arrowhead Mills and Warner Seed, the county Bull Barn, and Farr Better Feed and the Frito-Lay complex in the background.

Notice!
Some one got a pair of red blankets by mistake from the court house just after or during court that Dr. R.M. Johnson next Monday evening at 8 o'clock for the purpose

Johnson & Ferguson
Successors to Smith, Walker & Co.
Dealers in

Grain & Coal

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

Highest Prices Paid for Hides

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

YOUR PATRONAGE IS SOLICITED



WE CELEBRATE WITH PRIDE THE 100th ANNIVERSARY of DEAF SMITH COUNTY!

west park drug

Full service pharmacy and fine gifts since 1980.

Elegant Bridal Registry

364-4900 213 W. Park

KERR ELECTRONICS
-- Radio Shack --
Since 1978
Norman Kerr
364-5500 311 N. Main

GOLD NUGGET
PAWN SHOP

CASH LOANS
BUY • SELL • TRADE

339 N. Main 364-8386

C.C. Mercantile, Inc.
Quality Feed & Livestock Supplies

DONNA CURTIS
920 E. Hwy. 60
Hereford, Texas 79045
806-364-5187

Cowan Jewelers
Since 1951

DIAMONDS • WATCHES • SILVER • CHINA • APPRAISALS
• CUSTOM WORK • FULL REPAIR DEPARTMENT

217 N. Main 364-4241 Charles K. Skinner -- Owner

American Dusting Co.
Aerial Spraying

"Serving The Hereford Area Since 1951"
TEL. (806) 364-2662

W. HW. 60, BOX 86 HEREFORD, TX

HCR
REAL ESTATE
OWNER • ICA APPRAISER • INSURANCE
806-364-4670
Serving Deaf Smith County for over 15 years.

THE Vogue
Providing Deaf Smith County with ladies' fashion wear since 1942.

211 N. Main 364-0522

"COMPUTERS MADE EASY"
FOSTER ELECTRONICS
Since 1987
MIKE FOSTER

407 N. MAIN (806) 364-4882
HEREFORD, TX 79045 1-800-458-6474

CLOVER SPRAYING
serving agriculture for 50 years

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Corkey Paetzold, owner 1221 E 1st

Moore's
Supermarket
Your Hometown Grocer
Fast, Friendly Service

TOP
Properties
TOPS IN SALES & SERVICE
Established In 1981

240 Main 364-8500



Milling over lumber orders

T.M. Palmer, seated at desk away from camera, works in his office at the lumber yard located where Hereford State Bank is today. The man at left is A.L. Gibson, Palmer's son-in-law.

Crops have thrived here

(Brand May 17, 1951)

Despite the fact that The Brand commented in February, 1902, "The Panhandle of Texas is essentially a stock country and must remain so," it was telling the next month of the varied crops that could be produced in Deaf Smith County.

"The success of kaffir corn and milo maize in this country has long passed the experimental stage, and we are already producing as fine crops of both as can be produced anywhere."

"The fact is, there are a few things that the wonderful soil of this country will not produce, and many of our own farmers are just now engaged in trying to find something it will not produce."

In May, 1905, The Brand was advocating the threshing of kaffir. It reported that one man can cultivate and harvest 100 acres of kaffir or maize, with a possible yield of 3,500 bushels to the acre on his 50. This would give him a cash income of \$1,750 at 50 cents per bushel - leaving a profit of \$1,000 after he had bought a thresher for \$750.

a fourth tons per acre; kaffir and maize, 50 bushels an acre.

These crops were reported on June 30, 1911. The D.L. McDonald farm produced 90 bushels of maize and 110 of kaffir under irrigation in 1911.

"The Wonderflow Farm, owned by Baskin and Hester, can be taken as a fair average of this year's returns under irrigation, with 160 acres under irrigation this farm this year produced \$1340 worth of oats; \$1,000 worth of alfalfa; and \$2,000 worth of sorghum, or a total of money return of a fraction less than \$5,000, the total farming expense being \$1,700 having a net income of \$2,300 from the 160 acres," the paper said in 1913.

Farmers in this area still are producing record row crops of all kinds in addition to truck farming under irrigation. A large alfalfa dehydration plant handles crops from irrigated alfalfa besides the large quantity used as baled feed.

The first cuttings of alfalfa were yielding abundantly and farmers were trying other crops. F.J. Axe from

about five mile south of Hereford had included in his 1905 planting a large acreage of forage, several acres of peanuts, 15 acres of cotton, and some Indian corn.

J.R. Robinson reported 40 bushels to the acre of his 50 acres of corn in 1906. P.H. Norton broke the record in the production of alfalfa seed here with 10.21 bushels per acre here in September, 1910.

C.C. Slaughter reported good dry land yields on row crops in 1920. From 200 acres of ribbon cane, he threshed 3,300 bushels of grain and stacked 100,000 bundles; 100 acres of kaffir yielded 2,177 bushels of grain and 1,000 bundles for feeding; from 20 acres of maize, 515 bushels of grain.

He fed out 430 head of cattle that topped the market. The first crop of irrigated oats in the county produced 36 bushels an acre; wheat 40 bushels; sugar beets, 15-20 tons per acre, cotton one-half bale; millet two and

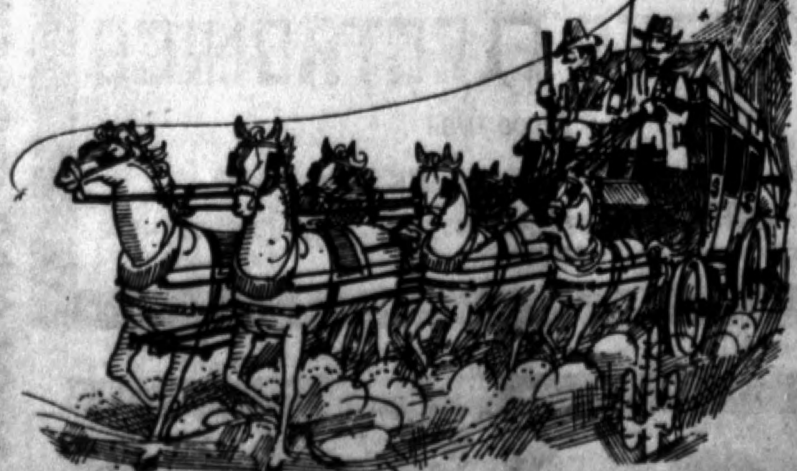


Old Hereford High School

Hereford High School was built in 1926, with \$128,000 in bonds voted in 1925. The building was finished in the fall of 1925 and occupied in January 1926. The building is now the Stanton Special Programs Center. This picture was taken during an ice storm on Thanksgiving 1940. (Courtesy Deaf Smith County Museum)

SALUTING

DEAF
SMITH
COUNTY



We're counting on the next 100 years
to be as prosperous as the last.

NEWTON TRUCKING CO., INC.

•General hauling •Grain •Fertilizer •Cottonseed •Livestock Feedstuffs

907 S. Main

Serving the area since 1954

364-6822

This county has
come a long way
since its beginning
in 1890 and will
continue to grow
into the
next century.

Turn Of A New Century

Congratulations Deaf Smith County
and to the people who made it happen.



We extend our best wishes for your
future and your endeavor for progress.

We are proud to be a part of this
community and thank all our
valued customers for their business.

Betty's
Shoes

319 Main

364-1211

From the beginning...



The automobile has
been as asset to the
life of Deaf Smith County.

For the past 65 years
we have been providing
good used cars and trucks
at affordable prices.



Milburn Motor Company

136 Sampson 364-0077



A Shopping
Experience
As Unique
As Our County
Is Old.



We Add Polish
To Any Setting!

- Career Dressing
- Newest Fashion Looks for the campus scene
- Casual Weekend Wear

the Rants
Cage

Hours: 9:30 a.m. - 6 p.m. Mon. thru Fri. • Sat. 9:30 a.m. - 5:30 p.m. • 426 N. Main • 364-4680

Many people honored

Many persons have been responsible for making Hereford and Deaf Smith County a great place to live, work and play. Among the awards giving each year are the Citizen of the Year, the Ag Man of the Year, and the Bull Chip Award given at Chamber of Commerce Fun Breakfasts. These are just a few of the great citizens of Hereford.

Citizen of the Year

The "Citizen of the Year" award, sponsored by Hereford Lions Club, started in 1946. Below is a listing of the recipients:

1989 O.G. "Speedy" Nieman
1988 Margie Danicls
1987 Bill Devers
1986 Gene Brock
1985 George Warner
1984 Bobby Owen
1983 Bud Eades
1982 Rocky Lee
1981 Lynton Allred
1980 Doug Manning
1979 Jim Conkwright
1978 Helen Rose
1977 Dr. A.T. Mims
1976 Carl McCaslin
1975 Jimmie Allred
1974 Raymond White
1973 A.J. Schroeter
1972 Jewel Smith
1971 Rev. Russell Wingert
1970 Hugh Clearman
1969 Earnest Langley
1968 Ray Cowser
1967 John D. Pitman
1966 Ed Skypala
1965 Rev. Don Davidson
1964 Clint Formby
1963 Mrs. Earl Springer
1962 Dr. Lena Edwards
1961 James Witherspoon
1960 Faye Plank
1959 Wayne Lawrence
1958 Don Zimmerman
1957 Argen Draper
1956 Della Stagner
1955 D.C. Kinsey
1954 Earl Phillips
1953 S.O. Wilson
1952 Fr. Raymond Gillis
1951 Henry Sears
1950 Lyle Blanton
1949 L.B. Barnett
1948 W.E. Dameron
1947 Dub Reeves
1946 Wayne Evans

Ag Man of Year

The "Ag Man of the Year" award is given by the Hereford Brand to a person who has made tremendous contributions to agriculture in Deaf Smith County.

1977—Charles Schlabs
1978—Jim Perrin
1979—Carl Kleuskens
1980—Donald Hicks
1981—Bill Cleavinger
1982—Carl Strafuss
1983—Jerry Roberts
1984—Borman Brothers
1985—F.L. Eicke
1986—Nick Yosten
1987—Raymond Schlabs
1988—John Fuston
1989—George Warner

Bull Chip awards

The Bull Chip Award recipient is selected by a secret committee and is presented at the fun breakfasts held regularly. The award has been given since June 1975. Several persons have received "gold" bull chips (marked with a (G)).

Lynton Allred 3-22-77; Bill Bankston 11-29-84; Dudley Bayne 3-21-85; Charles Bell 11-30-78; Margaret Bell 3-10-88; Gene Brock 12-18-86; Tom Burdett 2-18-82; Mike Carr 9-27-79 & (G) 9-6-82; Gladys Cavness 6-18-81; Terry Caviness 5-25-76; Jim Conkwright 8-5-75; Joan Coupe 11-19-81; Don Cumpston 11-30-89 (Decade '80s); Lola Cursinger 11-25-80; Bartley Dowell 4-21-83; Joan Dwyer 5-1-80; Bud Eades 11-18-75; Wes Fisher 7-3-86; Clint Formby 9-28-76; Margaret Formby 5-25-78; Homer Garrison 5-14-87; Marie Griffin 11-30-76; Grant Hanna 9-20-90; Betty Henson 2-22-90; Hereford Vol. Fire Dept. 10-1-81; Hereford HS Band 12-1-83; Herd Football team 11-23-82; Hereford State Bank 6-28-84; Ouida Halbert 7-5-85; Doug Manning 11-29-79 (G); James Mays 5-26-77; Susie McGee 11-30-78; Juston McBride 9-22-83; Joan McPherson 3-23-76; Trow Mims 12-1-88; Mike Moon 4-19-84; Speedy Nieman 11-19-81 (G); Steve Nieman 12-3-87; Mike Patrick 4-19-79; T.R. Sartor 5-11-89; Troy Schuder 8-4-88; Jim Sears 8-19-77; Ruby K. Sears 7-3-80 (Decade 70s); Travis Shields 4-23-81; Carrell A. Simmons 2-24-83; Tom Simons 2-26-81; Paul Sims 2-22-79; Bob Sims 2-29-84; Jewel Smith 6-21-79; John Stagner 8-21-89; Sallie Strain 9-16-82; Garth Thomas 9-16-82; Trent Thomas 4-22-82; Jim Tucker 9-28-78; Larry Walls 6-23-83; Jan Walser 6-24-82; Larry Wartes 8-5-75; Butch White 6-17-75; Raymond White 2-28-80; James Witherspoon 7-2-87; Rick Wood 11-29-79; Harlan VanderZee 3-30-78

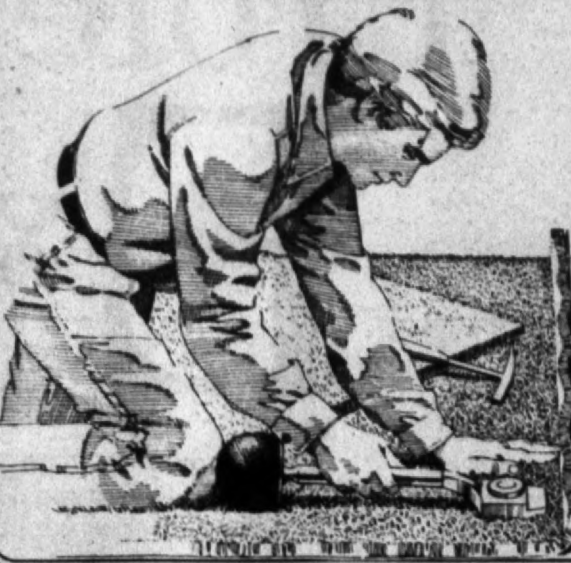
C of C Past Presidents

1918-24 D.L. McDonald
1929-30 T.E. Siegler
1930-31 John P. Slaton
1932-33 W.E. Dameron
1934 A.O. Thompson
1935 B.H. Hopkins
1936 Jesse Stanfor
1938 A.H.(Bus) Streu
1939 Miles Robertson
1940 D.H. Alexande
1941 W.E. Dameron
1942 R.L. Thompson
1943-44 H.A. Close
1945-46 Wayne Evans
1947 Homer Brumley
1948 Francis Hardwick
1949 Henry Sears
1950 O.L. Bybee
1951 Bruce Wooddell
1952 J.R. Allison
1953 Paul Harvey
1954 Tom Alderson
1955 Ralph Hastings
1956 Townsend Douglas
1957 Dr. A.T. Mims
1958 Marcus Latham
1959 J.R. Johnson
1960-61 C. Palmer Norton
1962 Clint Formby
1963 Maurice Tannahill
1964 Austin Rose Jr.
1965 Wayne Thomas
1966 Raymond White
1967 Neil Cooper
1968-69 Earnest Langley
1970 Virgil Marsh
1971 Charles Hoover
1972 Melvin Jayroe
1973 Jim Conkwright
1974 Roy Faubion
1975 R.W. Eades
1976 Donald Hicks
1977 Joe Shollenbarger
1978 O.G. Nieman
1979-80 Ken Rogers
1981 Tom Burdett
1982 Bill Johnson
1983 Bob Sims
1984 Bobby Owen
1985 Rex Easterwood
1986 Bill Harris
1987 Mike Bowles
1988 Larry Malamen
1989 Rocky Lee

Oct. 3, 1890—The petition to make Deaf Smith County independent was accepted and an election was held Oct. 3, 1890. A majority favored separation from Oldham County, gave the town Grenada the nod over Ayr as county seat and elected J.R. Dean as County Judge, C.G. Witherspoon as county clerk, and Tom Skeins, Emmett Powers, Jim Jones and J.C. Miner as commissioners.

Loyd and Delores Webster salute a century of Deaf Smith County progress...

...and celebrate a quarter-century of beautifying Deaf Smith County homes!

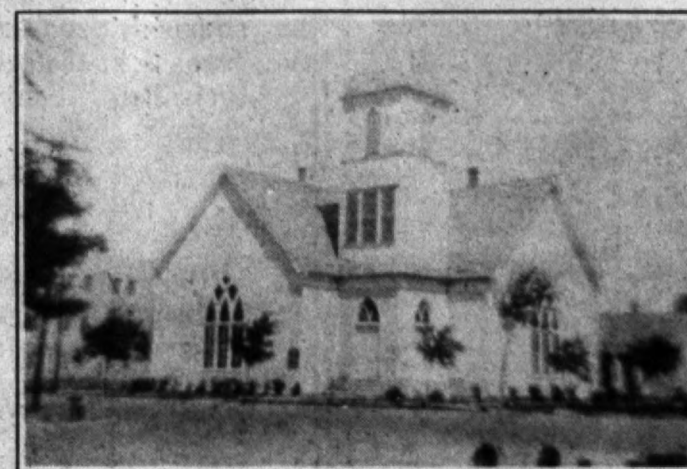


Thanks for your support!
We look forward to serving you in the future.

WEBSTER CARPETS

206 N. 25 MILE AVE.
364-5932

Happy Centennial Deaf Smith County



**FIRST PRESBYTERIAN CHURCH
CENTENNIAL CELEBRATION
1891-1991**

As First Presbyterian Church approaches its 100th anniversary in 1991, it is with grateful hearts that we acknowledge the faith of the 14 charter members who on June 14, 1891 organized the Cumberland Presbyterian Church at LaPlata, Texas. The Rev. J. Phillips, a member of Pease River Presbytery, was elected as the first pastor.

The church moved to Hereford in 1897 and changed its name to Hereford Cumberland Presbyterian Church. The name was changed again on July 11, 1905 to First Presbyterian Church of Hereford and became a member of Amarillo Presbytery. Between 1906-1908, a new church building and manse were constructed at what is now 5th and Sampson Streets on the site where First Baptist Church Fellowship Hall sits today.

By 1930 a new manse and church building program was begun. However, due to "The Great Depression" of the 1930's, only the church basement was ever completed with the first services being held in it on Easter Sunday 1931. "The Basement Church," as it was called, was replaced in 1950 by our present sanctuary. By 1957, the large fellowship hall and educational wing were added, and in 1963 a new manse was built.

**Spirit.
Character.
Work.**

They all contributed to the growth of our great county during the past 100 years!

They also contribute to our operations out here everyday.

Bar-G Feedyard
Custom Cattle Feeding
at its finest

Our Philosophy:

"Professional Excellence!"



BEGINNINGS

Brown, Graham & Company was established in 1955 by Howard and Robert Brown, Wilmer Graham and Arthur Glover, who formed a partnership and purchased an existing public accounting practice in Hereford. The Amarillo office was opened in 1957, the first of several expansion moves that have occurred over the years. As the area's business sector has grown and prospered in the ensuing years, so has Brown, Graham & Company, adding more offices and taking on new partners as opportunities have occurred. As the company has grown, so has its good reputation, contributing further to the increase in clientele. In 1982 the partners formed a Professional Corporation and became shareholder-principals.

TODAY

There are now 17 shareholder-principals in Brown, Graham & Company, plus a personnel force of 65 employees, including 35 accountants and 30 support people. The company operates from ten offices located in Amarillo, Hereford, Tulia, Friona, Spearman, Canyon, Dimmitt, Shamrock, Perryton and Georgetown. The company is thoroughly up-to-date in its operations, utilizing all the time and cost-saving advantages afforded by electronic data processing and word processing equipment.

PHILOSOPHY - COMMITMENT

Brown, Graham & Company strives to achieve professional excellence by challenging its staff accountants to become competent in as many areas as possible. Brown, Graham & Company adheres rigidly to quality control procedures to insure its absolute independence and unquestionable fairness.

Each of our principals and professional employees is required to complete 40 hours per year of ongoing professional training. Additionally, the company conducts seminars for its clients, to keep them abreast of the latest accounting and tax computation procedures and regulations.

The principals of Brown, Graham & Company recognize an obligation to contribute to the community - both civic and professional - in which the company does business. Principals and employees are encouraged to participate in professional, civic, charitable, business and social organizations in their communities.

SERVICES

Brown, Graham & Company serves its clients in four principal management and financial areas: *Auditing, Tax Advice, Accounting and Management Advice.*

Because of the company's size and the diverse experience and expertise of its principals, Brown, Graham & Company can quickly summon whatever resources might be needed on any given project.

In July 1955, Brown, Graham & Company opened the Hereford office at 134 N. Main with Howard Brown as partner in charge, Dolores Loerwald Broman as secretary, and Bartley Dowell and Steve Powell as accountants. We have grown to serve over 300 clients with four CPA's, two accountants, and two secretarial-computer staff persons. We're proud of our beginnings, accomplishments, and service. We look forward to the future progress of our company and this, our community.



**We are proud to be part of this strong community,
Celebrating its 100th ANNIVERSARY!**



BROWN, GRAHAM & COMPANY
PROFESSIONAL CORPORATION
CERTIFIED PUBLIC ACCOUNTANTS



218 West Third St. • 364-3740 (FAX) 364-3744

Tree planting important in pioneer years

By Mrs. Art Manjeot

I decided I should inform myself of some of the historical events which have gone into the making of our County.

I browsed through my library and came across one of Art's favorite books, *The Nine Lives of Deaf Smith*. I found a comfy spot, sat down and started reading the book. It was fascinating.

In it one of the pertinent things I learned about the man for whom our county was named, is that he was a lover of nature.

One of the chapters which I became deeply interested in was, *The Woodsman*. Deaf Smith was a very restless man who would not stay where there were no trees. He disliked living near people. He liked to wander, and he usually chose the places where there was the most trees and other woodland plants.

Once when choosing a place where he thought he would like to settle down for a while, he sat down upon a rock, looked beyond the walnut trees toward a narrow stream of clear, running water. Fingering the black soil. Stood up and stretched, looked to the azure blue sky, then looked over the trees again. Decided to stay.

Traditionally Deaf Smith County folks have been tree minded since the first settlers came. After research I find that the following describes and summarizes the general feelings of the pioneers. Trees on this earth are among God's most beautiful and useful gifts to mankind. Where would we be without trees? To rest under their sheltering shade from the scorching sun rays; eat of the sweet refreshing fruits which they supply; to use their strong timbers to build our houses and their furnishings. Indeed, this world would be a dreary and uncomfortable place without the benefits of useful and beautiful trees. "The valleys" were really desolate looking, and in need of trees.

Many of the Pioneers who came to Hereford, Deaf Smith County, to make their new homes, brought with them rooted trees, cuttings and saplings. They were selected very carefully, and wrapped and treated for traveling. Dampened cotton was carefully placed around roots, some were tucked away in dresser drawers, others in valises, trucks and bed-rolls.

Those that could not be packed were tenderly carried in hand, boxes or baskets. If they came by wagon, each night when camp was made, the

planting materials were dampened even though the water as scarce. My grandmother Owen told me many interesting things relative to the move from Jack County to the Plains.

One of her favorite trees was the flowering willow, so tucked away among her treasures was a cutting taken from her best willow. She also told me that one of the most used wrapping or packing for the saplings, or plants were the petticoats.

Another interesting story relative to how trees were brought to the new country, is that of D.L. Boardman who came with his family from Kansas. He selected a number of Water Elms, to bring with him to the new homeland. He carefully moistened the root system, placing dampened cotton around them, and then looked around for something large and pliable to wrap them in. He chose his wife's cook apron.

The saplings which were no larger than a good sized switch (remember those switching days, when mother would switch the legs if you had run away?) were carefully placed together, wrapped with the cook apron, and strapped to a suitcase, which Boardman guarded and carried carefully.

The saplings were planted. One survived, and is a very nice shade tree today. It probably would have not survived these many years, had the irrigation ditch not been routed close enough to it, to furnish water.

The new home seeker were not the only ones interested in having trees and making the plains land attractive. The cowboys also missed the shady trees, their beauty and the welcome shade they offered. Probably the first landscaping in the rural area was along the Tierra Blanca Creek when the cowboys working cattle on neighboring ranches along the Palo Duro brought back cotton wood limbs. They stuck these into the ground around the springs which fed the Tierra Blanca (it used to be a beautiful stream and afforded much pleasure for the fishermen).

The cottonwood trees added much to such places as the Bradley's Ranch, Sulphur Park, and the Tom Ivey Ranch. The latter being the headquarters for the famous G.R. Jowell Whiteface Cattle.

Mr. Gough (Judge) later planted trees on the ground, in Sulphur Park, and it was a very popular place for picnicking and other outdoor gatherings.

In 1901 the W.A. Ricketts moved

from Midlothian to Hereford. Their urban home was one of the show places, because of the beautiful trees, both shade and fruit trees. The address is now 600 Plains, and is the A.A. Hare home.

In the yard is a beautiful Water elm, which Ricketts brought with him when he moved to the plains, in 1901. Mrs. Hare recently told me that the Water Elm was still a very nice shade tree, and is still growing.

The Pioneers not only planted trees for utilitarian purposes, but some were planted for ornamental purposes. One such planting was done by J.D. Bourn in 1907. He selected a number of Arborvitae and planted them in a diamond shape at his home 711 E. 4th St. One of the group has survived and adds beauty to the yard, and home where Mrs. Eddie Bourn Cardwell and Miss Mary Bourn live in the old family home. Much of the early day grace, attractiveness, architecture, and good maintenance are very evident, making it a beauty spot for the passers-by.

Other plantings were used for hedges along the fence rows. One of the most popular for this purpose was Bois d'Arc. At the Hughes home 501 country Lane which was known to old timers as the A.C. Pierce, and later the C.P. Gallagher home there is a Bois d'Arc hedge, which was planted by Pierce in the 1900's.

Some of the children who shared the shade and protection while playing, of the Bois d'Arc hedge, were Clay Gallagher, Cawthorn and Noel Bryant, Jack Wederbrook, Jack France, Carl and Virginia Moseley.

Other ornamental trees used in early landscaping in Hereford, were the Umbrella and upright Catalpa trees. An attractive planting was made at the W.S. Higgins place, which is now the McBride home. Mrs. Ray Barber had the Umbrella Catalpas planted to outline the front yard. Beautiful catalpas were also planted at the Carl Gilliland home approximately 70 years ago.

Gilliland came from Tennessee, and was a great lover of trees. He had a large orchard, and many beautiful trees in the yard. The Catalpas were in full bloom this last spring, and they were very beautiful. Another Pioneer who always had an attractive yard, was the Buckners. Their large Catalpa tree was a great favorite of the children (it was later struck by lightning and destroyed).

A friend of mine who was reared in Hereford, told me that the dried

Catalpa beans, were a great favorite of the young set, for smoking. They would crush the beans, slip out matches and ran away and smoked up a grapevine, and cedar bark. So we might say the trees were used for unknown purposes, at least to certain parents.

The first County Judge to live in Hereford was Judge J.D. Witherspoon. His home is what most of us know as the H.L. Broadwell home, which is located at 403 West 3rd St., it is now occupied by Mrs. Mary Broadwell Carter. This home was one of the show places of Hereford, and one might say a home of fine art, both music and lovely hand paintings.

The Silver Leaf Maples, were planted many, many years ago, and are treasured by old timers. Near their sheltering shades many children played and boys swing from the grand old limbs.

The long leaf pine tree which is in the yard at Aspen and Park, was planted by Mrs. L.A. Smith in 1901. Though the property has changed hand many times since it was planted it has been cared for and is very beautiful. Is probably the oldest tree of its kind in the county.

Many of the Pioneers planted orchards, and found that most any variety of fruit (except citrus) would grow and fruit in the good soil of Hereford. However many of the trees could not stand the adverse weather, both the hard winter and the sand storms.

Probably the oldest fruit trees in Hereford are at Mrs. Lattas, W. 8th and Lee. These pear trees have been well cared for, likely they do not bear much fruit now, but they are beautiful in the fall when they are adorned with their autumn dress, of rich gold yellow and red colors. The two boxwoods, which grace the entrance to the interesting and lovely old home, are the oldest and largest in Deaf Smith County, they are over 70 years old. Were planted by the Hester Brothers.

The grounds and home have been well maintained, and are most interesting and beautiful throughout.

The indomitable spirit of the pioneer was shown in so many ways. When trees, both the fruit and the shade trees could not be purchased they were often grown from seed.

I well remember, the day that my mother Mrs. Reber Owen Howton, found a peach tree seed in the toe of a nylon stocking, collected hose as a

war measure, and it has been sent to a friend from Georgia. Mother took the seed, planted it, and we had a very nice peach tree, which produced delicious fruit.

Civic minded members of The Mother's Club (now known as The Pioneer Study Club) decided Hereford needed a park. Mrs. Jennie Thompson, Mrs. Rutherford, Mrs. Willee (Ma) Gilliland and Mrs. Ralph Barnett, collected some bushes, small trees, and cuttings. Loaded them into a buggy, and started for the park ground, which had been deeded to the club. Enroute the horse ran away...but undaunted the ladies, did plant their material, and today we have a very beautiful park at Park Avenue and North Main. It is now owned by Pioneer Study club.

Mrs. Corine Jowell Nelley, tells me that Arbor Day was observed by the entire school, in the early days of Hereford. They set trees in what is known now as Jaycee Park. Some of these trees are surviving today, some of which are American Elms.

Indeed trees are a friend of mankind. In fact we could not exist without trees or other plants which furnish oxygen. May we be as alert as were our forefathers, and inform ourselves of the needs of the day. Engage on the study of human populations in terms of physical environment, spatial distribution and cultural characteristics.

Continue to plant trees for beautification and as an aid to the control of pollution.

Ad appearing in one of the earliest editions of the Hereford Brand.

Come One! Come All!
Where? To the
4TH OF JULY CELEBRATION
AT HEREFORD, TEXAS
BIG FREE PICNIC AND BARBECUE
Everyone Invited! Attractions Free!

Features of the Day:
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AND OTHER GOOD SPEAKERS
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Tournament Races Bicycle Races Bag Races
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FIRST-CLASS BASE BALL GAME
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904 Lee St.

"Helping you look your best for the past 11 years!"

Thanks for allowing us to serve you!



Depression hit hard in Deaf Smith County

(The Brand, 1973)
The depression hit hard in America, and Hereford was not excluded from those who suffered the hardships of the great stock market crash of 1929.

With lower wages, no wages at all, and lowered prices on agriculture products, things were hard for the small farming community, but the early settlers held on, and with surprisingly good spirits.

The Hereford Brand reported on April 1, 1930, there were 75,827 persons out of work in Texas, with only about 30 of those in Deaf Smith County. Also in Texas, there were 3,259 people out of work and not looking for jobs.

The first report noticed in early editions of the Hereford Brand was on Nov. 7, 1929. The headline for the article read "Butter Fat Prices Affected By Stock Market Crash," and gave two reasons for high prices on butter fat. The reasons were "the economic disturbance created by the recent crash in the stock market, and another reason is that the pressure was brought to bear against the enormous shortage of butter."

The same article went on to say that "the stock market crash is liable to create a situation which will extend over a period of a year or more." The effects of the depression lasted for several years, much more than most people anticipated.

Ads in the newspaper showed more jobs wanted and less jobs offered. One ad read: STOCKMAN - I must live, so must you. With cash to live on and balance in notes, we

will ride these hard times down if it takes all summer. Will you help me out now?"

People wanted jobs, no matter how temporary or degrading. Jobs were not degrading then; no one could lose any pride by taking a handy-man's job because any job at all was thought to be better than to take the welfare grants the government offered. To take money you had not worked for was a shame and a disgrace.

An editorial article called "Caught in the Corral and Put Through the Chute" appeared in the Thursday, Jan. 3, 1931 issue of the Hereford Brand which read:

"To help the family in need of aid by giving a job to the breadwinner instead of resorting to charity has become the thing to do. It is not only popular, but it is logical. No self-respect is lost; dangerous and whimpering self-pity has no chance to get in its deadening work as is so often the case with a physically strong man made an object of charity."

Home demonstration agents helped by showing women how to salvage and repair old clothing and household items, and how to make money by selling vegetables from their gardens and doing odd jobs for neighbors.

Each new year during the depression brought new hopes. Political cartoons showing a child representing the new year (1931) leading the people out of their "forest" of troubles is one way they tried to gain new hope.

Times might have been less trying if the drought during the 30's had not

discouraged so many. With farm prices low, a dust storm only made farming harder.

Wheat dropped to 30 cents a bushel, and it took two bushels of wheat to buy one frying chicken. Grocery stores advertised, round, loin and T-bone steaks at 15 cents a pound; beef roast was 10 cent, and hamburger was two pounds for 15 cents.

The dust bowl days were so bad

that entire fields moved out as a tireless westwind blew across the prairie. Drivers could not see the radiator cap (which was then very much a part of the car), and car motors died from the static electricity, leaving them stranded on the roads.

Wheat, green one day, was seared brown the next day by static electricity. Four out of five acres of crops intended for harvest failed in

1934. The county's normal wheat crop for that year was considered to be 200,000 acres; 2,000 acres were harvested.

The dust blew every day except two in February of 1935, and housewives closed off sections of their houses and cleaned only what was necessary. Mother's of small babies hung wet sheets over the cribs to protect them from the dust. Houses

without weather stripping permitted so much dust that carpet patterns could be completely obliterated in one day's blow, and dust by the bucket was swept off bare floors.

Many people got discouraged and left, but quite a few stayed and fought the miserable days of the depression and the dust bowl. Stamina and endurance of the people of the 30's can seldom be matched by those to today.



Smiths, Brunks led first band

The Hereford Concert Band was organized in 1908, and was comprised mainly of the Smith boys and the Brunk boys. Eagle Henderson sits next to the bass drum, and Ralph Smith, who led many of Hereford's bands (and formed bands in many area

towns) sits by the snare drum. In second row from left are Orville Brunk, Glenn Brunk, Pearl Brunk and Presley Dyer. In back row are Bill (W.J.) Smith, Charlie Brunk, Edgar Inman, Sam Brunk, Tom Inman Jr., Leslie Smith and Lewis Hubbard.

Hats Off to 100 of 'em Deaf Smith County!



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us serve you in your
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Keeling Cattle Feeders

Scott Keeling, Manager



Early-day law office

An unidentified early-day lawyer burns the midnight oil in his law office in Hereford.



Waiting for a train
E.R. Read, agent, poses in the new Santa Fe Depot built in Hereford in 1912. The depot is still in use today, although not the hubbub of traffic it was in 1912 and many years thereafter. (Courtesy Deaf Smith County Museum)



Smashing Close-Out Prices On All
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\$29.00 to \$50.00 values in Suits and Boys' Trunks, \$18.95

Save 20 to 40
 all must go

Filler men's Summer Suits, formerly priced as high as \$22.00, clearing out at only **\$4.98**

(From a "Popular Store" ad appearing in the Hereford Brand, 1931.)

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Your better Ladies', Men's, Gift & Shoe Store ...since 1921!

9-6 Mon-Sat 364-2400

Congratulations, Deaf Smith County, on your 100th birthday!

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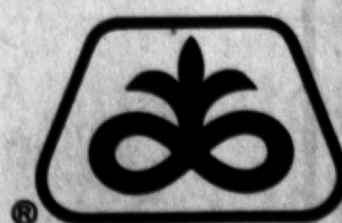
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Pauline Periwinkle praised local virtues

(Brand, 1902)

"Mrs. W.A. Calloway, a versatile writer on the Dallas News under the nom de plume of Pauline Periwinkle, who paid this city a visit a short time ago, published the following very complimentary notice of Hereford and the surrounding country in that excellent newspaper:

"We had a way of turning up our noses at 'wide sport in the road' a while back. Now, in our anxiety for parks and things, we hail every evidence of prodigality in real estate with delight. Our business streets, with narrow pavements and rapidly increasing height in buildings, are becoming veritable canyons, and the homes of commercial cliff dwellers, and the search for available breathing spaces where trees and flowers and humanity may grow strong together, is being conducted with a microscope.

"It is no wonder, then, that to the dwellers of the Panhandle, anything this side of the Plains is the 'effete East'. They constitute all that is worth while of North and West Texas, and if we are not satisfied with being East, why we can go 'way South and sit down.

"They are proud of their wide spots in the road, and well they may be. They can have the world for their park by simply setting out a few trees. It seems strange that in a country entirely devoid of verdure other than grass or weeds, so far as nature's planting is concerned, trees will thrive without watering if they are properly planted.

"Take Hereford as an example of a Panhandle town. Its oldest house is four years old. Prior to that it was breeze-swept prairie, without so much as a bush to mark the spot. Now it

claims a population of 1,500, and from the amount of building going on, its ration of growth is still on the increase. Within the past month a carpenters' union was organized there with a charter membership of fifty!

"The public school doubled its attendance during the year, and besides adding four big rooms to the commodious school building, the citizens of the place are putting up a \$15,000 college building, which they have leased to a corps of prominent educators for the maintenance of a non-sectarian institution of high order.

"Hereford is connected with Texas and Pacific and the Fort Worth and Denver Railways by the Pecos Valley road, and is now seeking for another outlet toward the west, connecting with the great lines threading toward New Mexico. It is the county seat of Deaf Smith County, and its western boundary is New Mexico. I am thus explicit from the personal difficulty I find in keeping up with the geography of Texas.

"The West is enjoying an epoch of map-making, and I myself did not know where Hereford was till I set out to go there.

"Parks and trees were my initial subjects. In this bustling four-year-old of a city the women are already organized to locate and improve parks and keep the tree-planting sentiment booming. Most people would say, 'What's the use of parks out there, when five minutes' walk in any direction will bring you out of the Plains? It's because most people think that way to begin with that we haven't parks to burn now...

"These Panhandle towns, just learning to toddle, and talking with a lisp of the big cities they're going to be, show faith in their purpose right from the first by laying off great, broad streets and reserving liberal space for the parks they're going to need by and by.

"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 neighbors, 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 there is practically no road making expense. If Columbus had lived in the Panhandle, I'm afraid he would never have been inspired with the belief in the round world.

"If anything, the land seems to tip up a little in every direction from your feet; the direction from your feet; the horizon seems just the tiniest bit up grade. Any old direction makes just as good road bed as another, and when you find yourself shut off from the 'neat cut' by a new barbed wire stretched round a corner surveyed off yesterday, it is no hardship to go around. The virgin prairie is just as good as the old traveled road.

"The Panhandle is the Holland of Texas—the land of windmills. Water is found in abundance anywhere from 30 to 65 feet in this region and coaxed into big storage tanks places high enough above ground to serve as fire protection and to irrigate gardens. The constant sweep of prairie breeze makes the windmill a practicable and striking, if not particularly esthetic feature of the landscape.

"The esthetics of the West owe so much to the windmill, however, that it ought to be forgiven its own shortcomings. Here where four years ago grew nothing green enough and tall enough to cast a shadow, cozy cottages, bright and new paint, nestle in bowers of foliage and fruit trees, with rose bushes and hollyhocks making carnival in the foreground.

"Some of the new old-fashioned gardens with ten weeks' stock, phlox, and verbenas to show where the sidewalks would be if they were needed, gave one a half-waking sensation of being back in the old states.

"Nature saw in this perfectly level expanse of country an ideal spot on

which to perpetrate one of her practical jokes.

"Some time in the eons ago, Nature, in tantalizing mood hit the western edge of the Panhandle a playful lock, resulting in a gash that has never healed. Shear across Deaf Smith and Randall counties runs the great seam they call it a canyon-and ever-flowing springs released by the shock made of it a river at times and places, and elsewhere, and then fills it with deep, clear pools. It certainly comes as a surprise to drive across the monotonously flat prairie and suddenly come within one of tumblin down a crack in the earth fifty feet deep, but swept over it to the same dead level beyond.

"The irregular cliffs that mark its course are chalky in substance and whiteness near its southern limit, which gives to the stream in the region of Hereford the name of 'Tierra Blanca.'

"It's northern extremity, between Canyon City and Amarillo, is called 'Palo Duro'... The Palo Duro end of the canyon has a great deal of red earth in its composition and is not unlike a section of the Garden of the Gods set down in the middle of the Plains.

"Indeed, one can't shake off the impression that there must be mountains close by.

"The very air smell of them -3,500 feet above sea level-but there are none nearer than Colorado."

Historic table survives

By Corinne Jowell Neely

Those interested in history and persons appreciating antiques will want to view the old table recently acquired by the Deaf Smith County Museum. It was donated by the Hereford Texas Federal Credit Union board members.

Its history dates back to the days before 1898 where it was in use at the old court house at La Plata when the town was the county seat of Deaf Smith County.

Later, when the county seat was moved to Hereford to be on the Santa Fe Railroad, the table and some other similar ones were moved with it. The table had been in various locations within the court house and put to different uses.

Apparently, judging from an old picture, its companions were finally used to the discarding point and vanished. You will notice that one crosspiece is broken and missing from the one pictured. Therefore we know it is not the same table.

The present table was structurally sound and in good shape when it first came to the attention of a few who had a part in its first restoration. Since then it has had a second and a partially third doing over.

The table is used today at the county museum

The last one was done by the museum personnel to make it look more authentic fitting to its present home and to the era of its origin.

As far as is known to the first restorers and users of the table who tried to trace its history, facts and some suppositions are used to tell its story. This occurred in 1952.

The late Fred W. Baird, who had been around in the court house for many years (and whose father is pictured in the accompanying photo) remembers seeing the table or a companion in the early days. And he would vouch that it came with the court house in its moving.

Baird will be remembered as a one time judge, later in the tax-assessor office and still later in the Independent School District. His life's work was mostly within courthouse walls.

When the table was being restored, Baird became actively interested in it - even to the point of helping pay for some of the material used. He said it was even possible that the plans for the present court house building had been made across its top.

The table came to renewed use in 1952 when the old library - before the presently located one - had undergone a remodeling job. The table was moved into the hallway to be stored

or discarded.

Before this it had been in a store-room laden with magazines, newspapers and other material kept for reference by library patrons. Its condition was a bit battered, scarred and with a snagged cloth-like top.

A rare coincidence had occurred when Mrs. J.K. Boydston then librarian and her assistant, Corinne Jennings found an old record sheet which had been kept by the Selective Service Board of WWI in 1917-18.

On the sheet was Mrs. Boydston's husband's name as enlistee and also that of G.R. (Rat) Jowell, Mrs. Jennings' father who served as a member of the board.

But it was Mrs. Dyalithia Bradley (later Mrs. Henry Benson) who found the table and saved it for posterity the first time and did so again later for a second time.

At the time Mrs. Bradley was handling the County Welfare, Deaf Smith County Red Cross, as executive secretary and was manager of the Hereford Texas Federal Credit Union.

With the quickening growth which followed WWII Mrs. Bradley found the offices of the three needed to be divided. First she parted with the Deaf Smith County Red Cross. Because Mrs. Jennings had been her uniformed assistant for two years at the end of WWII, she had the experience to help her earn the executive secretary office. It was offered to her by the board of directors and she accepted this position in August 1952.

Later, Mrs. Jewel Smith accepted the position as administrator of the County Welfare Department, which she still operates today.

When Mrs. Benson saw the table it was pointed out to Mrs. Jennings as being a fine piece of furniture to use in her office for classes and board meetings. Upon request, the commissioners granted its use to the chapter offices on third floor location.

In her spare time in the office, Mrs. Jennings set about to do the first restoration in an attempt to preserve it. A number of courthouse employees became interested and dropped by to comment.

The top was replaced by a dark brown plastic which was interlaced with a bit of black. This looked well as it match the wood, which had been cleaned and covered lightly with a bit of shellac.

Mrs. Jennings added a bit of written history of the table and placed it in one of the drawers, where it remained to the time it reached the museum.

But it still had some tough days ahead. Though it was used well and cared for in the Red Cross office, the day came when the courthouse was to be remodeled inside and new windows were to be added.

All the offices of the courthouse were moved to an old store building on Miles St., where they remained for several months. There was no room for the table in the crowded quarters so it had to be stored.

When the offices were returned to the courthouse, some had been reduced in size. Red Cross was one of them -

again no room for the table which was left stored.

One day after Hereford Federal Credit Union had an enlargement job, Mrs. Benson called about the table. Both she and Mrs. Jennings were eager to have it back in use and out of storage. Therefore out of storage it came - a wreck!

Either before it got moved and the builders had mishandled it, or while in storage, stuff had been put on to of it. The underpiece was broken, the top torn across and it was badly scarred.

Now it had its second restoration by a first class antique refinisher, Alvin Smith, of the Hereford High shop.

For a while it stayed in the storage room holding office supplies for credit union. Then it got a new bright orange top and was promoted to the newly decorated coffee room where it fitted well and added to the room in its useful brightness.

Again a change began. Mrs. Jennings, now Mrs. Neely had donated an old chair out of her office to the museum and she told the museum personnel about the historical old table.

They visited with the manager and later board members about it. But it took time for them to replace it and decide to give it up. They had spent a bit of money on it. They generously gave it to its rightful - and we hope its final home.



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HAPPY 100TH BIRTHDAY DEAF SMITH COUNTY!

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Deaf Smith County

In 1942, Southwestern Public Service Company acquired the former Texas-New Mexico Utilities Company. For 48 years our commitment to quality service, education, economic development and community involvement are matched only by the determination, pride and vision of the people and business' of Deaf Smith County. A shared dedication to our quality of life will carry us through this decade and into the next century.



SOUTHWESTERN PUBLIC SERVICE COMPANY

Deaf Smith was a hero

(Brand October 15, 1909)

"The following most interestingly written history of Erastus Smith offered in the Seguin, Texas, paper in 1900 by S. S. P., the initials of some unknown historian. It is reproduced in the Brand for reasons well evident. The citizens of Deaf Smith county are proud of the relation that exists between such a Texas hero and their adopted county.

In the south-western corner of Guadalupe county fronting the Cibola river, opposite La Vernia, lies a beautiful and fertile valley adorned with many a lovely home and far reaching farm, owned and occupied by as noble, intelligent, and kindly people as any country was ever blessed with.

"We wonder how many of them have ever given any thought as to who and what the man, who first rode over this beautiful valley and attracted by its loveliness determined that of all the vast unsettled domain of Texas, he would mark this valley as his own. What appreciation this man must have had for fertile soil! What an eye he must have had for the beauties of nature!

"What courage he must have had to face the wild beast and the savage away back in 1830, and with a few companions, aided by the surveyor and his compass, laid out, marked the lines and established the corners and boundaries of a Spanish league of land, 4428 acres, in this fruitful valley.

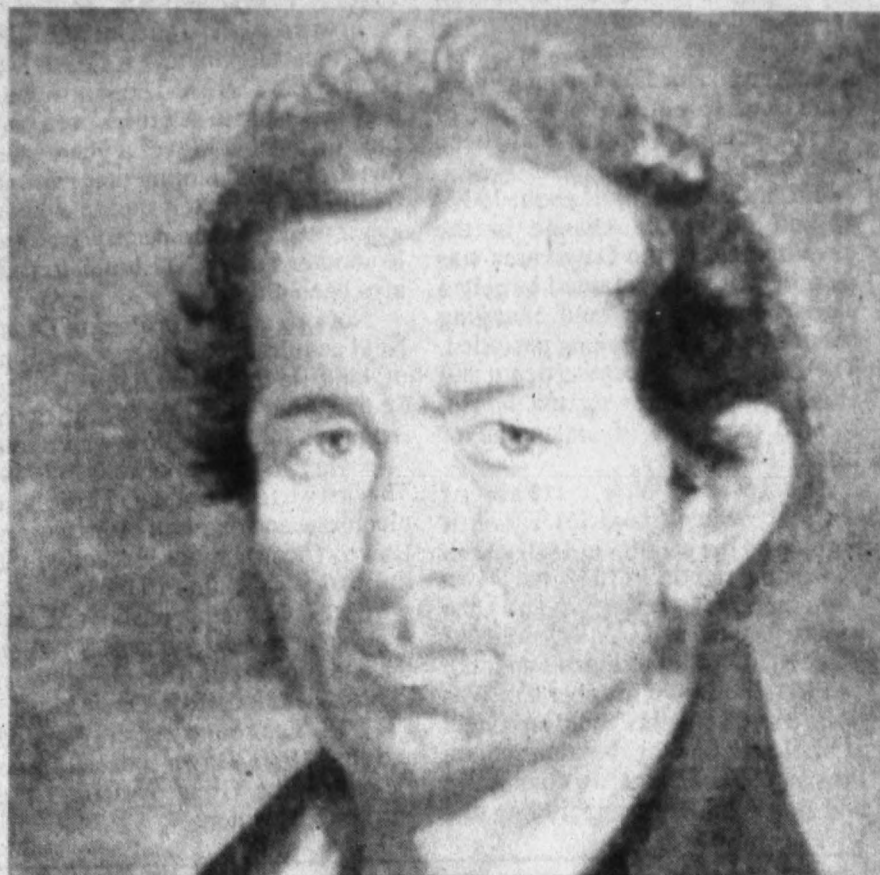
Who was this man? If all the owners of these farms will examine their tax receipts and title papers, they will find therein written the name of the original grantee, "Erastus Smith".

How many of them know that this "Erastus" Smith was "Deaf Smith"? One, perhaps among the most famous of guides, scouts and Indian fighters in Texas in his day and time and whose name in identified with more thrilling incidents in the history of the state than any other single individual.

"Deaf" Smith was one of the most unique figures in Texas in those early times. He was a native of New York and came to Texas in 1817, and became silent and fond of solitude.

In company he was reticent and seemed to be absorbed in thought. But in time of danger he was bold, fearless, enterprising and cautious.

"He was a most efficient and indefatigable observer of the



movements of the Mexican army during the war and his perfect knowledge of the country and his astonishing coolness and bravery make him invaluable to the patriot army of Texas.

The life incidents of this strange, silent man, laboring under the infirmity of deafness, yet accomplishing so much in his country's defense, would read like some romance of the older times.

"He piloted Fannin from the Mission Espada in Concepcion and was the first to fire a gun in the battle which ensued. He marched at the head of Johnson's division as guide in the attack on San Antonio in 1835. During the fight he was severely wounded while defending the Veramendi house near which Milam was killed.

"He was sent by Gen. Houston to verify the news that the Alamo had fallen. He met Mrs. Dickerson who had escaped with her child and who confirmed the report of the fall of the Alamo and the slaughter of its brave defenders. He accompanied Mrs. Dickerson to Gonzales, carrying the babe in his strong arms.

With a small company, Deaf Smith covered the retreat of Gen. Houston from Gonzales after the fall of the Alamo and kept constantly between

the Mexican army and the fleeing families. It was through Smith's having captured a Mexican courier that the whereabouts of the Mexican army was actually ascertained just prior to the battle of San Jacinto, which enabled the Texans to select advantageous ground and be thoroughly prepared for the decisive battle.

"It was Deaf Smith who performed the dangerous and important service of destroying Vines Bridge which cut off the retreat of the Mexican army and brought the battle of San Jacinto. And it was the same Deaf Smith who the day after the battle, and after the capture of Santa Anna, carried the orders of Santa Anna to the camp of Filisola commanding that officer to retreat westward and quit the soil of Texas.

"A man of whom it has been truthfully said, 'His name bears with it more of respect than sounding titles. Major, Colonel, General, sink into insignificance before the simple name of Deaf Smith, that name is identified with the battlefields of Texas. His eulogy is inseparable interwoven in the most thrilling annals of our traditional narrative giving it a peculiar interest.

He died and was buried at Richmond, Texas, Nov. 20, 1837.

100 YEARS

Congratulations Deaf Smith County

We join together to celebrate this historical landmark with you.



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Garner Ball



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"We're striving together with Deaf Smith County to provide quality and service that lasts. Although Doak's Thriftway has only been here six months, it's been the best six months of growth I have ever experienced."

Thank you Hereford!

Doak Porter

Doak's

THRIFTWAY

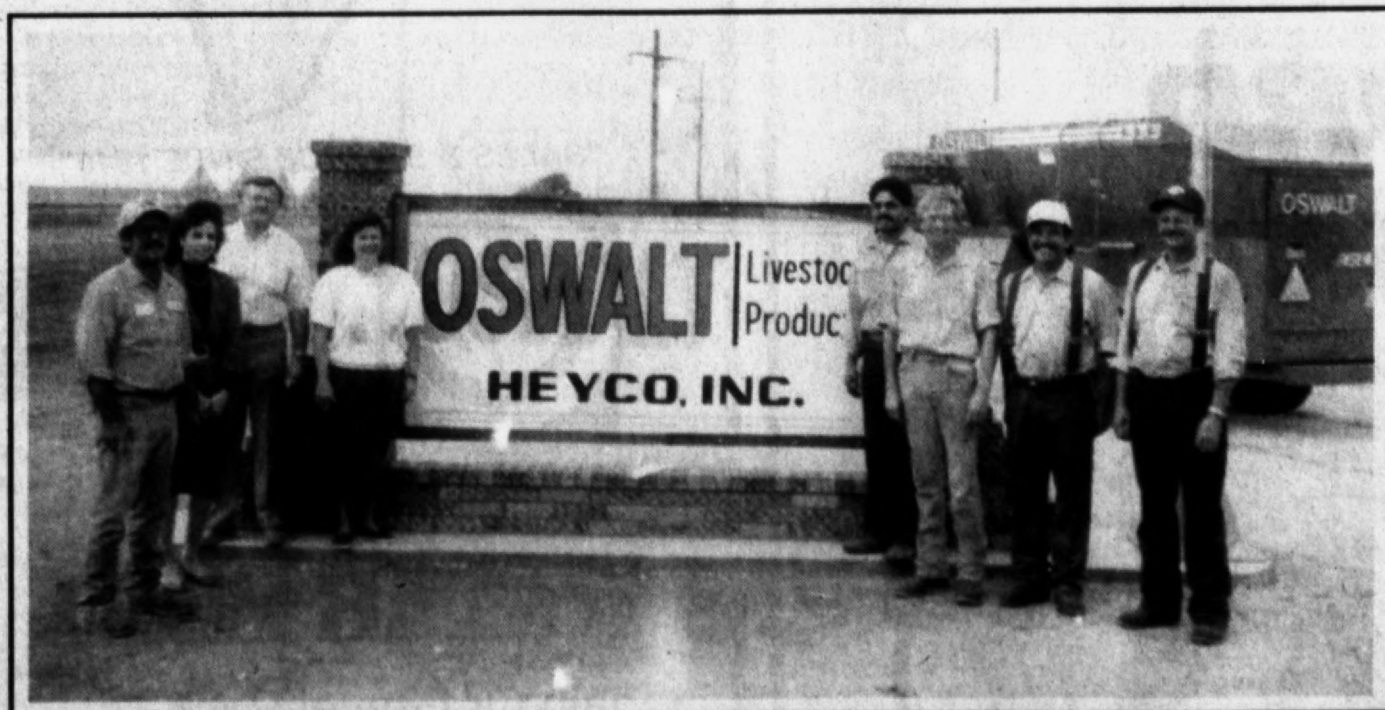
406 E. 7th St.

"Home Owned... Hereford Proud"

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Serving North America from Deaf Smith County!

(l-r)
Ramiro Almager
Irene Blevins
Tom LeGate
Connie Lance



(l-r)
Lupe Perez
Donald Bartels
Mando Perez
Donnie Cornelius

Not pictured:
Nolen LeGate - Export Marketing
Dale Allen and Shawn Rickel - Territory Managers
Chari Suttle - Office Assistant

OSWALT

Livestock
Products

Quality Cattle Feeding Equipment Since 1952

Dawn still shining bright in eastern DSC

(The Brand 1973)

"This is the dawn of a new day!" And thus Dawn community received its name from one of the first settlers in the Dawn area who was delighted with the winding, free-flowing Tierra Blanca, hay meadows and slopes of the new frontier.

As the second post office in Deaf Smith County, Dawn surely should be recognized as a historic community in Texas. Though it was twice discontinued and occupied several locations, it has continued to serve people in the area northeast of Hereford without interruption since 1914.

In the spring of 1887, J.H. Parrish of Tule County came to Deaf Smith County to look the land over. The only habitation that he saw was the dugout owned by Jim Moore on Section 22. Parrish paid Moore a bonus of \$300 for his filing rights, a sum far exceeding the amounts usually paid for such releases in this section of the state.

Parrish went back to Tule County, sold out and moved his family to the dugout bought from Moore. The Dawn post office was first established on block K3 of Section 22 on Tierra Blanca Creek, on land owned by Parrish.

Mail was first brought down from Amarillo to Dean and on to La Plata on horseback. Parrish and his neighbors wanted to get the benefit of the regular delivery assured by this route so they agreed to demonstrate to the government that a carrier was needed to connect the Dawn post office with the mail route.

It was agreed that for six months they would take turns carrying the mail. By answering advertisements and getting distant relatives to send frequent letters, the Dawn inhabitants convinced the government that a regular mail service was needed.

When Parrish sold his land in 1893 and moved to Oklahoma, the post office was moved to the Jowell Ranch, one mile farther down the creek. Later, W.H. Cleary, who lived four miles farther down the creek took the office. When the railroad came through and Hereford was established in 1898, Cleary opened the first restaurant in the new town and Dawn residents received their mail in Hereford.

Soon after the railroad was completed through the county, the line felt the need of more switches

between Hereford and Canyon, and Joe Switch and Milford Switch were established. The latter was changed to Dawn when it was learned that there was another Milford in Texas.

Thus Dawn, at its present location, began with a box car serving as a station house as its first building.

The first school, a small, one-room building, was located one and one-half miles west, and two miles south of the present Dawn site. The school was taught by Miss Myrtle Martin, who later became Mrs. Clarence Wheeler. After several years, the school was closed and the few children who attended were sent to Hereford.

In 1903, the old school house was moved to a site two miles west and one-half mile south of the present Dawn location. However, the building did not remain long at this site as a tramp camping there one night accidentally set it on fire. It was burned to the ground and in addition started a large prairie fire which took the entire community a half a day to put out.

Not to be defeated, the residents established the school in the north room of the Walker home. The school, which boasted only 11 pupils, was taught by Miss Ida Bourland. In

1904, Miss Millicent Griffith taught the same school but the number of pupils had dwindled to eight.

After some time the school was discontinued and the remaining pupils were sent to either the Askren or Coker schools which had been established.

From that time until about 1913-14, no noticeable change in the development of the Dawn area was recorded. It still remained largely a cattle country with land changing hands often and remaining unsettled. The railroad had erected a depot and along with a water station house, formed the basis of expansion of Dawn.

In 1913, W.E. Neal of Lawrenceville, Ill., and S.B. Edwards purchased the section of land where Dawn now stands. In 1914, the Dawn townsite was opened, and the partnership having been dissolved, Neal proceeded with the improvements.

First, the Dawn Lumber Co. Was opened so that lumber could be bought at wholesale for other buildings. Soon the young town boasted a hotel, store and other buildings, including the

homes to be occupied later by R.A. Frye, A.T. Frye and H.E. Miller.

In was some time after the first world war that the Santa Fe depot was abandoned. There had been no regular depot agent up to this time, but a part-time dispatcher. Several years later, due to rapid development in railroad facilities, the water station was no longer needed and the pump was moved to another station. The hotel, too had also been closed.

Not long after the opening of Dawn, Neal acquired a number of sections of land in the immediate vicinity. Seeing the great possibilities of irrigation in this shallow water belt, he put in two irrigation wells in 1914. The first was on the present Leslie Neal place, one and one-half miles west of Dawn. The other was just across the railroad tract south of Dawn.

By 1917 farming was coming into prominence, and wheat was an outstanding crop. The Great West Elevator was located in Dawn around 1917-18. The country rapidly settled and by 1930 Dawn boasted two elevators, the Great West and the Farmer's Elevator.

In 1916 a one-room school building at the new site was built on land donated by Neal. Miss Myrtle Vore of Springlake was its first teacher. A two-room building was constructed in 1921 and served until the addition of two more rooms in 1927, when the Dawn, Askren and Rice schools were consolidated.

The upper grades and high school students were sent to the Training School at West Texas State College in Canyon for a period beginning in 1938. Finally the school was consolidated with the Hereford public Schools and the Dawn children now are brought to Hereford by bus.

The old school building now serves as a community center.

Paved roads, speedier transportation and technical advancement have taken from Dawn some of its earlier businesses—the bank operated in the hotel, the hotel itself, the railroad station and its water pump, the part-time dispatcher and the flour mill.

But Dawn has continued to be a center of strong civic pride, a thriving irrigated, diversified farming and ranching area and a cultural center.

Cowboy: hero, villain

(March 15, 1915)

"No character of western civilization has furnished more rich material for both the writer of fiction or of real history during the past half century than the western cowboy.

"In this real life drama of the western prairie, the cowboy of West Texas has been a conspicuous figure. Both his virtues and vices have been caricatured and overdrawn. He has been a hero and a devil.

"His figure astride his bronco with his spurs with a wheel as big as a plate and a hat as big as a wagon wheel, a six-shooter in each pocket and his big saddle and lariat is familiar from coast.

"He never was as bad as his self-constituted biographer painted his, not was he ever that essence of bravery and chivalry that fiction often he constituted a type sufficiently distinct to receive the attention of both the story teller and the moralist.

That he was brave, fearless, and self-reliant was the natural result of

his life. Only the young man of daring was attracted by the life he led. Once in the camp, he learned from his associates that cowardice was the most contempt-crowned him with. However, tible trait of character. If he had fear, he learned to smother all signs of it.

For days, sometimes, away from human life, self-reliance was a necessity. The bigness of the untrammelled plains thought him to scorn little things. He is big of hear and free of hand, hence hospitality was a part of his creed. The freedom of his life made rules and formulas irksome, hence often he indulged in seeming lawlessness. He was a compound of good and bad.

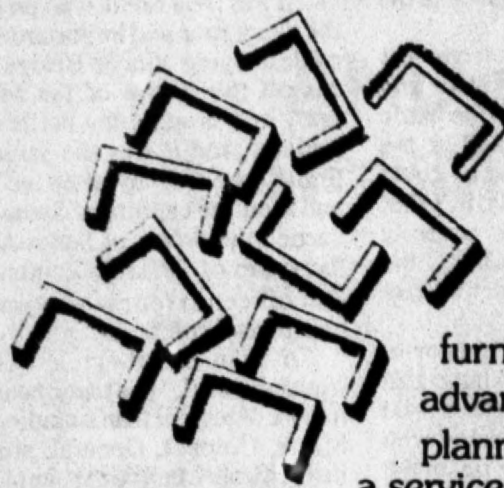
"But with the breaking up of the range, the coming of the settler, the cowboy of both fiction and history has passed or has changed until he is unrecognizable. In his place has come the prosperous cattleman usually living in town and going to his ranch in his big automobile. The modern

cattleman has retained most of the commendable traits of the cowboy and has left behind most of his vices. He is still generous, free, and open hearted, hospitable to all in need whether friend or foe. Law-abiding, chivalrous, and just and with all a keen business man full of faith in himself and his country.

"One could not inspect the train load of prosperous looking business like men that filled the coaches of the special train going to the cattlemen's convention without feeling that the cattleman of today has replaced the cowboy of a decade or two ago is a real substantial part of this country and the equal in sagacity, judgement and real strength of character of any class of business men in this broad land."

Dec. 1, 1890—The Deaf Smith County Court was opened and the town name was changed from Grenada to La Plata, since there was already a Grenada and a post office could not be opened under that name. There was nothing in Grenada except a general store.

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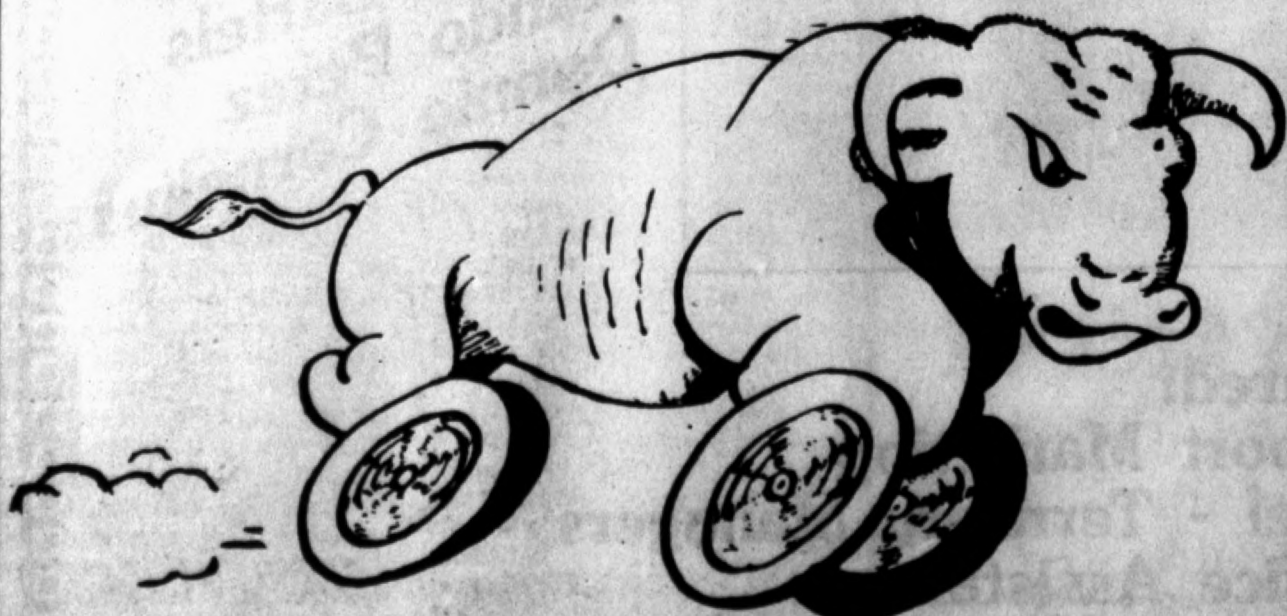
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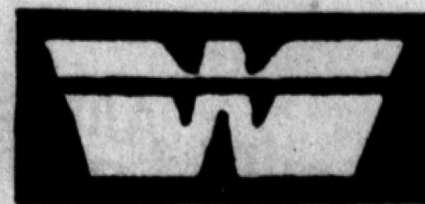
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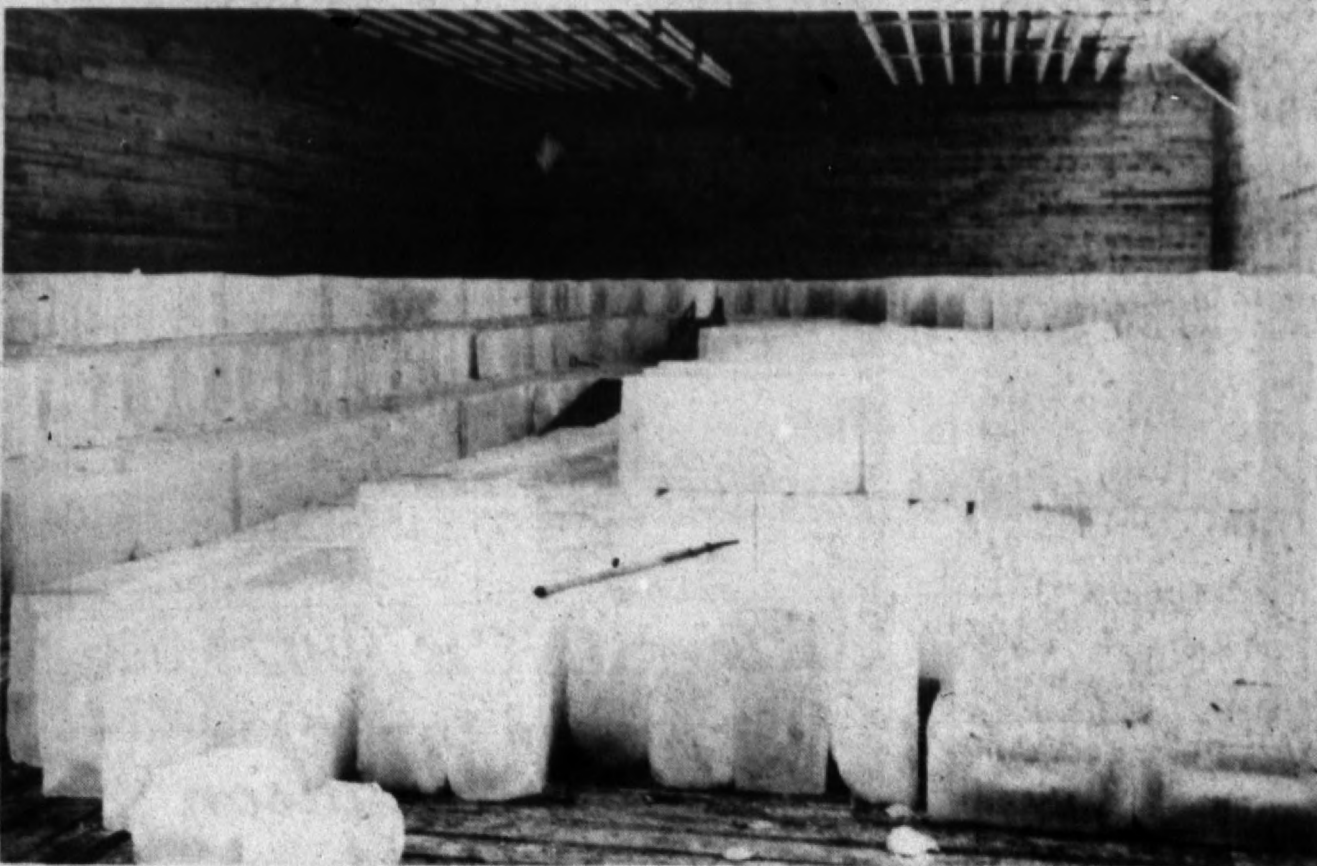
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Chilling out in Hereford

Huge blocks of ice rest in an old ice house in early Hereford. The ice was a luxury then, taken for granted today. One early pioneer wrote to his wife that he was "indulging in iced tea, a luxury I will give up once you are here."

Johnson lived events

Ray L. Johnson is the oldest living settler in Summerfield. He was 11-years-old when he arrived in Summerfield with his mother, Mrs. Lawrence Johnson and six-month-old brother, Elton, on March 15, 1908.

They came from Dayton, Iowa in a Pullman car that stopped on a siding for three days. Lawrence Johnson and two hired men, the Larson brothers had arrived in three emigrant cars; filled with horses, cows, chickens, Ole Shep and a fine shorthorn bull, Fairfax.

They also had a Pop-Toledo car, purchased in Chicago, that was the 31st car in the Hereford vicinity. Mrs. Johnson was brokenhearted because there wasn't room for her organ. Ray recalls the horses were used to oats and nearly starved before they learned to eat maize, and Fairfax, the bull did die.

On the way to Texas Mrs. Johnson and the boys visited in Kansas City, where Ray ate his first hamburger and attended his first picture show; each cost five cents.

L. Johnson was one of the mid-western farmers that worried about high land prices. They had seen land cost rocket from \$30 to \$90 an acre; they were "ripe" for talk of cheaper land and there was much talk of a "New Eldorado" - the great plains of Texas.

Mr. Barcus, a lawyer from Hereford was a representative of the International Land Company, he rented a car at Ft. Dodge to call on the Johnson's to talk about "the prettiest land ever God's sun looked down upon." Ray remembers it was the first car he had ever seen. Mr. Barcus took the family to the nearest town for a ride.

Mr. Johnson made two trips to Texas in 1907. The land company ran a train every two weeks loaded with prospective buyers. The prospects used the Pullmans for accommodations, or went to hotels built by the land companies. There were hotels at Summerfield, Hub and Kelso, northwest of Hereford. As one emerged for the train, glad of the opportunity to get out on the ground, the sight of a long line of puffing automobiles greeted him.

From 1905 to 1908 lakes in the Panhandle were full of water, the grass was tall and green and the cattle were fat. The excursionists thought they had struck a regular oasis.

Mr. Johnson first bought land near Dimmitt where grading had been done on a proposed railroad line between Hereford and Plainview. When the railroad failed to materialize, he bought land at Summerfield including the townsite. The land was valued at \$30 per acre. Steam plows were used to turn the sod, covering 40 acres per day, but a 14-inch-walking plow pulled by horses was used to break out 40 acres, averaging about one acre per day.

Johnson farmed, and raised livestock. He planted a large orchard and always planted a fine garden, not heeding the natives warning that you couldn't grow potatoes and sweet corn. Shade trees were planted and, even now, magnificent American Elms 60 years old are standing.

Both Mr. and Mrs. Johnson were school teachers in Iowa, they kept up their literary interest by much reading and subscribed to two dailies, the Kansas City Drovers Telegram and the Amarillo Daily.

Mr. Johnson was a Bible student and was superintendent of the Community Sunday School and President of the Literary Society. He was a trustee 30 years from a one room school to a 2 story brick.

Mrs. Johnson helped organize, in 1909, the first Club in Summerfield, "The Ladies Society". Mrs. Johnson was president, other officers were Mrs. Ed Hudson, Mrs. C. H. Churchill, and Mrs. B. C. Robertson.

As a boy, Ray remembers some excursions to Amarillo, and it was a three-day trip. They usually took a day to go, a day to spend in the city, and a day to come back. He also remembers there were 56 gates to open between Summerfield and Amarillo!

When Ray Johnson came home after service in World War I he took over the farm operations and Lawrence went into the grain and coal business.

Ray's farming was mostly wheat. Before he went to service he ran a steam thrasher. The wheat and row crop had to be cut with a row binder, shocked then threshed. In 1919, he bought a gasoline thrasher. The first gasoline tractor in the community was a Wallace that Ray purchased in 1923. A bumper dry land wheat crop was raised in 1926. Ray recalls he made 55 bushels per acre on summer-fallowed land and sold it for \$1.10 per bushel.

All the farmers started breaking sod and sowing wheat. In 1931, Ray had three sections of wheat and sold it for 28 cent per bushel.

Ray started with the ups and downs of grain farming until he sold the farm in 1968, keeping the home and some grassland.

He married in 1924 to Billie Smith of Gainesville, who had taught at Summerfield for three years. They have one daughter, Billie Ra, who is the wife of Colonel L. P. Hansen of Bardsdale Air Force Base, La.

The Lawrence Johnson's youngest son, Dr. Elton Johnson is teaching at

1888—By the time the capitol building was completed in Austin, the XIT Ranch was stocked with 125,000 head of cattle. At its height the ranch employed 150 cowboys who rode 1,000 horses, herded 150,000 cattle and branded 35,000 calves in a year. Col. A.G. Boyce became ranch manager and it was split into eight divisions for more efficient management. The Escabada Division covered most of the western half of Deaf Smith County.

East Texas University. He married Dr. Maude Noyes formerly a teacher at the University.



If you could hold a square mile of sunlight in your hand, it would weigh three pounds.



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Showing off local goods in bank

Hereford's financial institutions today exhibit many of the finer things Deaf Smith County has to offer. That was no different in 1908, when First State Bank exhibited canned and preserved goods in the display at left. W. B. Beach, president, is in foreground. Others pictured from left are Harry Webb, Ortho Vardeman, J.B. Vanoy and Jerry Burkhalter.

Hereford High School,
Hereford, Texas.



Still standing tall

This is the "new" Hereford High School, which was (and still is) the old Central School on West Fourth in Hereford. The school was used for many years and today houses the Tax Appraisal District and other public offices.

Natural resources touted many times

"Water, soil, and sunshine - these three in super-abundance make and opportunity in this Hereford country not surpassed in the most renowned irrigated districts of Colorado and California. Utah and Colorado have no such soil, California and Arizona can boast of no brighter sunshine, and none of them possess the water supply that underlies the fertile 100,000 acres around Hereford.

"These three resources of Nature - water, soil and sunshine - only need the hand of industry to turn them into untold wealth. If any other western state had this tri-combination, their land owners 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 exact proportion to its productive power.

Soil that will yield a reasonable profit on a basis of \$100 per acre is worth that amount. With our rich and fertile land planted in orchards, 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. And why? Because the land makes a reasonable interest on that investment.

"Hereford, with these conditions, is sure to become a veritable garden spot. It is already the prettiest town in the Southwest. With thousands of acres of orchards and vineyards, and a few more thousand sweet scented alfalfa fields she would be the envy of all her Panhandle sisters."

First paper's wedding story a classic event

The wedding story hasn't changed a great deal. Below is the first wedding published in The Hereford Reporter's first issue, Feb. 23, 1901:

WEDDING BELLS

One of the prettiest church weddings that has ever been solemnized on the plains occurred last Sunday evening at the Christian church, when M. O. Meeks and Miss Joyce Womble, the charming daughter of Mr. and Mrs. J. C. Womble, were united in the holy bonds of matrimony, after an impressive sermon by the officiating clergyman, Rev. T.A. Moore of Plainview.

Promptly at 8:30 the attendants of the bride and groom, Miss Eva Humphrey and Miss Brucie Gass and Messrs. W.R. Evans and C.C. Ferguson, marched down the side aisles to the strains of Mendelssohn's wedding march played by Prof. W.E. Rush, meeting and passing through a beautifully decorated arch, under which was suspended a heart made from green foliage.

The bride and groom then followed, meeting and stopping directly underneath the arch, facing the audience, where the nuptial knot was tied. While the ceremony was being performed Prof. Rush played the echoes of Nearer My God To Thee. Messrs. A.J. Lipscomb and O.M. Conoley were the ushers.

The bride and bridesmaids were attired in beautiful gowns of cream silk and the groom and attendants wore conventional black Tuxedos.

The church was very prettily decorated with flowers and green foliage and was filled to overflowing with admiring friends of the happy couple.

Mr. Meeks is one of Hereford's most popular young business men, being a member of the firm of Meeks & Conoley, and he and his charming bride have the best wishes of a host of friends who join The Reporter in wishing them a long and happy voyage on life's matrimonial sea.



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At Southwestern Bell Telephone, we're continually working to find more advanced ways to improve your communications services. The primary reason for this technological effort and investment in Texas, the Hereford and Deaf Smith County area is because of customers like yourself who want and expect quality telephone service.

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Congratulations Deaf Smith County on your 100th Anniversary!

24 Month CD 8.40% Interest.

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To keep up with today's changing market, you need an investment that offers two important things — short-term flexibility and a substantial interest rate. That's why smart investors are investing in AmWest Savings' 24-month CD. It has all the short-term flexibility they want, plus a substantial 8.40% rate of interest. A smart investment no matter how you look at it. Of course, our 24-month CD is only one reason to do business with AmWest Savings. Come by today and find out more about our wide range of investment options. We'll make it worth your while.

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Playing without a helmet, or many pads

In 1909, football was tamer than it had been just a few years earlier, when President Teddy Roosevelt threatened to ban the game. This is the 1909 Panhandle Christian College team. In 1911, HHS fielded its first team.

County 'dry' in 1901

(Brand, May 17, 1951)
Hailed 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 is September, 1901. The movement started in a meeting at the church on September 13, when "Judge Gough took the chair and gave a ringing speech against the assertion that prohibition will not prohibition."

"A majority of the large crowd responded and gave their signatures to the petition. G.R. Jowell, G.A. Sachse, and C.G. Witherspoon were on the committee to circulate the petition."

It was suggested that they call for names of boys from 14 to 20 to push the canvass for signers. Volunteering were Tom Meredith, Dalton Johnson, James Bell, Tom Carter, Claude Witherspoon, and Elisha Carter. The boys reported 209 names, but the commissioners found only 93 voters on the list. On their own motion they ordered the prohibition election for October 5, 1901.

Editor Vanderburgh, in presenting the side against the option said:

"Inasmuch as conscientious, law-abiding liquor dealers are few and far between, we believe that when a man has one such, his law abiding qualities should be applauded instead of condemned - and a local option law would be a condemnation."

In keeping with its policy to print both sides, the Brand carried a reply by R.F. Holloway: "The very fact that the saloon here is run legally has given the business respectability that causes people to drink and acquire the drink habit that would not enter a low dive."

As to the revenue question - recently in answer to this question in a northern city, the women of the town proposed to the Antis that they would raise hogs and donate the money to make up the deficiency, preferring to sacrifice their hogs rather than their boys for the running expenses of the city government."

On September 28, editorials in the Brand favored the local option, and on October 4 the paper admonished: "Tomorrow, Go to Vote - you express your sentiments as you are willing to abide by them for two years."

In its reports of the outcome, on October 11, 1901, the Brand said: "All day long the battle waged in the open, with little to show which side would gain the day - but when the day was done and vote was counted, a majority of 19 had been cast for prohibition." Editorially it urged enforcement of the law as a test, commenting "If there were hard feelings caused in our campaign, it was not apparent, be it said to the credit of our entire citizenship; so we have no bitterness to lay down, and no grudge to bear."

Three successive issues of the Brand carried the commissioner'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 abiding 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 advertisement of the Texico Saloon.

1948

...Hereford opens the city pool
...the Hereford Brand begins publishing a Sunday edition
...KPAN goes on the air
...and Joe, Walt, Bill, John and Frank - the Warren Brothers - establish the Hereford Hudson Company.



42 years later...

The 2nd generation, Jerry and Ralph Warren (Walt's boys) carry on the family tradition, offering Hereford drivers all makes and models of good clean used cars and pickups.

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Moor-Man's

Hereford Division - S. Progressive Rd

Happy 100th Birthday Deaf Smith County!

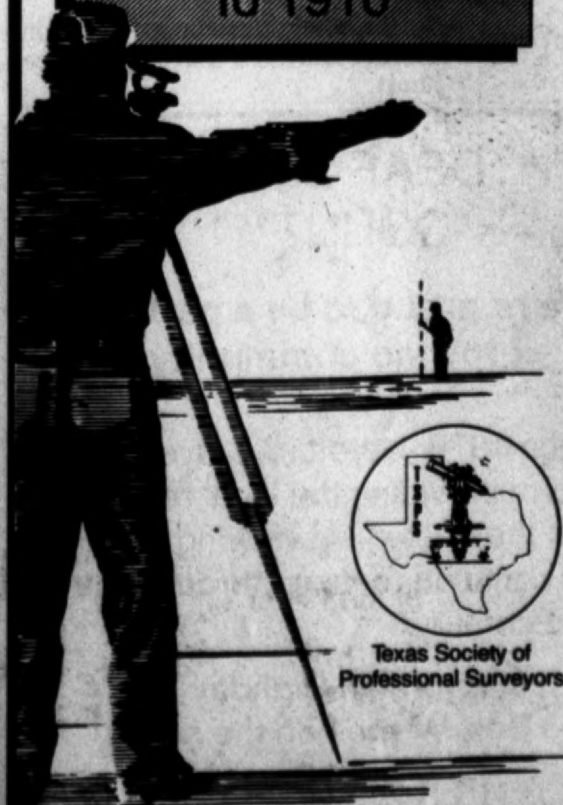
Topographical Surveys:

- FARMS
- RANCHES
- SUBDIVISIONS
- CITY LOTS

Property Records Dating Back To 1910



Kenny Hagar (left) 22-years experience, and Doug Schroeter (right) 7-years experience.



This company has proudly served Deaf Smith County since 1910!

Hagar and Associates P.C. Land Surveyors

Courthouse

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Whatever it takes to get a paper out

In the days before computers, there were mechanical machines; however, the Hereford Brand obviously had no such machine when these men were putting the Brand together in 1902. The man at right is seated at a typewriter, and a type case and single-sheet-fed press is to his left. The young man at right is working at a composing table. Each letter, symbol or sign in the paper was set by hand for the once-a-week newspaper.

Grand opera troupe visited in 1920 here

(March 11, 1920)
"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 merest accident of chance, the French Grand Opera Artists who are just from their season's engagement with the New Orleans Grand Opera Co. and who will appear in Amarillo Friday, have an open date on Saturday, and through the efforts of the local Music Study Club, this celebrated talent, famous even in the

old world, is to be brought to Hereford.

"Surely such an array of musical talent has never before been brought to Hereford. Although under the auspices of the Music Study Club, the town is unanimously behind this laudable enterprise and is truly appreciative of the opportunity it brings to the people of this community in that it gives them a high class entertainment and at the same time adds to the efficiency of the music department of the public schools. A

part of the proceeds will be used to secure records much needed in the study of musical appreciation, and to supply necessary text-books and other equipment."

"The concert will be held in the high school auditorium, Saturday at 8 o'clock. The program will consist of gems from favorite operas and popular selections. Many of the numbers will be given in costume. As the neighboring towns are all interested in this big musical event, a record breaking house is expected."

Cloudbursts caused concerns

"Being caught in a cloudburst at the old four mile house on 25-mile Avenue and staying all night with about 20 others, sitting, standing and bedded down," was one of Ada

Higgins' most interesting experiences in the early days. The old two story house known as the four mile house stood just north of the D.L. McDonald farm.

She remembers the song fests that they used to have and the one singer she remembers best was John F. Taylor.

The neighbors getting together for picnic suppers was one of the early forms of entertainment. The Powelsons, Gregorys, Huston Wombles, J. S. Garretts were some of the neighbors.

The Higgins went to church at Ward School a lot. The pastor part of the time was Brother Hornbeak, who is well known by many Hereford people.

Mrs. Higgins misses the old neighbors more than anything else.

She remembers teaching at Ward School and carrying her young son to school with her in a little cart each day.

Uncle Bob Baird and Ed Connell were early day sheriffs that Mrs. Higgins recalls.

Ganging up and going plum hunting on the Canadian was remembered by Mrs. Higgins as great fun.

She also remembers fishing in Tierra Blanca and going on antelope hunts.



Best Wishes

DEAF SMITH COUNTY!

We're proud to be a part of a growing community.

Since 1973, Hereford Cablevision began providing the local resident with the best in TV viewing and will continue to do so through the next century.

Happy 100th Birthday and Best Wishes on the next 100 Years!

From all of us at ...

Daniel Lemus, Tony Martinez, Steve Bigham, Lloyd Ames, Mary Ann Hernandez Ramos, Kyla Flores and Cindy Tijerina

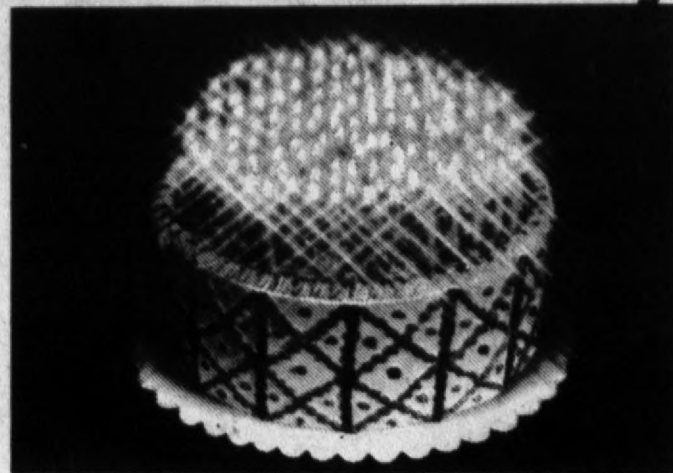
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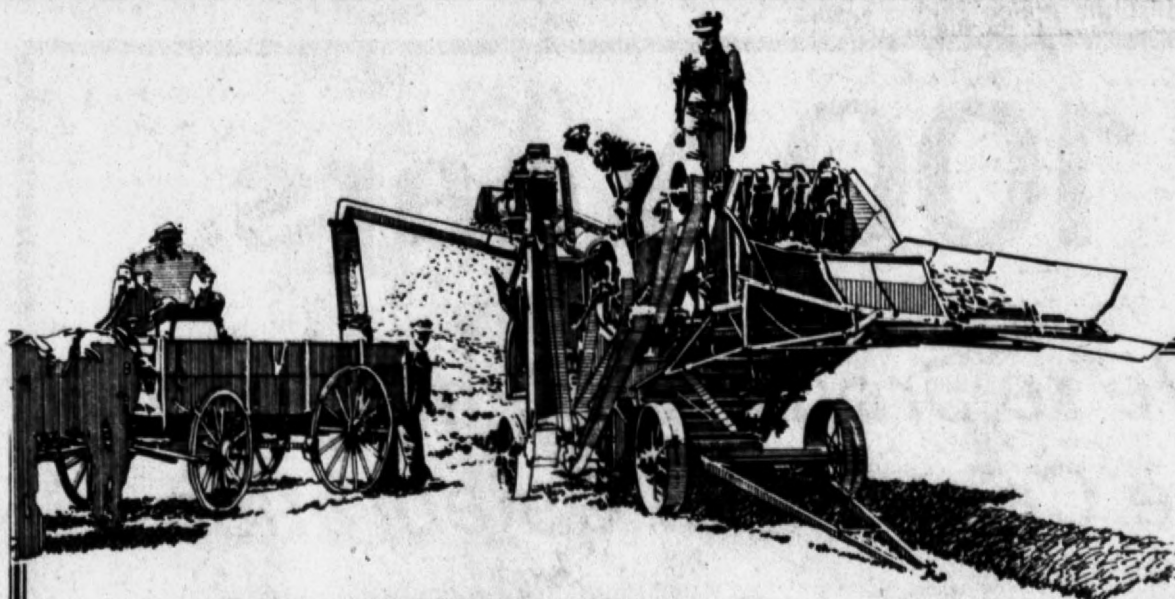


Something to Sing About!
Deaf Smith County is 100 years old!

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Just a little over a hundred years ago, the Texas Panhandle was regarded as a desert - incapable of the cultivation needed to produce and sustain life.

Thanks to improved technology, and the vision and perseverance of our pioneer forebears, Deaf Smith County now provides food for millions worldwide.

We're proud to be a part of the greatest grain and beef producing region in the world, and we look forward to what the next hundred years will bring!



Route 1 578-4239



Hereford sought school, had a Christian College

(The Brand, 1973)

Young Hereford really wanted a college.

And it finally got one. The three-year-old town provided all the necessary ingredients for its new institution of higher learning: a three-story main building, a women's dormitory, a faculty of eight, beginning enrollment of 250 students, a rounded list of class courses, and most of all - the needed financial support.

However, one of those ingredients - money - gradually dropped off and Hereford's Christian College now remains only in the library's historical file and in the memory of a few local old-timers.

The college, organized in 1902, lasted only 10 years before classes were dismissed for the final time and the building turned over to high school students. Since then all other efforts toward getting an institution of higher learning in Hereford have been in vain.

Details of the formation of the college are sketchy and conflicting. However, Bessie Patterson's Deaf Smith County History, past Hereford Brand files and a 1968 Hereford High School report by Jimmy Clark and Camille Langley provide the essential information for a flashback view of Hereford college life.

Addison and Randolph Clark, both preachers in the Disciples of Christ, formed a college in 1872 in Fort Worth called Add-Ran College. The name of the college came from the first syllable of each of the brothers names.

The two men moved the college the next year to Hood County and this is now said to be the forerunner of Texas Christian University (TCU). The college burned in 1898 and the brothers established another in Waco in 1899.

Two years later in July of 1901, as Hereford was three years old, G.R.

Jowell invited the Rev. Randolph Clark to Hereford to speak at a rally to form a college in Hereford. Clark was favorably impressed with the young city and decided to bring Add-Ran College to Hereford.

Determined on establishing a college, a committee was formed after the rally to hunt for a suitable location for the campus. Members were Jowell, Rev. Clark, L. Gough and Troy Womble.

One week after the committee was named the Hereford School Association was formed and nine local men were named to the board: C.R. Moreman, John E. Ferguson, W.H. Patton, E. Carter, C.G. Witherspoon, T.M. Palmer, L. Gough, R.H. Norton and S.S. Evants. A finance committee for the college was appointed and members were: L. Gough, S.S. Evants, W.H. Patton, Mr. Stambaugh and Mr. Inman.

Local residents proved they wanted a college badly when it came time for finances. Evants was the first contributor with 100 acres of land which was valued at \$5,000. Another eight blocks of land worth 3,600 was donated by N.U. Townsite Company.

Local citizens donated amounts of money from \$5 up and still others held cattle sales with profits going to the college. These smaller donations added to about \$2,550. The Brand published a list of the contributors each week and editorially supported the planned college.

In April, 1902, the contract for the college building was let to J.P. Synder.

Although the building was not complete by the fall of 1902, the Rev. Clark opened the doors to students in September, 1902. Formal dedication of the college was held on Sept. 10, 1902, and the Rev. Clark served as its first president. In the 1902-1903 school term year there were actually two Add-Ran Colleges in Texas - one in Hereford and one in Waco. However, the Waco college was closed in 1903.

The first classes - since the building was not complete - were held in the girls dormitory of the college. Students had been recruited by Rev. Clark from across the state and the first classes numbered about 250.

The girls dormitory was also the site of the cafeteria and the attic was used as the gymnasium. The main building, after its completion, was made of cut brown rock which had been shipped into Hereford. The upper floors were made of brick. The third floor of the building was boys dormitory for the college.

College life for the students apparently was full and a guard was hired by the college to watch the main building and to see that the male students were in their rooms by 9 p.m. each night.

Courses offered during the first year of school gave students a chance to get "in-depth" study. Among the courses offered were: Mental and Moral Science including Moral Philosophy, Science, Pedagogy of Ethics, Physical Education, Philosophy, Logic, Reason and Revelation, English, History, Math, Latin, Greek, German, Music, Physical Culture, Archaeology, Banking, Business Trade, and Elocution.

Faculty of the first college year in Hereford were: the Rev. Randolph Clark; his son, Lee Clark; Burk Carter; Prof. and Mrs. L.A. Wyatt; Mary L. Wilson; Fannie Robinson and Susie Grayson.

First to receive a diploma from the school was Miss Lula Graves. Her degree indicated she had "mastered the elocutionary art and was competent to enter that field as a professional."

Others receiving degrees in that first class were: Bertha Dameron, Ezra

Norton, Roxie Witherspoon, Maud Patton, Mina Dameron, Nellie Black, Bertha Witherspoon and Nona Jowell. Also a member of the student body that first year was J.B. Elliston, who has since been a great influence on national and state history by studying and writing about early civilizations in America. He also was a former Texas Ranger and is known as the "Father of Palo Duro State Park."

The college ran into its first many-financial problems after that first year and the college board voted to turn the college over to the Christian Church. However, the name continued to be Add-Ran College. The church took over responsibility of the school during 1904 and closed it for several months in the latter part of that year.

The college then re-opened Jan. 6, 1905, under the name of Panhandle Christian College. Faculty at the school included Jesse B. Haston, John J. Clark, who was a son of the Rev. Clark; Douglas Shirley, Miss Hamilton and Miss Bourland.

In 1907 the name of the college changed again to Hereford Christian College because it was reported many people thought the college was located in the town of Panhandle.

The Rev. Randolph Clark left Hereford and the college in 1907 and started his college in Fort Worth. This was the college that became known as Texas Christian College (TCU) in 1908.

During the 1909-1910 school year the Women's Glee Club, at the Hereford Christian College became very popular and well-known in the Texas Panhandle. The choral group would travel around to area Panhandle towns by trains and perform concerts at each of the towns' opera houses.

Members of the Hereford Christian College Glee Club in 1910 were: Glennis Coulson, Nona Arthur, Imo Lacey, Willia Elliott, Ina Gregg, Ila Estes, Beulah Potter, Mate Hunt, Roberta Nance, Anna Schulz, Ida Schulz, Ruth Ricketts, Bertha Witherspoon and Mary DeAtley.

The college did well through the period of 1907 to 1912 even though it relied on tuition alone to pay all its financial burden. However, the financial load became too heavy and the college closed in 1912.

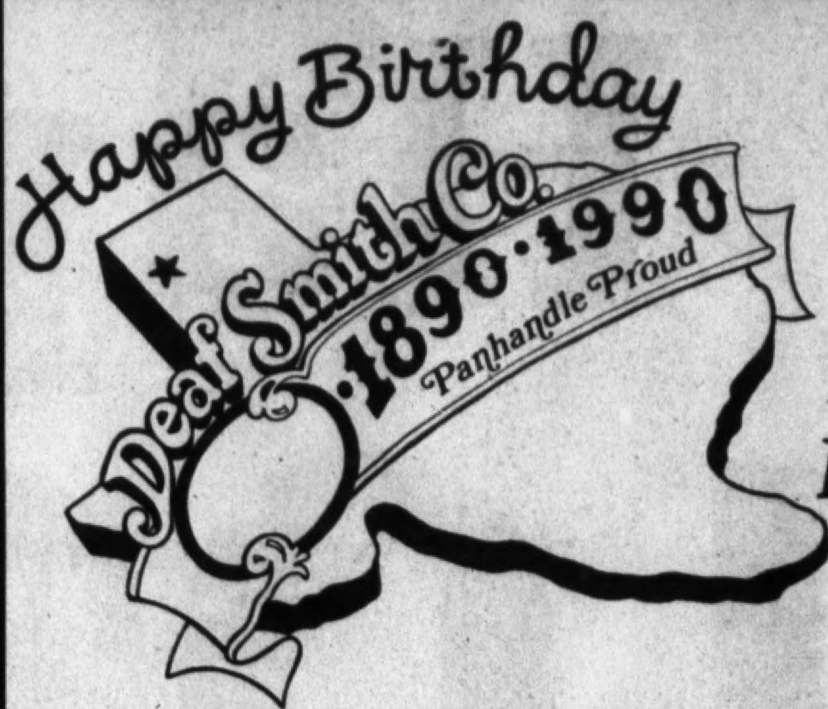
The building apparently was vacant for a few years before students of Hereford High School assumed the building until 1926. The present Hereford High School is located on the same grounds where the college main building was located.

In May, 1966, a stone memorial marker to Add-Ran College, Panhandle Christian College and Hereford Christian College was erected and still stands in the parking lot southeast of the present high school building.

Even while Hereford Christian College was struggling for existence in 1908-09, local businessmen were making a strong bid for a Baptist College to be located somewhere in the Panhandle. A meeting was held of the townspeople at the Baptist Church and members of the church pledged \$7,000. Townspeople then pledged another \$3,000.

Reports in the Hereford Brand indicate Canyon was awarded the college with an offer of \$25,000 in cash and 40 acres of land. Hereford had offered \$22,000 in cash and 20 acres. The Brand reported that Canyon got the bid on the final day when Louis Lester, president of Stockman's National Bank, donated \$10,000 on the day the decision was made.

Canyon apparently never built the college building, but was awarded the West Texas State-Normal College in 1910.



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Look at events in formative years

1879--The Texas Legislature passed an act trading 3 million acres of northern Texas for a new state capitol building. An Illinois company got the contract, then assigned it to Taylor, Babcock & Co. of Chicago, which was headed by Abner Taylor, A.C. Babcock, John V. and Charles B. Farwell. Legislators thought it was a good deal because the land had been described as "an absolute desert."

1883--Rules drawn up by the big cattlemen to stop cowboys from running their own small herds brought on the famous cowboy strike of 1883 in the Panhandle. Cowboys from several ranches met in a dugout on Frio Creek, southeast of Hereford to organize. The strike lasted a month and the ranchers refused to rehire them at roundup time. This led to an increase in cattle rustling with the big ranches as the targets.

1885--The Capital Freehold Land & Investment Co., Ltd., was organized by Taylor, Babcock and Co. of Chicago to manage the northern lands of Texas which were swapped for a capitol building. John V. Farwell of Chicago went to England to raise funds for the ranch, and it was organized with a capital of \$15 million.

1886--B.H. Campbell of Wichita, Kan., was named manager of the XIT Ranch by the Chicago office. By 1886 they had built 784 miles of fence along the New Mexico border, using 100,000 cedar posts from the Canadian breaks. The new capitol cost \$3,224,593, making the land cost \$1.07 per acre, or four times the price of unwatered lands at that time. This has been called the "biggest land swap in Texas history."



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FOR LESS EVERYDAY BEST FOR LESS EVERYDAY

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definition
and
our motto!*

B.F.L.E

\biffel\ adj, superlative of Good
1:best for less everyday 2: excelling
all others in savings 3: MOST 4:
committed to saving you money on
quality merchandise daily.

Why
Pay
More?

BEST
FOR
LESS

EVERYDAY

Why
Pay
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BEST FOR LESS EVERYDAY BEST FOR LESS EVERYDAY BEST FOR LESS EVERYDAY BEST

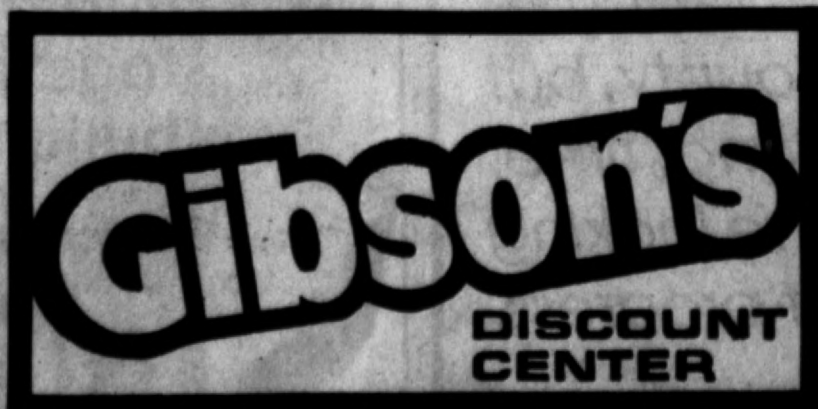
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Pioneer families laid today's foundation

THE BRUMLEY FAMILY

G.W. and Mary Caroline Brumley arrived in Hereford in the fall of 1911 from their 160 acre claim seven miles south of San Jon, New Mexico, according to their son Homer Brumley to whom the following account is attributed to.

They were driving a good team of horses and had along with them a wagon, plow, harrow, a little horse feed, groceries, five kids and thirty cents.

Along the way, they camped on the creek south of town. They constructed a dugout-tent combination and stayed there the first winter.

Dad made a living by working for the city hauling trash, fixing windmills and plowing gardens.

He borrowed \$500 from Mr. Jacobson, the blacksmith, to buy twenty acres of land with a new house. The land and house was purchased from an Arkansas man who gave up and moved back home.

The home and land was located at the intersection of highways 60 and 385. The house set west of the current underpass.

I was born in that house on Nov. 13, 1912 (I was child number 6). Four years later the family moved to a farm east of town where Frito Lay is presently located.

The farm had a ten inch irrigation well, the fourth well drilled in the county. We raised grain, alfalfa, hogs and a few cattle.

With irrigation being used more and more, a lot of hogs were being raised; therefore, very little market for them. Dad contacted a commission man he knew in Los Angeles. He talked to packers and decided to try shipping hogs across the desert. This was the first time something like this had been tried before.

With the cooperation of the Santa Fe railroad, it worked fine. He bought hogs here in Hereford and surrounding towns and shipped them for many years.

I came home from college in 1935 and started the buying and shipping business again. I sold out in 1957.

All seven children grew up here and branched out in different businesses. Dad tried the wholesale gas and oil business. He owned three filling stations and the Chevrolet garage. He even did a little banking, but was never satisfied until he bought the ranch west of town and was back in the livestock business.

Roger, my younger brother, managed the ranch for many years until his death in 1966. His son Mike lives on their part now. My son David lives on and manages mine and my two sisters parts.

Dad died at the ranch on September 29, 1959 of a heart attack while weighing cattle he had sold.

Mother passed away May 19, 1976 in Dallas while visiting my sister, Goldia.

Hereford and Deaf Smith County has been good to our family. There is no other place that can compare with it. I have heard my Dad say many times that if we take care of our land and water, this county would become the cattle feeding capitol of the world and so it has.

THE IRELAND FAMILY

Edgar Ireland was born March 15, 1883, near Newport, Texas in Jack County. When he was 16, he moved to Dimmitt to live with his sister, Mrs. C.F. Kerr.

While he lived in Dimmitt, he learned the abstract and title business and served two terms as County and District Clerk.

On December 23, 1910, he married Emily Townsend Bell. While living in Dimmitt, the Ireland's had three children, Edgar Jr., Woodrow and Elizabeth.

In 1918, Mr. Ireland moved his

Family histories

The Deaf Smith County Historical Commission and members of the Centennial Committee asked members of Deaf Smith County pioneer families to update their family's history. Many of these are similar to those found in the Deaf Smith County History Book, while others are new. There was not enough room for inclusion of all of the histories in this special edition of the *Brand*, and some will be published during the week in the editions of the *Brand* leading up to the centennial events.

family to Hereford where they made their home at 501 E. 11th Street (Union). His appointment as special agent and inspector for the American National Insurance Company of Galveston made it necessary for him to travel by rail through this part of Texas and all of New Mexico, and Hereford had the railroad.

In 1924, the Irelands completed their family with the birth of twins, Richard and Rachel.

E.S. Ireland did not consider himself a real pioneer of Hereford since he was not here at its founding, but he was an enthusiastic, civic

minded gentleman and became involved in the building of this "up and coming" town, as he referred to it.

He served as mayor from 1924-1932 and from 1944-46 during World War II. He also was engaged in farming, Thompson-Ireland Abstract, Ireland-Beavers Motor Co. and in the real estate business.

Ireland was a member of the hospital board when the hospital was planned and completed, on the board when the first high school was built, president of the Farm Loan Association, Chairman of the County

chickens, hogs, turkeys and milking cows.

Mrs. Luke sewed all the family's clothing, and they rendered lard and made soap when they butchered hogs.

They sacrificed part of the "egg and cream" money to pay Mrs. Carl Mountz for piano lessons and Lucie Borden for tap-dancing lessons for their children. The children attended Dawn School and later high school in Canyon.

In 1937 they drilled an irrigation well. Crops and prices improved, enabling them to send their children to college. They moved into Hereford in 1947. They have been active members of St. Anthony's Catholic Church for 65 years.

Their children are Leona Paetzold of Greeley, Colo., Evelyn Clements of Dumas, Mildred Betzen and Marcella Hoffman of Hereford.

THE KAUL FARM

In 1909, a farmer Albert Kaul of Richardson County Nebraska and a furniture store owner in Sabetha, Kan. came to Texas in search of "that cheap land" which they had read about in the papers.

A promoter met them at the train and they were shown the vast expanse of land west of Hereford. They ended up buying a half section a half mile south of the present village of Westway. Mr. Kepner took the west quarter of the section and Albert Kaul the east quarter.

The land was unused except for occasional cattle grazing. In 1929 a plow and tractor were shipped to Texas.

One of the sons, Merlin came,

Democratic Party, a charter member of the Lion's Club, secretary-treasurer of the Cemetery Association and clerk of the session of the First Presbyterian Church for 19 consecutive years.

A man of high personal integrity, he was respected and loved by his family and the members of the community.

When he became quite elderly, he remarked while gazing at the lights of Hereford encircling the horizon, "I always dreamed that Hereford would grow to be a good and prosperous city, and it has."

FRED GONZALES

Fred and Pilar Gonzales, with 11 children, first came to Hereford in 1945. Fred was a widower with two children when he and Pilar were married. The first two years here they lived in the San Jose Labor Camp and worked in the potato fields, moving back to San Angelo after harvest.

The third year 10 other Gonzales families accompanied them here. They put up four large and four small tents on the George Heard farm south of town and lived there.

In 1948 Fred moved his family from San Angelo, where he had been a policeman. In 1952, Fred became Hereford's first Hispanic policeman. He also had the first Spanish program on KPAN, and became a notary public in 1953 to help Mexican

broke the sod and planted wheat. He returned to Nebraska each winter and would come back to Texas for the harvest. Because of the drought during the dust bowl years, there were no great harvests.

In 1934 Merlin married Leta Stoner, a school teacher. After the wheat was planted, they went to Colorado so Merlin could work on the Moffat Tunnel, but Merlin continued to check on the farm in Texas.

In 1937, their son Larry was born and they came back to Texas to stay. They planted an orchard and windbreak and got a windmill.

Their second son Walter (Bussy) was born in 1939 and they built a new house on the land.

Westway had grown and Leta was writing the Westway news. They bought the Kepner land and when Merlin's parents died, a brother Basil received 40 acres which he sold to Wilber Axe, its present owner.

The sons of Merlin and Leta attended Oklahoma State University and received degrees in agriculture. Walter lives at the farm and Larry lives in Miami, Tx.

Merlin died in 1974 and Leta has continued the care of the farm, which now has two irrigation wells.

Leta still lives in Hereford and is retired from teaching. Over the years, she has taught at Hereford, Walcott, St. Anthonys and tutored for several years.

residents get their driver's licenses.

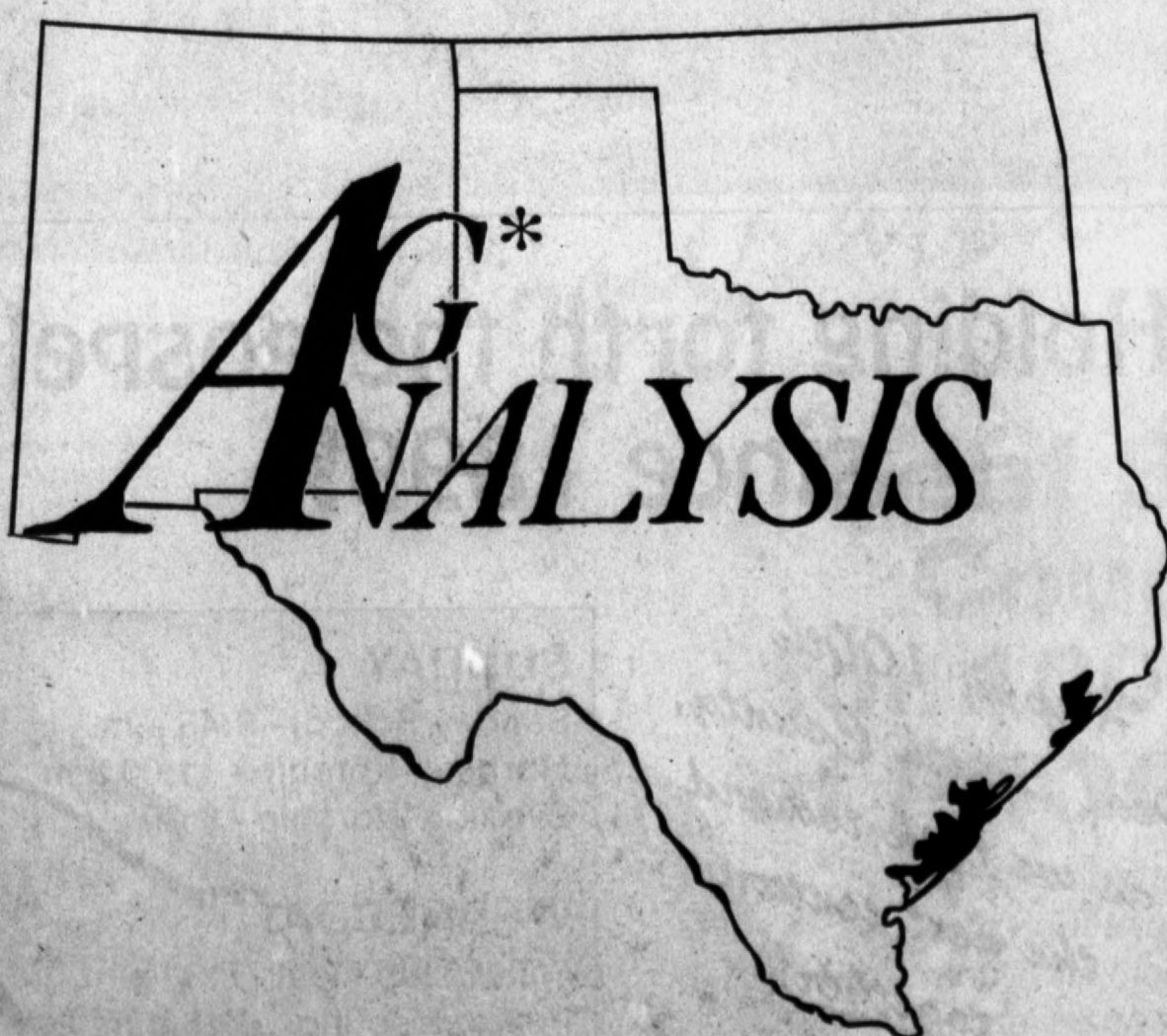
Fred, Pilar and their children ran the Texas Theater, Star Theater and Tower Drive-In for Francis Hardwick for many years. The family also managed the Texas Apartments, above the Texas Theater, for many years.

Fred died Oct. 13, 1970.

Pilar was a midwife, and delivered eight of her own nine children, and most of grandchildren and great-grandchildren. She helped Dr. Lena Edwards, who had a clinic at the Labor Camp. She was a midwife for many years and helped deliver hundreds of children in Hereford.

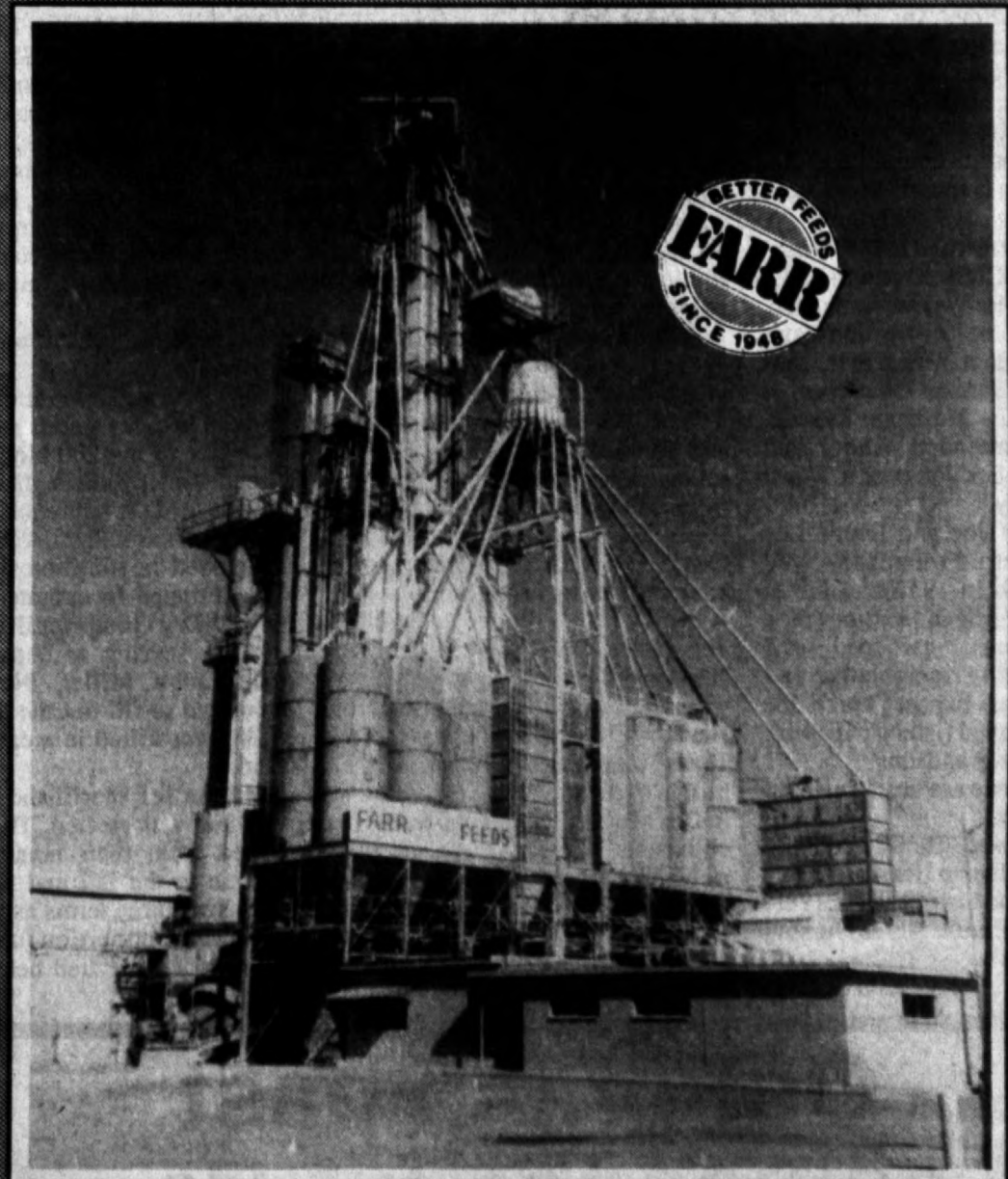
Their children include Fred Jr., Mary Serrano (died in 1975), Margaret Gamez, Sara Griego, Catherine Celaya, Roy, Gloria Arsola, Lorina Estrada, Joe, Juanita, and Yolanda Guerrero.

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Walsers one of many families going strong

The following account of the Walser family was written by members of the Walser family.

On October 22, 1885, and March 26, 1888, respectively, Fate Walser and Charlie Walser were born the eighth and ninth children of thirteen to Samuel Lafayette and Matt Ingram Walser.

The Walser family lived in Montague County, Texas at the time and shared a special friendship with

the family of J.C. and Lena Lance, who lived nearby.

When Fate and Charlie were teenagers in 1903, the Walsers moved to Hardeman County, Texas, near Chillicothe. About the same time, their good friends, the Lances, also relocated their family to the same area. Little did the parents of these two families know that their longtime friendship would blossom into two more families that would eventually call Deaf Smith County, Texas home.

In 1906, Fate Walser married Laura Lance; the son of one family beginning a new family with the daughter of his parent's good friends. Two years later, in 1908, Charlie Walser married another Lance girl, Della, and the Walser/Lance legacy was born. From the beginning, it was evident that the friendship begun by their parents would continue for many generations to come.

When both of these new families

were quite young, in 1912, they moved together to the community of Jericho, in Donley County. Three years later, in 1915, they moved again to McLean, in Gray County. They made their last major move in March 1917, when Fate and Laura Walser along with Charlie and Della Walser purchased land near the community of Summerfield, southwest of Hereford, in Deaf Smith County.

The Lances

J.C. and Lena Lance had followed their daughters' families in each successive move after their marriages. When they arrived in Deaf Smith County in 1918, they purchased land on the extreme Southern border of the county and made their home there. Later, Mr. Lance acquired a quarter-section of land, adjacent to the original purchase, which lay in Castro County.

This land would later be used for the Italian Prisoner of War Camp, and is today the site of the POW Camp Chapel and Memorial.

Soon after the Walser families settled in Summerfield, both of the Walser men had established themselves as strong community leaders.

The Fate Walsers

Fate Walser was a Trustee of the Summerfield School when the 3-room brick building was built about 1921. Fate and Laura, along with their daughter Zella Mae, moved to Hereford in 1924 so that Zella Mae could attend Hereford High School.

Zella Mae married C.J. Crump in 1931. Their daughter, Zell, had two daughters, Keile and Kari. Zell died in January 1975, and Zella Mae died in April 1990. The granddaughters, Keile Proffitt and Kari Peterson, are the only survivors of the Fate Walser family.

Although the descendants of Fate and Laura Walser have not lived on their land in Summerfield since 1924, the land, now a part of the Crump Estate, continues to be held by the granddaughters.

The Charlie Walsers

Charlie Walser was a deacon in the Summerfield Baptist Church and in the mid-1920s was one of the leaders in the construction of the new stucco church. Charlie also served several terms as a Trustee for the Summerfield School.

In 1954, Charlie and Della leased their Summerfield farm and moved to 425 Star Street in Hereford. Della died in January of 1974, after a long illness. In 1978, Charlie sold the family farm to Kenneth Christie of Hereford.

Today, Charlie, who is 102, lives in the home he and Della bought on Star Street. His son, D.C. Walser lives with him. Two other sons, Guy Walser, of Summerfield, and Hollis Walser, of Hereford, and his only daughter, Leatrus Clark, also of Hereford, take turns getting him to the Dairy Queen each day for coffee and a visit with his friends.

Charlie has 104 descendants, and is one of the oldest residents of Deaf Smith County.

JOE STAGNER FAMILY

Joe Stagner, a native of Alabama, and Jennie Lee Easter Stagner came to Castro County with three daughters, Donnie, Lottie and Della, from Itasca in 1905 with the W. F. Easter family on an immigrant train. W.F. had purchased land about 12 miles south of Hereford and had given a labor of land to each of his children, including Jennie Lee Stagner.

The men of these families built houses, including a two-room house just east of Easter Grain for Joe and his family. Supplies were hauled from Hereford. The Stagner farmed, raised cattle and added Owen, Olive and Price to the family.

A school was organized at Easter. The girls attended school there until the school funds were exhausted. The family moved to a rent house about two miles north to have more room for the family, more land to farm and so the children could attend school at Frio. Fred, Pat and Earl were born while the family lived there.

There was always work for everyone, and one had to be skillful to avoid doing one's share. There were fun times and a few big events that furnished pleasure. The fun times included making molasses candy and Mama reading aloud to the entire family.

Two big events were an overnight fishing trip to Tierra Blanca Creek where we cooked our supper by a campfire. We had skinned jackrabbits because we caught no fish, and we slept on the ground.

Another big event was a trip to Hereford to see a "talking picture show," Zane Grey's "U.P. Trail." The excitement and sheer delight of such experiences were immeasurable.

The neighbors were always very important to the Stagner family in sharing Sunday School, church, Sunday dinners, visitings, singings, games, harvesting, quilting, butchering, ice cream suppers, and even illness and death. August was always the time for protracted meetings at Easter or Frio School.

The family later moved to the W.F. Easter house, then to the Flagg community where Fred, Pat and Earl attended school at Sunnyside, then graduated from Dimmitt High School.

Donnie was married to G.P. Owen, Lottie to Earl Clark, Owen to Lillie Clark, Olive to Wayne Lawrence. Price joined the Army and later married Margaret Mueschler, Earl married Joy Farmer. Fred was a seaman with the Merchant Marine, while Della attended school and became a teacher. Pat was a World War II casualty.

About 1941 Joe and Jennie Lee moved to Hereford where they lived until her death in 1952 and his in 1959. While living in Hereford they raised chickens, gardened and enjoyed visiting neighbors and attending Avenue Baptist Church. Joe especially enjoyed fishing trips with friends and his grandsons.

Joe and Jennie are buried at West Park Cemetery.

Donnie, Owen, Della, Fred and Earl presently live in Hereford. Price died in 1987 and Lottie died in 1988. Olive lives at Prairie Acres Nursing Home in Friona.

—By Della Stagner

IRA RICKETTS FAMILY

In 1899, Will Ricketts, his wife Vic, their five children, her sister Maggie and Maggie's husband Dee Cook made a prospecting trip to the High Plains. It rained on them from Quitaque on, lakes were full, grass was high.

It was so good the Ricketts moved from Ellis County to the Jumbo Community south of Hereford, buying a section of land and living in a half dugout. They were just in time for bad winters in 1902-03, 1904, and 1906. The seed they planted in 1902 didn't sprout until 1903. But, they persevered.

In 1907, the Ricketts, with their children Maude, Ruth, Inez, Ira and Claude, moved to south Hereford, then the next year to a farm on the northwest edge of Hereford with their house on what is now Plains Ave. They had a beautiful orchard, grapes and garden, raised alfalfa, and had their own cows and chickens.

They were members of First Christian Church, where Will was a deacon and sang in the choir with Claude, Ruth and Inez.

Will was born August 10, 1863 in Ellis County, and passed away on May 5, 1941. Vic was born Nov. 18, 1864, also in Ellis County, and died June 6, 1938.

Ira Ricketts farmed for many years and was long active in First Christian Church here.

Claude Ricketts established a real estate and loan business in 1925, and Claude continued in that business after Hill retired in 1945.

THE HODGES FAMILY

Velma Caldwell, daughter of pioneers, C.P. and Kate Caldwell, who moved to the Progressive Community in the early '20s and Cecil Hodges, son of Charles and Ollie Hodges, who came to Deaf Smith County in 1890 were married December 15, 1927 and moved to their home north of Dawn in the Daniel Community.

Cecil was engaged in farming and ranching, until the family moved to Hereford in 1938 due to failing health of Cecil.

Cecil passed away in 1940, which left Velma to provide for her children. She attended business school taught by Mrs. Ralph McCullough while her younger sister, Eunice, stayed with the family and helped with the children.

Velma was elected County Treasurer in 1941 and served in this office until she retired in 1971.

Doris Jo, the oldest child, married and lived in Flint, Mich. She has seven grown children.

Betty graduated from Hereford High School and married Bobby Owen. They still live in Hereford and have four grown daughters.

Keith, the youngest, had the distinction of throwing the first Hereford Brand when home delivery was started. After graduation from Hereford High School and West Texas State, where he played football, he married Sue Sowell. He now lives in Des Moines, Iowa. They have three children.

Velma presently lives in Ave. J, enjoys being outside and hearing from her fourteen grandchildren, twenty great-grandchildren and three great-great-grandchildren.

HENRY HASTINGS

Henry Hastings was born in Weatherford in 1877, and Ina Tomlinson was born in Tulia in 1891. They were married in Tulia and had three children when they loaded up their Hupmobile and a horse-drawn wagon in 1917 and moved to Hereford.

They had three more children while here, rearing them in their house on Bradley, then on fourth Street. All six children graduated from Hereford schools.

They were members of the Presbyterian church, and Henry was a farmer and rancher all of his life. He also served 22 years as a Health Brand Inspector.

HOMER E. HENSLEE

Homer Henslee was born June 9, 1894 in Lyon, and came to Deaf Smith County in 1925 by way of Oklahoma, where he married Susan B. Anthony Worth on Jan. 4, 1914. He was associated with his brother-in-law, Gus Streu, for 20 years, and established his own hardware store for two years after World War II before he moved to Arkansas.

He soon returned to Hereford and worked as deputy tax assessor. He served two terms as county judge before retiring due to ill health in 1960. During his tenure the courthouse and grounds were renovated, and the jail and Bull Barn were built.

The Henslees were active in the Methodist church, and Mr. Henslee was on the hospital board and served the credit union for 30 years.

Their children included Homer Jr., Betty Sue, Donald Dee, and Mary Ellen.

THE J.O. NEWELL FAMILY

J.O. (James Orville) Newell came to Hereford in 1906 from Silverton, Texas, he was the son of Mr. and Mrs. E.J. Newell.

He married Merline Ethel Patton on Oct. 13, 1907. She was the daughter of William Hamilton Patton and Nancy Melcina Droke formerly of Breckenridge, Texas.

They had six children, Charles, Orland "Bub," Gaylord, Elaine (Mrs. John Willoughby), Virginia (Mrs. Richard Winget) and Nadene (Mrs. Darrell Blanton). Elaine lives in Oklahoma City, Ok., Nadene is deceased and the rest continue to live in Hereford.

J.O. Newell worked for J.G. Callens in a dry goods store on the west side of the 200 block of Main Street. When Callens died in 1914, Newell and D.F. Ashbrook bought the store. Newell bought Ashbrook out and moved the store across the street. He continued to operate it as J.O. Newell Dry Goods until 1930.

After serving as deputy sheriff under John Miller, Newell was appointed to fill out the term when Miller was killed in a car wreck in 1936.

He ran for sheriff the following term and was elected. The Newells moved from their home on Park Avenue to the jail and lived there during his three terms as sheriff.

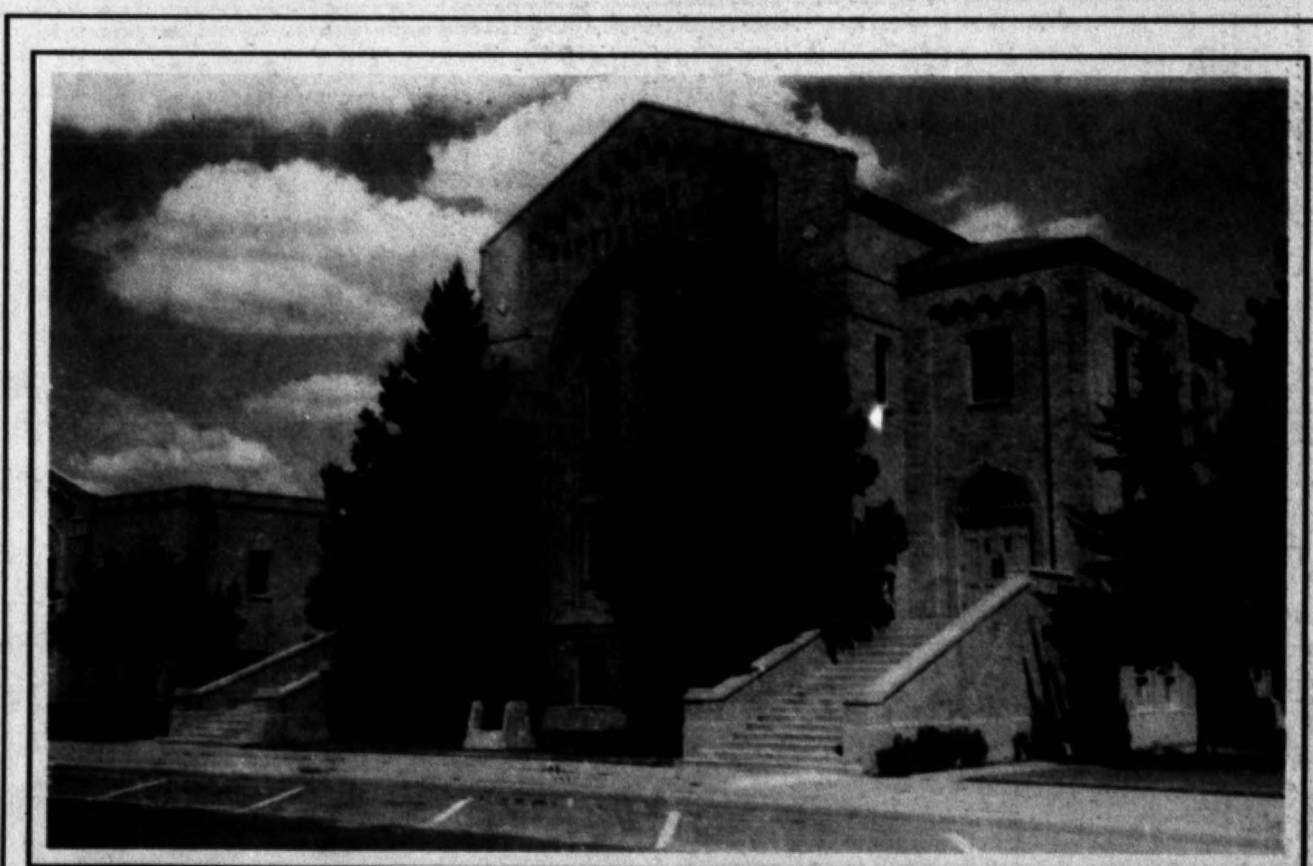
Newell died here on June 5, 1958. Merline Newell died here Oct. 12, 1973.



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since 1899!**

*Happy 100th
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SUNDAY
Sunday School - 9:45 a.m.
Morning Worship - 11:00 a.m.
Evening Worship - 6:30 p.m.

WEDNESDAY
Fellowship Meal - 5:30 p.m.
Prayer Meeting - 6:15 p.m.

First Baptist Church

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in this county's 100-year growth!**



ANTHONY'S
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Sugarland Mall



Whitefaces two time champions

For many years the UIL allowed teams in Class B to advance no further than the bi-district round. In 1928 and 1929, the Hereford Whitefaces won the bi-district championship, going undefeated both seasons. Team members included (back row, from left) assistant coach B.H. Hopkins, J.C. Gilbreath, C.T. Higgins, Frank Cogdell, Bernard Seed, Orland Newell, Orr, George Heard, Jack Gililland (mascot) and head coach Tom

McCullum; (middle row, from left) Preach Bower, Rafor Ricketts, Richard Stone, Homer Brumley, Claude Longbottom, New Gililland, Bart Sisk and Deward Roberson; (front, from left) Woodrow Ireland, J.T. Mitchell, George Jowell, Bill Mitchell, Babe Russell, Ralph Clennen, Woodrow Gilbreath and Sandy Jowell.

ARTURO J. GONZALES
Art Gonzales Sr. moved to Hereford with his family in 1941 and is active in business and civic affairs. He is the general manager and secretary-treasurer of Gonzales Brothers Plumbing Co.

He is a member of the Ramon Gonzales family, which came to Deaf Smith County as field contractors from Variadero, N.M., where they ranched. Art worked in the fields, attended Summerfield and Hereford schools as well as schools in Dimmitt, Colorado and New Mexico.

He met his wife, Dora, in Hereford and they were married May 5, 1957.

The Gonzales family attends St. Anthony's Church, and they have five sons and three daughters.

Art was a director of the Deaf Smith County Chamber of Commerce, and on the original board of directors of the Hereford Industrial Founda-

tion, has been an officer in Big Brothers/Big Sisters, and is active in Knights of Columbus and the Hereford Lions Club.

Mrs. Gonzales is active in Hereford Day Care.

SEFERINO DE LOS SANTOS

In 1942, while Hereford was still a young town, Seferino and Ygnacia De Los Santos moved to Hereford. They came here in June 1942 to work the potato and onion harvest, liked Hereford and made it their home.

Mr. De Los Santos was a field labor contractor until his death on Dec. 15, 1967.

The couple's children include Marie and Lioa De Los Santos, Delfina Pesina, Catherine Pesina, Guadalupe Flores, Esperanza Martinez, Rufus De Los Santos, Juan

De Los Santos, Seferino De Los Santos Jr., and Olga De Los Santos.

JEFF T. GILBREATH

Jeff T. Gilbreath was born July 3, 1879 at Columbia, Tenn., and first came to Deaf Smith County in 1899 because his father, J.A., thought opportunities were here.

Gilbreath brought his bride, Sally, to Texas in July 1901. Their first daughter, Jewell, was born in their one-room house nine miles southwest of Hereford on a section of land. In 1904 there was a bad drought and land was selling for \$4 per acre. He planted wheat that fall and moved back to Tennessee. The next summer he read in the Hereford Brand that the wheat had made 39 bushels per acre. He came back to this country in 1905 to south of Dimmitt, where the land was \$10 per acre.

He hauled wheat 40 miles to the

Harrison Elevator in Hereford until 1919, when he moved back to Hereford and built a house where Holly Sugar is now located. He was a member of First Christian church and was a Hereford school trustee. Sally died on Jan. 13, 1925. He later married Ruby Wilson Shirley, a member of another pioneer Deaf Smith County family.

Jeff Gilbreath died on Feb. 11, 1964.

Children of Jeff and Sallie Gilbreath are Jewell Rhodes, Eunice Woodford, Lucille Posey, J.T. Jr., Woodrow, J.C., Sallie Kirby, and Lois Agnes Petersen.

F.H. OBERTHIER

There was little that happened in Hereford and Deaf Smith County from 1901 until his death on Dec. 7, 1968, at the age of 99, that did not involve F. H. Oberthier.

He was one of the 40 persons who

Many local families have been stars

W.H. RUSSELL

Mention the name Russell to those who lived in Hereford from the 20s to the 40s and you likely will end up in a discussion of the athletic prowess of the six sons of Judge and Mrs. W.H. Russell. The couple had a boy or boys on local teams continuously for so many years that they wore out three cars following them to games. Mrs. Russell said to her knowledge they missed only two of the games in which their boys played over a 20-year period.

"We missed the very first one because we didn't take Artis seriously when he was in the seventh grade and came home to announce he was going to play football at Clovis that afternoon," she said.

The Russell cars were not the only possession which took a beating. Noah Ewton like to tell of the game at Shamrock when Mrs. Russell got so excited that she tore up a new hat and ruined a pair of shoes.

William Henry Russell was born in Dixon County, Tenn., on Oct. 18, 1879. The family came to Texas in

1890. He attended school near Paris and graduated from the University of Texas Law School in 1901. On the advice of Gov. Hogg, for whom he had worked for a few months, he came to Hereford in 1902, becoming one of the city's first practicing lawyers. He served as Deaf Smith County judge from 1904-10, and the court house was built during his term.

Bill Russell met his future wife, Nora Alice Daniel, when "Ma" Daniel and her daughters came to operate the Hereford House where the bachelor lawyer was living. She was born in Cooke County on Jan. 5, 1883. They were married here on March 1, 1905. Judge Russell continued his law practice here until his death on May 17, 1950. They were active in the First Christian Church.

L.B. is the only one of the children of Judge and Mrs. Russell still living in Hereford. Others are Daniel, Albuquerque, N.M.; Nora Jeanne Geppen, Levelland; Mary Ruth Barren, Hobbs, N.M. Deceased are Artis, Jess, Bake and Jack.

Blanca Creek, the bedspread was pulverized. The machine had come back on and run and run and run...

Mr. Oberthier was born August 4, 1869 in Russ County, Texas, and married Amanda Holmesley on Jan. 10, 1894 in Comanche County. In 1901 they moved to Castro County and eventually owned 10 sections of land. He moved to Hereford when his ranch foreman, Lint Merriut, was ready to leave.

They were active here in the Christian Church, and he was a deacon. He was also a school trustee and oversaw the building of Central School in 1909. Mrs. Oberthier was active in many cultural organizations up to the time of her death on Jan. 21, 1957.

Their children included: Fred; Louise; Tinsley; Gaines; Elizabeth Lawrence; and Frances Hennen.



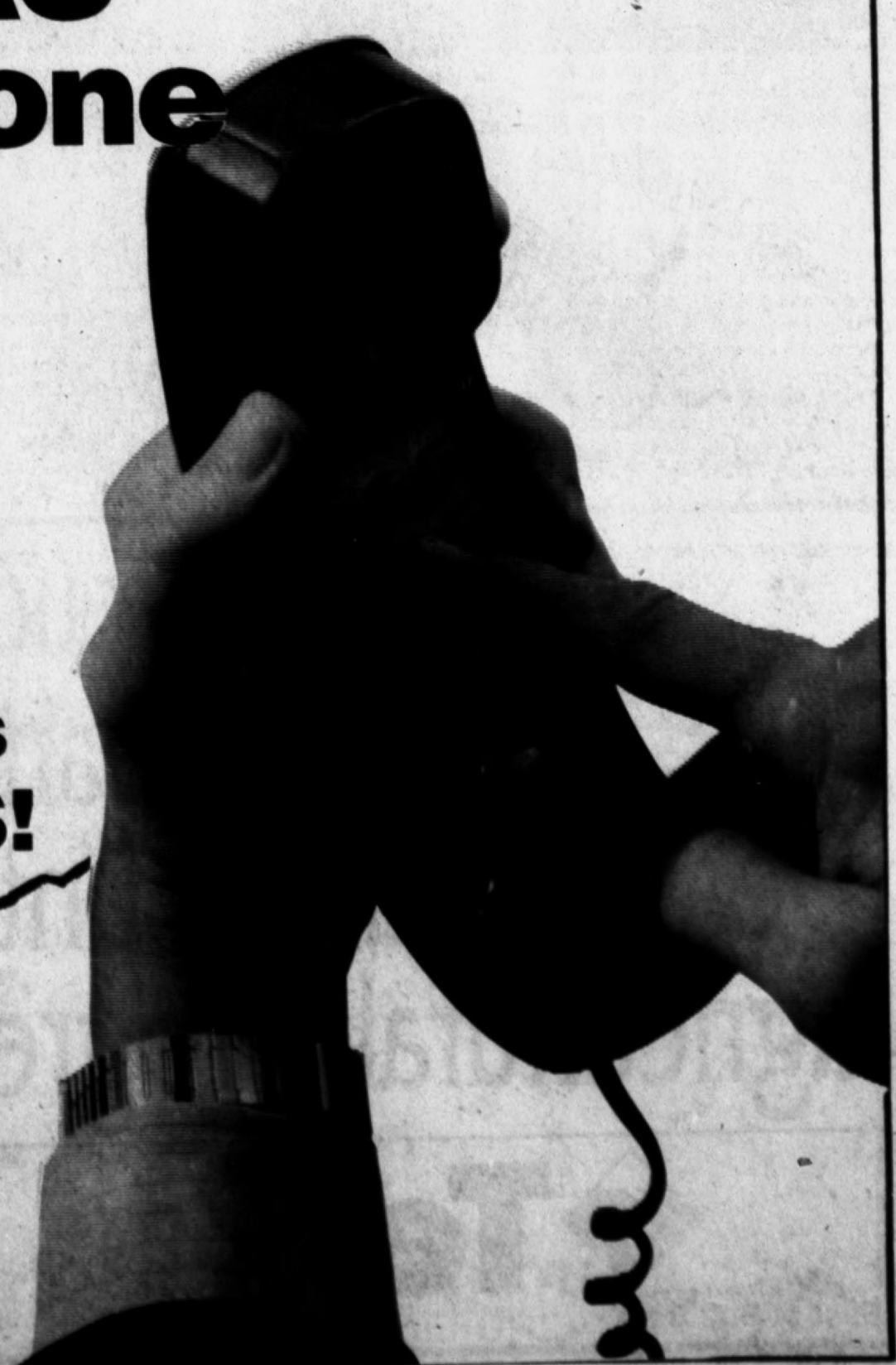
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Ready for a haircut and a shave

This is a Hereford barber shop in 1921. Pictured are Red London, Archie Amerson, Walter Orr and Little Red Albans. (Courtesy Deaf Smith County Museum)

JAMES W. WITHERSPOON

James W. Witherspoon was born in Indianola, Okla., on Sept. 20, 1906. He moved with his parents, Mr. and Mrs. Ernest Witherspoon, to the Bellview, N.M., area, west of Hereford just across the state line.

Jim graduated Bellview High School in 1923 and enrolled in the University of Texas Law School. He later transferred to the University of Oklahoma, where he received the Bachelor of Law degree in 1929.

He selected Hereford as the place to begin his practice in the summer of 1929, just in time for the Great Depression that began that October. Mr. Witherspoon formed a loose association with Carl Gilliland for almost 20 years.

Jim Witherspoon became Hereford city attorney in 1929 and he or a member of his firm has represented the city since. In 1932 he became one of the youngest district attorneys in the history of the state, and in 1940 he was appointed District Judge. He was later elected twice to that post before resigning and reinstituting his private practice, which grew to become Witherspoon, Aikin and Langley.

He has been active in his practice and in many professional organizations; is a former Texas A&M University regent; and has been active in many

civic organizations in Hereford and the region.

Witherspoon is likely best known in recent years for his work in the Texas Sugar Beet Growers Association. Witherspoon helped change the sugar laws in the United States and obtain the acreage necessary to entice Holly Sugar to build its facility here. The plant opened in 1964 and pumps better than \$50 million a year into the area's economy.

He has been associated with the First National Bank of Hereford since 1934, when he first became a stockholder and director, and still serves on the bank's board. He has also been involved in the formation of many businesses in Hereford and helped direct Hereford's "boom" from the late 1940s through the present time.

He married Margaret Gilliland in 1930. They had one child, Eleanor Irene Couch. Margaret died in 1957. In 1959, he married Elizabeth Womble.

THELMA MCMINN

Music has been a vocation and joy in the life of Thelma McMinn, who taught in schools in Hereford, Tulia and Dimmitt, and taught many a music lesson after her "retirement."

Miss McMinn is a member of a pioneer Summerfield family; her grandparents began ranching there around the turn of the century. The daughter of Mr. and Mrs. J.B. McMinn, she attended Summerfield schools and Hereford High, where she was salutatorian in 1928.

She received her BA degree from West Texas State College in 1931, and taught piano during the Depression. She traded piano lessons for milk, eggs, meat and other goods when cash was scarce.

Miss McMinn taught in the Hereford schools, 1933-1950, Tulia in 1951, then in Dimmitt from 1952-76, when she retired. She shared her love of English, her main teaching field in schools, and music, in schools and in private lessons, with thousands of school children. Many of them shared her love for literature and music.

She compiled and conducted many outstanding musicals and vocal groups, plus many aspiring pianists. She played, from the age of nine, for church in Summerfield, where her father was the song leader, and played either piano or organ in Hereford churches until her retirement.

Traditions are very rich

TOMAS GONZALES

The Tomas Gonzales family came to Hereford in 1944. Mr. Gonzales managed potato sheds for Joe Peters, Fred Neil, Bruce Powers and many others. He was also a field contractor and had his daughters driving trucks. Lilia Galves, one of his daughters, was his strong hand when it came to driving the loaded trucks to the shed for unloading. Alicia, another good driver, married into the De Los Santos family.

Mr. Gonzales was born August 3, 1903 at Sabina, Mexico, and married Salustina Martinez on Oct. 16, 1922 at Lockhart. They came here from Vernon. He was also one of the first to direct the work of the Italian prisoners of war from the Hereford Prisoner of War Camp, when they worked in potato fields.

Tomas also helped in the building of the present St. Anthony's Church, using his trucks to haul construction supplies at no cost to the church.

A.B. SCHULZ FAMILY

A.B. Schulz was born in Germany on Feb. 17, 1868, and moved to Deaf Smith County from Kansas in 1909. He first took his family to live on the old Escarbada Ranch, 40 miles west of Hereford, before moving into Hereford.

Schulz established Hereford Dairy in 1911, buying Hereford Dairy from Lester Weaver and College Dairy from Hereford Christian College. He moved his family to a place he bought just east of Hereford on what is still called Dairy Road.

Because son Harry was needed to help farm, the two older girls, Ida and Anna, became Hereford's milk maids. Anna used a pair of white mules on which she had to use a wire-tipped whip to make them go. However, they stopped in their tracks with a whoa from anyone, and local boys teased the pretty blonde by stopping her team. Ida drove two horses which soon learned the route, would go

when she whistled, turn a corner and stop at her whoa. Milk was 10 cents a quart, and butter was 25 cents per pound. The Schulz children, also including Fred, Herman, Walter, Edna, Leona, Clarence and Hereford, attended Hereford schools. Ida, Harry and Anna also attended Hereford Christian College in 1910-11.

A.B. Schulz fulfilled a long-standing dream by organizing the Farmers Creamery Cooperative in 1929. The building to house the creamery was under construction when he died that year. His wife, Catherine, continued with the work after moving into town. She died in 1948.

PERRY MCMINN

Perry McMinn lives near Summerfield in the house his grandfather, W.P. McMinn, built in 1906. He returned from service in the US Navy in 1948 and purchased the farm from the W.P. McMinn Estate, one of the 20 heirs. He farmed and raised Black Angus cattle.

The son of J.B. and Brunette Witherspoon McMinn, he attended school at Summerfield, then Hereford. After graduating HHS, he attended West Texas State Teachers College at Canyon three years and began teaching. He married Geraldine Bellar in Clovis in 1930. He taught for several years, farmed, operated a general store in Summerfield, then was a Texaco wholesale agent in Dimmitt. He was drafted in 1944.

After his return he married LaVerne Posey Longbottom on April 21, 1949. She had four daughters, Marian Goodin, Pat Barrett, Abbie Frazier and Nan Walden. Perry and LaVerne had two children, William Posey (Bill) and Cynthia.

FRANK J. EBERLE

In 1904 an excursion trip to the west was promoted in Chicago. Frank Eberle was with the Steinway Piano

Co. in Chicago. He took the trip. Hereford was about the end of the line.

He bought a quarter section of land northwest of town. Several years later, he saw it again.

He moved to Ohio, married Caroline Scherer and had two children, Howard and Genevieve (Guseman). They all came to Texas about 1915, bought a house on 25 Mile Ave., and moved it to the farm.

The Eberles were very involved in church here, and helped turn the old courthouse into St. Anthony's church and building the school, which is now the County Museum. Mrs. Eberle had been a piano and voice teacher in Ohio and organized a church choir and was organist and soloist.

They also farmed, and one of the early potato and onion crops in the county was grown on their place by "Potato Joe" Ballinger. Lacking a local market for the vegetables, Mr. Eberle loaded sacks of them in the car and sold them through Texas, New Mexico and Colorado, doing piano work along the way. A third child, Mary Elizabeth (Mrs. Bill Ford)

The Eberles finally gave up farming and moved to town, eventually buying a home on Ave. G. Mr. Eberle joined the McDonald & Borden Real Estate firm and went to Gainesville, Lindsey and Muenster and brought many of our good farmers here. Many of those farming families are still here today.

Frank Eberle died in 1941, Caroline in 1943, and Dr. H.J. Eberle in 1969. Genevieve graduated UCLA, returned to Hereford, and worked for the district attorney and Pitman Grain. Mary Virginia also graduated UCLA and lives in California.

ERNEST GRIEGO

The surname "Griego" isn't the true surname of this family. It is known that a young couple settled in what is now San Jose, a village on the Pecos River in New Mexico. The man was of Greek origin and his late name was difficult to pronounce. The native Spanish people called him "El Griego," "The Greek." This was in 1845.

Ernest Griego was born in Variadero, N.M., and married Lela Garcia there in 1930. She died in 1940. The family, including Rose Carlton, Teodora Pacheco, Joe, Bobby, Lala Baca and Martha Cortez, moved to Hereford in 1940, where Ernest made a home for them while he worked for J.G. Evans and J. B. Noland.

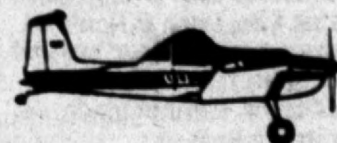
In 1944 Ernest married Dolores Ortiz. They had 12 children: Clara, Rita, Irene, Max, Julian, Beatrice, Emie, Tony, Betty, Annabell, Rosemary and Jimmy.



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Happy Birthday, Deaf Smith County!

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1932 - Hereford, TX - The city begins improving 25 Mile Avenue and other city streets with caliche.

San Antonio, TX - Elmer Doolin begins manufacturing Fritos brand corn chips.

Nashville, TN - Herman Lay begins distributing potato chips in Tennessee and Kentucky.



1990 - Frito-Lay, Inc. and Deaf Smith County, continuing a relationship from which millions benefit, look forward to future progress!

Happy 100th Birthday, Deaf Smith County!



We're proud to be a part of Deaf Smith County's agricultural progress!



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Recipes varied with cupboard's contents

(THE BRAND, 1973)

Pioneer cooking was different in many respects.

Women found their usual recipes, or receipts as they were called by old-timers, had to be altered according to the availability of ingredients such as eggs, lemons, etc.

Recipes from some of their early family favorites are here reprinted. When the recipes were submitted originally, the women estimated measured ingredients for those not proficient in the "pinch and dash" method of pioneer cooks.

A number of the women whose recipes appear here are no longer living, but their reputation as outstanding cooks remains as pleasant memories to a host of citizens. Almost everyone has memories of "what grandma used to make."

Larrie LeGrand, grandson of the late Mrs. Ida Ricketts who came to the Plains with her parents in 1890, expressed the sentiments of most of the younger generation who stood around, waiting for a pan to sop or a bit of raw dough, when he observed his mother as he gestured.

"You know, when Mama cooks she just takes a pinch over there, and over there, and over there, and it's the best I ever ate."

One of Mrs. Ricketts' popular old-time desserts was her vinegar rolls, made as follows:

VINEGAR ROLL

Prepare a rich biscuit dough and roll out a part of it as for a pie crust, dot with butter and spread on a thick layer of sugar. Roll and place lengthwise in a glass baking dish.

Continue until the dough is used up and the dish is covered by placing one roll beside the other.

Cover just to the top (but not over) with a mixture of one-half cup vinegar to two cups water. Dot with butter and bake in a slow oven until the crust is done, but the roll should still be moist.

Another equally popular dessert was a Butter Roll. The method was the same as the Vinegar Roll, with the addition of nutmeg inside and on top of the roll which was then covered with either milk or warm water instead of the vinegar-water solution.

Fruit cobbler appeared often at mealtime. Mrs. J.D. Bourn, who died in 1959 just before her 95th birthday, was the mother of Essie Cardwell and Mary Bourn. She made a Vinegar Plate Pie and a bread pudding from leftover biscuit, that were favorites of her family.

VINEGAR PIE

3 tablespoons flour
2-3 cups sugar
1/4 teaspoon salt
2 cups boiling water
2 tablespoons butter
3 egg yolks
1 tablespoon vinegar

Mix flour, sugar and salt, then add 2 cups boiling water, stirring constantly. Place this mixture over boiling water, in double boiler, and cook for 15 minutes, stirring occasionally, then add butter and beaten egg yolks and cook 2 minutes longer. Cool slightly and add 1 tablespoon vinegar. Place in previously baked pie shell, and cover with meringue made from the three egg whites.

Meringue: To three egg whites beaten to heavy foam stage add 1/4 teaspoon salt and 1/4 teaspoon cream of tartar. Mix thoroughly. Then add 6 tablespoons of sugar one at a time, and continue beating until mixture piles up a heavy lustrous peaks then spread on the pie. Bake in 350 degree oven for 12-15 minutes or until well browned. Watch closely.

BREAD PUDDING

2 cups small cubes dry bread
1 1/2 cups water
4 cups milk
1 tablespoon butter
1/4 teaspoon salt
3/4 cup sugar
4 slightly beaten eggs
1 teaspoon vanilla

Soak bread in water 5 minutes. Bring milk to scalding and add butter, salt and sugar. Thoroughly drain crumbs and add to hot mixture.

Pour over the eggs and add vanilla. Mix well. Pour into greased baking dish. Place dish in pan of hot water. Bake in slow oven 325 degrees, until firm, about 50 minutes. Serve with lemon or hard sauce. Biscuit is best for this, however toasted light bread is very good.

This recipe can easily be divided in half and makes a nice size dish for a small family.

Mrs. J.L. Mauk, now a resident at Westgate, was introduced to pioneer cooking when she moved to the Plains with her family in 1891.

Here is her recipe for Buttermilk Pie:

BUTTERMILK PIE

3 eggs beaten together
1 cup buttermilk
2 cups sugar
1/2 cup butter
1 teaspoon vanilla
2 tablespoons flour

Mix the ingredients together, pour into an unbaked crust and bake until set in a slow oven.

Mrs. W.H. Russell, who died last year, mother of L.B., who still lives here, had an unusual recipe for a corn meal pie which was a favorite with her family before she married and with her own family as well. A bunch of boys is always a reliable proving ground for good food and the recipe has been passed on many times as a tribute to pioneer cooking which began for Mrs. Russell in 1902 as a newcomer to the Panhandle.

MEAL PIE (CHESS)

2 cups sugar
1/4 cup meal
1/2 cup butter
4 eggs

Cream butter and sugar, add well beaten eggs and meal and mix well. Pour into an unbaked pie crust and bake in a slow oven. Enough for two pies.

Stewed dried fruits were common on the table of the pioneer but when the housewife wanted to dress them up a bit she made them into fried pies.

FRIED PIES

Mrs. Andy Godwin

Mix a rich biscuit dough and roll out then on a well floured board. Place a saucer upside down on the dough and cut around the edge to make a circle. Cover half the circle with stewed fruit which has been sweetened to taste, leaving a little dough around the edge. Fold over and press the edges together well. Put into a skillet with a little heated fat and brown on one side, then turn over and cook the other. Continue until the dough is used up.

Mrs. Godwin likes to serve them warm with syrup but they are good as they are either hot or cold.

Corinne Neely, daughter of Mrs. G.R. Jowell, who is now deceased, contributes a recipe for a spread to serve with hot bread that her mother made to add variety to something sweet for mealtime.

EGG BUTTER

Mrs. G.R. Jowell

2 cups molasses
1 cup sugar
6 eggs (more if wished)

Bring the first two ingredients to a boil and add the well-beaten eggs while hot but not boiling, stirring in gradually. Stir constantly for three minutes. Add one large tablespoon butter and one teaspoon lemon extract. Serve with hot or sourdough biscuit.

PRICKLY PEAR PRESERVES

Practically every old-timer who came to the Panhandle as a child will recall rubbing the stickers from ripe prickly pear apples but several of the people who were here before the grocery store remember eating prickly pear preserves made by Miss Sallie Higgins, who is now Mrs. George Burns of Deming, N.M. Mrs. Charlie Hodges, who was also a Higgins before her marriage, isn't sure just how she made them, but more than likely she used the same method as for any other fruit after the stickers were removed.

Hap Wiseman, former chuck wagon cook and longtime employee of Southwestern Public Service, gave a demonstration some years ago on Sour Dough Biscuits.

As an introduction to his demonstration Wiseman told the women that the first essential of sour dough is a crock (stone jar) a half a gallon or larger depending on the amount of dough that will be needed for making bread. Continuing, he instructed them to put a peeled potato about the size of the fist into the crock and cover it with warm water. Add one teaspoon of sugar for each cup of

water used and enough flour to make a thick batter. Cover and let stand about three days for the batter to reach the right stage for bread making.

SOUR DOUGH BISCUITS

Melt a generous amount of shortening in the pan or dutch oven in which the biscuits are to be cooked and keep warm.

Sift flour into a large mixing bowl or a bread tray and make a well in the center. For a large pan of biscuit pour in about three cups of the sour dough batter reserving at least a cupful in the jar to keep the starter going.

For each cup of sour dough used add:

1/2 teaspoon sugar
1/2 teaspoon salt
1/3 teaspoon soda
1 teaspoon baking powder
1 tablespoon shortening

With the hand, mix into a soft dough. "Choke" off a small portion of the dough and roll between the palms of the hands until round. Dip into the melted fat and turn over. When the pan is filled set in a warm place to rise until double in bulk. Bake in a slow (300 degree) oven.

If the biscuits are cooked in a dutch oven over a bed of coals Wiseman says it is not necessary to put a great pile of coals on the lid but have them spaced so the air will keep them glowing to brown the biscuit.

Back to the sour dough crock while the biscuits are rising:

To replenish the starter, enough warm water should be added to cover the potato. Then the sugar and flour as in the first step except that the batter is now ready for breadmaking every day. When the potato is absorbed simply add another potato.

If biscuits are not made every day keep the potato covered with water to prevent it turning dark. To renew the starter pour off the water, add fresh warm water and make the batter as before. The starter will be a little slower to come back, says Wiseman.

He also warns that if the water is left longer than two or three days the contents will have a tendency to mold.

COWBOY STEW

The late O.G. Hill Sr., a grand master in making "son-of-a-gun" stew, said he seldom had anything go wrong. "I've been making son-of-gun so long that I've just about got it all memorized," Mr. Hill said.

Hill's formula for making "son-of-a-gun" went like this: First kill a calf. Now this sounds logical since son-of-gun is composed basically of beef. To water add the heart first because it takes longer to cook. About two-thirds of the heart makes up the correct quantity. Next comes the liver. Liver is an important ingredient and not too little or too much should be used. Approximately .4987589 of the liver is perfect, depending on the size of the calf; about one-half to one-third of the tongue is then added.

All these ingredients should cook about 40 minutes, more precisely 39 minutes and 42.4 seconds.

The principal ingredient of the stew, which is marrow gut, comes next. This should cook until the stew is almost done. How does one tell when it's done? Well, that's done the true masculine way-by tasting. The brains are the very last addition. Two sets of brains are good if one has them, but one will do. Water is added to the mixture as it is needed.

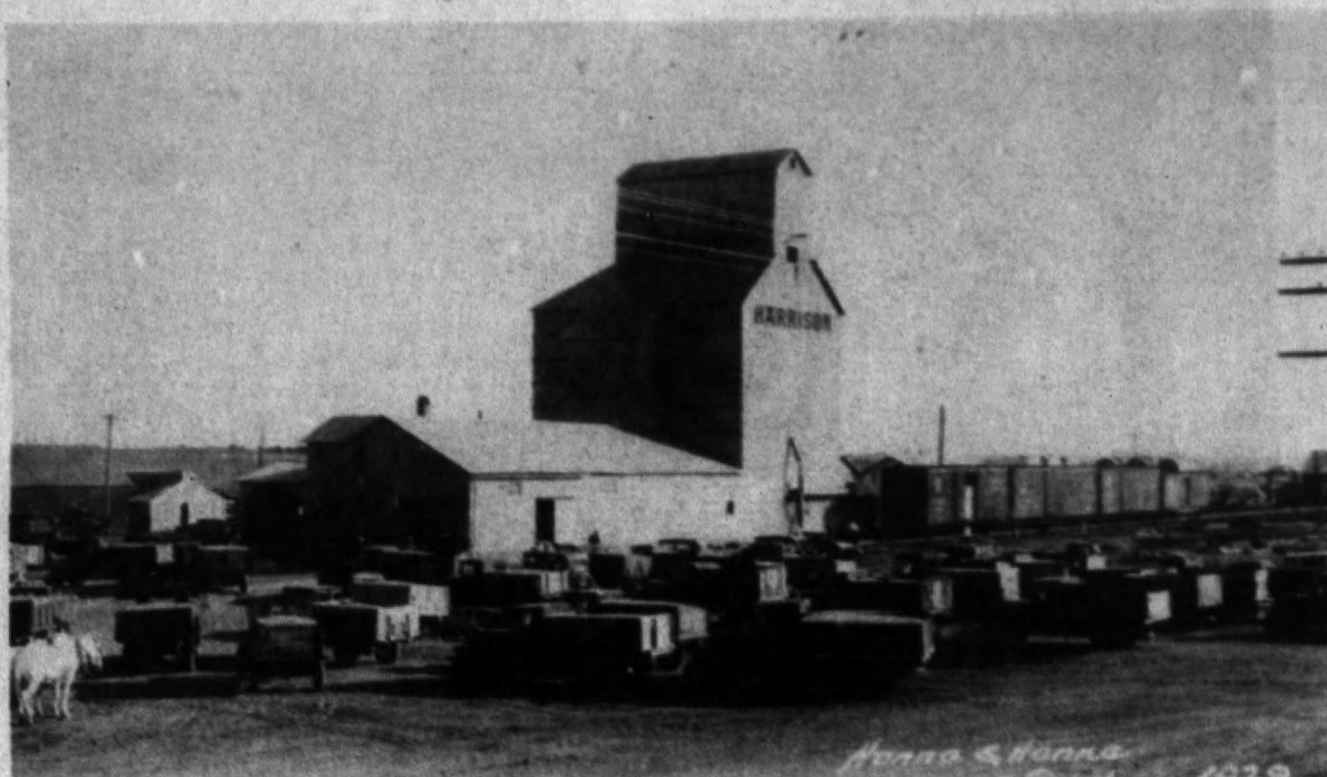
For seasoning one should use black pepper and salt, the quantity depending upon your own particular taste. The stew doesn't necessarily cook the same length of time always, but generally it holds to a certain limit. On the average the project covers about three hours. It shouldn't be cooked fast but at about boiling temperature.

It tastes best, Hill insisted, when served with hot biscuits. And he ought to know, too, for he'd been cooking son-of-a-gun since he was a kid, high on 45 years.

Ingenuity wasn't always confined to the women in the kitchen.

There is a story about Bob Higgins and someone else who was cooking some steak over a camp fire and didn't have anything to roll it in but some cornchips they had along for the horses.

Sounds like they were cheating the horses but Bob declared it was good steak anyway.



It's harvest time in Deaf Smith County

The county's first commercial elevator was constructed in 1919 by E. W. Harrison. The trucks and elevators may have changed, but notice how similar the boxcars at the right of the elevators seem to be the same as today's. Not everyone had a truck: notice the team of horses at left.

(Courtesy Deaf Smith County Museum)

Suits Auto Supply



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to celebrate during
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You know what the first 100 are.

The people of Deaf Smith
County are the one-hundred-
and-first! Their commitment to
family and community made the
first 100 reasons happen.

We're proud to have been a
part of this area's history!

Lets make our second
century even better!

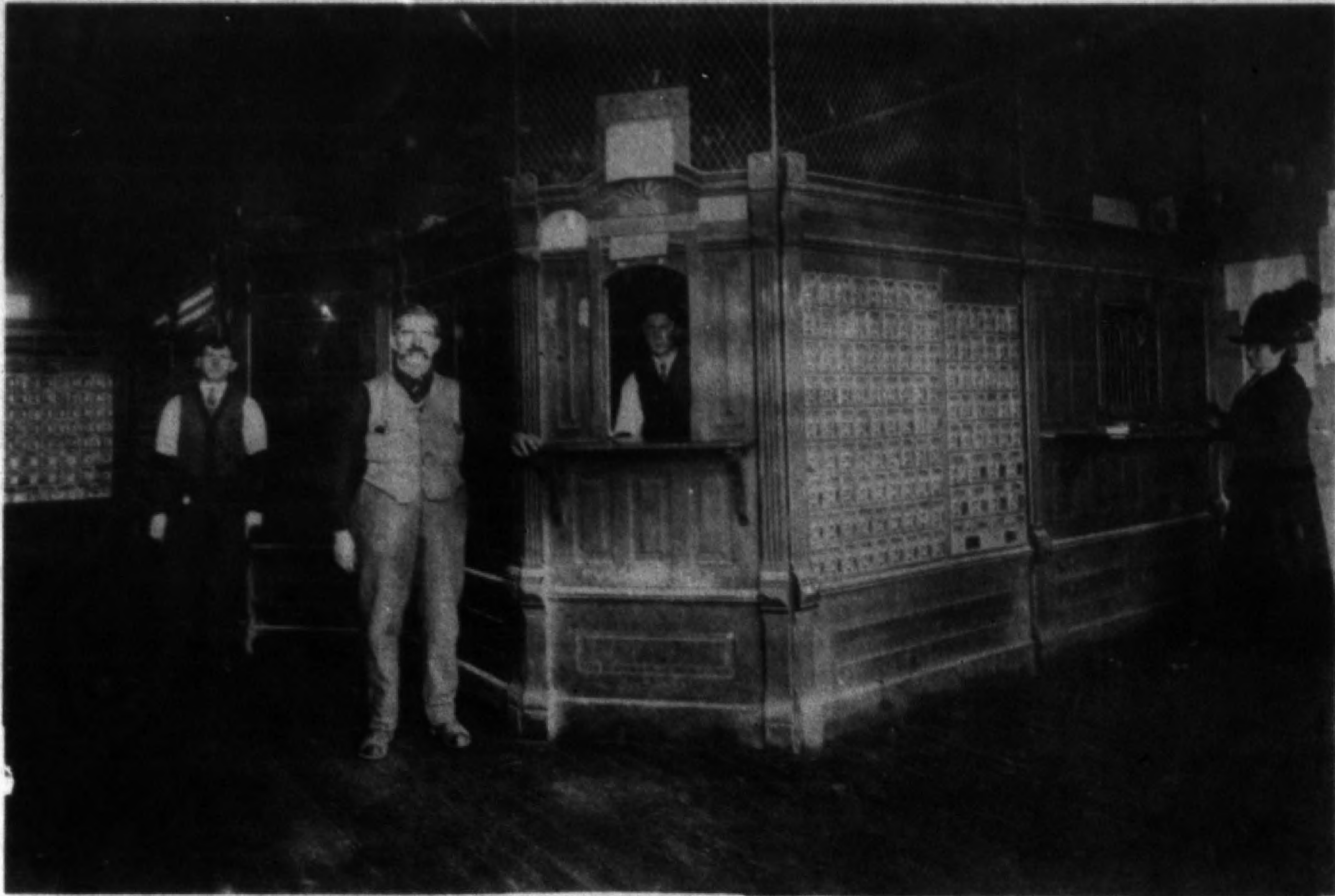
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Ready for the day's mail in Hereford

Hereford's third postmaster, Clarence Smith (second from left) stands beside the general delivery window in Hereford's post office. The specific date is not known, but the picture was taken in the early 1900s. (Courtesy Deaf Smith County Museum)

Rich music tradition began with pioneers

(THE BRAND, 1973)

Not all music in pioneer Hereford was the fiddle-and-guitar type which moderns associate with the Old West.

It was more likely to be rousing march tunes by the town band, organized in 1902, spirited hymns from churches where congregational singing played a large part in worship, or sentimental songs which dominated American popular music around the turn of the century.

Accompanied by the parlor organ, an occasional piano, perhaps a mandolin or banjo, families and visitors sang in homes to entertain themselves at a time when recorded or broadcast music was still far in the future.

Young people went to singings before there were movies. Instrumental or singing groups were always in demand for parties or any special occasion.

Hereford was fortunate in having some early residents with superior musical ability and education, so the town's taste and opportunities to hear music were above the average for small Panhandle communities.

A leader in this field was Mrs. G.A. F. Parker, who came from Belton as Mary Louise Wilson to teach music in Panhandle Christian College, married a prominent banker in 1903, taught piano, played the organ in First Methodist Church and instigated the music program in the Hereford school system.

In 1912 she organized the Ladies Quartet, which sang in churches, community programs for weddings and funerals, and at innumerable parties in homes of their friends. That organization led directly to formation of the Music Study Club in 1916.

Mrs. Erza Norton was the first soprano with Mrs. C.J. Mountz as second, Mr. H.H. Hawkins first alto and Mrs. Parker herself sang low alto.

Since Mrs. Norton was a Presbyterian, Mrs. Mountz a Baptist and the other two Methodists, the Kings were assured of invitations to sing at churches, but they never lacked calls for their talents.

They cultivated those talents, too, meeting weekly for practice with instructors from the Amarillo College of Music-Mr. Peterson first, then

Emil F. Myers.

Sacred music by classical composers and from oratorios was in their repertoire, along with familiar hymns, and for secular occasions they sang opera tunes as well as Strauss waltzes and standard ballads.

Mrs. Mountz remembers songs popular with their hearers included "Sweet And Low", "Last Night The Nightingale Woke Me" and "The Long Day Closes", also a lighter piece they often used for an encore, entitled "The Maid Milking Her Cow."

As the youngest of the quartet, a just-married matron, Calla Mountz laughs as she tells of sewing on a ruffle to lengthen her best dress for an early appearance, hoping to "look as dignified as Mrs. Parker."

For their weekly practices, the quartet met in homes of the members by turn and the hostess always served dainty refreshments in proper style, whether she was Mrs. Parker who lived in a big house on E. Fifth St. and kept a maid, Mrs. Mountz with her wedding gift china, or Mrs. Norton in a small cottage with a "bachelor" stove that turned out featherlight cakes.

Mrs. Parker had her own house and buggy, too, and called for the other members to go to practice or concerts.

By 1915 enough others were interested that these women and 12 more formed a Chorus Class, with Myers as director. They studied lives and compositions of great musicians and gave public programs, sometimes assisted by other residents.

"The Rose Maiden", by Cowen, was one of the cantatas they sang, and they assisted Myers' Amarillo class in presenting oratorios, "The Messiah" and "Elijah", in that city.

In lieu of a yearbook, the subject of each lesson with questions and musical programs was printed in The Hereford Brand.

With musical enthusiasm running high in Hereford, the class reorganized into the Music Study Club in 1916 and its first yearbook was printed for the 1917-1918 season.

Mrs. Parker was the first president, Mrs. Hawkins vice president, Mrs. W.A. Price secretary-treasurer. On the program committee were Mrs. Price, Mrs. C.H. Dyer, Mable Betts and Minnie Dea Coffin.

Music Study Club was affiliated first with the Texas Federation of Women's Clubs. In April, 1920, when Mrs. Broadwell was president, it joined the Texas Federation of Music Clubs.

Efforts of two members, Mrs. Parker and Mrs. Barber, brought the beginning of the public school music program which has come far from that point.

The start was a gift of records and players to the schools and supplying prizes for music memory contest which gave many pupils their first taste of classical music. Later the club sponsored junior music clubs and high school glee clubs.

National Music Week has been celebrated each year since 1927 by the club, with special public programs. In the 1930s, it sponsored a Civic Chorus which sang oratorios.

Since early years when much of the "good music" in the community was presented by the club, members have voted with pleasure the growing availability of such musical entertainment through radio and television, and easier transportation to larger cities.

Although emphasis was on serious music by their own members or musicians they brought to the city, the club members always were willing to concede to popular taste.

Mrs. Fox tells of being asked to sing "something light" on one occasion back in the 1920s and responding with jazzy hits of the day, "Yes, We Have No Bananas" and "Barney Google."

But the club also brought the noted baritone Oscar Seagle, and an opera company for programs about 1920.

A major goal now is to give opportunities for young people to appear in concert and to award a scholarship to a musically-talented senior in Hereford High School each year.

As in the past, the club will continue to bring musicians to give programs here, and its members support other groups which perform that function.

Proud of its 57 years and the musical heritage it has helped bring to the community, Music Study Club looks forward to many more years of meeting the city's changing needs for the best in music.

Congratulations...

... for 100 years of contributions to the development and heritage of the great Texas Panhandle area.

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HAPPY 100th BIRTHDAY

DEAF SMITH COUNTY!

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No cavities? Heard discovered why

"Town without a toothache," a slogan Hereford acquired many years ago, can be attributed to Dr. George W. Heard. Although Hereford's history has been entwined with dental news and highlights over the past, the one man who was responsible for most of the news was Dr. Heard who moved to Hereford in 1905 after practicing dentistry for 17 years in Alabama.

His primary reason for moving to the area was for his wife's health. Heard's first observations were noted in the small Mexican cattle being brought into the county. Being a farmer and rancher himself, these observations were normal.

His observations of these cattle over a period of less than a year regarding their phenomenal skeletal growth and beef gain became a definite starting point for Heard's later findings.

His firm belief was that you must have a mineral rich soil such as that found in Deaf Smith County and then not disturb the mineral balance of the foods produced there by ordinary means of food preparation. He believed one should eat the foods in their natural state—raw.

Heard's observations are well documented as to how he tried for 24 years to get other men in his profession to listen to his findings

about Deaf Smith County.

Finally a man listened. He was Dr. Edward Taylor. Taylor was Heard's medium of communication to the world. A member of the Texas State Department of Health, chief of the Dental Division, Taylor was invited to Hereford to examine some of the findings. Taylor, an ex-school teacher, came to Hereford with an N.Y.A. assistant in the 1930s to go over Heard's claims about Hereford.

After listening to Heard, Taylor and his assistant went into the residential district of town and picked homes at random. Taylor examined the dental condition of 56 persons—43 were natives and in the two-year to

60-year age bracket. Taylor found no dental decay.

In his second visit to Hereford, Taylor examined 810 people, all of school age. This examination showed less than one-half DMF per child on visual examination. With a more complete dental examination including light, explorer, and dental x-rays, the average rose to slightly under the one DMF per child. This was the lowest DMF rate ever recorded in the world.

As Taylor expanded his examination geographically and traveled 50 to 100 miles in all directions for

Hereford, there was a rise in the DMF rate. His next course of action was to have the Department of Chemistry from Texas Tech examine the water, soil, milk and produce from Deaf Smith County.

The major conclusions this examination was an exceptionally high content of phosphorus. In 1939, Taylor listed flourides, phosphorus, sunshine and substrate caliche as the causes for the low DMF rate in Hereford.

From the studies conducted, Deaf Smith County received a great deal of publicity for a number of years. J.D. Ratcliff wrote the article, "Town Without A Toothache" in *Colliers* in

It took 24 years, but Heard was finally heard

December, 1942, receiving nationwide attention. Heard had personal articles in *Oral Hygiene* in April, 1944. Universal Newsreel made a documentary film in March, 1943, on Hereford.

A 14-year study of bone and tooth metabolism was undertaken by members of the Hereford Medical and Surgical Clinic and the Deaf Smith County Research Laboratory.

Water benefits touted early

"Sulphur Park to Become the Mecca of Health Seekers—Hot Mineral Well a Possibility", read the head in *The Brand* back in July 26, 1907. Although many of the pioneer residents came to the area for their health or that of their family, it was the general opinion about town that Hereford was 'discovered' as a healthful place to live when she became the "Town Without A Toothache" in 1939.

The 1907 article continues: "George W. Irwin, Jr., spent a week in central Texas, visiting Fort Worth, Waco, Marlin and other places. He reports that from Fort Worth to Waco, the crops are in fine condition and the farmers are pleased with the outlook, though little wheat was made."

"He enjoyed his stay in the great health city of Marlin and says that more than 2,000 visitors are there each day. They come from all parts of the United States to try the magic waters of the famous hot wells. Marlin, once a mere village and trading post, has suddenly become a city, famous for her waters."

"Few people realize that Hereford could offer even better advantages to vacationists and health seekers. Right here within easy reach, there is stored in the bosom of the earth mineral waters of wonderful curative properties. Besides the strong sulphur waters, flowing cool from the earth, which we already have and enjoy, there is, without a doubt, deep within the veins of a lower stratum, water highly impregnated with medicinal properties."

1910 platform

1. Trains in operation on the Colorado, Hereford and Gulf north and south.
2. Contract made with company for extension of Stamford-Northwestern to Hereford.
3. Free mail delivery in city in actual operation, and two more rural routes.
4. Organized effort to make Hereford a summer health resort and 1,000 visitors during the season.
5. There are 255 members in Commercial Club and \$5,000 in treasury.
6. Principal business streets put in first class condition with brick or concrete gutters, storm sewer and brick crossings.
7. First class hotel equipped with modern conveniences all costing not less than \$40,000.
8. Public parks improved and made sufficiently attractive that the people will use them.

9. Cause-way across the Tierra Blanca and more public roads opened up and put in good condition.
10. Ready market for products of the farms and a trade day made an established custom.
11. All public buildings now under contract and already planned completed and ready for occupancy; that is the high school and court house.

12. There were 100,000 trees planted in and around the city.
13. There were 500 new homes built in the city occupied by 2,000.
14. There were 500 new farms opened up in the county and operated by industrious and scientific farmers.
15. Flouring mill in full operation by the time the 1910 wheat crop is ready for market.
16. Fire company organized and fully equipped with modern fire fighting apparatus.

"A deep well would demonstrate the statement to be a fact. That the Plains were once the bed of a great ocean basin, filled with water charged with saline and other mineral substances and that this water by percolation carried the matter down to lower strata which are impervious to water, can hardly be disputed."

"All of us know that in Sulphur Park situated within a few feet radius, are located three springs all being different in temperature and mineral

properties. This is only surface evidence. The company who owns the Sulphur Park would do well to investigate the feasibility of establishing a summer and health resort on their property."

"One great advantage Hereford would have over all other health resorts in Texas would be the cool summers. While the visitors at Marlin and Mineral Wells are sweltering in the heat, now, we are enjoying a low summer temperature

during the day and the most delightful nights. The thermometer this week has not registered above 90."

"The high altitude and freedom from humidity are two other things which would be to the comfort of the guests."

Even an earlier edition of *The Brand*, on June 8, 1906, has lauded the possibilities of Sulphur Park as a health and recreation resort. Said the editor, J. Ray, who had been invited to visit the park in company with Messrs Gough and Irwin, two of the owners:

"A short drive of only 30 minutes brought us to the spot which is destined to become the most noted health and pleasure resort in all West Texas. Sulphur Park, in its present state of development, consists of two springs of crystal clear water, one of cold freestone and the other heavily laden with sulphur and other mineral supposed to be suited for medicinal purposes; a lake of water over a mile long, ranging from three to 20 feet and abounding with fish and affording an ideal opportunity for boating and other sports; numerous groves of densely shaded trees—just the place to cause one to forget the cares and troubles of life and more fully enter into the beauties and joys of nature."

"Surrounding these springs and groves in every direction is to be seen a valley which in the point of beauty and fertility of soil, could not be improved upon."

Dust Bowl affected many in 'Dirty 30s'

When the first pioneers came to the plains, there were many hardships.

One of the things which was unusually difficult for the people to endure, were the sandstorms, and the extreme cold winds of winter. The sandstorms were especially hard on the housekeepers. Those who lived in the dugouts or out on the ranches where the wind blew in a very strong velocity...and when the rolling sand storms came across the prairies, some were very frightened. However many adjusted and took things in stride.

Weather conditions of the early days were times that tried the very soul of the early settlers of Deaf Smith County. But when the Dust Bowl days linked with depression days those were testing days. Those were the days when some faltered and returned to their former homes or tried to find other locations.

However, many of the real fighting spirit, stayed on and fought the elements along with depression, sickness and other hardships. When the black clouds would begin to roll in (usually came at evening tide) it was time for all to seek cover.

If one was out on the ranch lands, or in town and needed to return home it was almost impossible to drive through the black dusters. Many

became lost, others stopped and stayed with friends, and even when they did reach their homes, whether in town or in the country, it was even difficult to find the lights because the dust would be so thick in the house.

Those were the days when the women cleaned house with scoops or shovels. This was necessary because the sand and dust would be in piles on the floors, the window sills, etc.

The bed covers had to be taken off and given a good shaking before anyone could sleep in the beds. If there as sickness often it was necessary to take sheets or other materials, wet them thoroughly and hang over windows or other outdoor entrances to aid in keeping out the dust.

There were deaths caused from the dust. School children often had to spend the nights in the school house, because they could not get home and parents could not get to them, because of the extreme wind and dust.

Good came out of such times, because friendships were strengthened, neighbors united efforts, character building was strengthened, and really people became more mindful of others.

It was during these difficult times all had to tighten their belts, and learn to stretch the dollar.

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Pranks, jokes spiced early life in area

Though we of today might consider some of the early day humor and fun a bit ribald or even childish people of the past would be absolutely shocked at our frankness and sophistication.

To contrast the wide difference in a generation or so we will for example use the complete frankness of some of the most popular television shows of today.

First, the show "Maude", was barred in her own home town of late date. And another show which plays out mostly in conversation, modern problems and ideas, "All In The Family," is another good example.

What we might have thought of bawdy jokes and pranks of the pioneer days were the exception rather than the rule in our own area.

On the receiving end of the jokes and pranks were mostly the very gullible or the smart-alec who seemed to ask for it.

Men for the most part took care of this matter and seldom were women present though some did not know about the plans ahead of time. One popular prink played on the two above categories was called the Badger Fight. The honoree, if he could be so called, was asked to come to the planned fight and bring his dogs. If he had none he was offered the use of some who did own them. As a rule the dogs were of the greyhound breed because of their fleetness of foot.

The fight was usually staged after work hours around sundown. A big crowd of men gathered to watch and cheer. The guest held the rope tied

to the badger and the instigator of the affair held the ropes which would lift up the wash-tub which served as a cage to hold said badger.

At a given word from him the dogs would be ready to charge as the tub was lifted and the badger was jerked out from the fight. The animal, to the delight of the crowd and the red face of the hunter, turned out to be a large chamber-pot.

Another prank was the Snipe Hunt and many a sucker bit on this one. A group of men, again with dogs, would gather about dusk and the guest hunter was given a lighted lantern and a large tow-sack. He was told to hold the sack near the lighted lantern which was to draw the snipe toward him as the men scattered to drive in the snipe which were supposed to roost in the area chosen.

The pranksters would go home and leave the man holding the sack. How long he stayed there depended on just how smart he was. And the next day the kidding began when he was asked how many snipes had he caught.

Another great fun thing was the less-common to this area-Shivaree-a corruption of the world Chaivari-which was a mock serenade of discordant noises made with the beating of kettles, dish pans, tubs and blowing of tin horns.

This custom was used for the serenading of newlyweds outside their home on the night of their wedding. They might be ignored or in time they might be asked in for coffee and cake. These affairs followed the less formal wedding where a reception or a dance might be held. The custom was more common to the still earlier settlement days than those of Hereford.

Besides dances, picnics were most popular as the food was bought and shared; baseball games were often the main games or sort of the day. To add a bit of fun, at times men wore Mother Hubbard dresses as a

handicap. Much laughter was obtained from the onlookers by this added bit of humor.

Buggy rides were popular then as our cars are today-both for transportation to and from the very few places to go and a means of privacy for courting. The main fun element of excitement was racing one another (rather like our young folk's of today car races) or some few brave ones even raced the train! All of this was frowned upon by the elders of course.

In the early 1900s Halloween was a good time for many pranks and were carried out mostly by school boys, but young men sometimes got involved. The main object was to fill about two blocks of Main St. so full of wagons, buggies, farm equipment, animals and even out houses until it was impassable. Then merchants and owners had to clear the street.

One Halloween two or three boys caught and placed a skunk in their school room. They were suspended, but school went on though it was a smelly affair. Some of the students were moved to the auditorium on the third floor of the present Central School

building. Many will remember the incident as well as the boys involved.

Another one time resident, J.T. Guinn, was heard to tell this one. How could one ride a streetcar, then used in Amarillo, from that city to Hereford?

Give up? The streetcars were being shipped by Santa Fe on flat cars. The boys, of whom J.T. was one, just hopped the train got inside the street car for a ride home.

One of the oft told absurd but laughable incidents occurred in the early days of few cars and much unfenced prairie country.

One day two different men in different cars ran into each other in this wide expanse with no tree or hill in sight. This episode caused a lot of amusement as it was passed along. But this was so long ago the names can not be recalled by us now.

So there was some time out for fun by the pioneer though seldom-as most were busy working over time to wrest a living from their new homeland. It was often difficult to make ends meet and to know here the next meal was to come from in a land which offered little in native food.

Coyotes among game sought in early hunts

(Brand May 28, 1953)

A bunch of boys who had never been far from home had the thrill of a coyote hunt on horseback. Next day both horses and boys were scarcely able to navigate but they managed to get several coyotes. This was one of Earl Lust's most interesting experiences during the early days.

He remembers the first hard dust storm that came as soon as the snow melted. Another curiosity to him was windmills.

Born in Cola, Kans., in December 1892, Lust came to Deaf Smith County, March 13, 1909 by train.

The unlimited expanse of snow covered plains with here and there alone coyote and a few hungry cattle was Lust's first impression of Texas.

He lived south of Hereford till September and then moved to Castro County. He returned long enough to graduate from Hereford High School in 1913.

Some of the interesting phases of early day work was some cowboys breaking sod with a foot burner. Crops were raised without the necessity of cultivation since there were no weeds.

Some of the early day entertainment consisted of bronc riding for the men, calf riding for the boys, yearly picnics with a rodeo, neighborhood parties.

He remembers the prairie fires and that some neighborhoods boasted a small school house. Sunday school was the big day, quarterly conferences for the Methodist Church. Ice Cream suppers and lots of hard work and scrimping were also among Lust's early memories.

Some of the early day neighbors were: T.E. Shirley, Edd Smith, Percy Estes, "Peach Orchard" Smith, Alex Lowery, J.Z. Smith, Uncle Johnny Gordon, Charlie Mapes, John Haper and a Mr. Lee. They were all in a 10

mile radius.

Time to visit, helping new comers build their houses and other neighborly acts peculiar to that time are some of the things that Lust misses most.

All the children got to school the best way they could and all the grades were under one teacher. Anyone who was lucky enough to attend high school was very fortunate.

Candidates in early elections always were welcome as they brought news. The reasons for bond issues were schools - there were no roads.

Lust regrets that all the old timers who were here when he came are gone and how he is considered an old timer.



A HUNDRED YEARS AGO, beef was responsible for the settlement, and subsequent organization of Deaf Smith County. TODAY, beef is still the backbone of the areas's economy.

We salute 100 years of
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- present
Joe D. Ray
Hereford, Texas

XIT important for county, state

(The Brand, 1973)
The XIT Ranch, whose name is far from unknown, was an important part of the growth of the early Panhandle, particularly for the cattle industry.

It was once the largest ranch in the world that was completely fenced in but now has been divided up and sold to later generations of men.

Its colorful history is almost as big as the ranch itself, and the Hereford area played a large part in that history because the Escarbada Division, 35 miles west of the city, was the headquarters of this region.

In 1879, the Texas Legislature passed an act trading 3,050,000 acres of northern Texas for a new state capitol building. The legislature was slow at first, being doubtful of the move, but when the capitol burned down Nov. 9, 1881, a new capitol was a definite necessity.

The members of the legislature thought they had made a good deal when they traded the land because most of what they knew of it was what little they heard from passers by who had been through the area.

An 1880 census report said that the "7,000,000 acres of the Llano Estacado within the state of Texas can be regarded as an absolute desert", furthering the sureness of the legislators.

Deaf Smith, Dallam, Hartley, Oldham, Farmer, Castro, Lamb, Bailey, Cochran, and Hockley Counties of the Texas Panhandle were traded.

The contract was awarded to Mattheas Schnell of Rock Island, Ill., upon presentation of a \$250,000 bond. Within two years, Schnell assigned the total interest of the contract to Taylor, Babcock, and Company of Chicago. The company was headed by Abner Taylor, A.C. Babcock, John V. Farwell, and Charles B. Farwell.

Taylor, Babcock, and Co. moved fast in trying to settle the untamed country. Perhaps the only visitors before the surveying team was sent out were Mexican hunters from New Mexico who came over the border

once a year to hunt enough buffalo to last the winter.

By 1886, The Syndicate had built 784 1/2 miles of fence along the New Mexico line. More than 100,000 cedar posts from the Canadian breaks were used for the fence.

There were so many gates, that at one time, the ranch ordered a boxcar full of gate hinges. From 100 to 150 cowboys were kept at the ranch at all times, along with about 1,000 cow ponies, and about 150,000 head of cattle.

Hereford and Shorthorn bulls were used on most of the cattle, but one division was devoted exclusively to Aberdeen-Angus. The Angus were the last cattle to be sold when the ranch began to disappear.

A well that had been dug and that was going to water the cattle that first year in 1887 had been dug crooked and left the early ranchers without water. However, they soon found that they could generally dig 10 feet deep and find water, but the cattle had to be fed in a bucket brigade fashion from the water hole to the trough.

An ingenious carpenter who had been contracted to build the troughs devised a means of bringing buckets of water to the trough by a hand driven chain affair.

Also in 1887, the XIT was divided into seven sections—Buffalo Springs, Middle Water, Ojo Bravo, Rito Blanco, Spring Lake, Yellow House, and Escarbada. The Bovina Division was created later when the Pecos Valley Railroad was built.

Late in the 1890's, cross fences cut the XIT into 94 pastures.

Cattle thieves took their toll almost from the beginning, and the Escarbada Division became the scene of depredations.

Jim Cook was one of the first foremen of Escarbada, but wedding bells soon called him away.

Then, Mac Hoffman served for one year until he was transferred to the Spring Lake Division. Jim McLaren served after him for a short while.

In 1895, Ira Aten, sheriff of Castro

County, became foreman. He was perhaps the most colorful because of his bold tactics in dealing with cattle rustlers.

The ex-Texas Ranger was said to be a man "of power and force who, in handling lawless elements, believed strongly in the efficacy of fear."

Aten brought Wood Saunders from El Paso, who was another Ranger, and from Capt. W.J. McDonald's company secured detached duty for "Big Ed" Connell. He stationed Saunders at the Trujillo camp, near the present town of Glenrio, and Connell was placed at Tombstone on the eastern edge of Escarbada. These men helped enforce Aten's strong-hand tactics with rustlers.

Aten's tactics were not only bold, but were cunning, in handling rustlers.

J. Evetts Haley, in The XIT Ranch of Texas said that "once each day a rider, armed with six-shooter and Winchester, rode the fences from these camps and it became extremely hazardous to be found along one without evident legitimate business. The situation became so tense that the riders began taking a shot at every man seen near the New Mexico line, not so much with malicious intent, but just 'as a preventive.'"

Aten also devised a system of keeping thieves from cutting fences to steal cattle. When the rustler cut the fence a small bomb would explode near the site of the cutting. It is still a puzzle as to how he did this.

Aten definitely expected to be killed when he came to the ranch. He doubled his life insurance, but still "kept his six shooter well oiled."

In making his rides around Escarbada he never traveled the same road twice. In camp he sat well away from the camp fire.

Aten also painted the windows at the Escarbada headquarters dark green, and hung heavy shades over those at Trujillo.

If a stranger came in he never slept until the man was identified or his business ascertained. The line riders were in almost equal danger, and they never left the camp without their guns.

Aten later established a camp diary system, requiring the cowboys to note the passing of everyone that came on the ranch. One of the camp rules was that no strangers could stay more than one night on the entire XIT, and another rule stated that all supplies must be sold to strangers, and not given. Drifters or vagabonds were not allowed on the camp at all, and were not given or sold any supplies whatsoever.

Aten once wrote of a rider who came into the tombstone camp when he was there:

"I had never seen him before. He had his six-shooter on and talked ugly all night. I found that he was a cow thief. The next morning I said to him: 'Now get you horse, saddle and go. Take that road and never come back. If you do, I added as I picked up my Winchester, 'I'm going to shoot you right through the middle.' He went and never looked back."

Aten left in 1905, seeking new horizons in the developing Imperial Valley, in California, succeeded by R.L. "Bob" Duke. The next year the Escarbada was closed out as a breeding range, and its troubles of mavericking became a thing of the past.

Until the last cattle were sold, it was used only as a steer pasture.

Shortly after, land began being sold to pay for bonds. The company began to de-emphasize the cattle business and colonization efforts began.

By 1903, 1.5 million acres were sold, mostly in farms, but the XIT was still the biggest ranch in Texas.

As the years passed, the land was sold, and the last cow was sold in

1912, thus the end of the XIT and Escarbada.

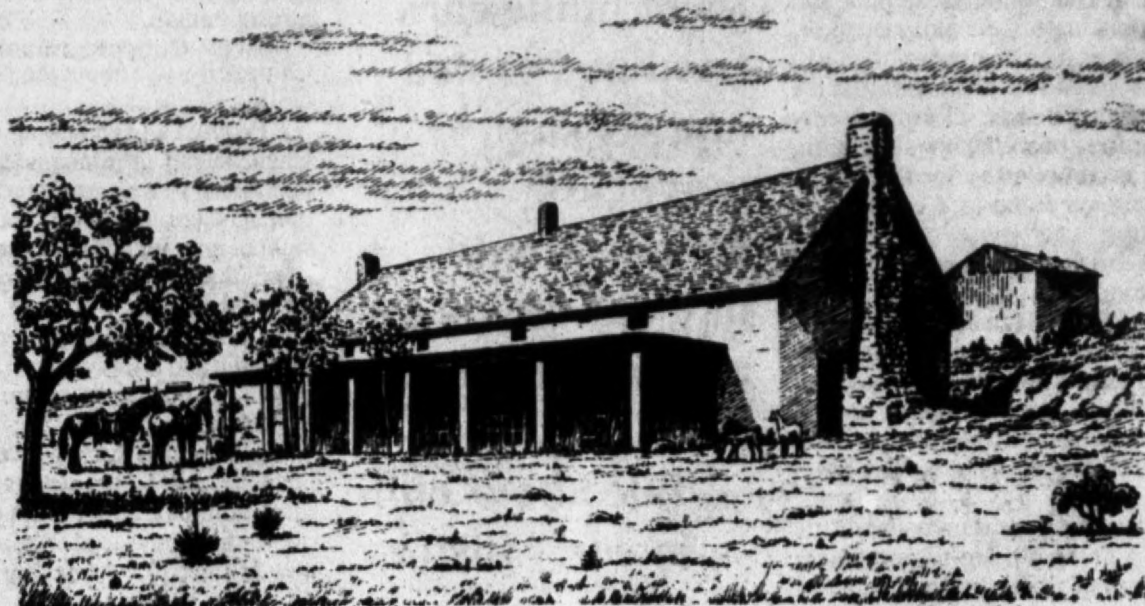
The old ranch house is in the process of being moved to Lubbock, to the Texas Tech campus, but the barn and the water tank still stand.

Two windmills also stand, and there are two broken ones on the ground. Farm implements, mostly in bits and pieces, litter the ranchhouse grounds.

There is also a dipping vat, made

of concrete, about 100 feet from the front of the ranch house.

Now the only permanent inhabitants of the ranch are a few cattle, rattlesnakes, birds, and memories of how it used to be.



*Honoring a Century
of Marriages...*

*...and Wishing
the Best*

for those to come!

Wishes...

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HAPPY BIRTHDAY

DEAF SMITH COUNTY!

The first 100
have been great!

We wish you many, many
more - Cause living here
is why we celebrate!

**Walcott
School**

Chili recipes abundant even 100 years ago here

Chili, that ubiquitous Texas dish that can be made as many ways as there are cooks, each of whom will argue for his favorite recipe with words as hot as the peppers in his "bowl of red," had its addicts and recipe fanciers among oldtimers here.

Some of them are mentioned in a book, now out of print, titled *With or Without Beans*. Corinne Neely owns a copy of the 1952 publication, which as compiled by Joe E. Cooper, a cousin of Roberta Campbell of Hereford.

His book antedates a spate of similar volumes which have appeared in recent years since a group of Texas newsmen waged verbal warfare over the absolutely authentic way to make Texas chili, leading up to annual contests they call the International Chili Cookout down in the Big Bend country.

Cooper on the title page calls his book "a compendium to perpetuate the internationally-famous Bowl of Chili (Texas style) which occupies such an important place in modern civilization."

He says his was written "in collaboration with a 100-odd other Texas patriots, who, at the drop of a Stetson, will...indict any who would blaspheme the good name of Chili." The writer points to the spelling of chili, the pepper, and chili, the "bowl of red."

Tracing variations on chili cookery, he quotes Mrs. Neely at one place in the book:

"From the Texas Panhandle speaks of Corinne Jowell Neely of Hereford, so named from the first registered Hereford cattle ever brought to that part of the country, a project of her famous cowman father, G.R. (Rat) Jowell, remembered by pioneer cowmen as one foremost in promoting the breed in a new country. He long was considered the region's top authority on White Faces.

"Mrs. Neely says, 'Something

"Well, when you get tired of eatin' them 'mule ears fried and boiled and roasted, maybe the woman would like our recipe for a batch of rabbit chili"

--Tale about chili in early history

different in the way of chili, which is not quite chili, nor yet not quite son-of-a-gun stew, was given me a long time rancher of the Panhandle country (the late O.G. Hill Sr.) when we were talking cow-camp cooking many years ago.

"Ingenuity on the part of a Mexican cook who was always free with the use of chili pods in his cooking, resulted in a chili-son-of-a-gun when he had added a few pods of red chilies to his popular stew. The cowboys pronounced it good and it became a favorite when served with sourdough biscuits or plain dutch-oven bread and hot coffee."

Cooper also quoted his cousin, whom he calls "an amateur West Texas historian." Writing about arguments concerning the origin of chili, some saying it began in a chuck wagon on the cattle range, he mentions Roberta Campbell's remark.

"In talking with a long retired XIT

hand, he told me their cooks only prepared beef in four ways-fried, boiled, son-of-a-gun and, if the wagon remained in one place long enough, sometimes barbecued. He said the first chili he ever ate was in a restaurant."

Then Cooper relates Miss Campbell's tale about the jackrabbit chili:

"Pa must a been makin' about 40 when he ran up alongside that big jackrabbit so's he could feel and see if he's fat enough to eat, but the very sight of gray fur had choked me ever since that day Ma first made the jackrabbit chili."

"One evenin' a stranger rid into our camp and after swappin' howdies, he set on his horse grinnin' as he remarked:

"I don't have to ask which way yer headed, son-empty tin cans around a camp would be a shore sign yer goin' out west to homestead on some o' that new Mexico real estate, but that pile o' rabbit hair over there tells me without a word that you've starved out tryin' to prove up on yer claim and are on yer way back East to yer folks."

"Well, when you git tired eatin' them 'mule ears' fried and boiled and stewed and roasted, maybe the woman would like our recipe for a batch of rabbit chili."

"If you got a sausage mill with you, grind up yer rabbit meat pretty coarse and brown it with some chopped onion in a pretty good-sized pot where you've tried some sow belly. Throw in some salt and chili powder, one or two of them red peppers and some garlic. Put in nigh onto a half gallon of water and let 'er simmer slow a couple a hours."

"What did you say, Ma? No thanks! Just help my plate to a few more beans and maybe we'll be back to grandpa's by t' morrer night."

When almost any Hereford oldtimers talk about chili cooks here, they will mention "Big Mama" Pitman, grandmother of Mrs. J.A. McWhorter and John Douglas Pitman.

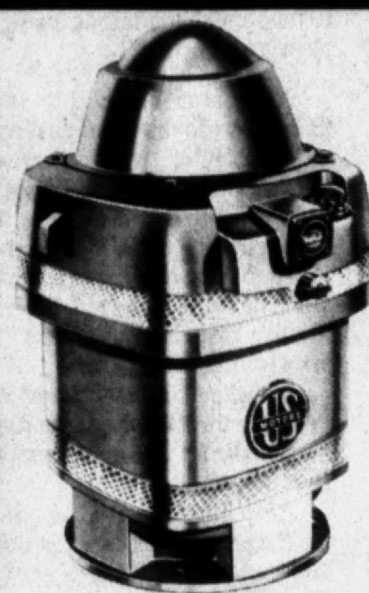
Her chili was famous locally but apparently she had no exact recipe to pass on. Probably, like all really gifted cooks, she just made the chili and it always turned out delicious.



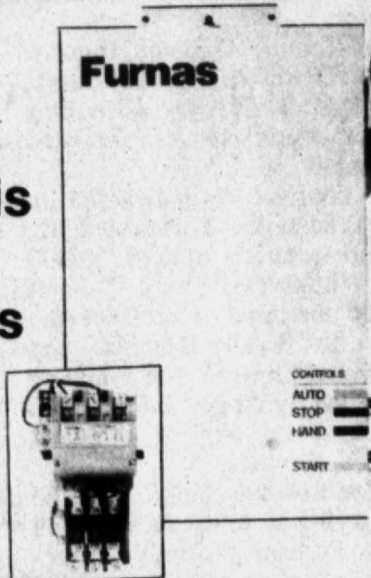
On the way to another day at College

A carload of persons pose in front of Panhandle Christian College, an early-day landmark in Deaf Smith County. It was constructed at the present-day location of Hereford High School. In right background is the dormitory. The college helped boost the culture in Deaf Smith County, and its influence is still felt today. (Courtesy Deaf Smith Museum)

HAPPY ANNIVERSARY DEAF SMITH COUNTY!



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Sept. 1, 1998, 3 p.m., is Hereford's 100th

(The Brand May 17, 1951)

There has been some discussion since the setting of the date for the annual celebration of the first of the city of Hereford as to the exact time.

The Brand Reporter, in conversation with one who was here when the city was born, learned the exact date and hour was Sept. 1, 1898 at 8 a.m. Some have put the date on the 2nd and others on the 3rd, but the circumstances and evidences given prove conclusively that September 1, as stated, is the correct date.

"It was this way," said Mayor L. Gough, "I had been trying to decide whether I would move to Amarillo, Canyon or Hereford, or the place where Hereford was to be built. I had already been to Amarillo and Canyon and had looked at the prospects of these two places. On the last day of August, 1898, at my home near Dimmitt, I decided to come to this point and view the situation. I took dinner with some old friends and acquaintances at Dimmitt on that day, and we talked, during the course of conversation, about it being the last

day of the month. I also told them I was coming up to Hereford."

"That afternoon I came on to the place and found that old Bill Stuetzell, a German well driller had just finished the well for the railroad. About the same time I arrived, W.T. Bratton, a brother of Mrs. J.T. Inman, and a man by the name of Browning, drove up with a load of lumber and material to erect a house for W.H. Carey, the lumber having been hauled from Amarillo. We all camped near the well that night, August 31, 1898."

"The next morning carpenters laid the foundation of what was for a long time called the Annex, the building now occupied by the Hereford Realty Company. We talked about the event, and some remarked that we could tell our children that we laid the foundation of a city. The railroad had not been completed through the place, but the contractors were working on the road both east and west."

"I think," said Judge Gough, "that the first train ran into Hereford on October 18, 1898. In this I might be mistaken, but as to the other dates, I am very sure."

First dress code set here in 1920

APRIL 8, 1920

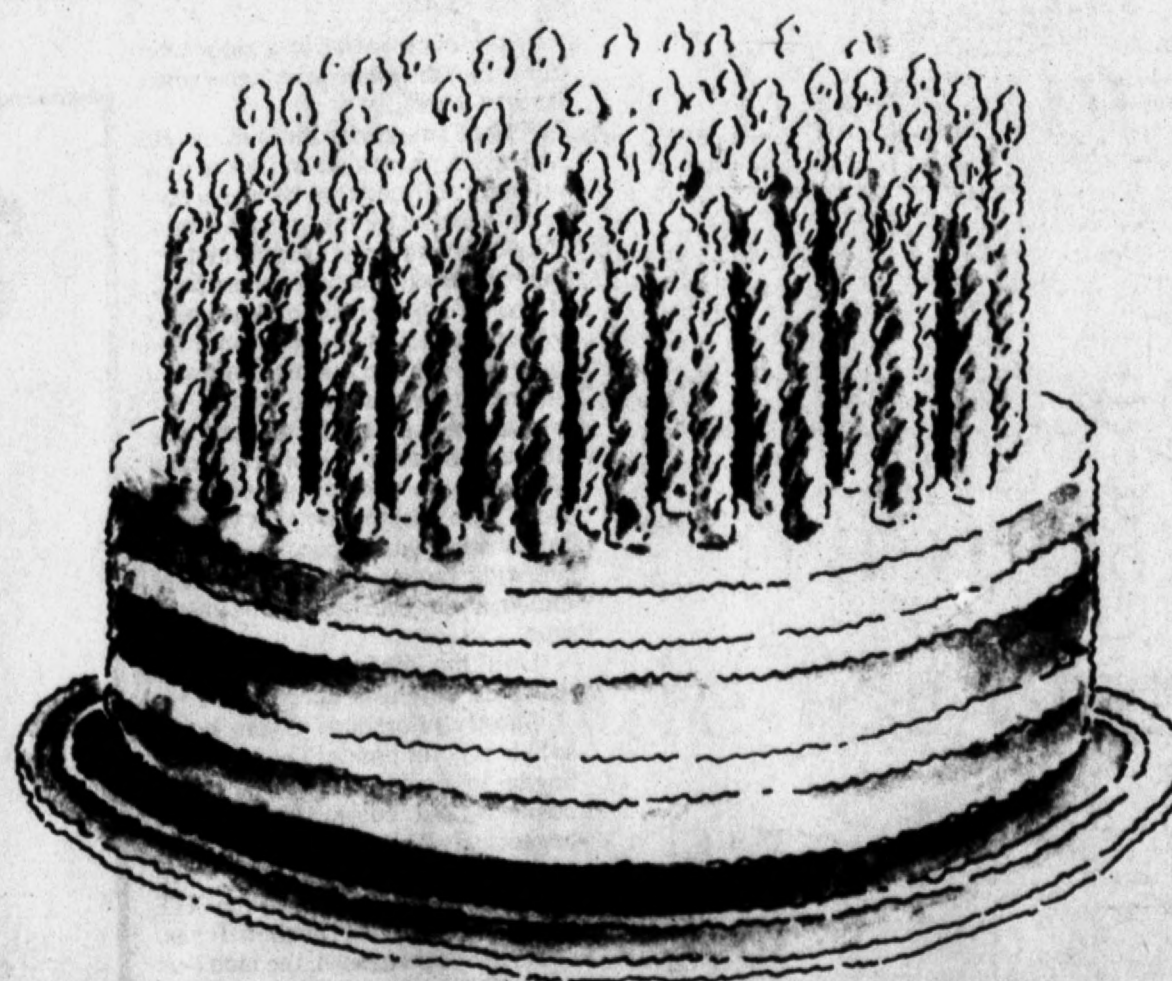
"The reign of the 'peek-a-boo' waist, invisible stocking, high heeled French shoes, flounces, -an' everything, among the girl students of Hereford High School and the seventh grade was subjected to a frontal assault in force in a resolution adopted by the Parent-Teacher Association this week. Not only that, but a regulation uniform was recommended for the girls. And, in addition, the boys are advised against the wearing of silk shirts, silk hose, and other extravagant and unsuitable clothing at school. The resolution read in part:

"Resolved: That we heartily

endorse a regulation uniform dress for the girls of the seventh grade and high school and that we recommend that such dress consist of middy blouse with full skirt of such material and designed a competent committee, one member of which shall be the City health officer, shall advise and that comfortable, low-heeled shoes be also included, and

"Resolved: That we would discourage the practice among our high school boys of wearing silk shirts, silk hose, and other extravagant and unsuitable clothing at school."

Old-timers recall that school officials did adopt the uniform for about one year.



Happy 100th Birthday Deaf Smith County!

100 years ago, a group of Texas pioneers decided they wanted a better way of life. For themselves and their families.

So they formed an independent Texas county. And named it after a dedicated Texas Ranger, Deaf Smith.

Commerce was established. Farming and ranching flourished. The railroad came. And the people of Deaf Smith County prospered and became a permanent

fixture on the Texas landscape.

A lot has changed in 100 years. But one thing hasn't. The spirit to succeed and the willingness to help a neighbor can still be found in Deaf Smith County.

Bluebonnet Savings Bank is proud to be a part of the winning spirit of Deaf Smith County. We wish all of you a safe and happy centennial celebration!



Hereford: 119 E. 4th Street, 364-3535



Courthouse still unique in Texas

"Deaf Smith Courthouse, 1910. Brick with marble veneer and interior. Second marble courthouse built in the U.S."

"Cost was \$125,000. After hotly-contested bond issue election, Judge John Slaton and winners paraded Main Street behind the band."

The above words are inscribed on a bronze plate presented by the Texas State Historical Survey committee and attached to the Deaf Smith County Courthouse.

The plaque added to the building in July, 1965 sums up in a few words a saga of county history which had previously been overlooked, it seems, by all except those who lived through those interesting years of 1907 and 1911.

The proposal to build a new courthouse first came to the public eye in 1907 when The Hereford

Brand reported that a petition was in circulation which would ask county commissioners to call a bond election for that purpose. Two years of bickering followed before the election was finally called for Sept. 30, 1909.

The election passed somewhat to the surprise and dismay of those same county commissioners who had called the election. The building was then erected in 1910-11.

Although no firm evidence exist along this line, the rumor persisted following the election that the county commission had called for the bond election on the gamble that it would be voted down.

As the election debate warmed, a former county judge urged voters in letters published in The Brand to vote against the proposal, stating that the county "just cannot afford such a luxury."

At the same time, Brand editor J. Ray was all for the proposition and said so in editorials.

When the votes were tallied the issue passed by a margin of 308 to 167. But only five votes were cast in favor of issuing the bonds by persons living outside the city limits of Hereford. Rural voters turned down the proposal by a 53-5 margin, but the city's vote of 303 to 104 carried the election.

The petition circulated and presented to commissioners in 1907 was reported as follows:

Want Court House

Citizens Will Petition Commissioners' Court For An Early Election

The following petition has been circulated and freely signed by Deaf Smith County citizens:

To the Honorable Commissioners' Court of Deaf Smith County:

Whereas, the offices, vaults, court rooms and entire court house of Deaf Smith County are inadequate for the proper transaction of the present volume of business, and

Whereas, said building has become old and not in keeping with the advancement and improvements of said county, and said building and all public records and documents are in constant danger by fire, and

Therefore, we the undersigned voters of Deaf Smith County, respectfully petition your honorable body to order an election at the earliest practicable date to determine whether or not \$50,000 of county bonds shall be issued for the purpose of erecting and building a courthouse for said Deaf Smith County.

This is the 1st day of January, 1907."

The existing courthouse referred to in the petition was a frame structure built in LaPlata in 1892 and moved to Hereford when the county seat was transferred here.

The old courthouse was used until the new courthouse was completed in 1911.

Almost two full years passed before the commission was forced to vote on the matter, however. The minutes of the commission's Feb. 11, 1909 meeting included this entry:

"On motion and second, the proposition of issuance of bonds for purpose of building a new courthouse, the motion to submit was lost by vote of 3-1."

Several months later, on Aug. 9, 1909, the commission set the bond election for Sept. 30, 1909. The proposal was to issue bonds totaling \$125,000, considerably more than the figure suggested by voters in the 1907 petition.

Former county Judge C.G. Witherspoon, who had served a two-year term of office beginning in 1900, wrote letters to the Brand calling for the defeat of the proposal. "...The people are ill prepared to pay (increased taxes) due to three dry years in succession," he asserted. "Two years ago the county commission was asked to build a \$50,000 courthouse, at which time he replied that the taxable values in the county were not sufficient to pay for that many bonds."

"...and now they turn around and want us to pay for \$125,000 in bonds," he pointed out with disgust.

He then offered the following anecdote:

The tax assessor called on Smith in 1907 and appraised eight-year-old burrow at \$20.

The same tax man went back in 1908 and appraised the same burrow - which had aged a year - at \$40.

Smith asked the assessor why, and the reply was that the county needed more evaluation in order to sell bonds.

"Mr. Smith is getting rich; we all are getting rich; our property values

have doubled in a year...We had just exactly as many acres of land then as now; it was just as productive then as now..."

"What a great blessing to live in a county where we can all get rich so easily," the judge asserted with obvious contempt. But at any rate the election passed and the visitors celebrated, calling out the community band.

On March 10, 1910, the county entered into contract with Falls City Construction Co., a Kentucky corporation, to construct the courthouse here for a price of \$118,000.

Features of the "lavish structure" included:

-An exterior of Tennessee or Georgia marble.

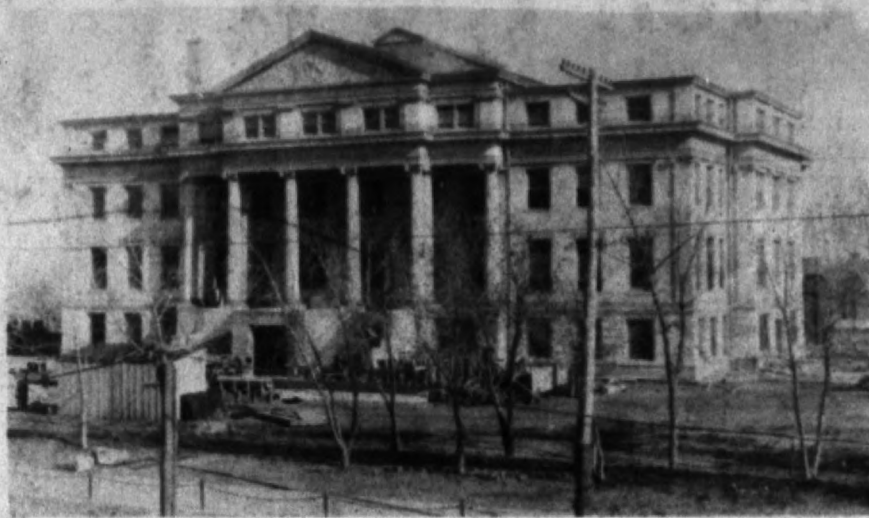
-A fire hose in the building-just in case the "fire proof construction" failed.

-A complete inter-communicating system of telephones to link offices in the building. (This was later dropped.)

-Steam heating.

-And, "The contractor shall furnish the building with a new vacuum cleaner and all accessories currently on the market to keep the building clean."

The county ran into a snare, however,



The new courthouse, with construction almost complete.

when it was found that there was no market for four per cent 40-year bonds, which had been called for in the election.

But the construction company finally agreed to accept county warrants for the debt and construction commenced on schedule.

However, interest on the warrants was placed at six per cent, with the debt to be paid in 20 years. Interest

amounted to \$72,920 on a \$109,000 principal.

Commissioners officially accepted the courthouse on May 24, 1911, and the long-lasting issue was settled.

The Brand, commenting on the occasion, declared, "Certainly there is no citizen in the county who now believes it was wrong for the county to construct such a beautiful structure."



Old courthouse still stands

The original Deaf Smith County Courthouse, with its bandstand, was moved to Hereford from La Plata. When the new courthouse was built, the old courthouse became St. Anthony's, then San Jose, Church. The old courthouse still stands today in the San Jose area southwest of Hereford.

Lemonade was a special drink

(Brand, July 22, 1937):

"A way back in 1889, when Walk Bradley and Rat Jowell were punching cattle on the T Anchor outfit, the 32 cowboys who were working on the ranch decided that they wanted a Fourth of July celebration and picnic. John Hudson, an Englishman, was then manager of the Anchor and they petitioned him to allow the celebration and the day off."

"A roundup was then in progress and Hudson told them if they would wait until the roundup was finished he would not only give them the day off, but would help buy refreshments for the picnic. The big event was planned for July 10, and Walk Bradley was one of the boys who sent was to Amarillo - then a hamlet - for supplies. Each of the cowhands gave him money for new shirts, pants and other clothing which was to be worn to the big affair."

"When we started to leave for Amarillo, Mr. Hudson said he guessed we would need some refreshments," Mr. Bradley recalls,

with a chuckle, "so he reached into his pocket and handed out a \$10 bill."

"Mr. Bradley said that they got to Amarillo and had a tough time deciding just what the refreshment was to be. Since it was strictly against the rules for the boys to drink whiskey at dances and similar gatherings, they decided to buy a box of lemons and used the \$10 which Hudson had given them."

"Thus it happened that an Englishman financed the lemonade for a celebration which marked a catastrophe for his own country."

"The picnic proved a tremendous success. Cowboys and settlers from miles around attended the gathering. The boys all sported their new clothing, while the settlers brought their wives and daughters for the big dance which followed. The women brought food - more pies and cakes than the cowboys had seen in years. The celebration was held at the big spring, located on what is now the Tom Ivey place, nine miles southwest of Dawn."



Carrying on in the tradition of Dr. Heard-the man behind "the town without a toothache!"

Happy 100th Deaf Smith County!



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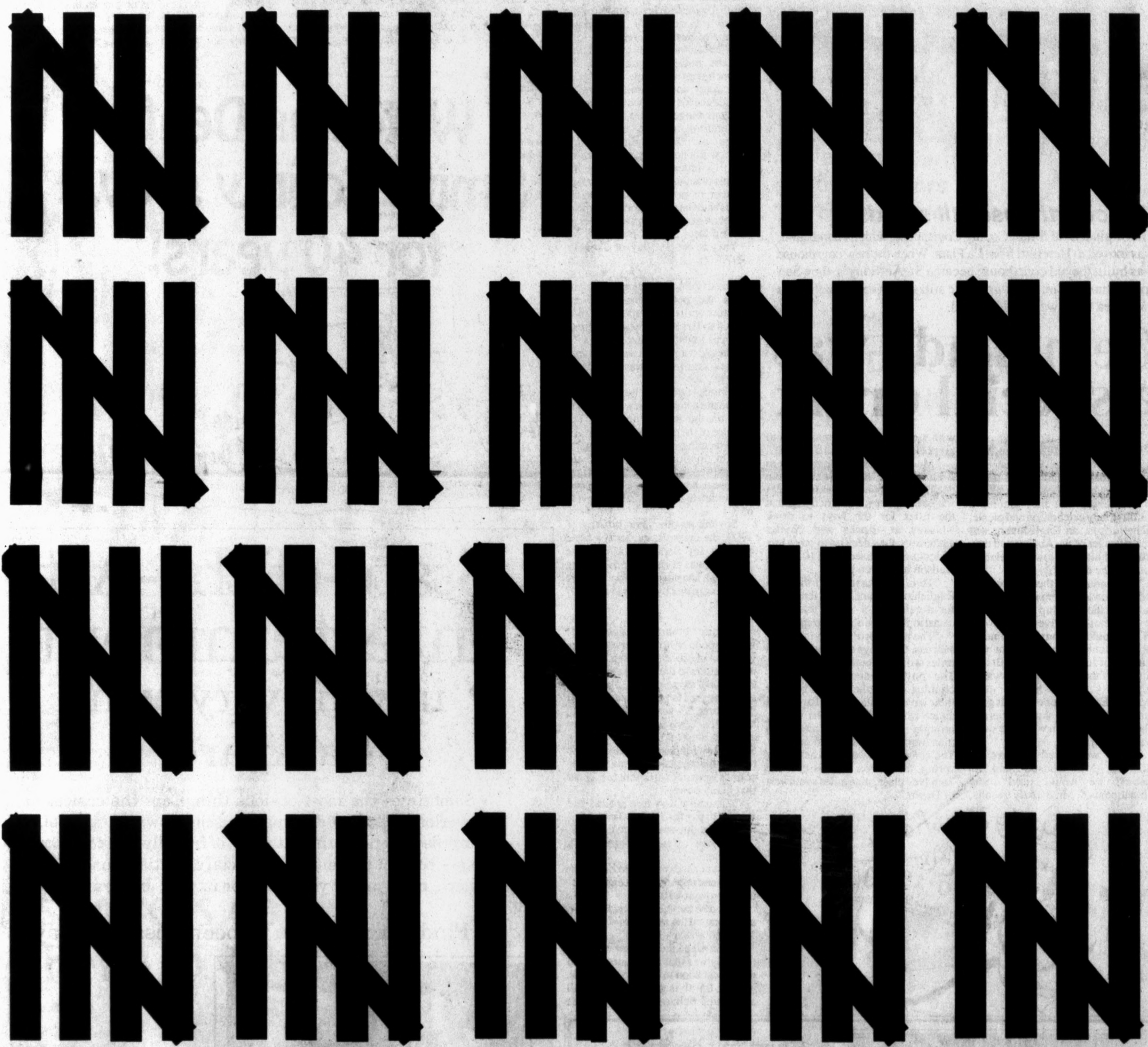
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100 of anything is a lot!



*"Celebrating 100 Years
of business motion"*

**The
Deaf Smith County
CHAMBER OF COMMERCE
364-3333**

My, how we've always

III
Stories and photos
in Hustle Hereford section by
Orville Howard
Special Feature Writer

**HUSTLE
HEREFORD**

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In 1988, a group of community leaders felt that more stories about what was good in Deaf Smith County should be told. Their effort is the "Hustle Hereford" series in the Hereford Brand. Many of the businesses profiled in the series wanted their stories re-told in this special edition of the Brand.

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Oglesby Implement Co., 1961-1990

Oglesby deals big red farm machines all over Panhandle

Cecil Oglesby family has been in Case International business here since 1961

By ORVILLE HOWARD
Special Feature Writer

As agriculture goes, so goes the nation—as agriculture goes, so goes the community of Hereford.

This is the opinion of Cecil Oglesby of Hereford who is one of the largest Case International dealers in Texas.

"As long as I've been doing business, it has been a proven fact that when agriculture is going good, the nation is going good," said Oglesby who has spent a lifetime living mighty close to the soil. "The same also applies to Hereford...when the cattlemen and farmers make good, you'll see the businesses in downtown Hereford doing alright."

Oglesby doesn't waste words when it comes to conversations on the economic impact of agriculture. "The only true money comes from the Earth. You go down here and borrow \$100,000 from your banker, you've got to pay it back, but you go out here and raise a crop, you don't have to pay the Lord back."

"So, agriculture money is really true money...money that you can spend that has been created now."

Oglesby also referred to such natural resources as mining and fishing as being true money sources, but noted that agriculture is one of the rare natural resources on Earth that can be replenished from season to season, providing someone is there to work the soil—the turnrow farmers.

And when it came to environmental issues, Oglesby was quick to proclaim the farmers and ranchers as the greatest environmentalists in America. "The farmers and ranchers can't make it unless they take good care of the land. There may have been a time a half century ago or so when we didn't understand the true meaning of soil conservation, but it's a different story today. Most of our modern-day farmers not only understand and practice excellent soil conservation, but are also top-notch businessmen—farming business is now big business."

Oglesby is a living testimonial to man and the plow, born and reared on a Deaf Smith County farm with a 40-year career in the farm implement business.

"You hear them talk about Earth Day as being something new—this plan was set out back in the beginning for man to be the keeper of the Earth...it's not new, just some of the folks are just now finding out about it," said Oglesby. "Go out and talk to some of our farmers, they can tell you all about the real Earth Day."

The Hereford businessman went a step further to show where even industrialized areas of the nation are also hinged to the natural resources of the Earth—coal, petroleum, forestry products, electrical generating plants and all production of food and fiber.

"We're no longer an isolated community or an isolated nation," said Oglesby. "Hereford is dependent on the international market just



Larry Oglesby and Arnold Powell, sales manager

as the large cities of America," Oglesby added. "Whether we like it or not, Hereford is an international city...the old days of isolation are gone forever." And as a timely example of Oglesby's economic philosophy, a drought in South America last week pushed soybeans to the limit on the Chicago Board of Trade.

Headquartered on Holly Sugar Road on the west edge of Hereford, Oglesby Equipment Company, Inc., is owned and operated by the Cecil Oglesby family, backstopped with a staff of veteran employees.

Though Oglesby is the ramrod of the family operation, he gives much credit of the business success to his wife, Ella, who is never very far away when the bottom lines are balanced. A son, Larry, is also a principal figure at the Oglesby business at Hereford, while a second son, Ray, operates the Case International dealership in Dumas. The Oglesby family also own a third Case International dealership in Oldham County, the Vega Implement Co., which is managed by Travis Lanier.

Farmers across the Panhandle who own the big red equipment testify to the vast equipment and parts inventory carried by the Oglesbys. The Oglesby parts department alone will inventory at more than \$500,000 during the summer-fall heavy farming season, with last year's gross sales running at more than \$2 million.

"Business is good," said Oglesby, as he flipped through a stack of desk notes. "And a lot of it is due to the good prices we've had in the cattle business. A lot of folks around here perhaps don't realize just what the cattle feeding business means to Hereford. The good cattle prices we've experienced during the past few years have really been a blessing to the entire community."

Oglesby seldom mentions his fine line of farming equipment during casual conversations, but elects instead to talk about the people of Hereford. "This town was built by active people, people who were not afraid to take a chance on positive projections. I think the 1990s looks good...not lucrative, mind you, but good. And even this will depend on how our younger leaders handle things. Just as in farming, business gets back only what you put into it."

He pointed out that in this age of super-sonic communications high moral standards are more important than ever before. "Who we are and what we do now reflects farther than ever before."

The Hereford implement dealer, who turned 70 last January, loves to reflect on the days when horse-drawn farming implements were the name of the game. A collection of paintings depicting antique machinery line his office walls which are almost in the shadows of giant threshers costing more than \$100,000 apiece.

A son of H.J. "Curly" and Myrtle Oglesby, Cecil Oglesby was reared on a Deaf Smith County farm in the northeastern part of the county near Wildorado. His father is deceased but his mother resides at Westgate in Hereford. She will be 96 in December.

Oglesby was born in his maternal grandparents' home, Mr. and Mrs. Rufus Burns who was one of the pioneers that broke out the Panhandle sod with steam-powered tractors. Both the Oglesbys and Burns families came to the Texas Panhandle shortly after the turn of the century, with the Burns coming buy the way of Oklahoma and the Oglesbys migrating direct to Texas from Kentucky. His grandfather Oglesby built a two-story farm home where the Robbins family

now live 6 miles south of Hereford.

Curly Oglesby, Cecil's father, built the home where the Ralph Rice family now lives south of Wildorado near the Palo Duro Baptist church.

"We only owned a half section back then but we farmed three sections," Oglesby said, in recalling his childhood days on the Deaf Smith County farm. "Then in the late 1920s, we bought another section of land out northwest of Hereford about 13 miles."

But then came the Great Depression of the 1930s, and as many other Panhandle farmers, the Oglesbys lost their land to hard times and the tax man. Oglesby graduated from Wildorado High School in 1938 at the tail-end of the Panhandle duststorms, but they were still fresh on his mind—cropless seasons and blacked-out sunrises. Thus, to escape dried out farmsteads and city soup lines, Oglesby enrolled at the old Amarillo Business College to get a degree in book-keeping and accounting. Two years later, with a business degree in hand, he joined the American National Bank of Amarillo in its finance department in 1940, the same year he and Ella were married.

Higher wages attracted young Oglesby from the bank to the American Smelting and Refining Co. in Amarillo where he went to work in the accounting department. But this job was short-lived—World War II called him into action in 1942 when he enlisted in the U.S. Air Force. And before the year was out, Oglesby was flying missions over war-torn Europe as a flight engineer in a C-47.

The main missions of Oglesby's flight crew were to drop paratroopers behind enemy lines and then pick up the wounded for transfer back to Allied hospitals.

"We started out in Africa, made the Sicily invasion then flew on up into England and made the big invasions across the Channel and across the Rhine," recalled Oglesby. "We were directly involved in all of the major battles in Europe and North Africa...didn't miss any of them."

Oglesby's war memoirs could fill volumes, but he boiled it down to a couple of sentences:

"I flew more than 1500 hours in more than three years of combat flying and never got a scratch but had a lot of close calls." However, his face reflected a solemn note when he recalled when he returned from a 30-day furlough only to find that his plane had been shot down the very day he returned—and not a crew survivor.

When Oglesby returned home from war in 1945, he went to work immediately as a block man for International Harvester Co. of Amarillo. Then, in 1951, Uncle Sam called again and Oglesby quit his job with International Harvester in preparation for a tour of duty in the Korean Conflict. However, for some unknown reason, Uncle Sam changed his mind and cancelled combat military plans for Oglesby who was still in the Air Force Reserves.

Having already resigned from his position with the Amarillo company, Oglesby elected to go into an International Harvester dealership partnership in 1952 in Dimmitt with Charlie and Jim Hays.

"Charlie was the principal owner at that time so he sold me one-third interest in the Dimmitt company," said Oglesby. "That was really my main stepping stone at getting started in the farm implement business...Charlie Hays was really a great person, he not only helped me a lot but also helped a lot of other people along the way—Charlie Hays was a man who would give you a chance but then you had to help yourself."

In 1961, Oglesby and the Hays brother bought the Hereford International Harvester dealership and Oglesby moved to Hereford to take over management of the new business venture. A short time later, in the fall of 1961, the Dimmitt partnership built a new building south of town on U.S. 385 to expand operations.



Cecil Oglesby and wife, Ella

The original International Harvester dealership in Hereford began with Prentice Rosson in 1928 at 4th and Sampson. Later, A.C. "Charlie" Hays joined him in the Hereford dealership and the business became known as Rosson and Hays.

According to available records, when A.C. Hays went into service during World War II, the business was sold to a Mr. Calhoun, who later sold it to Wayne and Rayland Evans. They in turn sold the International dealership to a Herman Neff who sold the business to the Hays/Oglesby partnership in 1961.

In 1969, Hays and Oglesby dissolved partnership in the Hereford operation and in 1974 Oglesby built his present dealership on South Kingwood just off Holly Sugar Road. The 5-acre implement site is located on the corner of a 60-acre tract owned by the Oglesbys on the west edge of Hereford.

In 1974, the same year Oglesby built the new building on Kingwood, the International Harvester dealership in Dumas became available, and Oglesby added the Moore County operation to the family holdings in Hereford.

"My son, Ray, was going to college at West Texas State where he would attend school at night and work the Dumas store during the day," recalled Oglesby.

In order for an assured management in Moore County, Oglesby not only put a son in Dumas but also sent a veteran employee, Marvin Harris, to Dumas to head up the sales end of the business. He also sent his Hereford shop foreman to Dumas to help out the maintenance end of the business.

"I sent three key people from the Hereford operation to Dumas," said Oglesby, as he recalled the family business expansion in 1974. "It was a real challenge to maintain both stores at a high level of service...it took a lot of money and a lot of hard work but it finally began paying off—I used to drive to Dumas two or three times a week during those first years." He sold the Dumas dealership to his son, Ray, in 1981.

However, while the Dumas operation was still in its formative years (new building and new location), Oglesby bought the International Harvester dealership in Vega in 1976, and his first major move was to build a new building on the west edge of Vega just as he had in Hereford and Dumas. Travis Lanier is now head of operations at Vega which serves the big Canadian River territory sandwiched between Deaf Smith County on the south and Moore County on the North Plains.

Oglesby noted that perhaps one of the biggest single factors affecting the farming industry during the past 50 years was the move from gasoline-powered tractors and equipment to diesel-powered units. "Once they got into diesel-powered units, they were able to move into much greater horsepower than under the gasoline systems...the perfections of diesel engines on tractors was definitely a giant step in modern-day agriculture."

Then came conveniences at the turnrow—cabs, air-conditioning, wireless communications in radio and telephone, fluid shifts and controls, with the latest innovations being high-tech computerized control systems on the big rigs—digital readouts on about everything from field speed to the spacing of seed.

Oglesby says his Panhandle customers seem to prefer the top of the line of Case International combines—the 1600 series axial-flow units which can be decked out in 15 to 30-foot headers. The Hereford dealer noted that even in

this age of air-conditioned farming, the land can be tilled better for less than with the old horse-drawn implements when hay was the fuel and a double-tree was the drawbar.

The Magnum line, the first all-new tractors from Case IH, is pacing the industry this season as the bright red machines hit the market with an 18-speed, full powershift transmission and its exclusive "hitch command" only a fingertip away. And its "Intelligence Cente II" is the latest in high-tech digital instrumentation, having three readouts at one time from the computerized control system.

In addition to parts for the Case International machines, the spacious showroom at the Hereford dealership is lined with necessities of the turnrows, from all sorts of lubricants to the small stuff of bolts, nuts, washers and hitch pins. A wide variety of garden and lawn tractors are also part of the business which caters to the city cousins of the country folks.

As result of a company merger some five years ago between J.I. Case and International Harvester, the dealership now goes under the title of Case International, servicing both, the former lines of Case and International Harvester farm implements along with the new models developed under the merged program. Other than in the tractor makeup, some of the greatest sophistication of Case International has been applied to the planters which are capable of exact seed spacing while metering out the correct amount of fertilizer, herbicide and pesticide all in a single run.

Having a staff of 16 in the Hereford dealership alone, Oglesby's annual payroll will generally hit around \$500,000 or better. The Hereford operation also includes field servicing crews who handle

emergency repair calls almost around the clock during the heavy farming seasons.

Oglesby has the oldest International dealership in this part of the Southwest, and perhaps the state. Prior to its closing, the International dealership at Boise City, Okla., held the title of Southwest seniority, but its demise left Hereford as the oldest. At one point in time, there was an International dealership at Wildorado, 40 miles Northeast of Hereford, which has dwindled to little more than an Interstate tourist stop, service stations and cafes with some on-farm fuel delivery service.

In earlier times, when International dealerships also included pickups and trucks, Oglesby recalled how trucks were shipped by rail boxcar without the cabs assembled. "We had to mount the cabs on the trucks after we got them unloaded out of the boxcars."

The Oglesbys also have a daughter, Becky Richards of Amarillo. They are active in work of the First Baptist Church of Hereford where he serves as a deacon. He is also a long-time member of the Golden K Kiwanis Club of Hereford and is quite active in the Gideons. He is president of the Hereford Cemetery Association and is on the board of directors of the Hereford Senior Citizens Association.

Oglesby believes that the future—the 1990s—will belong to those who have the greatest vision and follow through with work:

"I believe that our younger set are going to have to work harder than those of us who came before because the competition is getting greater...I believe those with the greater visions and the greater moral standards will be the ones who survive the decade ahead."



Ben Plummer, parts manager; H.S. Fuller, assistant parts manager; Roy Blevins, shop foreman

The Hereford Brand, 1901-1990

The Hereford Brand reflects heartbeat of community, area

The Hereford Brand and Deaf Smith County have come a long way together, and publisher Speedy Nieman has helped the newspaper reflect the heartbeat of Hereford and the county for almost two decades.

The Hereford townsitewas about 2 1/2 years old when the Hereford Reporter was introduced Feb. 23, 1901. The Reporter changed its name to The Brand in 1902, and the newspaper has been a vital force under a number of owners and publishers ever since.

After the pioneer publishers from 1901 to 1917, the newspaper can be earmarked with the Seth B. Holman years (1917-1939), the Jimmie Gillentine years (1939-1971) and the Nieman years, 1972 to present. Gillentine carried the paper to a semi-weekly in 1948, and Nieman converted it to a daily in 1976.

Having a western image with a big-city flare, The Brand has undisputedly created more national headlines on Southwest agribusiness than any other newspaper in rural America. From the New York dailies to the Houston feature bundles, Hereford has become symbolic with national news as local leadership stress positive progress in the production of food and fiber.

Nieman and his newspaper have also stayed in step with the trends of the times, despite the fact that a more conservative paper would have been the easy way out. But when Nieman took over as president of The Hereford Brand on Christmas week of 1971, he began upgrading the various news departments, expanding local news coverage and giving local business and industry development priority over the hardcore run of tragedy and trouble.

Nieman hit the ground running when he arrived in Hereford as head of the only newspaper in Deaf Smith County, developing a number of community projects and carrying on others already started by the newspaper. The paper sponsors awards for the Home Demonstration Clubs' Woman of the Year and has been sponsored the Ag Man of the Year award for 13 years. Nieman helped start the Media Sports Awards, sponsored each year by the newspaper and KPAN Radio. The newspaper also picked up sponsorship of the County Spelling Bee a number of years ago, heads up the Christmas Stocking Fund, and recently added the Newspaper in Education program for the benefit of local schools.

When the worthwhile fund-raising projects are promoted by the newspaper, it joins with other community businesses in contributing to the cause. In 1973-74, when the worst cattle crash in the history of the beef business hit the Hereford square in the hip-pocket, Nieman's typewriter rolled out reams of stories on the positive side of the business. When Holly Sugar hinted of closing the local plant due to lack of sugarbeet acreage, Nieman and other business leaders flew to the company's headquarters in Colorado Springs to learn how they could help. Again, The Brand carried articles on the benefits of raising beets and helped secure more acreage.

Instead of pulling in his horns after the Beef Belt took the brunt of the economic crash, Nieman announced that The Brand was converting from a semi-weekly to a daily newspaper, printing five times a week beginning July 4, 1976.

Just as Nieman predicted in his front-page column, "The Hereford Bull", profitable times returned to the cattle industry. In the winter of 1981, Nieman announced the construction

of a new newspaper plant on Lee Street. Before the grass was tall enough to graze in 1982, The Brand was rolling papers off a spanking new Harris offset press housed in a new building that remains today as showplace among rural publications.

As publisher of The Brand and president of North Plains Printing Co., Nieman is one of the few publishers of daily newspapers who consistently works side-by-side with his staff in all phases of the production. He knows every inch of backshop, from composition to layout, and can crank out a catchy headline or feature article with the best. If managing editor John Brooks is neck-deep in getting the paper to press, Nieman may be found staffing a ground-breaking out on Park Avenue or giving United Way another page one promotional.

His office is a fun place to visit with knick-knacks of the past hanging around but much of the time Nieman's "executive office" is a wall phone at the layout tables in the backshop, or a borrowed telephone at the desk of the computerized headline terminal. The latest innovation at The Brand has been the change to a computerized, laser-printing system, with each staff member handling all copy and layouts on electronic screens.

The newspaper has 15 fulltime employees and several part-times in the circulation department. John Brooks is the managing editor; Mauri Montgomery is advertising director; Dorris Dickerson is the bookkeeper; Charlene Brownlow is circulation manager. Heading up the printing plant crew at North Plains Printing are Sherry Davis and Rick Castenada.

The newspaper and the printing plant are actually two businesses operating under one roof, separated by a "break" room. The newspaper office fronts on Lee Street while North Plains Printing fronts on West Third Street. The printing plant has a number of area weekly and semi-weekly newspapers as customers, as well as odd jobs on circulars and booklets. The press can run off a maximum of 16 full-size newspaper pages, printing about 13,000 copies an hour. The company uses between 300 and 400 tons of newsprint a year.

Though The Brand is a Texas business corporation, the newspaper has also served as "keeper of the records" of Hereford and Deaf Smith County almost since the beginning of this agri-business center. After almost 90 years, The Brand has a registered livestock brand in the

county clerk's office and a branding iron which has never burned a cowhide.

Even before coming to Hereford, Nieman admired Jimmie Gillentine and the newspaper he published. "A lot of newspaper people looked upon The Brand as one of the finest semi-weekly papers in the country."

Many of his readers know Nieman by his nickname, Speedy. He got tagged with the name as a freshman in high school when he became active in sports at Lamesa High School. He graduated from Texas Tech University and served three years in the U.S. Coast Guard during the Korean Conflict.

Nieman worked as a sports editor, then editor on a number of West Texas newspapers before he and his wife purchased the Slaton Slatonite in 1965, along with a partner, Wendell Tooley of Floydada. It was at this point that Lavon Nieman began to learn the newspaper business. The couple also invested in a printing plant in Floydada.

An old newspaper friend, James Roberts of Andrews, contacted Nieman in 1971 and offered him the opportunity to join a growing newspaper chain. The Niemans decided to make the move, selling out their interests in Slaton and Floydada. The group now owns 13 newspapers and Nieman is a stockholder in eight—Hereford, Vernon, Snyder, Littlefield, Levelland, Brownfield, Azle and Gatesville. He is vice president of the board at Littlefield and Levelland.

Nieman recalled that shortly after arriving in Hereford, the chamber of commerce held a welcoming reception in the old Jim Hotel. "I still remember how positive the people were about the community. Many of them said, 'I know you're going to like Hereford—not I think you're going to like it,' and that impressed me."

In addition to publishing a daily newspaper, Nieman has found time to serve as president of the Chamber (1978), president of the Hereford Lions Club (1979-80), has been a director and campaign chairman for United Way, director of Hereford YMCA, and an Honorary Cowbelle. He served as president of the Texas Press Association in 1981, after previously being president of the West Texas and the Panhandle Press associations. He was also a C of C president and Lions Club president in Slaton and was named "Man of the Year" there in 1970.

Lavon Nieman has been active in the Women's Division of the chamber and served two terms as president in 1974-75. She was named the group's "Woman of the Year" in 1975. She is also a member and past president of La Plata Study Club and served on the C of C board for two years.

The Niemans are members of the First Baptist Church where he serves as a deacon. Their two sons both graduated from Hereford High School and Steve resides in Lubbock and Craig lives in Austin. They have two grandchildren in Lubbock.

Following the series of short-term owners, Holman took over in 1917 and provided a successful weekly operation. He was active in business and civic affairs and was president of the Panhandle Press Association in 1921. Ill health plagued Holman for many years, and he decided to sell the paper in 1929. Two area publishing companies owned the paper for the next three years.

But the Holman's love for Hereford brought them back in December 1932, as owners and publishers once again. Holman was still a sick man, and he died July 20, 1933 at the age of 51. Mrs. Holman continued the newspaper under three different editors. On Feb. 11, 1937, she announced that a young editor from Wellington, Jimmie M. Gillentine, was moving to Hereford as managing editor.

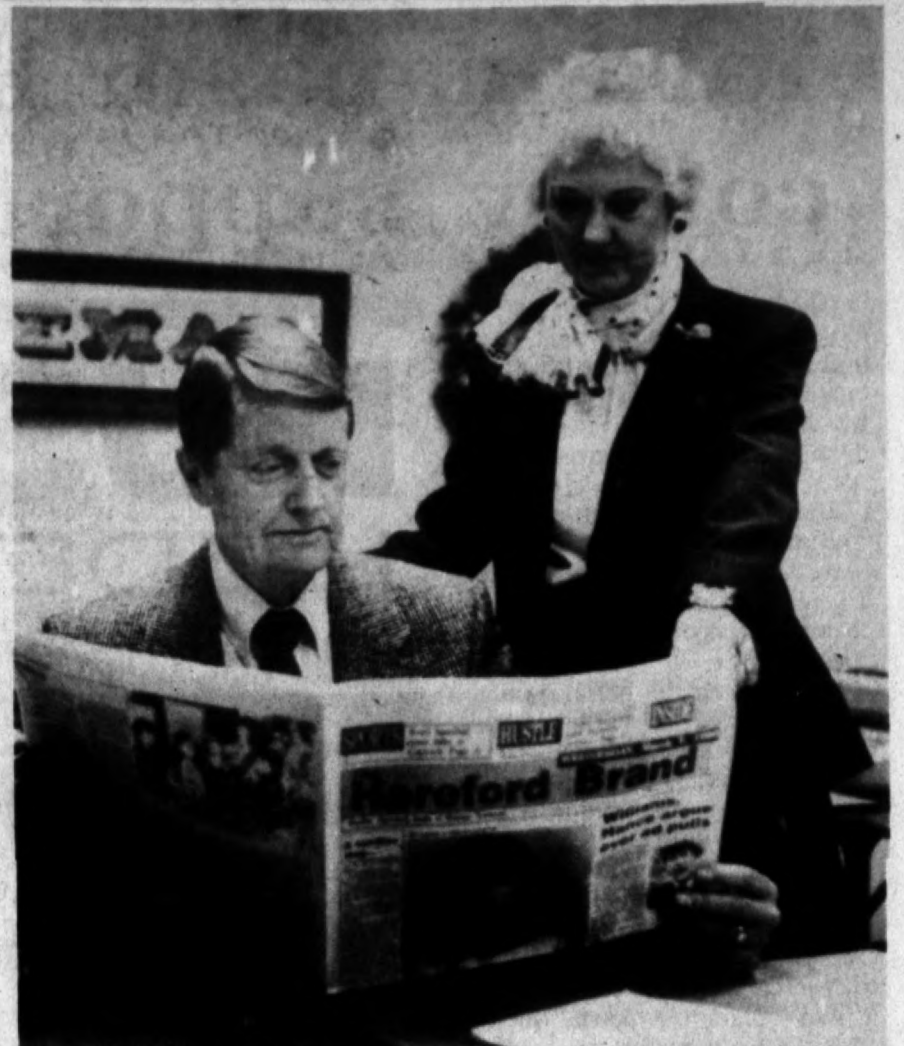
Gillentine purchased half interest in the newspaper in 1939 and became the sole owner in 1949 when Mrs. Holman sold her remaining interest.

Gillentine was a strong industrial and agricultural leader of Hereford and his "Bull" column provided a personal insight of the community that frequently reached to high places in both local and national government affairs.

Business boomed following World War II and, with a new press installed, Gillentine started The Sunday Brand on July 4, 1948. It was one of the few semi-weekly newspapers in the country to be published on Sunday, and it was a success from the start.

In December of 1971, Gillentine announced the sale of The Brand and the printing plant in Hereford to a corporation of several West Texas publishers, with O.G. Nieman moving to Hereford as publisher and president of the dual operation. The Southwest Offset plant was re-named North Plains Printing.

During the past 50 years, The Hereford Brand has won dozens of



Publisher Speedy Nieman and wife, Lavon

awards in all phases of newspaper publishing—editorial, news coverage, page makeup, headlines, feature writing, advertising, personal columns and community service. Since Nieman assumed management in 1972, the newspaper has earned some 42 first-place awards, 32 seconds and 31 thirds. The first-place awards include four for general excellence and three for community service.

Other than doing his own news stories and editorial writing and lending a hand when needed somewhere on the staff, Nieman has a hands-off policy for his department heads as long as they perform as expected. He encourages trying new ideas and giving his editor and ad manager a free hand in supervising their departments.

The physical plant of The Brand is a showplace in design and efficiency—from a trendy facade depicting the newspaper's own registered brand on a grey and brown backdrop to a computerized publishing system streamlined for the 21st Century. Nieman sketched the floor plans for the builder.

The thrust of any newspaper weaves around the editor and advertising manager, and walls lined with top awards show that John Brooks and Mauri Montgomery have been doing some things right. Montgomery is a hometown boy who made up his mind he wanted to be in community journalism and he wanted to return to Hereford after

graduating from Texas Tech in 1979. He was promoted to ad manager in 1982. He is the son of Mr. and Mrs. Dick Montgomery of Hereford.

A 1973 graduate of Dimmitt High School, Brooks attended Central Arizona College, Hardin-Simmons University, and the Elkins Institute at Dallas. He has experience in both radio and newspapers and was editor of the Castro County News before moving to Hereford as editor in July 1987.

Mrs. Nieman is a frequent visitor to the newspaper plant and serves as a "backup" for a couple of positions. She worked part-time at the front desk in the 70s, but these days she spends most of her spare time in community projects and making sure her husband takes a legitimate lunch break.

Nieman's newspaper plant is also the hub of press work for a number of area and regional newspapers and periodicals that rely on North Plains Printing in Hereford for the mechanical end of the publishing business. The plant prints papers and publications from Farwell, Levelland, Littlefield, Earth, Vega and Amarillo—as well as things like the Hereford football programs and the Miss Hereford Pageant book.

"We have really enjoyed this community and the great people living here," Nieman said while reflecting on the past 18 years. "We've been here longer than anywhere—even our birthplace... Hereford is home."



Sports Editor Sam Waller, Editor John Brooks



Advertising staff members Bruce Hernandez, Joe Weaver, Mauri Montgomery



Lifestyle reporters Sandy Stagner and Kay Crismon



Brand staff members Janey Allmon, Dorris Dickerson, Charlene Brownlow

Champion Feeders, Inc. 1971-1990

Yard manager Hopper says county supports kids, projects

The ride to fame was a little more than the proverbial bumpy trail for Dave Hopper: it was a gut-bustin', sun-fishin' sonovagun which landed him in recovery rooms and hospitals across a dozen states.

But when the dust settled and the stitches healed, Hopper walked away with a roomful of trophies and a pocketful of cash. He was a champion rodeo cowboy rider from Texas.

Then, at some point during a plunge back to earth, Hopper decided it was time to get off, and get on with a new lifestyle that landed him in the middle of the nation's Beef Belt.

"They call this place Hereford, Texas on the map but I call it the finest town in America," said Hopper as he squinted into the sun to check a pen of fat cattle. "This is a real supportive town when it comes to community projects and I'm here to tell you they back those youngsters out there 110 percent."

"If there's a district playoff somewhere on a Friday night, you can shoot a cannon down Main Street and not hit a soul. They're somewhere backing those kids."

But old memories of his professional years in the rodeo arena returned a couple of years ago when he was inducted into the Texas Tech University Rodeo Hall of Fame to become a legend in his own time in rodeo circuits of America. Though 22 years has passed since Hopper hung up his professional spurs, a spark snapped from his eyes as he talked of Leo Crammer's Devil's Partner, Harry Knight's Come Apart or the big blacks at Pecos.

"You get to do a lot of judging when you're walking around on crutches," said Hopper as he recalled a ride that racked his rigging for a year. "You also get a lot of time to think about the next ride."

Starts pushing beef

One day, Hopper said he had enough. At the ripe old age of 35, the professional rodeo rider left the circuit never to return—not even for friends, kinfolks or charity. After pullin' leather for 18 years, Hopper moved into the business of pushin' beef where he has become another champion in his own right as manager and co-owner of Champion Feeders, Inc., a 35,000-head commercial feedlot located on the east edge of Hereford.

"I decided it was time to start working for a living, and believe me, I found out in a hurry the meaning of work," said Hopper, in recalling his first job as mill-manager of a big feedlot. "I didn't think I'd ever make it and to this day, when I speak of mill managers, I speak of them with great respect."

Hopper, 57, was not only honored at Texas Tech for his championship wins in 18 years of competition in junior, amateur, collegiate and professional rodeo circuits, but also for his community, civic, business and church work in the Deaf Smith County area. Hopper was the fourth former member of the Texas Tech Rodeo Association to be inducted into the University's Rodeo Hall of Fame since its establishment in 1983. The others were Alvin Davis of Lubbock, B.F. Yeates of Bryan and Jack W. Buchanan of Big Spring.

First rodeo in 1951

"My first rodeo was in 1951 at a junior rodeo in Post," said Hopper. "I had two or three friends who rodeed some so I thought I would try it." The 18-year-old youth rode his first horse at Post but didn't win. By his third time out a little cash began to trickle in and then came action in the National Intercollegiate Rodeo Association (NIRA) and the Professional Rodeo Cowboys Association (PRCA). As a member of the Texas Tech rodeo team, he competed in Texas, New Mexico and Arizona where he earned three all-around titles and 14 championships in regional competition in bareback riding, bull riding and steer wrestling.

Hopper was the 1955 champion bareback bronc rider at the NIRA finals and the NIRA Southwest region champion bull rider in 1956. The following year, he was named the National Intercollegiate Champion bareback rider.

Credit to wife

Then followed 15 years on the PRCA circuit where he went more for the money than for fame. "But I could have never made it without the support of my wife, Joan, for the past 31 years," said Hopper,

HUSTLE HEREFORD



Hall of Fame award includes community service

who gave much credit to his wife for his success in both, the rodeo world and the cattle feeding business. "Joan has good staying power. It couldn't have been easy for her following me all over the country from rodeo to rodeo."

He and his wife, a Hereford elementary school teacher, have one daughter, Robin who is a student at the University of Texas Pharmacy School. Hopper has been an ordained deacon of the First Presbyterian Church of Hereford for more than 20 years and has served as a member and director of nearly every civic organization in the county, including the Deaf Smith County Chamber of Commerce. In presenting the honor to Hopper at Texas Tech in 1987, Davis emphasized that the Hall of Fame induction was based on 50 percent rodeo activities and 50 percent for community service.

Jake Holster of Amarillo, a long-time business associate of Hopper, gave the cattle feeder a personal endorsement: "I've never met a man who has any higher personal or business standards than Dave Hopper. There's a lot of fine business men in the cattle feeding business of the Texas Panhandle region and I put Dave on the top line."

Born at Marathon

Hopper was born at Marathon. During his childhood followed his family all over South Texas where his father moved from town to town as an instructor for the old CCC camps of the Great Depression. In 1939, the Hoppers moved to Sterley where his father became superintendent of schools.

In 1942, they moved to Lubbock where Hopper attended school and later Texas Tech University.

Young Hopper got his first taste of hide 'n' hair at the high school rodeo in Post and for the next 25 years he would become a part of America's rodeo circuits.

"I rode in 37 states and won a lot

of money, but never did go for the big titles," said Hopper who pointed out that his most memorable rodeo was a week's run at Pecos where he rode three unriden bulls in one week.

Some of the big money events were performances at Salinas, Calif., Cow Palace of San Francisco, Colorado Springs, Nampa, Idaho, Ogden, Utah, and Phoenix, Ariz.

'Regular' injuries

When asked about injuries, Hopper, modestly replied, "Oh, yeah. A busted back, fractured skull, broken ribs, broken foot a broken jaw...you know, the regular stuff."

Hopper and his wife moved to Hereford in 1959, and eight years later he hung up his chaps and spurs and went to work as a salesman for Farr Better Feeds.

Six months later he hired on as mill operator for the Oscar Easley feedlot 17 miles west of Hereford. The following year, Easley built another lot known then as the Circle 3, and Hopper became manager of both mills and purchasing agent for Easley. In 1970, Hopper left Easley and went to work as an order buyer for the Vann-Roach Cattle Company of Fort Worth.

When the old Three Rs Feedyard sold in 1971, the new stockholders changed the name to Champion and Hopper moved in as manager. The 35,000-head feed yard changed hands twice during the 1970s and the last time it sold—in 1977—Hopper came in as co-owner.

The other owners, as it stands today, include Gordon Dutterer, Hanover, Pa., Charles Tow of Los Angeles, Joe Mendiburu of Bakersfield, Calif., and the Jess Burner Estate of El Paso.

"Most of our cattle are consigned by cattle oriented people," said Hopper. He pointed out that they feed some Mexican cattle which he said have a good conversion rate that frequently blends into profit

and quality beef.

Good for community

"This feeding business is good business for the community," said Hopper as he walked over to glance at the ticker-tape. "We turn over more than 75,000 head of cattle a year, move more than \$1 million worth of feed every month and sell better than \$4 million worth of live cattle every 30 days."

Though Hopper carries his weight in the high-volume business world, he still speaks fondly of the old professional rodeo days.

"I think cowboys are the greatest breed of people on earth. They will always help you when you're down, and somehow they're never too far away when you're in trouble."

Hopper has also pulled his weight in the cattle feeding industry where he was a charter member of the Texas Cattle Feeders Association that is headquartered in Amarillo. He has served on the board of directors as well as a committee member for the National Cattleman's Association in Denver.

Looking back on his rodeo days, Hopper said if he had to back up and do it again, he wouldn't change a thing: "I probably did it the way I wanted too. The people you associate with in the rodeo world are your friends. I mean they're really your friends...iron-clad folks who will stick with you through thick and thin—when you're down or when you're hurt, your rodeo friends will come through every time."

Houston was a place long remembered by the Hereford cowboy. It was here that he got a big bull hoof directly in the mouth. "The rascal knocked out all of my teeth, fractured by skull, gave me a brain concussion and fractured four vertebrae...took me off the circuit for about a year, but I got to do a lot of judging during those days when I was limping around on crutches."

In 1967, Hopper won first place in bull riding at El Paso and Lub-



Dave Hopper

bock and never again did he toss down money for a professional rodeo ride—it was time to ride a new trail.

During the past couple of decades in the beef producing business, Hopper has watched the markets rise and fall, crash and peak. His business world is wall-to-wall beef, but his social world is the town of Hereford.

"We are really fortunate to have so many things going for us here at Hereford that other towns our size never even dream about," said Hopper, who spends time and money pushing community projects. "I can name you a dozen small business and cattle operations outlying around Hereford that probably even many of the people

of Hereford don't know about. People just don't talk about progress around here, they do something about it here."

Hopper's favorite conversational topic is Hereford. But once in a great while, if you can catch him between phone calls, he'll show that old "Hopper grin" and start visiting about his days in the saddle.

And while being spotlighted in the Hall of Fame festivities that day in Lubbock, a couple of years ago, he may for a brief moment relived the broncs in Cheyenne or the bulls in Houston. Or maybe, just maybe, he went back in time to a little high school rodeo out somewhere in the west where the most important thing on earth was to do your best.

CHAMPION FEEDERS

salutes those who have made Deaf Smith County's first century a century of progress.

We honor in particular those who have created and maintained a leading beef center - from the ranchers and cowboys of a century ago, to the feedlot operators of today.

HAPPY 100th, DEAF SMITH COUNTY!!

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WORLD!!!



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From pulling leather to pushing beef

Holly Sugar, 1963-1990

Holly Sugar story is sweet success

By JOHN BROOKS
Managing Editor

Between the end of September and the end of February, millions of dollars in new money is pumped into the Hereford area's economy and millions of sugarbeets make their way through the city to the Holly Sugar plant here.

As the beets are cleaned and sliced and cooked there is a new aroma in the air, mingling with all of the other scents. Like other scents in Hereford, the scent coming from the southwest is the smell of money, jobs and high-tech progress.

About 850,000 tons of sugarbeets will be harvested from area fields and processed at the Hereford plant. That's not just a lot of beets, it's a lot of dollars.

Each year, Hereford-area growers will spend almost \$22 million to produce the beet crop, spending money on seed, fertilizer, pesticides, irrigation, harvesting, transportation and other needs to take the crop from seed in a sack to big, finished sugar beets delivered to Holly's doorstep. That's an average per-farmer investment of \$70,000 to produce about 124 acres of sugarbeets. Some farmers have much larger operations, others smaller, but there's a sizeable investment made no matter the size of the crop.

There's also a sizeable return in the county's second largest dollar-generator, behind the livestock industry. The entire community benefits.

Holly employs about 120 people year-around, but once the campaign gears up in late September, up to 300 employees are needed. The annual payroll reaches almost \$5 million.

Holly also purchases up to \$5 million in goods and services in the state of Texas. Many of those goods and services are purchased locally if possible.

Holly also pays more than a quarter of a million dollars a year in taxes, and is by far the largest taxpayer in Deaf Smith County.

Holly is a story that almost didn't happen here. Thanks to efforts by many persons, it is an expanding success story, with a new \$12 million ion exclusion plant under construction that will add to Holly's production, create more jobs, and boost Holly higher in the sugar hierarchy.

Farming in this region can be pretty much marked as pre-sugar beets and since sugar beets.

Even in the days before sugar beets were a major crop in the Magic Triangle of Deaf Smith, Castro and Parmer counties, Hereford was moving and shaking in agriculture.

"Hereford has always been an agricultural center," said Bill Cleavinger, president of the Texas Sugar Beet Growers Association and the American Sugarbeet Growers Association.

"We have had a lot of people in town that have been progressive and promoted not just Holly but the cattle feeding industry and other areas. Hereford has been the hub of the High Plains vegetable industry for many years, even previous to Holly coming here.

"Hereford has always been a very innovative town, with very outstanding leadership in years past. We have got to carry on that kind of leadership. There are other towns in the Texas Panhandle that have the same basic products, but they have never blossomed like Hereford because they lacked the leadership Hereford has had over the years."

Not only was there aggressive leadership, but there was the main line of the Santa Fe Railroad, U.S. highways 60 and 385, good soil, adequate water

for irrigation and a long growing season.

"We've had these ingredients for a long time here, but a major part of the economy was wheat and milo—no corn like there is now—and vegetables," Cleavinger said. "Sugarbeets gave a good alternative crop to the area."

"Prior to Holly coming here there had been sugarbeets grown since the 1940s and shipped to the American Crystal plant then in Rocky Ford, Colo. People knew this was a good area for sugarbeets, and with the promotion of the leadership in Hereford at that time, they were able to persuade Holly to build in this area. Other cities wanted it, Plainview in particular, but the people of Hereford pulled it off."

Since the growers had been dealing with American Crystal, that's the company they originally tried to get to build in Hereford.

"They worked with American Crystal for a long time, but American Crystal finally decided against building here," Cleavinger explained. "At that time American Crystal wasn't as progressive, and shortly after that time (1964) the growers bought the company and turned it into the cooperative it is today in Minnesota in North Dakota."

"Holly was well established, and just up the road in Colorado Springs, so they were the most obvious choice."

It took a community effort which really started in 1912, but Holly Sugar Corporation's board of directors decided on Jan. 21, 1963 the company would construct an \$18 million plant in Hereford, Texas.

It was the first sugar beet plant to be built in Texas—and is still the only sugar beet plant in Texas.

It took the work of people throughout the Hereford area, including Dimmitt and Hart and Nazareth and other parts of Castro County, Friona and Bovina and Farwell and the rest of Parmer County, farmers in the Clovis, N.M. region, and all of Deaf Smith County to get the plant here.

It also took the courting of two prospective sugar manufacturers, an act of Congress and an overthrow in Cuba before all of the pieces fell into place.

The first sugar beets were reported to have been grown in Deaf Smith County in 1912. The successful early trial had sparked some interest in a plant here, but the idea died on the vine for a while.

More beets were grown, on a more permanent basis, after World War II but the beets had to be shipped to Rocky Ford, Colo., for processing.

Three years of intensive effort paid off when the Holly board made its decision to build its new plant.

The plant was the first built by Holly since its Brawley, Calif. plant was built in 1947. It was the company's 11th plant in a storied history going back to 1870.

In the late 1860s E.H. Dyer ordered some sugarbeet seed from Germany and planted it in test plots on his farm in Alvarado, Calif., near the San Francisco Bay. He grew 150 acres of sugarbeets and became enthusiastic about the possibilities.

Perhaps he didn't know history was against him; others had tried and failed in the United States to successfully farm and process sugar beets.

Dyer formed a company to build a processing plant on a corner of his farm. On Nov. 17, 1870, the first sugar was delivered to market from the plant.

He symbolized his success by sending a barrel of his sugar to president Ulysses S. Grant and went down as the "Father of the American Sugar Beet Industry."

The plant was rebuilt by Holly in 1936 and sugar is still made on the site.

Despite successful efforts to land a Holly plant here, there was a catch: the Sugar Act prevented growing additional acres of sugarbeets. There was a ceiling on how much domestic sugar could be

produced, and quotas were placed on how much sugar could be imported from other countries.

Then came Fidel Castro's overthrow of the Batistas in Cuba. Once Castro made known his Communist intentions and cut off relations with the United States, Cuba's sugar quota came open.

The problem was the Sugar Act's Cuban quota had already been parceled out to other foreign countries and some Congressmen wanted to put another five-year extension on the amended Act.

Through the personal lobbying efforts of James Witherspoon and Henry Sears, the five-year extension was defeated, allowing more work locally to sign up farmers to grow sugarbeets.

Finally, the act was amended to give Spreckels Sugar Company an allocation in 1963, then to give 15,000 tons jointly to Holly and the Texas Sugar Beet Growers Association for 1964.

With the promise of the 1964 allocation and with increased allocations to come, Holly made its decision to build the Merrill E. Shoup Plant in Hereford.

After a half-century of dreaming and thinking and planning about raising and refining sugar beets here, the Holly Sugar plant in Hereford was dedicated during ceremonies Sept. 19-20, 1964, in Hereford.

The Merrill E. Shoup plant cost \$20 million when it was built in 1963-64, with concrete silos holding the unpackaged sugar rising 230 feet into the sky southwest of Hereford; there were originally three dried pulp warehouses that were 240 feet long, 140 feet wide and 70 feet high; five thick juice storage tanks, each with a capacity near 2 million gallons; and the main processing building, 259 feet long, 84 feet wide, and as high as 95 feet.

A contract with the H.K. Ferguson Company was signed on Sept. 20, 1962 to build the plant, and groundbreaking ceremonies were held April 1, 1963 on the 1,700-acre site.

Cleavinger is still excited about the acquisition, in 1988, of Holly by the Imperial Sugar Company of Sugar Land, Texas. Imperial Sugar's saga goes back to the days of the Republic of Texas, and the Kempner family has remained a driving force in the sugar industry.

"Imperial Sugar is known in the refining industry as one of the best run, best managed sugar companies in the United States," said Cleavinger. "I would certainly have to agree with that in the time we have been associated with them."

"One of the Holly executives told me not long after the (Imperial) acquisition that he couldn't remember a time when someone wasn't looking at the books. Holly had changed hands three times since he had been there."

"While every time there had been some progressive changes, I feel great about Imperial. They are a significant sugar company, strong in marketing, very solid financially. I feel they are employee-oriented; they have a history of being very fair and open with their employees and treating them very fairly."

"The cooperation between growers and companies has been an important part of the success we have seen in our area. In my experience I don't know of another area that enjoys the relationship we have with our company. It's always been that way, and I think it will continue to be that way."

In September 1990, Holly Sugar Chairman Robert Hanna, Imperial Holly officials and others turned the soil at the Holly plant in Hereford to



break ground for a \$12 million expansion at Holly Sugar that will significantly increase the production at the Hereford factory.

The addition is a high-tech processing system to glean sugar from molasses, the main processes of the beet sugar refining process. There will still be molasses, and the molasses will still be used in the area's huge cattle feeding industry. The protein content will be just as high, but they will be less sweet than before.

The \$12 million expenditure is the largest made by Holly, a subsidiary of the Imperial Holly Corporation, since the Hereford plant was built in 1963-64. Construction will begin soon for the new building, on the east side of the current Holly complex. When the plant is completed in August 1991, the plant's production will increase from about 1.7 million hundredweight of sugar produced annually to about 2.2 million hundredweight.

At a gathering before the groundbreaking, Hanna told a crowd of Holly and Imperial officials and many local persons invited to attend the event that the day was "a milestone day for the company, for Hereford, and for the Texas Sugar Beet Growers Association."

The new facility, which will perform "ion exclusion" to separate sugar from the molasses, will allow the Hereford Holly facility to operate year-around. About 20 new employees will be hired to operate the high-tech facility.

The new facility is free of debt; Imperial Holly will use assets on hand to construct the facility. It is part of a \$60 million commitment by Holly to bring factories up to their highest potential, Hanna said.

"We're not relying on conventional wisdom," Hanna said. "We do want to build a better mousetrap, and put modern technology into practice. Technology holds the key to our future success."

"We can not stand still. It is onward and upward for Imperial Holly, not only for our shareholders and employees but to our communities. We will be even better partners for our growers and our communities. We are building a better future, yours and ours."

Holly President Roger Hill said the project began a year ago with the separation of key employees in Hereford, Colorado Springs and Sugar Land to study sites, markets for the sugar and by-products, transportation, economics, feasibility and vendors.

Hill said Holly pointed to an excellent relationship with the Texas Sugar Beet Growers Association and a demonstrated ability to produce a stable supply; a strong market for refined sugar; the large cattle feeding industry, which would use the by-products; and strong community support.

"Hereford was No. 1 on the list," Hill said.

Cleavinger also announced that Holly and the TSBGA had signed a new five-year "working agreement" with Holly, setting the prices to be paid to the 400

growers in the region.

"Imperial Holly is making a sizeable investment, and we as growers are also making a big investment," Cleavinger said. "We will make our investments and do whatever it takes to provide the product the factory must have."

Witherspoon pointed out that many sugar plants have shut during the last 25 years, but Holly and Hereford are going strong.

Speaking from inside the same building where the ribbon was cut to open the plant in 1964, Witherspoon said Holly had established a "base where we are going forward with greater opportunity than we had in the past. ...The future looks better than it ever did look. It looks better than it did back there 30 years ago. ...As long as we have Roger Hill, Bob Hanna, the Kempners (the family which founded, and still operates, Imperial Sugar, which purchased Holly in 1988), Bill Cleavinger and the growers, and strong community support, everything will be alright."

Hereford Mayor Wes Fisher, who moved to Hereford in 1963 as Holly's first agricultural manager here, said was "proud to say I had something to do with working with the growers and planting the first major sugar beet crop in Texas."

Fisher pointed out that Holly has 400 employees with a payroll of over \$5 million, produces 1.7 million hundredweight of sugar a year, and pays its 400 growers from \$35 to \$40 million each year. The plant also pays over \$250,000 a year in taxes.

"We fully realize your success is our success," Fisher said.

Mike Carr, executive vice president of the Deaf Smith County Chamber of Commerce, said he is enthusiastic about Holly's influence on Hereford and the surrounding area.

"For growers it will certainly be a long-term gain, it will open avenues for the sugar industry and make it more solid than it ever has been," Carr said. "Hopefully, allied industries will be attracted. If so, the tax base will be increased and it puts more jobs and more money in the economy. This

enhances the entire business community and further stabilizes the sugar beet industry."

Holly Sugar is busy with other expansion that should boost area sugarbeet production, expand the plant's capacity, and will give Holly a lift going into the 1990s.

Holly has a tentative three-year plan that calls for expanding planted acres in the region from this year's 37,000 acres to 42,000 acres in the next three years. Over the next seven years, the company wants to boost acreage to about 45,000 by 1995.

There have been expansions and improvements planned and done inside and outside the Hereford plant to meet the needs created by the additional acres.

The expansion includes establishing new receiving stations near Nazareth and Kress.

"The two new receiving stations will really benefit growers in those areas," said Bill Cleavinger, president of the Texas Sugar Beet Growers Association and the American Sugarbeet Growers Association. "They will provide a delivery point for many new growers and save many other growers hundreds of dollars in transportation costs."

Through the cooperation of Holly and the sugarbeet growers, a new palletizer has been installed at the plant, and a valve packing system will let Holly ship more tons of refined product in less space. That will lower the sales costs and result in more profits all the way around.

In the near future, Holly hopes to install pile ventilation systems that will let Holly handle the expanded acreage without having to increase the plant's slicing capacity. The ventilation system will be tried out during a pilot program in 1990.

Holly is also working on increasing sugar content in beets. The company's objective: increase the sugar content by .1 of 1 percent each year over the next seven years.



Helping break ground to start construction of new ion exclusion plant at Holly Sugar in Hereford are, from left, Roger Hill, Bill Cleavinger, I.H. Kempner III, Jim Kempner, Jim Witherspoon, Robert Hanna, Wes Fisher and F. Michael Carr.

Robert C. Hanna, president and chief executive officer, Imperial Holly



Whiteface Ford/Lincoln/Mercury, 1985-90

Wilcox optimistic on Hereford, hub of giant agricultural industry

Auto dealership expands on north edge of town

Roger Wilcox has worked from the top of the world, watched a sun that never set and criss-crossed a continent of rich valleys and green forests, but he returned to Texas to build a business cornerstone out on the north edge of Hereford.

Wilcox and partners have a piece of manicured real estate fronting on U.S. 385 that depicts America's love affair with the automobile, three acres of pampered cars, vans and pickups lined across a spacious landscape that surrounds the marketing center of Whiteface Ford, Lincoln and Mercury, Inc.

The sparkling white showrooms and service center stretch across the eastern half of the automobile center that is now among the top new-car dealerships of West Texas, an area that is larger than all of new England and has more footage than the entire West Coast from Seattle to Monterey.

"First of all, I think Hereford is one of the finest places on earth to live," said Wilcox, who once traveled extensively for a high-tech electronics firm. "And secondly, I don't know of any city the size of Hereford that is as progressively

minded. It seems as though folks around here are continuously looking for a better way of doing something."

With more than 125 new vehicles on the sales line at all times, Whiteface Ford has a computerized 16-bay service center adjacent to the office-and-showroom complex, with a \$180,000 parts inventory.

Every nut, bolt and washer, from the tiniest switch to precision bearing sleeves, are itemized on a computerized inventory network tied electronically to a national digital system second to none. If Whiteface doesn't have the part this afternoon, odds are that the item will be in the hands of a mechanic at worktime tomorrow.

"All of our mechanics are required to attend special training schools and they continuously do in-service training as needed," said Wilcox, the dealership's president. "We have some of the finest service equipment that money can buy and have the specialized mechanics to go with it."

Wilcox also noted that Whiteface is on line with a national video and communications system that instantly dispatches any new maintenance

or performance information connected with every phase of the automobile industry.

Whiteface also keeps a full line of high-quality used cars and pickups to meet the demands of the greater Hereford business and agricultural region. "There's always a chance we'll overlook something on the used cars or trucks, but we make every effort to present the used vehicles as accurately as possible," said Wilcox.

The multimillion-dollar inventory of new vehicles includes a complete line of the Fords, Lincolns and Mercurys, along with the Chrysler, Plymouth and Dodge models. They do not stock Jeeps or Eagles or Scorpions in the Lincoln-Mercury line.

Wilcox said the demand for the heavier luxury cars has made a big come back during the past couple of years, with some of the larger cars in the Lincoln and Chrysler lines being among the top showroom sellers in today's executive markets. The luxury lines, as Wilcox pointed out, include such models as the Lincoln Continentals, New Yorkers and the Plymouth Acclaim LX. The demand for these fine cars has

really been good," the 44-year-old dealer added. "Of course, some of our volume sales will lean more to the moderate-priced car designed for young families."

When it came to naming the models favorite among the younger set, Wilcox grinned a bit and handed back a fast answer--"Pickups...that Ford F series is the hottest thing on wheels when it comes to these Texas youngsters." Wilcox backs his opinion with his pocketbook by displaying rows and rows of new pickups across the Whiteface display center. And not a fleck of dust was visible from the polished chrome bumpers to the tailgates.

"The youngsters out here take great pride in their pickups and cars and generally speaking, the younger set keeps their vehicles in tip-top shape and spotless from bumper-to-bumper," said Wilcox, who also takes great pride in talking about the people of Hereford.

Wilcox is optimistic about the economy of the Golden Spread where Hereford has been the hub of the giant agriculture industry for nearly a hundred years.

"Sales in the larger vans have dropped off some during the last three or four years but now the mini-vans are coming on strong because women can see out of them," said Wilcox, in showing the various trends in model popularity. "We are now turning out one of the most versatile sets of automobiles ever produced in the history of the industry."

Born in Plainview, Wilcox was the son of Virgil and Ola Wilcox who farmed at various points on the South Plains and the Texas Panhandle, including Kress, Hart and Friona. He spent his grade-school years at Friona, but at an early age, he moved with his parents to eastern Oklahoma where his father farmed for U.S. Sen. Robert Kerr, an Oklahoma family who were leaders in all phases of Southwest agriculture.

Wilcox graduated from Pocola High School in 1963 and attended the University of Tulsa where he became an electronic engineer for a Tulsa electronics firm by the name of LeBarge, Inc., a St. Louis-based company that specialized in high-tech electronic equipment for the military.

While speaking of the move



from Eastern Oklahoma to the Texas Panhandle region, Wilcox said his wife was a little nervous at first, "but you couldn't tear her away from Hereford now...she and the family just love it here."

The Wilcox family consists of three daughters: Debbie and her husband, Rich Dunham, a teacher in the San Antonio school system and a dental student; Teresa and her husband, Rodney Alley; and Stephanie, a junior high student.

Wilcox speaks fondly of his years in the electronics field, but says that the automobile business caught his attention about a dozen years ago and has never let go. "I don't think I could ever be happy doing anything else," he added, while thumbing through a new brochure on the New Yorker Landau.

In late 1977 Wilcox and his brother, V.R. Wilcox, teamed up with a third person and bought the Ford-Mercury dealership in Friona where Wilcox was active in the automobile business until 1985 when he sold his Friona interests and moved to Hereford. Though Roger and his wife, Betty, had developed many close friends in the Friona community they made the move to Hereford in a positive manner, desiring to establish a dealership in a larger town.

"When we moved here we were looking for a larger town in which to do business and Hereford seemed like the ideal place," said Wilcox. "Besides the immediate Hereford area, we have a lot of customers out of Canyon, Vega, Adrian and from towns in Eastern New Mexico."

The Chrysler franchise of Whiteface includes Castro and Parmer counties in addition to Deaf Smith County, whereas the Ford-Lincoln-Mercury franchise covers only Deaf Smith County but their sales influence reaches much farther. Wilcox pointed out that the new-car dealership has many advantages for the customers in that such a business has a full-service car maintenance program tied directly to the factories.

"We have 16 stalls in the service department and we send all of our mechanics to school every year to stay abreast of the latest technology in workmanship," Wilcox added, in showing how every vehicle sold at Whiteface is backed by a qualified working force, from the salesperson to the mechanic. "We also have a satellite training system where we receive information via satellite for training sales people, auto parts personnel and those in the mechanical division. Both of the manufacturers send us video-tapes for each department of the dealership, giving up-to-date information on every phase of the industry."

Jeff Durbin, manager of the Whiteface Service Department, consistently ranks among the top service managers in the state of Texas, with the entire dealership now ranked as the second best such automobile agency of the Ford Zone which covers all of the West Texas-High Plains region, including the Oklahoma Panhandle.

Though Whiteface is not designated as a heavy-truck division, it does handle trucks up to 1 1/2 tons and stocks a full line of four-wheel drives in both the Ford and Dodge pickups.

"I really love the automobile business," said Wilcox, as he reminisced over various incidents in the industry during the past decade. "We've seen some pretty tough times along the way, but as an example of our expansion, we started out with three employees in 1985 and now we have 24...and a fair-sized payroll."

In the recent move to the present location on U.S. Highway 385, Wilcox handled all of the office and showroom designing, putting together in one building almost everything he had liked in other agencies. He then added a bit of individualism in giving the auto center a personal touch...such as a winding staircase to second-floor offices and a show-room openness having an atrium profile. Everything from the service bays to the showroom floor is sparkling clean and sparkling white. And the entire staff has a customer approach that reveals the same type of openness in business.

Before moving into the new car dealership business, Wilcox travelled the continent for the Oklahoma firm that manufactured sophisticated electronic equipment, basically for the military...intrusions, detection devices. During the first 10 years with LaBarge, Wilcox worked as a design engineer then moved into electronic sales for about four years. At that time, the St. Louis-based company built satellite equipment designed for weather-data gathering stations manned by the military, U.S. Corps of Engineers and National Weather Service.

"During those years with LaBarge, I traveled quite extensively and was on many of the military bases on the North American Continent," said Wilcox. "One of the projects included the installation of a weather station in Alaska up north of Fairbanks in the Arctic Circle. The working conditions weren't so bad but I never got used to seeing the sun all the time...it would sort of go down pretty close to the horizon then just drift along for a while before coming back up into the sky."

As an example of the high-tech qualities involved in the Alaskan weather station, the Arctic installation would transmit on a periodic schedule to a satellite over Hawaii which in turn transmitted signals back to Washington, D.C., then into Maryland to the national headquarters of the National Weather Service where they recorded real-time data on what the weather was doing on the opposite side of the world...or at the top of the world.

Wilcox and his partners have a bit of homespun philosophy relating to the automobile industry that should be heeded at the factory levels--"We live in a type of society where people are going to drive...and they're either going to drive a new car or they are going to repair the one they're driving--we intend to have a business that will adequately serve all of these needs."

"We're a people business and people is all we've got when you get right down to the bottom line. Everybody is selling something and we really enjoy what we're selling--it's the fine people of this great Southwest that makes our work in Hereford so very rewarding."

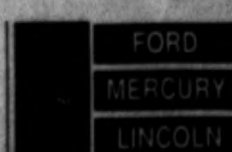


ROGER WILCOX: "I think Hereford is one of the finest places on earth to live... I don't know of any city the size of Hereford that is as progressively minded."

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HUSTLE HEREFORD

Sugarland Feed Yard, 1978-1990

Sugarland strives to remove variables in cattle feeding

Blending tight management with highly-controlled livestock diets, Sugarland Feed Yard is now touching every phase of the cattle industry—from cow country calf producers to High Plains yearling operations. And their big selling point is predictability of performance at the feed bunks.

"Removing variables in cattle feeding has become one of our top priorities," said Jan McElhaney, manager and co-owner of Sugarland, located three miles west of Hereford.

Under the direction of McElhaney and nutritionist Ray Eller, Sugarland has initiated a special cattle growing program that puts lightweight calves on track for finishing through high-energy rations developed and fed under strict supervision. Though the feedyard has been among the leaders in custom cattle feeding for more than 20 years, the growing operation lends a new dimension to the finishing pens.

"Even slight changes in the performance level of an animal can mean the difference in profit or loss," said McElhaney. "We try to remove as many wide swings in performance as much as possible."

McElhaney demands highly-controlled feed-bunk management at all levels of feeding, pinpointing pen performance on a day-to-day basis. And the end result has been increased uniformity at the packer level, with their feed-bunk performance getting the attention of individual cattle feeders from the Gulf to the Midwest.

McElhaney switched his basic feeding program from the traditional full-feed roughage and grain diet about four years ago to a controlled energy diet in a growing operation that is linked directly to the finishing rations. The veteran cattle feeder says the controlled energy rations reduce feed waste, causes less digestive difficulties and provides for a smooth transition from the growing pens to the finishing pens.

Rations are formulated by Moorman Manufacturing Company, based on the most economical nutrients available. Moorman also handles all nutrient analysis of raw feedstuff and follows through to the completed rations.

New cattle are fed a 65-percent roughage, including a custom-mixed protein supplement, for about two weeks in an effort to build feed intake or consumption. The cattle are then placed on a growing ration containing 60 percent grain and allowed to eat free-choice for around two weeks. Then, intake is adjusted based on animal body weight and condition and the energy content of the ration.

McElhaney said that when cattle in the growing pens reach the 700-750-pound level, they're switched to an 80 percent grain finishing ration. The California Net Energy System is used to project growth rates from various diets. Feed bunks are checked daily in an extra security measure to keep close tabs on actual livestock consumption.

"We still feed our cattle three times a day," said McElhaney. "I

"The packers are concerned with yield and grade on these cattle. We've got a \$10 spread right now between Choice and Good, so we've got to do a good job with the cattle to hit the Choice market ... There's a place for the plainer type animal, but we're going to have to make a lot of hamburger meat."

believe the extra feeding run keeps the cattle on a higher consumption rate and by having the controlled growing diet the cattle seemed to have better appetites."

Feed inventory records are posted daily to keep a close track on uniform consumption, which is the key to high performance. At close-out time rations are indexed on actual gains and then compared with projected conversion rates. As an example, a 106 percent efficiency rate reveals the cattle performed six percent better than predicted in the beginning. Current closeouts revealed that conversion rates on an "as fed" basis consistently averaged around 8.25 pounds of feed per pound of gain for the steers and 8.9 for the heifers.

The Hereford cattle feeder compared livestock with people in showing a comparison of how controlled rations are vital in keeping cattle at a high level of performance.

"Cattle vary in appetite just like people," he said, while comparing heavy eaters with finicky nibblers. "The cattle also have various levels of stamina in fending for themselves, particularly with the younger cattle. So, under the traditional full-feed system cattle that dominate the bunks gain more than less aggressive animals."

Adequate feed bunk space is another key point in Sugarland's growing program with a minimum of one foot per head allowed at the troughs. Thus, a restricted, but concentrated diet, ensures that cattle having less ambitions get the needed energy to achieve a steady, uniform growth pattern. The same feeding theory, or program, works on cattle prone to over-eating. Since the diet is controlled, the growing phase is held to a steady, moderate gain.

McElhaney said that reduced feed waste is another big factor in the controlled diet system: "The 60-percent grain growing diet is highly palatable so little or no feed is wasted at the bunks. On the finishing rations, I like to feed 30 percent corn and 50 percent milo and since we're in a grain-deficit area much

of our grain has to be shipped in...I'll go to half corn and half milo if the price is right."

Sugarland ration roughages circle around ground alfalfa and corn silage, with the feedyard stashing about 1800 tons of locally-grown silage into the pits each year. "And here again, just as in the grain, the type of roughage we use depends on the price and quality," he added. "Generally, on our finishing rations, we'll feed 80 percent of grain, about nine percent silage and about seven percent ground alfalfa. The other four percent is comprised of molasses, fat and supplements."

Company-owned cattle average only about 5 percent of inventory at Sugarland with feeder consignments coming from throughout the United States...ranchers, farmers, yearling operators and inventory from all walks of life.

"At least 95 percent of our cattle are customer-owned cattle," said McElhaney. He and his six partners at Sugarland also feed cattle individually. The feedyard is billed as a 25,000-head unit but will easily handle more than 30,000 head of cattle.

"We have brought in cattle as light as 300 pounds and fed them up to 380 days," McElhaney added. "I'd say the extreme weights of most of our cattle coming in will run from 250 to 600 pounds. All of the consignments remain on this special high-energy growing rations until 800 to 750 pounds then they go right on to hot rations...the transition is very easy to make."

Based on a 500-pound steer, Sugarland will feed about 3 1/2 percent body weight per head per day. "That's 17 1/2 pounds per day to start with. And we refigure the predicted intake every week to 10 days, and in about 60 days we'll weigh the cattle to make sure we know where we are. The entire growing program is built around controlled feeding which permits an animal to have a steady growth rate and not get too fat."

With the current feeder calf inventory in tight supply, McElhaney pointed out that is now much easier, and more profitable, to grow their yearlings than to go out and buy them on today's market. "You can go out and buy fat calves about any place around but it is really difficult to go out and find a string of good yearlings that's in the money. We take the calves and make yearlings out of them here in our own feedyard."

The big plus factor at Sugarland is the smooth transition from growing rations to hot finishing rations that round out Sugarland's cattle at more than 75 percent choice with a Y-2 Grade. McElhaney pointed out the early high energy rations had not greatly affected marbling, showing where his packer prices have consistently remained among the top sellers on any given market.

Sugarland consistently pulls stocker cattle from the Kansas region during the winter months and



Sugarland Feed Yard

have heavy consignments from the Deep South and Southwest in summer runs. "They can get their grain a little cheaper up there in Kansas but our excellent climate conditions more than make up for their lower price grain," said McElhaney. "It's not that we have no grain around here—we have a bunch of it—but we also have a lot of cattle on feed in the Hereford area...there's just not enough grain to go around so we have to go outside to get it."

There's more than 500,000-head feeding capacity within a 25-mile radius of Hereford which has the largest concentration of feeder cattle in the world. More than 5 million head of cattle will be finished slaughter this year in the Panhandle Beef Belt, with about one-half of the nation's total fed beef supplies coming from a string of commercial cattle feeders between Garden City, Kan., and the Lubbock area of the Texas South Plains.

Upon retirement of Melvin Cordray in 1985, Sugarland's first and only other manager, McElhaney was named manager of the feedyard along with being co-owner in a team of cattle feeders.

Sugarland Feed Yard was originally owned and built by Holly Sugar Corp. in 1962 with an initial feeding capacity of 10,000 head of cattle that were company-owned. In 1968, Holly elected to dispose of its livestock feeding operations and Cordray organized a group of inventory, including himself, to lease the feedyard. The original owners included Cordray, Taft McGee, J.H. Sears, Jim Sears, Wheeler Sears, and Helen Sears Cox. Cordray was elected president, McGee vice president and Jim Sears as secretary-treasurer. This group of stockholders later purchased the yard from Holly in 1978. When the feedyard went into custom feeding in 1968 the unit was gradually expanded to 25,000-head feeding capacity.

McElhaney sees some major changes coming for the cattle feeding industry for the 1990s, including value-based marketing of finished cattle—"The packers are concerned with yield and grade on these cattle...We've got a \$10 spread right now between Choice and Good, so we've got to do a

On a 500-pound steer, Sugarland will feed about "17 1/2 pounds (of feed) per day to start with. And we refigure the predicted intake every week to 10 days, and in about 60 days we'll weigh the cattle to make sure we know where we are. The entire growing program is built around controlled feeding which permits an animal to have a steady growth rate and not get too fat."—Jan McElhaney

good job with good cattle to hit the Choice market.

"I believe it would be good for the industry if we could get this Mexican market opened up...they want the plainer type cattle and that would take some of the lower grade beef off of the U.S. market."

He noted that more finished cattle are being marketed under yield and grade—"Not because the cattle feeder necessarily wants to but because that's the only way a packer will go in many cases. You can hardly get a live bid on some of the sets where they're going to grade out pretty low...they're wanting Choice."

McElhaney pointed out that there will always be a place for all kinds of meat and all kinds of cattle but emphasized that the trend is toward higher quality beef.

"There's a place for the plainer type animal but we're going to have to make a lot of hamburger meat," he added.

McElhaney's other local partners are Bert Parker and Roger Albracht who work in the yard. Four other partners are included in the Sugarland ownership. Its payroll consists of about 35 with many of the employees having been at Sugarland for more around 20 years. Mill foreman Noe Castro has been at Sugarland for 19 years, Tommy Province has been in maintenance at the yards for 20 years and Cowboy Boss Dallas Whipple has also been around for a dozen years. The Sugarland payroll will run about \$46,000 a month with annual gross sales at between \$12 and \$13 million, not counting cattle costs. Sugarland is listed as 339 in the top 400 farms in the United States. McElhaney is no stranger to the

cattle industry. He has worked every phase of the industry from Texas to California. He's a member of the membership committee for Texas Cattle Feeders Association, a member of the marketing committee of the National Cattlemen's Association and head of the political action committee for the New Mexico Cattle Growers Association.

Reared in Ruidoso, N.M., McElhaney grew up on the banks of the Ruidoso River in the scenic Hondo Valley of New Mexico.

After graduating from high school in 1952, McElhaney attended New Mexico State University at Las Cruces before enlisting in the Navy where he was assigned to a submarine division for four years.

McElhaney and his wife, Marty, are active in a number of related industry groups. She is co-chairperson of District VI of the Legislative Committee of the American National Cattle Woman's Association.

Though McElhaney spent much of his youth in mountain country, he prefers the Plains. "I like to ski and the mountains are okay, but I really love this country around Hereford."

With about 65,000 head of finished cattle moving through the yards each year, Sugarland will gross between \$28 and \$30 million a year in livestock sales.

Three miles west of Hereford off Holly Sugar Road Sugarland is located on a 640-acre site, with the company owning an additional 150 acres of land. The yard contains three sets of livestock scales and blends its rations with a set of giant steam-rollers. Clean environment is high on the maintenance list with all drainage funneled into a central company-owned lagoon.



Jan McElhaney looks over a pen of cattle at Sugarland



Sugarland derived its name from its original parent company, Holly Sugar

C. Ramirez & Sons, 1957-1990

Ramirez family firm becomes food giant

The American dream machine has cranked out another success story founded on the ageless scenario of rags to riches.

And the foundation for this success story is rooted in the heart of Hereford where community bonds weave a web of progress.

With a meager beginning in a Deaf Smith County labor camp 33 years ago, C. Ramirez & Sons food manufacturing firm spawned into a multi-million dollar corporation designed for international distribution.

Rene Ramirez, president of the Hereford-based company, announced just a year ago that the firm was moving into the frozen-food market where they are specializing in tamales and burritos.

"We were already in 26 states with our tortillas, chips and sauces, and now we're moving forward on plans for nationwide distribution," said Ramirez. The expansion added a building adjacent to the main food factory and about 20 more people to the existing 169-person payroll.

In addition to the payroll, the factory is utilizing more than 10 million pounds of food-grade whole corn and around 10 million pounds of flour annually. Toss in truckloads of locally-grown tomatoes, peppers and other vegetables and the bottom line will reveal a multi-million-dollar

consumer of homegrown foodstuff from the area.

"We buy all of our food corn from the Hereford area," said Ramirez. "We've done a lot of testing ourselves and we haven't found any corn that can beat that which is grown locally. The food industry knows that the best food corn in the world is grown right here on the High Plains."

Ramirez also buys all of his vegetables from the Hereford region when at all possible. Though the company is something of a family operation, Ramirez personally checks everything that is bought or sold, showing where the "Ramirez label" stands for high-quality food.

The food factory has its own in-house laboratory equipped with high-tech food-testing facilities. As in the laboratory, everything in the new frozen-food plant is stainless steel form wall-to-wall, with spotless white walls and manicured floors.

Though the initial factory has production capacity of around 500,000 tortillas an hour, the new food manufacturing unit adds even greater dimensions to the Ramirez operations in a tamale production alone of at least 80,000 a day. All Ramirez tamales are wrapped in authentic cornhusks and packed with high quality meat.

At the present time, Ramirez is

marketing 75 lines of foodstuff, featuring corn tortillas, flour tortilla, tortilla chips, taco shells, nacho chips, several cheese lines and a score of sauces. The company logo summarizes its products—"Authentic Mexican Food Since 1957."

"Our company produces corn tortillas the old fashioned way...by using real corn, not corn flour," said Ramirez. "The result is a tortilla with a distinctive corn flavor and a delicate texture from either white or yellow corn. Quality control standards are enforced on modern processing equipment to ensure that the quality is consistent."

The attractive blend of yellow, green and red on packaging and labeling give Ramirez products an extra consumer appeal. The packaging also gives shoppers an account of the ingredients. Shelf-life of the products is comparatively lengthy, running from 60 to 90 days on the chips, shells and tortillas. These products also come in a wide range of packaging, from 10-count to 180 on the tortillas.

David Clyde, a spokesman for Ramirez & Sons, presented a firsthand account of the food factory, showing the assembly-line production of Mexican foodstuff—from cooked whole corn to the masa ovens.

"We don't use machinery to move the cooked whole corn to the mixers," said Clyde, as he pointed to handlers who were carefully moving the corn to mixers one bucketful at a time. "Machinery has a tendency to bruise the corn kernels and Rene (Ramirez) absolutely will not allow his corn to be bruised. He stresses quality all the way from the fields to the packaging." The Ramirez factory is designed for 10 conveyor-fed gas-fired ovens which turn tubes of mass into uniform tortillas packaged with an assembly-line work force.

Specialty products include the Del Sol burritos, which tops the burrito line, Texas Generic Chips designed similar to the state of Texas, Chorizo, blue tortilla chips, cinnamon crisps (bunuelos), pork skins, nacho cheese chips and nacho cheese sauce. The Ramirez picante sauce comes from an original family recipe that dates back to several generations in home-made family foods.

The Ramirez skyline—several acres of factories and warehouses—didn't come with the wave of a wand. "It took lots and lots of hard work, many sleepless nights and a little bit of luck," said Ramirez, as he reflected on a life in the food business. "We started out with a little 14-by-14 building out in the old labor camp south of town where some of us were living in a tent."

Ramirez was speaking of another era of the boom-or-bust days in the vegetable and farming industries of Texas when quantities far outweighed such key factors as quality-control and concerted conservation. Today, the vegetable and grain production of the High Plains have stabilized into an agricultural showcase, with Hereford billed as hub of the Panhandle Salad Bowl.

Reared in the San Benito area of the Rio Grande Valley, the Ramirez family for years followed the Texas cotton harvests, moving northward from the Coastal Plains, across the Corpus Christi lowlands and around a rainbow arch of turnrows that began in south-central Texas and ended out south of Hereford just in time for the Christmas holidays.

"It had been a long season that year in 1957 when my mother (Eva) decided that she wasn't going to make another move," said Ramirez, as he recalled the beginning of the family food business. "My mother was a very strong-willed person and she decided right then and there that Hereford was going to be our last stop—this was going to be our home."

Mrs. Ramirez had once operated a tortilla factory in the Valley. Ramirez pointed out that through the years as farm workers, the family had always looked forward to the time spent in the Hereford community. "The folks around here always seemed to be friendly and more on the progressive side than in other places around Texas," he added. "So, we stayed and we built and we expanded into what you're seeing here today."

Rene and his father, Cipriano Ramirez, built a 14-by-14 foot building to serve as something of a family food factory in the old labor camp located on the outskirts of Hereford. Their first customers were the local farm workers, then they expanded into the downtown shops of Hereford where folks liked what they bought.

The backyard business grew little-by-little—then came some homespun labels—C. Ramirez and Sons. been favorites of the family, they also produced several bakery lines during the formative years.

Ramirez moved to his present

HUSTLE HEREFORD

location in 1981 when a 20,000-square-foot manufacturing plant replaced the old downtown location. In addition to the initial factory and office building, the plant also includes a couple of warehouses, garage where Deliveries by the boxful gradually developed into deliveries by the truckful, then vans and pickup trucks. Taking one town at a time, the Ramirez family expanded from the immediate Hereford area into neighboring neighborhoods and then into adjoining states—consumers began asking for the Ramirez labels. The Ramirez family food business had become more than just a kitchen affair and the labor camp was left behind.

The business was officially organized in 1963 as C. Ramirez & Sons, Inc., when the factory was moved to 130 Main in downtown Hereford, about half a block off of U.S. 60. The company continued to grow and in 1971 the family moved to a second business location south of the courthouse square. A portion of the old family business name—"Casa Ramirez"—can still be seen on the building that is still owned by the family. They operated a restaurant in the front and had the cooking and bakery facilities in the rear. Though tortillas, fajitas and tacos have long a fleet of delivery trucks are serviced and maintained and the tamale-burrito production center. The company fleet now includes five semitrailer rigs and about 16 delivery trucks. A restaurant was built on the plant site in 1986, but was shutdown after a short time—"Too much work and too little profit." The restaurant was converted into a fried products unit with a portion of the building to be used for the new tamale-burrito production.

In addition to the Hereford headquarters, Ramirez also has a chip and pork skin plant in Tulia that is managed by a sister, Rachel, and another plant in Dallas managed by another sister, Mary. A third sister, Rose Medrano, is secretary-treasurer of the entire corporation and works from the Hereford headquarters.

Ramirez has a brother, Joe, who owns a tortilla factory in Wichita, Kan., and another brother, Raymond, who has a Mexican food company in Pueblo, Col.

In addition to Clyde, who also serves in administrative work and as company pilot, other key employees include Joe Soliz, purchasing director, and Willis Dufur, corporate sales for the greater Southwest and Plains areas. Ramirez has a third brother, Emanuel, who is retired in Hereford.

While speaking of the company success, Ramirez said one of the most important facets of the family business is that he is able to give something back to the community of Hereford. "We're very, very proud of the fact that because of this company started back in 1957 in a labor camp, we're able to furnish a paycheck for more than 160 people," said Ramirez. "To me, everybody in this world should have a job...to be able to support a family."

Lights go on at the Ramirez factor at 4 a.m., six days a week, with single shifts now in operation. The factory is geared to multiple-shifts operations if the need should arise. The plant grinds its own cornmeal to specific textures but purchases wheat flours from outside sources. The firm also manufactures several lines of blue-corn Mexican products.

Ramirez puts the final okay on every line of food. He not only uses his own judgment in tasting, but sends out test samples to employees, friends and business associates across the nation. "I make the final decision on all products...the buck stops here," Ramirez added, as he scanned a printout of company expenditures. "We do a lot of research on all new products...get many opinions." He stopped production of pastry items about five years ago, but the sauce lines gross about 1500 cases a week.

Though Ramirez is merchandising his products through nearly every major food chain in the nation, he is still looking at expansion—"You know,

we're not making all of the products that we could sell and we're not selling all the products that we could make...there's a lot of plans on the drawing board but we've always taken one step at a time."

The 46-year-old executive frequently speaks about the good life in Hereford. "Look at the fine weather we have around here as compared to all that mucky, miserable weather you find in other parts of the country. And then there's all the fine people we have around here. You hear a lot of talk about the fine cattle we produce here and I know they're important to the economy, but I like to talk about the people of Hereford—my family has always loved the country around Hereford."

Rene and his wife, Dianna, have four children—Ruben, Cipriano, Roger and Rolando. "My sons also love this town...they think there's no place like Hereford," Ramirez added.

Through the years, the elder Cipriano Ramirez was recognized for his outgoing

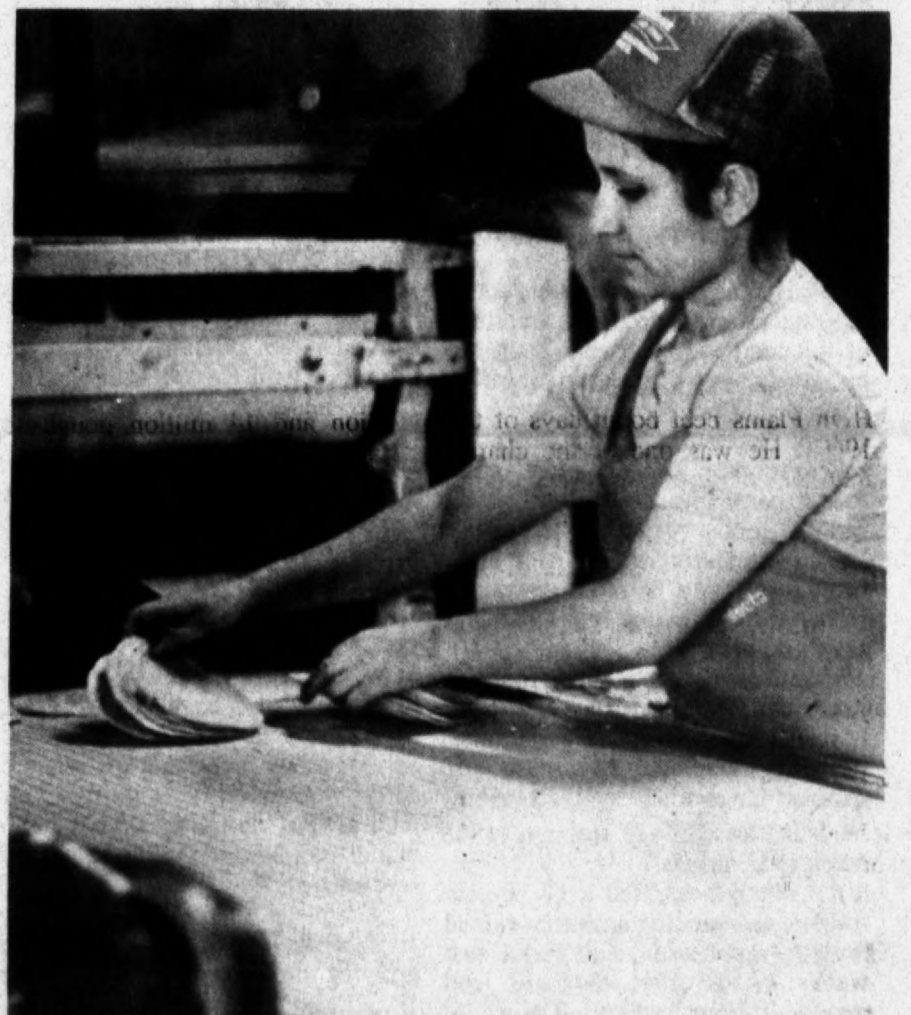


ROSE MEDRANO
... secretary-treasurer

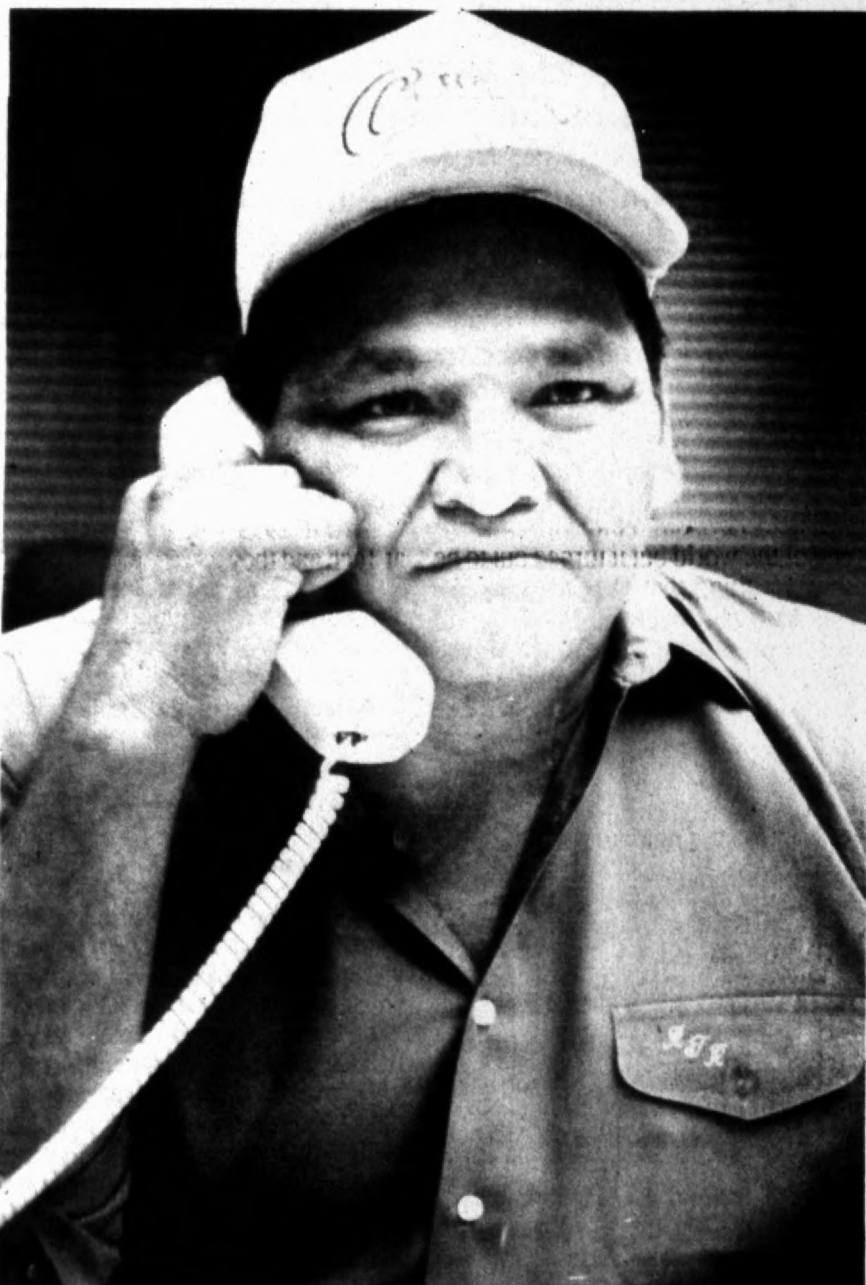
personality and frequently remembered for his attire of white hats. Eva Ramirez was known throughout the community as a staunch supporter of family and home. She died in 1980 and he passed away a year later.

Though Ramirez puts much emphasis on family education, he chuckles when he refers to himself as being a "Junior High dropout."

Tucked about half way between the reception desk and the tortilla ovens, Ramirez spends much of his office time in an unpretentious spot where he taps the pulse of the marketing world by fax and phone. He stays on a first-name basis with employees and refers to his managers as the "best in the business."



Busy worker at tortilla table



Rene Ramirez



Eva and Cipriano Ramirez
... founders of company

A Great Place to Live.

The early pioneers who settled in this area were looking for a new start, someplace they could call home.

Today, families are still settling here for the same reasons.

During this Centennial Celebration we are proud to say that we have been a part of Deaf Smith County the past 33 years.



Garrison Seed Co., 1966-1990

Garrison, with help of good people, built multi-faceted agribusiness

By ORVILLE HOWARD
Special Feature Writer

The nation was full of promises when Shirley Garrison returned home from a war-torn Europe in 1948 to find his place in the sun on a cotton farm in Texas.

But this small beginning near Dalou was the foundation for a young man's dream that developed into a multi-faceted agribusiness which now reaches to the far corners of the nation's grain belt and a half-dozen foreign countries.

Garrison Seed and Company, Inc., headquartered on the southeast edge of Hereford on U.S. Highway 60, is a testimonial to an old American tradition that success is generally found at the end of a long day's work, the epitome of High Plains agriculture which begins with tiny seed tucked between a couple of turnrows.

"I have always loved to farm ever since I was a young farmer on the South Plains," said Garrison as he recalled earlier times in the Dalou community. "But there have been a number of other things come along that I have enjoyed about as much as farming."

Garrison was speaking of his diversified agribusiness and livestock operations that include grain elevators at Easter and Lazbuddie and the Bar-G Feedyard, where a 60,000-head custom feeding center finishes 150,000 grain-fed cattle a year. And Garrison Seed, which is now in its 23rd year of operation, has three separate seed-handling facilities in Hereford and maintains a regional office in Lubbock.

Though the seed executive has had a life-long love affair with farming, he has maintained extensive investments in stocker and feeder cattle since the High Plains beef boom days of the 1960s. He was one of the charter founders of Southwest Feed Yards northeast of Hereford and at many points in more than two decades of cattle feeding, the Garrison family has fed upwards of 10,000 head a year.

"We've made some money in the cattle feeding business and we've lost some money," said Garrison. "But I've found that the bigger equity one has in the feeding business, the better off you are if something unexpected happens." And such was the case in 1973-74, when the Garrisons survived the biggest cattle feeding market crash in the history of the industry.

"We were very fortunate in having had developed a lot of equity in our cattle and we had good credit," recalled Garrison. "I have tried to maintain the policy in each of my business ventures of putting money back into the business. If you keep skimming without putting anything back, you'll probably wind up with some problems."

Though Garrison consistently speaks of himself as being a farmer, casual conversations reveal his role as a business executive. And a dozen on-lookers showed a deep concern for his fellowman: "Good people make good things happen and most of it comes about as result of a lot of honest hard work...it is sometimes amazing at the results of the work or efforts of just one person."

An example of this dedication may be found at the Hereford Senior Center where Garrison and his brother, Homer, have been among dozens of Hereford-area residents who have built the "senior showcase center" of the nation. Homer was president of the organization four consecutive years and Shirley is now president of the group which has just launched a \$500,000 expansion program.

"I think of Hereford as being one of the top, if not the top, agricultural centers of the entire state," said Garrison, as he itemized dozens of agribusiness industries of the Golden Triangle, an area that includes Deaf Smith, Castro and Parmer counties. "It seems as though there has always been a progressive attitude here among both the town people and the rural sectors."

In addition to the cattle feeding boom that was spearheaded by a group of Hereford farmers and business leaders back in the early 1960s, Garrison was also among the initial group who brought the sugar industry to the High Plains of Texas and New Mexico. And then one day Shirley Garrison got "hooked" on seed, an agribusiness move that developed into one of the leading seed companies of the Southwest.

Garrison Seed is expected to market about 30 million pounds of seed this



Bill Townsend
... general manager, partner in seed company

year, which in gross sales will tally out between \$8 million and \$10 million.

"The last three years have been real good," said Bill Townsend, general manager and co-owner in the seed company with Garrison. "And we're expecting this year to continue to be good. We have no complaints on our seed sales. They've been good."

On an average year, Townsend said Garrison Seed will market between 12 million and 14 million pounds of forage seed, around 8 million pounds of hybrid grain sorghum and hybrid corn seed, 2 million pounds of native grass seed and about another 5 million pounds of various small grains seed.

"Eighty percent of the hybrid sorghum seed sold in the world are produced on the High Plains from Lubbock to the north edge of the Texas Panhandle," said Townsend.

About 70 percent of Garrison's seedstock is marketed primarily in the Southwest and Midwest farm belts, with about 30 percent going to foreign markets. The foreign markets include Panama, Peru, the Dominican Republic, Mexico and Canada. "We do a small amount of business in the Sudan area of Africa but not much to speak of," said Townsend. "A majority of our exports go out through the Houston ports but some of it is going out through the California ports."

Garrison contracts with about 40 area growers to produce nearly 4,000 acres of hybrid grain sorghum and around 400 acres of hybrid corn. The seed firm also contracts for about 2,000 acres of native grasses and 1,500 acres of additional small grain production. The farmers plant a 3-to-1 ratio of female seed to male seed, or pollinator seed. Townsend pointed out that sorghum and corn plantings must be regimented so that male seed pollinate when female plants are blooming.

"Much of our success in maintaining high quality seed production can be attributed to excellence in farm management, the wind, dry climate and a good supply of irrigation water," Townsend added.

Garrison attributes much of his success in his agribusiness companies to his employees and partners in the various ventures. "It's almost impossible to make a business work without good people around you," said Garrison. "I think I have some of the best people in the world working for me and working with me." And while reminiscing on the progress of his various investments, he frequently mentioned the names of Townsend and Johnny Trotter, who is manager and co-owner of the Bar G Feedyard south of Hereford, one of the largest individual cattle feedyards between Dodge City and Lubbock.

"And there's Ann White down at the seed house. She practically runs the place," Garrison added on a positive note. Mrs. White is office manager of Garrison Seed and manages the day-to-day work load at the front counter. Another key employee of the Garrison office staff is Marlene Bustamante, who is secretary for the Proprietary program.

The foundation of Garrison's success in the agribusiness world dates back to 1948 when he returned home after having served with the U.S. Army in the European Theatre of World War

II.

"After returning home, I started farming on the old home-place down near Dalou and farmed there for about three years," recalled Garrison. "Then I followed my brother (Homer) to Castro County in 1951 and farmed in the Hart Community for the next seven years on the old McFarland land."

Farming in Castro County, however, was somewhat removed from the farming routines of Dalou—excellent irrigation water from fence-to-fence, with cotton and grain sorghum being the principal crops.

In 1953, Garrison began buying land of his own in the northern part of Castro County and wound up near the Easter Community. "I bought my first quarter in 1953 and in 1954 I sold that quarter and bought a half section in the Easter Community 11 miles south of Hereford," said Garrison. "You might say that it was at Easter where I first started farming my own operations." This Castro County farm nudged right up to the corner of the Easter Community and was a part of the old Herring Estate that was headquartered in Amarillo at that time.

In earlier times, managers of the Herring Estate ranch country near Flagg would trail their cattle to their land holdings near Easter where the livestock were held for a day or so for a rest-stop before being trailed on to Hereford to the Santa Fe railroad for shipment to market.

At the time of Garrison's land purchase—1954—there no pavement from Easter to Hereford. "Since we were in the Hereford school district, we naturally came to Hereford most all the time for supplies."

Though Garrison owned the Easter farm, he and his family did not move to the Easter Community until 1958. In the meantime Garrison and a couple of partners bought some additional acreage at Easter and in years later Garrison bought out the partners. Garrison, his wife, Mildred, and their three children, Harvey, Sharon and Pam, established a close friendship with folks in Hereford following their move to Easter where the Garrisons made their home until 1981.

"In 1981, I decided to sort of retire from farming and put my efforts in different directions," said Garrison. "You see, the land that I bought didn't have any irrigation at the time, so through the years I gradually put the entire place under irrigation." Garrison eventually became owner of the entire section plus another 1/2 of an adjoining section. But before Garrison retired from the turnrows, he had developed seven irrigated wells on his Castro County farm.

About the same year that Holly Sugar Corp. came in with a sugar processing plant at Hereford, Garrison began raising grain sorghum seed along with his other farm production of sugar beets, wheat, corn & cotton. "My first seed crop was contract production for other companies," said Garrison, recalling his initial work in seed production. "I grew some seed for other companies and then teamed up with Art Stoy in the present operation and bought the company in

1966."

Along with Stoy, Garrison brought in his son, Harvey, as a partner and in January 1967, he incorporated Garrison Seed and Company. That beginning in 1966 was in a leased building near the present headquarters with one portable seed cleaner mounted on a trailer.

By this time Garrison had also entered in a family farming operation with his brother, Homer, and brother-in-law Sherman Nelson, at points north of Friona where another 1,280 acres were put under Garrison management. The Garrisons also developed some additional farm acreage south of Friona in the Hub Community, so by the time the seed business began to blossom, Garrison was touching irrigated turnrows at three separate points in the productive irrigation district of the Golden Triangle: Easter, Friona and Hub.

"We started out in the seed business in a pretty simple way, handling mostly sorghum sudan and grain sorghums, small grains and wheat," said Garrison. "We started out handling cotton seed but we soon found out that we weren't really in the cotton country so we got out of the cottonseed business and started concentrating more on the grain sorghum seed business."

In 1968, Garrison added 10 metal bins to the initial warehouse that measured only about 50 by 100 feet. By 1978, the Garrison Seed firm had 40 metal grain bins, with this count now expanded to 89 at the company headquarters out on U.S. 60. In addition to the string of 3,000-bushel bins, Garrison has four additional Quonsets on the south side of the U.S. 60-Santa Fe thoroughfare, 3 grass seed barns west on Harrison Highway, all totaling approximately 86,000 square feet of flat storage and working space, and three modern seed cleaners that can handle 60,000 pounds of seed per hour. The string of bins also includes some 10,000-bushel units and a couple 30,000-bushel units.

In 1978, Garrison purchased his son's interest in the seed business and in 1987 Stoy sold his interest in Garrison Seed to Townsend, who had been with Garrison since 1971. Townsend had been assistant manager prior to the purchase of Stoy's share, and at that time he took over as general manager, with Garrison continuing as president of the seed corporation.

In the livestock division of the Garrison enterprises, stocker and feeder cattle have been the primary interests, dating back to the 1960s, with Garrison being one of the original stockholders of Southwest Feed Yards, when it was built in 1969.

"Back in those days you had to wait for an open if you wanted to feed some cattle around Hereford," said Garrison. "At one time or another, I guess I fed cattle in most of the feedyards around Hereford. I registered the Bar-G Brand here in Deaf Smith County when I started feeding cattle back in the 1960s."

Garrison and his son, Harvey, were in the cow-calf business in the 1970s, but after four or five years of calf production, they went back to the stocker and feeder end of the cattle business. When possible, Garrison likes to bring in three- and four-weights on summer pasture, pasture them on wheat through the winter and go to the feedlots in the fall and spring for finishing.

Garrison pointed out that at the Bar-G Feedyards most of the cattle are customer-owned cattle. "We still feed cattle but most of our operations at the Bar-G is geared to customer cattle," Garrison and Johnny Trotter, who had farmed and managed wheat pasture cattle for the Garrison family for several years in the early 1980s, turned an empty feedyard into an active operation, and in 1983 Garrison and partners took over another empty feedyard 8 miles southwest of Hereford and called it the Bar-G Feedyard.

"The place was really run down and koshier weeds were higher than the fence when we bought it," said Garrison. "And the first thing we did was to completely rebuild the mill. To tell the truth, I really wondered at the time if we'd ever fill it up. Now, we've expanded to 60,000 head and it stays filled to the brim most of the time."

Trotter came in as general manager and co-owner of Bar-G and spearheaded a vast facelifting job on the old feedlot. Garrison estimated that they spent six months and more than \$1 million in putting a new mill on the original frame. "Anything that needed fixing, Johnny (Trotter) fixed it, whether it was in the mill or a far-side feed trough," said Garrison, who ranks the Bar-G among his top assets. On an average year, the Bar-G will siphon about 150,000 stockers from the Southwest range markets for finishing into grain-fed beefs. Though Garrison had sold his interests in Southwest Feedyards, he was still feeding cattle there while he and Trotter were rebuilding the feeding unit that later became Bar-G.

At one time, Garrison headed a farming operation called Garrison Brothers and Nelson Farms and in



Shirley Garrison

... attributes success to employees, partners

1982 he bought out his brother and brother-in-law.

After putting much of the family farm into the CRP program in 1987, Shirley and wife Mildred gave the land to his children and grandchildren.

During his early years of farming, Garrison did it all in those cableless days of harvesting—wheat in the summer, milo in the fall and cotton stripping that sometimes edged into the frosty days of winter.

"One day the doctor told me I had to get off the tractors and combines and stay off if I wanted to live," recalled Garrison. "I thought it was the end of the world but it turned out to be the best thing that ever happened to me. You can dream a lot of dreams out there on the tractors but about all you can do about it is turn around and go back to the other end of the field. But once I was off that tractor, I had time to actually put some of the dreams together."

At one point in time, the Garrison family was farming around 2,000 acres of irrigated land and about 3,000 acres of dryland production. "That may have been quite a few acres back in those days, but my son (Harvey) surpassed me with a farming operation of around 6,000 acres a few years ago around Dumas," said Garrison. His son and family have lived in Dumas since 1969 where he has maintained farming and livestock operations in Moore County. Harvey's son, Kerry, is the third generation of the Garrisons to graduate from Texas Tech at Lubbock. The Harvey Garrisons also have a daughter, Jana, whose husband is now doing work at Texas Tech for a doctor's degree in medicine. Jana was also a student at Tech.

Shirley Garrison graduated from Texas Tech in 1940, Harvey Garrison graduated from the same university in 1964 and Kerry graduated in 1987.

In 1975, a group of farmers, including Garrison, took over operations of the Easter Elevators, a grain handling complex that has about 1.8 million bushels of storage. Then, in 1981, Garrison bought out the other stockholders and became sole owner of the Easter grain unit. He recently purchased an 800,000-bushel grain elevator at Lazbuddie which will be ready for receiving the fall harvest of corn.

A son of Harvey and Sarah Garrison, Shirley was born in Detroit, Tx., a small farming community located near Clarksville in North Texas. The Garrisons moved to the Seagraves community in 1924 and Garrison attended his first term of school in the small community of Tokio near Brownfield.

"My daddy was trying to make it in dryland cotton, first at Seagraves and then at Tokio, and believe me, that's the hard way to do it," said Garrison. "We farmed with horses until 1937."

The Garrisons moved to Lubbock County in 1928 where they farmed in the old Liberty Community. Another move to the Dalou community put Garrison in the Becton School where he graduated in 1936 in a class of 13, the last high school graduating class of Becton. Garrison vividly recalled the duststorms of the 1930s and the tough years of the Great Depression.

After graduating at Becton, Garrison enrolled at Texas Tech in the

fall of 1936. "I never really knew where the money came from to get enrolled at Tech," said Garrison. "But my parents' main concern was to see that us children got an education. It didn't take much to get in school in those days, maybe \$25 or \$30, but that was a lot of money for a dryland cotton farmer in 1936." Through four years of college at Tech, Garrison also worked at any "honest job that paid money."

He and Mildred Welch first met in church in 1939 when he was a senior at Tech and they were married in 1941 when he got the job teaching school.

Garrison gives a lot of credit to a lot of people for his success in life, but the Number One on the long list is his wife, Mildred: "My wife has stood by me through it all and a lot of times when things looked pretty dismal she was always there to give me a good word. I couldn't have made it without her."

Another person he accredited with the progress of Garrison Seed was Art Stoy, the former manager and co-owner who developed much of the firm's grass seed business. "Art (Stoy) really expanded our grass seed business, especially during 1981 when we harvested a big acreage of blue gramma and other grasses," said Garrison. That harvest triggered the need for additional seed handling facilities, thus, the old Jorde potato warehouse was purchased. Located about a mile west of Hereford on the Harrison Highway, the Jorde unit is still being used as Garrison's grass seed warehouse and processing center.

Garrison has his own set of rules when it comes to running a business: put a big end of profits back into the business, maintain quality ahead of quantity and follow the Golden Rule when it comes to customer service. He also believes the key operational managers should have a piece of the action. "It is just human nature that if you own something, you're going to do just a little bit better job." And when it comes to hiring new employees, Garrison puts honesty out in front of ability or skills. "Check their honesty first then their ability."

Most of his employees at Garrison Seed have been around for a long time and he speaks of many by their first names—warehouse foreman John Bunch, agronomist Bob Duffy, international marketing manager Eric Wright, and Key Crawford, a versatile employee who can handle any job in the business. Others are Raul Cruz, Andy Pena and Santos Gozales. Approximately 100 people pick up a paycheck every month at the Garrison's enterprises.

Though the decade of the 1980s will go down on record as being a real "bear" in agribusiness, Garrison remains highly optimistic about the future of the agricultural industries around Hereford.

"We have a lot going for us here in Hereford and the surrounding communities," said Garrison. "We have a number of crops that demand a bonus above the general marketing price, such as seed, food corn and a number of vegetable lines."

"And of course we have some of the finest water on earth. I think you'll see irrigation going here for a long, long time to come...and I think you'll see Hereford prospering and doing well for a long, long time to come."

All Star Sports Center, 1989-1990

New sports center caters to needs of Hereford's athletic-minded citizens

Ron Weishaar saw need for this retail business in community where athletic competition thrives

Nothing unites a Texas community like the competitive field of sports where reaching for a goal seems to bring out the finest in American youth.

And so it is in Hereford where rows of shining trophies mark a trail of champions—from the Hostile Herd to the Rodeo teams, competition is the name of the game in a sportsmanship world of pigskins, calfskins and cowhide mitts. Toss in a few softballs, baseballs and tennis nets and you're seeing the after-five crowd of the Hereford sports set.

And right in the middle of it all is one of Hereford's newest retail stores, All Star Sports Center, located at 327 Main St. Ron Weishaar, owner of All Star Sports, said he saw a need for such a store in Hereford and decided to go for it.

All Star is not only one of the newest urban businesses in town, but is also the only sporting goods store in Deaf Smith County. This Hereford mini-mall carries a Texas-size inventory of athletic clothing and equipment that touches everything on the field from pecewe teams to the professional sprinters.

Colorful basketball T-jerseys for men or the modern flares in women's sports apparel are some of the eye openers over at Weishaar's All Star store. From the gridiron to the baseball field—the basketball and tennis courts...track and water sports. Weishaar either has it in stock or can get it on overnight orders.

"In starting out in this new business, we haven't tried to stock every little T-shirt and glove," said Weishaar. "We have placed our efforts on stocking quality equipment and clothing at competitive prices. And using other stores in the larger towns as something of a yardstick, we believe we have a pretty high batting average in both, quality and quantity."

Uniforms, special pads for most playing positions and the top lines of balls for the courts and fields are found in fine form at All Star, a family-owned and family-operated business on the southside of town.

Weishaar opened All Star Sports Center in April of 1989 in a building at the intersection of US-60 and US-385. About a year later, he moved to the downtown location on Main Street.

Though Weishaar has participated in sports since he was a youngster, All Star Sports Center is not only his first venture into the sporting goods business, but his first move into the retail world.

"When I wasn't working, it seems as though I was always either reading about sports or watching sports on television, so when I began to think on going into a retail business, I decided that selling sporting goods should be as good as any for me," said Weishaar, as he told of the business decision that actually originated nearly a year ago.

Weishaar had been a commodity broker in Hereford for a number of years, and when he sold his brokerage business in 1988 he began looking for a new office to headquarter a sideline business in the trucking industry. "I saw the 'For Rent' sign on this place one day when I drove up to the Town and Country Store to get a Coke,"

recalled Weishaar. "I initially thought of this place as being a good location for my trucks since there were so much parking space. But when we looked inside, we found a lot more space than we would need for the hauling business."

The Weishaars moved ahead with a lease on the north half of the retail location without knowing for sure what was going in. However, an old business idea was kindling new fire in the back of his mind. About six years ago, he and his wife, Jan, had seriously discussed the idea of opening an athletic equipment store in Hereford.

"But about the time we began putting some figures together, a sporting goods store opened," said Weishaar. "This stopped our planning but it was good anyhow because Hereford certainly needed such a store and at that time, we were very busy in the commodity and cattle business."

With the new location under lease and Hereford a town without a sporting goods store, Weishaar and Jan moved forward on the athletic side of the retail field in December 1988. The decision was followed with trips to marketing centers and shows in Dallas and then to the Super Show in Atlanta, site of the world's largest sporting goods show. Then came the burning of midnight oil in setting up accounts with the various wholesale outlets...decisions on to do or not to do; to buy or not to buy.

Despite the slow economic pace of the '80s, business at the Sports Center has held a steady run, says Weishaar. While hundreds of youngsters regularly participate in all phases of athletic competition in Hereford, the fall and winter seasons are the time of year when folks around Hereford really get involved in athletic events.

Another Hereford businessman in a separate conversation put into perspective the Hereford community support of school athletic activities: "When Hereford is in a district playoff, you can shoot a cannon down mainstreet on Friday night and not hit a soul."

"We're doing some of our best business late in the evening," Weishaar pointed out. This probably indicates that both parents in many families work at jobs outside of the home. "About the only time they've got to shop is after they get off work."

The Hereford community has hundreds of families who face the same problems as those around the country, and Weishaar thinks that is one reason the big shopping centers in metro areas get the business.

"When people get off work and all of the local stores are closed, what do they do? They wait until Saturday and go to the big city to shop. We're doing our best to hold our Hereford customers in Hereford," said Weishaar.

He also pointed out that he received something of a surprise after one of the first athletic tournaments in Hereford. "We had people coming in from towns all around the area. They not only seemed very pleased about the quality of our goods, but also pleased about the prices."

Weishaar pointed out they are carrying the top end of most of the major sportswear companies, along with high-

quality athletic equipment. "If we carried a full line of all the companies we'd have to double our space," he noted, while showing where one athletic shoe company alone has more than 350 different styles of athletic shoes. A recent national survey revealed that 98 percent of all adults in America owned at least one pair of athletic shoes.

In showing a comparison in styles of sportswear, Weishaar told how a few years ago youngsters associated tennis shoes or athletic shoes with speed or fleet-footedness. "Now, most youngsters associate a pair of athletic shoes with some outstanding ball player or field super star...whenver a youngster wants to be as good as he can be, he wants the best."

As the shoe business goes, so goes the other athletic apparel and equipment: "Branded T-shirts with the special logos are the best sellers...predominant main-brands in all athletic sportswear and equipment lead the way in sales." When it comes to stock purchases, Weishaar hand-picks all the equipment and Mrs. Weishaar hand-picks all of the apparel.

"We know we're going to be wrong a lot of the times, but we're sure trying to pick the kind of equipment and apparel the people of Hereford want," Weishaar said, in showing how they personally select all of the inventory of All Star Sports.

A son of Carl and Clara Weishaar, Ron was born and reared at Emporia, an east-central Kansas town where he graduated from high school and later earned a degree from Emporia State University in 1976 in business administration. While in college, he and the former Jan Barrett met and were married. Early in life, however, Weishaar had learned many aspects of the commercial cattle feeding business, helping in the construction of a prefeder unit near Emporia and later, while still in school, he operated a feedmill from 5 p.m. until midnight.

The Emporia feedlot operation at that time was owned and operated by Jan's father, Ed Barrett, who later moved to Hereford where he now heads two custom cattle feeding operations—Barrett-Crofoot East and Barrett-Crofoot West. His two sons, Bob and Rodney, are in managerial positions at the two feedyards.

Upon graduation from college at Emporia, Weishaar and his wife moved to Hereford where he became office manager of Barrett-Crofoot East. He was office manager for both feedyards at one time or another.

Weishaar's feedyard positions gradually evolved into commodity merchandising and purchasing grain and feedstuff for all the feedyards operated by Barrett.

"I liked the commodity purchasing work much better than the office manager post so I sort of switched gears and moved into the commodity purchasing end of the business," he added. A couple of years later, in 1979, Weishaar bought a Hereford-based commodity business and went into business for himself, trading through RBH Commodities in Chicago.

A couple of years later, he formed a commodity brokerage partnership with Robert Reinauer and continued in the business until selling out in 1988.



All Star Sports Center carries big inventory of clothing, equipment

Weishaar says that baseball was his favorite sport as a youngster, but he now leans to the golf courses. "I'm getting too old to play baseball but I play quite a bit of tennis and I like golf."

The Weishaars have four children—Brooke, Holly, Jessica and Barrett. He and his wife take an equal share in the business end of the business, and they're looking forward to the time when their daughter, Brooke, will be old enough to help at the sales counter. "Our plans are to keep this as a family business," Weishaar added, while projecting plans for the future.

As traders say in the commodity business, Weishaar is mighty bullish in Hereford—not just sporting goods sales but all business: "We need to do a better job of merchandising so as to keep more of the Hereford business in Hereford."

A recent survey of Texas retail business revealed that Hereford

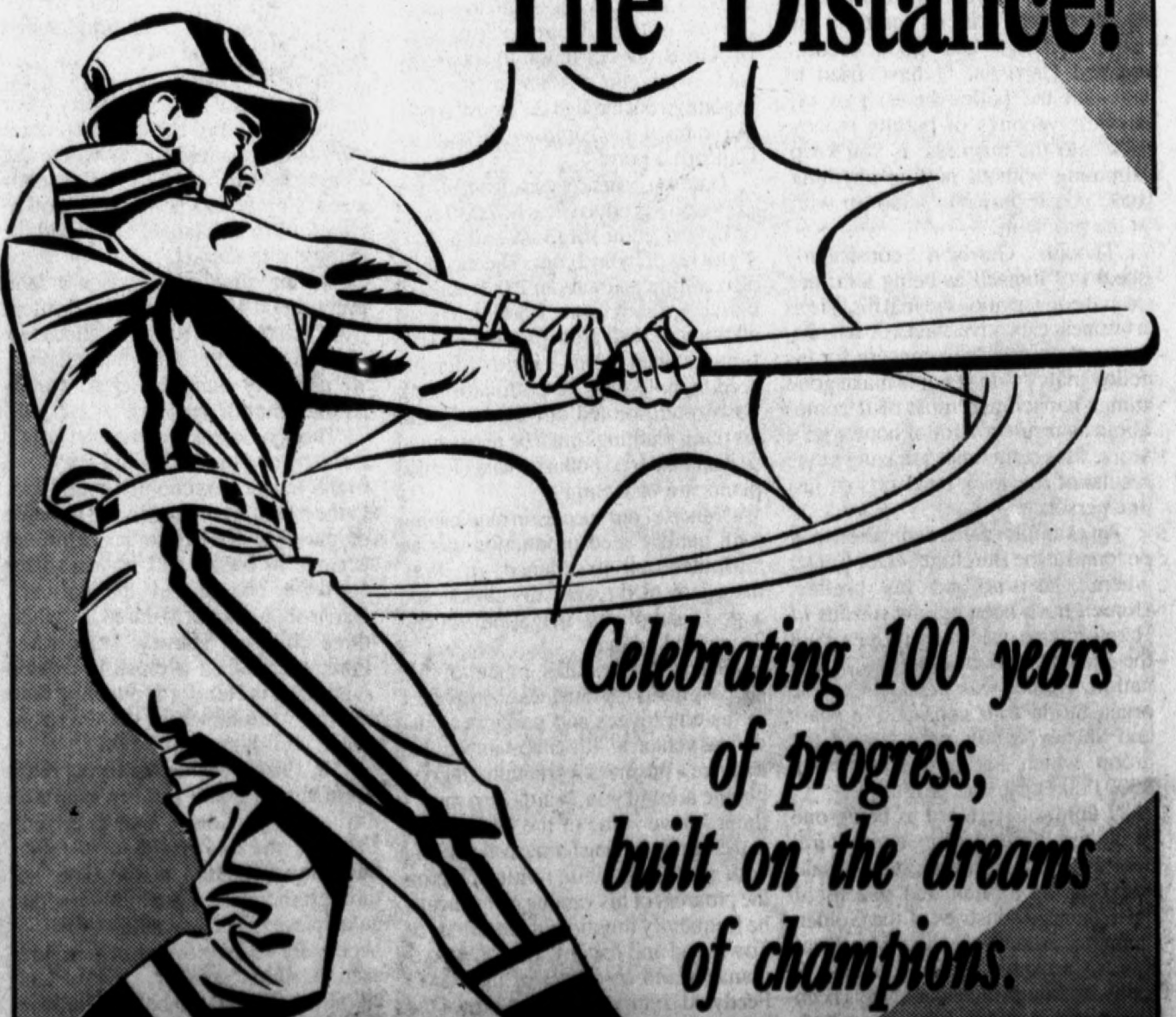
HUSTLE HEREFORD

merchants are doing only 70 percent of their potential—30 percent of the city's retail dollars are being spent outside of Hereford, whereas, on the other side of the coin, Amarillo merchants are reaping 110 percent of their potential. "Instead of doing 70 percent, we're going to try to do a 100 percent," said Weishaar. "Hopefully, some of our area customers who don't have a sports store may stop in here

to shop. If I don't have what they want, then they should go some place else, but we're sure going to try to have what they want at competitive prices."

In addition to having a full line of tennis equipment, Weishaar has installed the finest racket stringing equipment in the business, handling repair work in tennis, racquetball, and badminton. They will be able to repair everything they sell.

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Sports Center handles top-line gear from major companies

AZTX Cattle Co., 1983-1990

Hereford's Josserand is U.S. leader in beef industry

The cattle feeding industry of Texas has come of age; it has reached maturity, it is stable and it is good.

This is the way Bob Josserand described the state's \$3 billion cattle feeding industry last year when he was serving as president of the National Cattlemen's Association, which is headquartered in Denver.

As president of AZTX Cattle Co., with headquarters in Hereford, Josserand and his partner, Milton Rudder, operate a company that has a one-time feeding capacity of around 170,000 head in three states.

But organizational responsibilities are not new to Josserand. He is past president of the Texas Cattle Feeders Association, past chairman of the NCA Marketing Committee, a past chairman of the revenue development committee of the Beef Industry Council, and member of the Cattlemen's Beef Board.

As NCA president, Josserand frequently told members that "one person can make a difference in the movement of an industry, so each one of us must be involved in the issues at hand." The issues, as he sees them in the beef industry, include environmental problems, animal welfare and food safety assurance.

While Josserand spent most of 1989 on the road as NCA chief, he says "there's no place in the world as positive as Hereford...we are very fortunate to have such great leadership in all phases of business as we have in Hereford."

"I like the people in the cattle industry," said Josserand. "There are a lot of people out there whose word is their bond and their handshake is twice as good as a contract."

The out-spoken executive leaves no room for doubt on where he stands on any issue, whether it's on a community, state or national level. "I think we're (cattle feeders) producing a damn solid, healthy product for the American consumer and for the world. And I want the message out that every cattleman, not just NCA membership, needs to stand up and carry his part of the load...generally, it is the people on the cutting edge who really get into associations and make them work."

NCA work is demanding—59 out of the first 100 days but Josserand has a disciplined gait that can cover many miles...maybe a half million or more before 1990. He relies heavily on an efficient staff, from software processors on Park Avenue to penriders of the feedyards.

Josserand has handled the full cycle of the cattle industry, from the corrals of a Central Kansas farm to head honcho of NCA and at one time was head of one of the largest agricultural conglomerates ever put together in the Southwest. But despite his roles as a national livestock leader, the 57-year-old Josserand never hesitates to credit much of AZTX's success to his partner, Milton Rudder, who is also known nationwide for his expertise in the cattle feeding business.

Though Josserand's agribusiness career began on a low profile of county extension agent and small-town banker, he moved with the biggest as the cattle feeding industry mushroomed across the Southwest during the late 1960s.

For a time in the 1970s, he ran the show on yearling and cow-calf operations that involved more than a million acres of ranchland from Nevada to Mississippi, backstopped

with cattle feeding operations in four states.

"All I do now is feed cattle," said Josserand, as he spoke in a low-key voice. "In fact, I have no hobbies—all I do is run AZTX Cattle Co.—cattle feeding has been good to me, I understand the problems and appreciate the good points."

Josserand was born in Pratt, Kan., on June 24, 1931, to Mr. and Mrs. Robert W. Josserand. His father being a farmer and cattle order buyer, young Josserand was taught the fundamentals of the Livestock business early in life, and by the time he had finished elementary and high schools at Pratt, where he played tackle on the football team, Josserand had his own herd of cattle by the time he graduated from high school.

"I was born about the beginning of the duststorms, but I really don't remember too much about them," he said while recalling days of his youth at Pratt. "We always ran cattle along with the farming and order buying."

After graduating from high school in 1949, Josserand enrolled at Colorado A&M at Fort Collins, and graduated from there in 1953 with a degree in animal science. He was a member of the livestock and wool judging teams while at Fort Collins, and judged in stock shows at Denver, Fort Worth, Kansas City, and Chicago.

After graduating from Colorado, A&M, Josserand joined the U.S. Air Force just at the peak of the Korean Conflict, and while stationed on the West Coast, he met Nancy Peterson of Loveland, Colo. They were married the following year.

I went into service immediately after college and met my wife in Oakland, Calif.," said Josserand. "I went to school for four years within 20 miles of where she lived and then met her in California."

"The reason I wound up in California was that I was in the Air Force and they did not know what to do with someone who did not want to fly and had an animal science degree," said Josserand with a grin. "So, to make a security officer out of me, they sent me to Parks Air Force Base in California for training. A bunch of the people I went out there with ended up in Korea, but I stayed in the states."

He was mustered out of the Air Force in 1956 at Tucson, Ariz. "I wanted to stay in Arizona and my wife wanted to come back to Colorado," Josserand said. "Jobs weren't all that plentiful at that time, so I ended up as assistant county agent of Baca County Colorado at Springfield."

The Josserands spent 18 months at Springfield and in 1957 moved to Julesburg, Colo., as an extension agent of Sedgwick County in the Northeast corner of the state. He held this post until going to work for a feedyard owned by Gib Smyth near Julesburg.

"I think I spent three years with Gib," said Josserand. "He fed a lot of lightweights and heiferettes. Then I went to work for the First National Bank of Julesburg as a loan officer. I guess I was there three or four years."

Josserand pointed out that work in the bank was good training for his future career in the cattle feeding business. "I was making strictly agricultural loans, so it

really helped me."

Josserand moved back to Kansas in 1967 and became general manager of the Haskell Land Co., which was located about half way between Satanta and Garden City.

"Haskell had this big chunk of undeveloped land out there, and they wanted it developed for irrigation farming," said Josserand. "They also wanted a cattle operation built to utilize the roughage and pasture."

"I ended up in developing almost all the land into irrigated land when I moved there, and when I left, we had about 4,000 acres under irrigation."

He also built three feedyards for the Haskell Land Co., for a total capacity of about 15,000 head. The farming operation was spread out in three separate chunks of land, with a feed yard built on each tract.

"At that point in time, we were using pretty much straight Hereford and Angus cattle in the feed yards," Josserand said as he told how they later shifted to the Okies.

While in Kansas, Josserand was one of the leaders who formed the Kansas Cattle Feeders Council which became a part of the Kansas Livestock Association and now a dominant part of the KLA.

Josserand left the Haskell Cattle Co. in 1971 when he moved to Hereford to take over as regional manager of W.R. Grace's Farr Better Feeds operations which included the state of Texas and Eastern New Mexico.

It was during this time that the Texas cattle feeding industry spawned into one of the "Big Three" as investors and bountiful cattlemen became linked in "cattle clubs" across the Southwest.

He stayed with Farr for 18 months, and then went to work as president of Prochemco Cattle Co., a division of Prochemco, Inc., an agricultural-petroleum conglomerate headquartered in Amarillo.

Prochemco had been formed earlier by a group of investors, headed at that time by Paul Engler of Hereford who had merged the Hereford Feed Yard with an oil company of Borger, Tx. When Engler later sold his interest in the company, Josserand said, the firm hired Scott Spangler to run the oil production and hired Josserand to run the cattle end of the business.

Prochemco owned Hereford Feed Yard, Heaton Feed Yard near Pampa, the old Sooner Beef Co. near Guymon, Okla., and Mid-America Feed Yard near Brunning, Neb., with the firm having about 150,000 head feeding capacity. Josserand's official title was vice president of Prochemco and president of Prochemco Cattle Co.

"Engler, Spangler and Jim Witherspoon of Hereford were the three who actually hired me," said Josserand, as he recounted the shift of ownership of Prochemco during the early 1970s. "In addition to the feedyards, they also had a ranch in Mississippi, north of New Orleans about 80 miles, that ran about 5,000 yearlings and about 1,700 mother cows."

Prochemco also had a 150,000 acre ranch in Montana which was in the process of being sold about the time he joined the firm.

"The ranch managers and feedyard managers reported directly to me on the individual operations," said Josserand, as he told how they kept control of 150 employees in the various divisions. "I had two other men, one who went out and hustled customers and one handled the buying of feeder cattle, futures and such."

"A funny thing that happened was that I had gone to work for them (Prochemco) in August of 1973 just as the crash (beef prices) was getting ready to come about, and we had all those feed yards full of fund cattle, investor cattle and company-owned cattle—none were hedged—and when that thing (crash) was all over, I had four feed yards damn near empty."

He said they had filled their pens with company-owned cattle and investor cattle during the early 1970s and "had mostly ignored the farmer-rancher feeders."

"I ended up in late 1974 with four empty feedyards, and had to start again," he said. "The investors ran for cover, and at that time, I wondered why I ever left the bank and a safe company like W.B. Grace because I really didn't know if we were going to survive...I

questioned my judgment pretty heavily."

Josserand said, in looking back on progress of the firm, there was some humor involved. "They made a decision in 1972 to get out of the oil business pretty much and stay in the cattle end...it was just exactly the wrong decision to make...In 1973 and 1974 the cattle business went to hell and right after that the oil started picking up."

As the cattle company became larger, Josserand told of the merger between Arizona, Colorado Land Co., (AZL) and Prochemco: "at the time we took over operations of AZL we had Texas Beef (near Sunray) plus Hughes & Ganz, out at Chandler, Ariz."

"We had been leasing the Sooner Beef Yard so we let that lease go, and now we had Hughes & Ganz, Texas Beef, Hereford, Heaton, and Mid-America...this was around 1979."

Josserand remained as president of the Prochemco Cattle Co. up until the firm merged with AZL in 1979—Prochemco was over-the-counter trading stock and AZL was on the American Stock Exchange, so the two firms merged under the name of AZL.

"After we began to recover from the years of 1973 and 1974, we said never again would we put all our eggs in one basket," said Josserand.

Josserand said he hasn't forgotten the lean years of the late 1970s. "Occupancy levels were terrible...when we would get up to 60 percent full we really thought we had accomplished something."

He pointed out how many feedyards went out of business or changed ownership during the 1970s, and told how during this time there came a great shift in feeding rations—moving heavily toward corn, alfalfa and cotton by-products.

Through the 1970s, Josserand traveled extensively throughout the nation promoting beef through the Beef Industry Council as a director for the National Live Stock and Meat Board. He was also a member of the Texas and Southwestern Cattle Raisers Association headquartered in Fort Worth.

After the 1979 merger, Josserand became a vice president of AZL on Jan. 1, 1980, and president of AZL Cattle Co., with headquarters remaining in the old Rule Building at 3rd and Polk in downtown Amarillo. During this ensuing time, the conglomerate sold Heaton Feed Yard and Texas Beef Feed yard and purchased Farwell Feed Yards.

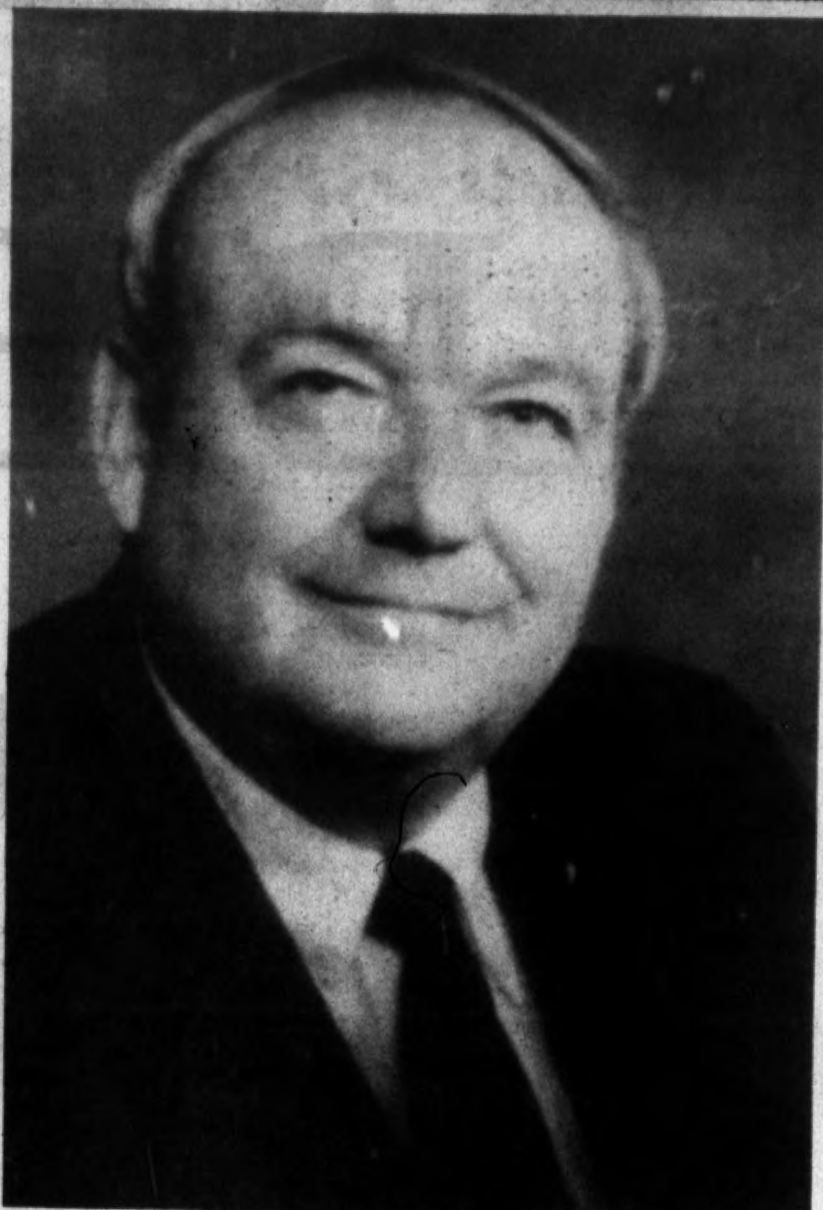
The merger also added more than a million acres of ranchland—250,000 acres in the San Luis Valley and Pueblo-Colorado Springs areas of Colorado, three ranches in Arizona and one in Nevada which had between 350,000 and 400,000 acres. He said it took about 40 people to run the Nevada operation. The Arizona ranches included a 50,000-acre cow-calf operation near Winslow, and two desert ranches near Phoenix. At this point, the cattle company was running mother cows on every ranch, but this was later changed to yearling operations.

"We never showed any profit in the cows," said Josserand. "After I took over we started selling ranches—sold the Nevada ranch off first, then the one near Pueblo, then the three Arizona ranches."

On Jan. 1, 1983, AZL was sold to a firm called TOSCO, an oil and gas refining company, headquartered in Los Angeles. By this time, AZL holdings also included such investments as Farmhand Machinery, Murry-Carver Cotton Gin Equipment, Angel Fire resort in New Mexico and International Energy Development Corp.

Josserand said that after TOSCO purchased the vast conglomerates, the West Coast firm set about selling off the "high risk" segments of AZL. These included feedyards, ranch land, farm machinery, cotton ginning machinery and the Angel Fire Resort.

In April, 1983, Josserand and partners bought AZL Cattle Co., which by this time included four feedyards, for \$7.5 million. The feedyards included Hereford, Hughes & Ganz, Farwell and Mid-America. He named the new firm AZTX Cattle Co. and moved the headquarters to Hereford in Aug. 1983. "The day we bought AZL Cattle Co., we turned around and



Bob Josserand

sold Mid-America Feedyard to the man who was running it," said Josserand.

AZTX Cattle Co. now includes cattle feeding operations at Hereford, Farwell, Rocky Ford, Colo., and Queen Creek, Ariz. With Josserand as president and Rudder as vice president, the widespread feeding units are operated under residential managers at each point, with monthly reports funneled into the Hereford headquarters.

The Josserands have four children. Joan (Mrs. Kim Poarch) lives in Amarillo, Doug is a loan officer for the First National Bank of Hereford, John is with Northwest Financial in Amarillo and Barry is an officer of BancCentral in Amarillo.

Though Rudder hasn't moved in as many industry promotions as Josserand, he has been an executive of the cattle business for more than a quarter century. Born and reared in Pine Bluff, Ariz., Rudder attended the University of Arkansas and wound up serving with the U.S. Air Force in Saudi Arabia in the early 1950s. Upon returning home from war, Rudder went to work for Armour & Co. in management training and served 13 years in cattle buying.

Rudder moved to Lubbock in 1965 as a cattle buyer with Supreme Beef. In 1967 he joined the old Easley Feedyards out west of Hereford, a custom feeding unit which later became known as the Pitman-Easley Feedyards and now a part of the Barrett-Crofoot custom feeding operations of the Hereford area. Rudder joined Friona Industries in 1977 and in 1983, teamed up with Josserand and three others on the AZL acquisition—"And now it's just Bob and I in the business."

"Bob has to travel a lot in the beef promotional work but he's the

type of guy who sits down and lays out long-range working plans for us to work toward," said Rudder. "Our company is integrated with some real fine people trained in the different areas of our business (financing, accounting, etc.) so it isn't quite as complicated or difficult to operate during Bob's many absences as it may seem from the outside."

Rudder and his wife, Betty, have four children. The eldest daughter, Lisa, lives at Bennett, Colo., Katie, a flight attendant for Delta, lives in Kansas City, David lives in Durango, Colo., and Carol is a sophomore at Texas A&M.

"I wouldn't live anywhere else," said Rudder, in reviewing the Hereford community. "I lived in a lot of cities when Armour moved me around—Chicago, Oklahoma City, Houston, Kansas City—but I've never lived anywhere that would compare to Hereford. When I arrived in Hereford, I found a home."

"We're only about an hour away from the best airport in the world and have an airport of our own that will handle about anything but the big commercials," Rudder said. "Hereford is a little different than most of the smaller cities in that it attracts a lot of young people. These related businesses to the huge agricultural industry of Hereford have attracted the younger set which every town needs to keep a built-in growth factor going. The young people have contributed greatly to the growth of the Hereford community."

Josserand and Rudder believe Hereford will continue to be a pillar in the nation's beef industry, showing where America's Beef Belt is directly entwined with commodity production. "Hereford is sort of the Number One place to be."



Milton Rudder

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Not if Bud Eades had his way. Materially speaking, Eades has a way of shimming up finance for future fallouts. Executives call it risk management...Eades calls it insurance. But survivors of the unexpected call it by many names...Godsend, blessings, seedstock-cash in hand to start again.

Or, as Eades sometimes says, "Insurance takes the gamble out of gambling, but most of all it gives one a peace of mind to know that what he has earned is protected against the unexpected."

Known around Hereford as the man who built Plains Insurance Agency out on Park Avenue, Randall W. "Bud" Eades stands tall in Texas insurance circles. But he stands even taller around Deaf Smith County where during the past 20 years, he has built an insurance business on firm foundations of company integrity. And in return for two decades of community leadership, the residents of this agribusiness hub of the Panhandle have honored Eades with numerous awards-- from "Citizen of the Year" to the distinctive appointment as president of the Deaf Smith County Chamber of Commerce.

Eades has also been a leader in bringing new industry to Hereford, frequently working behind the scenes in a low-profile mannerism that rarely reflects the true stature of this Hereford businessman. As a recent example, Eades has just completed a year as a volunteer director of the Hereford Area Economic Development Corp., a community-oriented entity designed

to attract and promote growth of the Greater Hereford Group.

"I'm here to tell you that it is plenty tough out there when one goes after new industry," said Eades, who managed a small grin in relating to the past year as chairman of the Development Corporation. "It's sure no place for volunteer workers...what we need is a professional out there working full time for Hereford and Deaf Smith County."

Eades, however, was quick to point out that Hereford is on an upward trend despite the economic blows suffered by agricultural and petroleum industries during the 1980s. He believes Hereford's economic moves of the 1990s will be tied to present-day agribusiness circles--the giant cattle feeding operations, Hereford's sugar processing center, the food manufacturing companies, steel fabrication factories, feed processors and last but not least...the turnrow farmers.

"We probably have the greatest farmers on Earth here in a 100-mile radius of Hereford," said Eades. "Sometimes I think we have a tendency to forget just how important the farmer and livestock producers are to Hereford, and to the nation, as far as I'm concerned."

When Eades is not promoting Deaf Smith County, he talks about people and their needs in the many walks of life, from the banker and baker to the pen rider and welder. There was a time when this Hereford executive forgot about the clock and, as his many farmer friends, worked from sun-to-sun... never too tired or too busy to take a midnight call or make weekend runs

for clients in need.

But about a year ago, Bud Eades decided it was time to ease off a bit and sold the Plains Insurance Agency to his son, Roger, who with his wife, Alice, are looking to another generation in service to folks around Hereford.

"I still maintain my old office here at the agency," said Eades, as he re-arranged a stack of notes. "But I told Roger and Alice that any time that I'm in the way, just tell me and I'll either move over or move out."

Eades said he doesn't expect to ever retire, as such--"I enjoy working too much...meeting people and being around my friends." Other than one wall nearly covered with awards of personal achievements and honors, there are no frills in Eades' executive office...a businessman's workshop at its finest.

Of the 43 years that Eades has been in insurance, 20 have been spent in Hereford where the native Dallasite built one of the largest independent insurance agencies on the High Plains, catering to the property and casualty end of the business.

"We're primarily a property and casualty agency as opposed to life and health," said Eades. "We're licensed to write any type of life or health insurance, but we don't consider ourselves experts in that field...we try to stick to what we do best and that's property and casualty."

Eades pointed out that the designation of "property and casualty" includes a broad range of insurance coverage--all forms of physical and real properties and all forms of liability protection. In turn, property coverage is divided into two segments--commercial and residential.

Residential insurance is a big part of Plains Agency, specializing in homeowners coverage that is available in a packaged program. In a single policy, homeowners can get financial coverage on all personal property, household furniture, the structural unit itself, plus liability coverage against personal premises claims. They also have special coverage for rental properties, such as apartment units and individual urban homes.

On the commercial end, Plains Agency has got the spread--from a \$10 million herd of cattle in a feedyard to the steel deposit vaults in downtown Hereford. And they have liability coverage to match.

With Hereford being the Cattle Feeding Capital of the world, long ago Eades put together a packaged policy for the commercial cattle feeders that includes blanket coverage on all physical properties, public liability and livestock loss up to \$10 million.

As an independent insurance agency, Plains does not work for any one company--Plains represents various companies and use the company that offers the best for each individual client. This type of independent agency service gives a broad range of possibilities, as opposed to what is known as direct writers in the insurance business through company-paid salesmen.

"We have the opportunity of placing our clients' business where we think we can get the best coverage for the money," said Eades. "We represent four major companies and around 10 companies which write specialty coverage." The four majors include United States Fidelity and Guaranty Co., Trinity Universal, St. Paul, and Crum and Forester.

With some customers where coverage is a bit more complicated, Eades may elect to place portions of the properties with different companies, particularly where it involves specialty coverage... "We're agents for the customers, not the insurance companies." As a point of interest, it's not uncommon for Plains to go through Lloyds of London for customer coverage, such as many forms in the commercial trucking industry.

In order to meet the demands of the Greater Hereford livestock industry, Plains Insurance represents Hartford, the largest livestock insurance company in the world. There are two basic types of insurance available for livestock. One is known as coverage for "pasture" stock and the other is a "mortality" type for individual animals of enhanced value, such as registered breeders or performance stock.

Other than credit insurance for lending purposes, there were no insurance programs for pasture cattle or feedyard stock up until the mid-1960s when Hartford wrote the

first policies on commercial cattle.

Though Plains does not specialize in health insurance, the Hereford agency handles all forms of hospital insurance, from the physical property end to the liability phase. However, the physician side of the business is a tough row to hoe.

Though malpractice insurance for doctors is a tough one to write, as Eades put it, insurance for lawyers is not far behind: "Writing insurance for doctors is still the toughest."

Another tough line to write for the 1990s will be the ordinary roadside service stations which as of Oct. 1, 1990, will be required by law to carry a minimum of \$1 million in liability insurance. This new bill, spearheaded by environmental activists, is believed to be the beginning of the end for the "mom and pop" roadside stations.

On the rural side of life, Plains handles all types of coverage on irrigation water wells, new and used farm equipment, with homeowner package programs available to country folks just as in the city...

"Farm and Ranch business is big business here at Plains. We offer coverage from a workshop full of tools to the combines and tractors in the fields."

With automobile coverage being among the major lines at Plains, Eades showed the advantages of having car insurance with companies that handle both, property and liability coverage, such as an independent agency: "There's been times in the past where a lending agency handling the insurance would include insurance covering only the cost of the car, leaving the owner without any liability coverage."

Though banks are frequently regarded as bastions for bullion, Eades pointed out that financial institutions are among their best customers: "We insure banks all of the time. We insure the bond, which is a major part of a lending agency's operation required by regulatory authorities, public liabilities, the physical structure and vehicles that go with the operation. Here, we generally write a blanket policy that would also cover any property picked up through foreclosure."

Products liability coverage in recent years has become the proverbial thorn in the side of small industry, such as many of the family factory operations around Hereford. Premises operational liability for a factory ceases when products leave the manufacturing site--when the parent company no longer has control. Thus, insurance coverage for future off-premises use comes under product liability.

Building contractors call it completed operations insurance. Either way, due to many highly-publicized court cases, products liability has become a major issue in the construction and manufacturing world. In this line of insurance coverage, there are literally hundreds of classes with few guidelines to follow.

While reflecting on a lifetime of insurance work, Eades noted that the personal rewards have been many:

"One good example comes to mind when a tornado hit Hereford back in the early 1970s. But about two weeks before, I visited with Earnest Langley in his office about increasing the insurance on his home. I actually talked him into a considerable increase...two weeks later, his home was almost destroyed by the tornado, along with dozens of others. I really didn't push him hard enough because he still didn't recover replacement costs."

Born and reared in the suburbs of Dallas, Eades joined the U.S. Army Air Corps shortly after high school graduation and served in a bombardier training command from military bases in San Angelo and Midland. Flying the old AT-11 twin-engine Beechcrafts, Eades spent two years training cadets in the bombardier support group. After World War II ended, Eades wound up in Japan with the 317th Troop Carrier Group, flying C-46s.

After being discharged from service in 1947, through the insistence of his sister, Lucy, Eades went to work for the Texas State Board of Insurance in Austin. The sister had been associated with the insurance business for many years at that time, and thus, through Dallas insurance connections, Eades landed a firm position with the state board.

"I got a lot of good training during that year in Austin," said Eades. "Then I came to Amarillo as



R.W. (Bud) Eades

a field representative for the American General Insurance Co."

After working three years out of Amarillo for American General, Eades and a partner opened a small insurance agency in Amarillo in 1951, the year he wrote his first insurance policy. He later merged his initial agency with the old Empire Insurance Agency, the group that started Amarillo Savings and Loan Association. With Jim Smith and John Kettler as partners in Empire, the trio eventually sold the agency to Imperial Corporation.

Eades stayed on as manager of the agency for Imperial for about five years before leaving to set up his own agency in Hereford.

"When we sold out to them, I had to sign a no-compete agreement in Amarillo, so Imperial is one of the reasons I'm in Hereford today," said Eades.

A group of Amarillo investors had asked Eades to join a partnership in purchasing the Robinson & Associates Insurance Agency at 218 E. Third in Hereford. In 1970, Eades moved to Hereford to take over as co-owner-manager of the firm that had been put together initially by J.W. Robinson, a veteran life insurance agent of Hereford. The merger or consolidation under Robinson's management included the John McClain Agency or the Old Plains Insurance Agency that had been operated by John Patton and later his son, Bill. The others were Pool-Sigman, Cogdell, Hereford Insurance and Robinson's unit.

Following the purchase by the Amarillo group, the name was changed to the oldest of the consolidated agencies--Plains Insurance Agency.

On Dec. 1, 1977, Plains Insurance Agency moved into its present headquarters at 205 E. Park Ave., on the exact site where a residential landmark of Hereford had stood for eight decades. The early-day stone house once had been occupied by Troy Womble who has been regarded as being the first permanent resident of Hereford.

In February 1989, when Eades sold the Hereford business to his son, Eades also sold an Amarillo agency that he owned to a long-time associate, Bill Johnson. The Amarillo unit had specialized in grain elevator and commercial trucking coverage. Though Eades still services a number of his personal accounts, you might say the 42-year veteran in insurance now works for his son.

Alice Eades is an experienced insurance executive in her own right and is now in charge of commercial accounts. In addition to Roger, Eades and his wife, Helen, have a daughter, Carol, (husband, Tony), of Houston. Two other sons are Wesley of Charleston, S.C., who recently earned his doctorate degree in pastoral care. He (wife, Holly) is on the staff of the First Baptist Church of Charleston which is the oldest Southern Baptist Church in America. A fourth child, Brian, recently opened a medical practice in Amarillo's Medi-Park, specializing in obstetrics and gynecology. Dr. Eades and his wife, Jennifer, have one child, Brian and Wesley graduated from Hereford High School.

Eades and his family have been active in the First Baptist Church and nearly all phases of community service since coming to Hereford 20 years ago. He was president of the Deaf Smith County Chamber of Commerce in 1975 and in 1983, Eades was named Hereford's

"Citizen of the Year."

He served as president of the Hereford Kiwanis Club in 1976-77 and served as Lt. Governor of Division 33 for the service club in 1983-84. back in 1973, he was a member of the group that developed Hereford's 75th Anniversary Diamond Jubilee. Eades also served three years on the Grievance Committee of the State Bar of Texas and has been leader in insurance education. Prior to coming to Hereford in 1970, Eades served as president of the Amarillo Insurance Association in 1967.

Though his citations for community service have been many, Eades pointed to a small blue and white certificate as one of his favorites--an official document proclaiming R.W. Eades as a commercial pilot with a multi-engine rating. He doesn't fly the old twin-engine bombers anymore, but they can cover them with insurance. As a matter of fact, aviation insurance has been a specialty at Plains for the past 20 years.

Eades gives much credit of company success to his employees, pointing out that several have shouldered agency responsibilities for more than a decade. Faye Dirks and Shirley Wyssmann are both 20-year employees and Jean Watts is in her 16th year at Plains.

Eades also had praise for Marvin Coffey, who was with Plains for almost 20 years before retiring. "He contributed much to our company," said Eades. Coffey was associated with J.W. Robinson before Eades came in 1970.

The new owners of Plains, Roger and Alice Eades are directing new lines into an old agency, staying abreast of the computerized world of insurance. "The computers have probably brought greater changes in the insurance business than any other single thing."

After graduating from Hereford High School, Roger served a tour of duty with the US Navy during the Viet Nam war, then completed a degree at West Texas State University. Upon graduation from the University, he joined St. Paul Insurance Co. where he became a commercial underwriter.

In the early 1980s he moved to Kansas City with another company. Then later was transferred to Dallas where he and Alice met. At that time, Alice was also moving into an insurance career of her own. When Roger made a decision to join an independent insurance agency in Canyon the two were married and for a time made their home in Canyon. In 1983 the Roger Eades moved to Hereford where he went into business with his father, then buying the agency in 1989.

Alice, whose insurance career dates back to 1972 in San Antonio, is proud of her Texas heritage which dates back to the Frontier Days when her great grandfather rode with the famous frontiersman, Sal Ross. She is the daughter of Robert and Trudy Cranford. The Roger Eades have three children, Jeff, Wesley and Jason.

In projecting growth of the 1990s, Bud Eades believes the city of Hereford should immediately move toward a more professional system of acquiring new industry and community development.

"Personally, I don't think a town can stand still...I think you either go backward or you go forward."



Roger and Alice Eades



Faye Dirks, Shirley Wyssmann and Jean Watts

Farmers Elevator/Panhandle Milling, 1965-1990/ 1986-1990

County flour mill adds to ag economy

Harold Dillehay saw more than a stretch of Texas flatland the day he staked out a small chunk of Deaf Smith County. He envisioned turnrow factories processing farm products.

In less than three years, Dillehay has turned a country grain elevator into one of the finest flour mills in the nation, if not the world...the only commercial flour mill that can be found between San Antonio and Denver.

There's not a railroad, highway or street sign in sight, nothing but a couple of ribbons of country pavement and fertile farmland as far as the eye can see. But Farmers Elevator of Dawn is truly dawning as a center of high-tech flour milling, filling a marketing gap between the threshing machines of the fields and the bakery ovens of the food industry.

Pinned about 5 miles north of Dawn at a corner of country crossroads, Farmers Elevator boasts a second title of Panhandle Milling Company, a farmer-owned operation that is now funneling 300,000 pounds of flour a day to food markets across the Southwest, with annual sales now hitting the \$20 million mark.

Having a work-force of 28, Panhandle Milling Company and Farmers Elevator of Dawn is owned and operated by nine farmers who joined forces under the direction of Dillehay to keep a slice of hometown dollars at home. The end product is a state-of-the-art flour mill that has been classed by experts as being among the finest that can be found anywhere in the world.

Cropping out at nearly 100 feet in the air, the computerized flour mill was designed, manufactured and installed by Italian engineers, who are regarded by the industry as being producers of the finest milling equipment on Earth—the Italians came to Texas with a set of blueprints and left behind a milling unit that's getting bakery attention from the Mississippi to the Rio Grande.

"The entire mill is operated under a computer system," said Dillehay, as he leaned back in an office chair that's as old as the office. "If anything whatsoever goes wrong, there's little electronic signals that either shuts it down or sends out flashing warnings. By having such a mill, it gives us consistent run of high quality flour...consistency is the name of the game in quality flour milling."

Dillehay spoke of the mill as being a product of local farmers: "We don't have ordinary farmers around here, we have professional farmers here in Deaf Smith County. They know what they're doing and they know how to do it, and about all they ask for is a fair break in the weather."

"Deaf Smith County farmers are also excellent businessmen who understand the value of a dollar, but by the same token, they're not afraid of risk...you know, not afraid to take chance, such as investing money in this grain elevator and flour mill."

Nothing but high-quality flour ever leaves Panhandle Milling, tons of basic foodstuff for bakeries, hotels and the restaurant business, food distributors, wholesale outlets and direct sales to specialty food firms, such as Arrowhead Mills and

Ramirez & Sons in Hereford.

"We process a special tortilla flour and a high gluten flour which goes to some bakeries for various breads," said Dillehay. "As a good example of some of our direct sales, we process a flour under specific directions and this wheat and flour is never mixed or ever touches any other flour from the time the wheat is dumped until the flour is bagged for shipment...we produce the finest flour that anyone can make."

The closest railway line is the Santa Fe at Dawn where the company has tractor facilities, but all of the flour leaves Panhandle Milling by truck, streamlined rigs that have straight shots into U.S. 60 on the south and Interstate 40 to the north. And in turn, U.S. 60 is a direct connection with Interstate 27, U.S. 385, and U.S. 70, all of which have direct ties to Interstate 10 to the West Coast. Though Farmers Elevator complex is built on the edge of turnrows, about all that is missing from the big-city mills are high taxes and congested thoroughfares.

"Most of our flour leaves in the bag with some shipped out in the bulk," said Dillehay. "We do mainly 50-pound bags, but we also turn out quite a few 100-pound bags. We do a few 25-pound bags and are now looking at going to some even smaller...the 5- and 10-pound bags."

He pointed out that food service distributors, such as Ben E. Keith of Amarillo and Watson Foods of Lubbock are some of their better distributor customers—"Most of this flour goes out in 50-pound bags but we ship out a lot of tortilla flour in 100-pound bags. We also do a lot of government flour which I might add is also a very high-quality flour...we have a government inspector here at all times when we're packaging their flour. They take periodic samplings which are sent direct to Beltsville, MD, for testing—every float of flour that goes out of here is tested repeatedly and has to meet their standards...very high standards."

The veteran grain handler pointed out that his company is still opening new markets, still in the process of "proving themselves" to the food industry.

"We've got to prove ourselves out here to some of the bakeries," he said, while referring to the rural setting. "It's not so much in the quality of flour, but the fact that we've had so little experience in the flour business...they've all (bakeries) been watching us very closely to see what's going to happen to us and the word is beginning to get around that we're here to stay for a long, long time."

Dillehay said he is now working to supply some of the larger U.S. bakery chains with flour—on the very doorsteps of some of the old-line mills to the east. He expressed much confidence in acquiring new markets perhaps on a national scale.

"We're showing them that we can produce the traditional type of flour that they need, and maybe do it a little bit better," he added. "But our bag business is real good—we're now going to Phoenix, Albuquerque, Dallas, Amarillo, Lubbock and points in between—all over the Southwest."

When Dillehay did his first feasibility study some five years

ago, the survey showed at that time that a flour mill in Deaf Smith County should be very successful: "We found a big hole in this area, as far as flour mills were concerned and we had the product right here in our back door. There are only six flour mills in the state of Texas, one at Okeene, Okla., to the east, one at Denver to the north and one at San Antonio to the south."

As president and general manager of Farmers Elevator of Dawn, Inc., and its subsidiary, Panhandle Milling Company, Dillehay recalled how he began looking at developing a flour mill in Deaf Smith County in the 1970s as he watched local farmers harvest some of the finest wheat in the world, then ship it out to distant factories for milling.

"For many years, I wondered why we shipped out so much raw products for processing in other places instead of doing it here at home," said Dillehay. "So, I began looking into the situation and found there really was a large hole in the flour industry right here in Deaf Smith County."

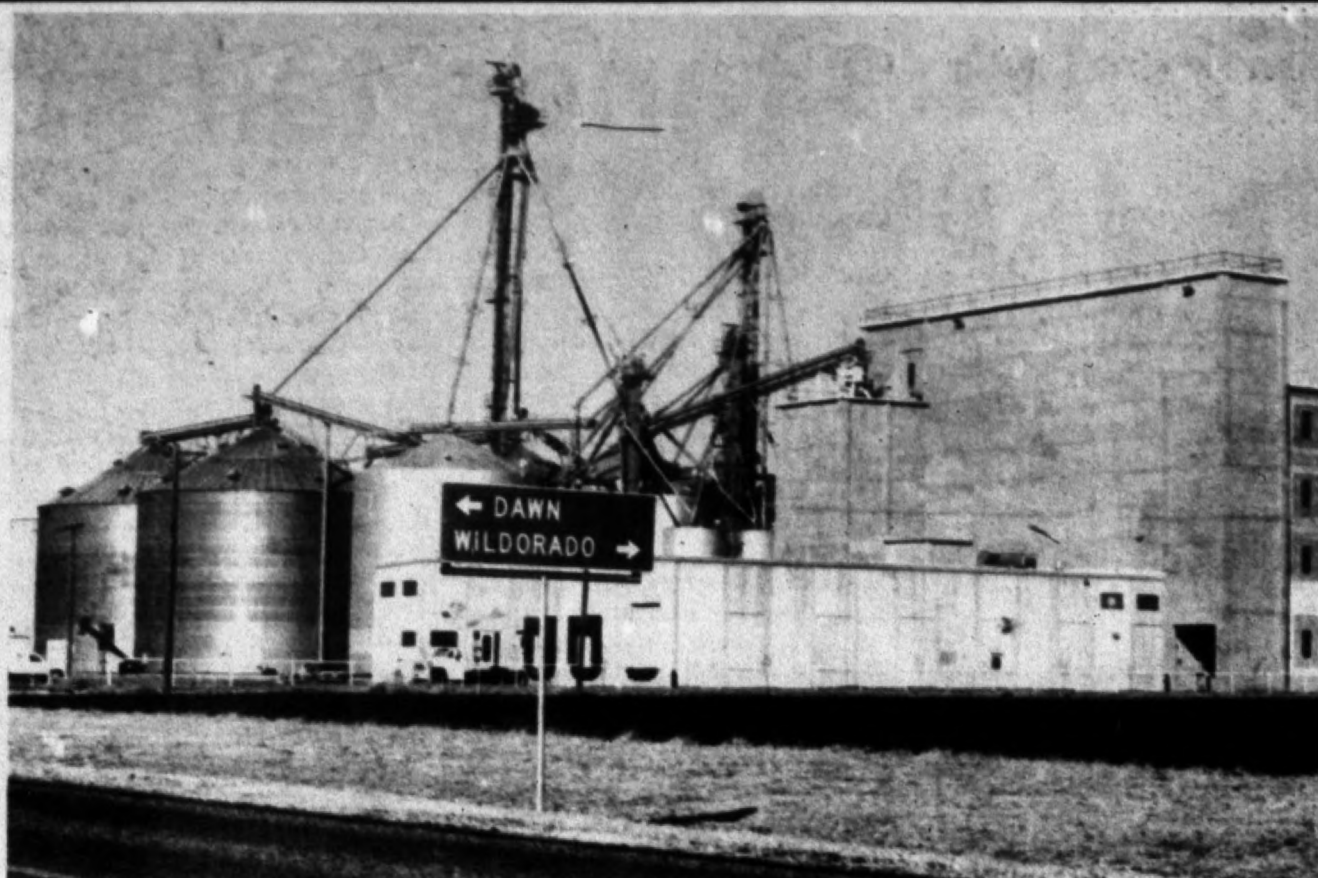
As manager and stockholder of Farmers Elevator, in 1985 Dillehay called his company stockholders together to take a serious look at developing a local flour mill for local wheat...the group being the same who had launched Farmers Elevator 20 years earlier. Other than Dillehay, the stockholders included Carl Kleuskens, Richmond Hales, Jack R. Vinson, Vinson Estate, Billy Wimberly, M.W. Hicks Estate, Cliff Skiles and Joe Grotegut.

Panhandle Milling Company was formed as a subsidiary to Farmers Elevator of Dawn and on a cold winter day in 1986, groundbreaking ceremonies were staged adjacent to the grain handling units at this country intersection, with more than 400 people present. Deaf Smith County Chamber of Commerce manager Mike Carr of Hereford and County Judge Glen Nelson were among the two dozen dignitaries present for the ushering in of a "new dawn in Panhandle agriculture."

Dillehay told how the Italian engineers delivered and installed the high-tech milling equipment on a concrete escarpment that's nearly as large as a football field. There were no short-cuts or bargain-basement deals in the new mill—the finest and most modern milling equipment available became housed in a concrete tower, a massive structure designed as ultimate protection for the delicate network in food processing. First flour was milled on Aug. 15, 1987.

Dillehay pointed out that he and his partners believed that the new flour mill would not only serve a need for the vast High Plains wheat belt but would also provide another local cash market for the high quality hard red winter wheat that is grown in the Texas Panhandle. And so it does.

Panhandle Milling Company offers substantial cash incentives for high quality wheat that contains high levels of protein. "Under normal growing conditions, we have the milling capacity to handle all of the wheat that is grown within 30 miles of our plant," said Dillehay. "But due to the severe drought conditions during the past couple of



Mill and elevator located about 5 miles north of Dawn

years, we've had to look elsewhere for some of our wheat...we've had to go north of the Canadian River for much of our supply this past year."

But the short supply on the local level does not slow down the milling operations—Dillehay just reaches out farther for the raw product. Turning out around 300,000 pounds of flour every 24 hours, the mill grinds 24 hours a day, five days a week, and frequently on Saturdays.

In addition to some 150 farmer wheat producers who funnel the raw product to Panhandle Milling, Dillehay speaks highly of his work force, pointing to seven who have been on the staff since day one: "We've really got a great set of employees, most of whom live in Hereford. It seems like Hereford has always been a center of aggressive workers and leaders who want to build rather than tear down."

Dillehay noted that his firm has an excellent working relationship with other Panhandle grain handling cooperatives and privately-owned firms, buying much of their wheat supply from outlying elevators. "Growing conditions have been so bad since we opened we've had to go outside the area for at least two-thirds of the wheat."

The milling executive repeatedly spoke highly of the farmers in that neck of the Plains, pointing out that here less farmland was put in CRP retirement... "Much less land went into CRP around here than about any place around in any direction. We have lots of farms that are now moving into the fifth and sixth generations of farming and these people know what they are doing."

"I've been out here a lot of years and I've seen the transition into larger farming units and fewer farmers. We don't have near the people involved in agriculture as back in the middle 1960s," he added. "But you still see lots of the old families still farming the land. I'll guarantee you the ones that are here are here to stay."

Born and reared in Vega, young Dillehay graduated from Vega High School in 1952 and was offered a football scholarship to West Texas State University, but turned it down and chose basketball at Clarendon College. "They looked a little too tough for me at WT."

A son of John and Ollie Dillehay, he was born in the middle of the Great Depression—the winter of 1933: "I guess we were about as poor as you can get."

"When I moved to Canyon in 1957 to go to school, I had my lovely wife, Janelle, a 9-month-old son, Richard, and everything we owned on this earth loaded in a 1954 Chevrolet car," Dillehay recalled.

In an effort to support his family and school work, he went to work for the old Farmers Elevator in Canyon and in 1963, just one semester before graduation, the Canyon firm in 1962 sent him to Deaf Smith County to build a grain handling leg at the intersection where Panhandle Milling now stands, but on opposite corners.

"I dropped out of school to run the elevator leg, a job I continued with for the next three years," he added. Then came a day when the Canyon firm decided to sell out and Dillehay began looking for something new.

But prior to completion of the sale, a friend of Dillehay suggested he buy the corner acreage on the opposite side of the road as a site for a future grain elevator. It was Bran "Pappy" Fowler, a local farmer who made the suggestion and then offered to finance the corner tract if Dillehay could just pay the interest on the loan. With the backing of Fowler, Dillehay

bought 5 acres cornering at the intersection about 5 miles north of Dawn and then began trying to raise money to build his own elevator. In the meantime, the Harold Dillehay family had grown—now there were Richard, Edwin, Janice, and a third son, Leslie.

Dillehay couldn't find financial backing from local banks on the first round so he called a meeting of local farmers, tossing out a proposal to form a new grain handling firm. On the first meeting, Dillehay and nine others (one partnership stock was later bought by the nine) put up \$40,000 as the initial funding in November of 1965 and in the spring of 1966, the new group completed its first 6,000-bushel grain handling leg. They called it Farmers Elevator of Dawn, Inc. The unit also included two dump pits, two small tanks that held 15,000 bushels each and one loadout bin that held 2,500 bushels of grain.

Dillehay recalled how they developed a working agreement with Continental Grain Corp. on something of a commission basis and in addition to the initial grain storage units, built the present office which still serves the company's far-flung flour business.

"This is the same desk I started with in 1966 and those two chairs you see there are the same we had here on opening day," said Dillehay. "I don't believe in change, unless change will make something better."

The first year in business, Farmers Elevator netted around \$7,500 and has never shown a loss in the past 24 hours. Farmers Elevator built its second leg in 1967 and a second set of dump pits—"We had trucks lining up out here so we had to expand. We didn't have much storage but we had handling capacity where we could dump and loadout pretty fast and that was very important with our contract with Continental Grain...we could move volume."

Farmers Elevator also developed a sizable commercial fertilizer business along with the grain business, tying in with W.R. Grace & Co.—"You see, everything we were doing was revolving around capital investment. We started with \$100,000...money we put in and money that we borrowed, from a bank and I had to build the initial units and operate those first years within this limited capital structure. So we did a lot of contract business under what you might call a commission basis in both, grain and fertilizer."

Dillehay is not only mighty bullish on Deaf Smith County farmers but also sees the food industry in general as becoming the Primadonna business of the future, showing where world population is

expected to double by 2010 A.D. And at the top of the food list is wheat, the single most perfect food ever developed or found for mankind.

The 56-year-old Dillehay frequently referred to Deaf Smith County more as one big community, rather than a legal boundary—"I guess you'd say we're all a part of Hereford and Hereford is a part of all of us...a great group of aggressive farmers and business people who are highly educated not only in agribusiness but in world affairs. Hereford people continuously look at the total economy and not just one small segment."

Dillehay didn't portray Deaf Smith County as the proverbial "bed of roses" without problems—"We've been down like a lot of the others but I believe we're smart enough to pick ourselves back up."

Dillehay sees the flour mill as just one small niche in the giant

agribusiness industries of the Deaf Smith County region. And in recounting the related industries around Hereford, he pointed to a number of potential business projections, such as a pinto bean processing plant, a flour mixing plant, a vegetable cannery and frozen food center.

Panhandle Milling also does private labeling on flours in addition to its own marketing label. Dillehay said they had turned down a number of offers to process flour for specialty products, such as cookie line due to the "bottom line" on the finished product—"If we can't see a reasonable profit, then we don't do it."

"One of the biggest assets we have are the neighboring grain elevators where we can buy wheat," said Dillehay. "We don't try to go out and get other people's customers...we just try to take care of this little area out here as far as local farmers are concerned and look to the other grain handlers for the rest."

Dillehay believes a company is only as good as its employees and the track-record of employees at Farmers Elevator tells its own story: Bookkeeper Mae Golden has been handling the ledgers for 21 years, Elevator manager Jerry O'Connor has been moving grain for 17 years, John Wilson has been working on this corner for 13 years, and Robert Stowe is now in his 10th year at Farmers Elevator. The privately-owned company has now expanded to 8 acres at this Deaf Smith county intersection where grain storage facilities have also grown to 1.8 million bushels capacity. In addition to wheat and the giant flour mill, Farmers Elevator also handles all types of grains and pinto beans, and has a small retail business in farm supplies in the main office building.

Leo Cantwell is the head honcho over the flour mill, a life-long veteran of the milling business who specializes in the marketing of flour. "Leo had retired from the North Dakota mills after 40 years in the business and I talked him into coming out of retirement and coming to Texas to handle our marketing business," said Dillehay.

Though Dillehay said there are no immediate plans for expansion, he smiled a bit while mentioning that the push-button operation was so designed that they could double production without added equipment... "No major construction or equipment."

Dillehay's parents are deceased and two of his sons, Edwin and Leslie, are partners in a 4500-acre farming operation around Dawn. The other son, Richard, is a computer technician at Canyon and Janice lives in Dallas.

Though Dillehay is the chief executive of a highly diversified operation that cranks out annual sales in excess of \$20 million, he attends day-to-day business in plaid shirts and blue jeans, sports the same type of cap as his customers and works at a 25-year-old desk that came with the building. His office walls are crammed with agricultural stuff with personal mementoes decked here and there.

But Dillehay comes on strong when one talks about Deaf Smith County—"This country has always had a tremendous production of raw products...it has been a land of cattle and wheat since the beginning and I believe it will stay that way. Irrigation has boosted corn and vegetables but I believe the basic farming structure here on the High Plains will always weave a round wheat and cattle."



Dillehay with elevator manager Jerry O'Connor

Hereford State Bank, 1947-1990

From start, HSB has 'banked' on agriculture

Craig Smith never mentioned cash or accounts when he spoke of the community role of Hereford State Bank. "We're a service institution built around the needs of people from all walks of life."

And most of those people walk the turnrows of agribusiness where production of food and fiber is a way of life.

"At least 75 percent of our business is related to agriculture," said Smith. "But when we speak of agriculture around Hereford, we're speaking of a broad-based economy...farmers, cattle feeders, the sugar industry, food factories, manufacturing companies and the dozens of jobs and professions related to agribusiness."

Smith spoke of cowboys and penriders on a first-name basis and related to Hereford cattlemen, farmers and business persons as a winning team in a tough league of international economics. "We're a little stagnant right now in business as a whole, but you must remember we have just come through some mighty rough times in agriculture."

While speaking from the president's chair of the Hereford State Bank, Smith exemplified a true reflection of the real West, both in mannerisms and personal convictions. He spoke of the economic drag of Texas as being a problem that could probably be solved more easily from within than from without.

"I think we should be helping ourselves and helping each other further develop our local businesses and industries rather than waiting for some big miracle to come from the outside," said Smith.

Speaking of local expansions, Smith did not discount possibilities of new industries coming to the Greater Hereford area, but noted that the community should be pulling out all stops in boosting expansion of current business and industrial operations. "Every time a business or factory adds another two or three jobs, that puts more dollars in the peoples' pockets, you see a thriving town...you don't have to worry about where or how they'll spend it because if Hereford folks have money to spend plenty of it will stay right here in Hereford."

Smith went a step further in reflecting on community needs and growth: "We're seeing downtown filling up again but we need this same thing to happen all over the county...when you see growth in agriculture, you see growth in agribusiness and when you talk about agribusiness you're talking about Hereford."

Smith pointed out that Hereford agribusiness does not relate only to implement stores and grain bins but touches the cash registers of automobile dealers, grocery stores and retail outlets on Main Street.

"When agriculture is good in Hereford, business is good in Hereford," he added. "Though the grain sorghum industry is still running sort of a break-even basis, the cattle feeding business has really been good for the past three years and it's still looking pretty good for the year ahead."

Hereford State Bank is one of the largest financial institutions of the Texas Panhandle, with assets totaling \$70,540,000 as of March

31, 1990, with \$63,500,000 in deposits. Current loans total about \$37,662,840.

Covering almost a full block on the south side of the Deaf Smith County Courthouse square, Hereford State Bank is what is known in financial circles as a full-service bank—a financial center that offers services in commercial and consumer loans, safe depository for cash, bonds, deeds and all sorts of personal valuables, several types of savings programs, such as Passbooks, CDs and the IRAs, 24-hour teller service that's tied with the PULSE banking system, a trust departments, checking accounts and financial advisory personnel for the novice in business.

From its very beginning 43 years ago, Hereford State Bank has "banked" on agriculture and its related businesses, taking a conservative approach in lending but with an open door for something new. As president and trust officer of Hereford State Bank, Smith heads a 39-member staff, many of whom are highly specialized in various fields of banking.

Other officers include Terry Bromlow, executive vice president; Waldo Baxter, senior vice president; Larry Alley, senior vice president; Jeff Brown, vice president; Steve Gilbert, vice president and cashier; Mark Nicklaus, assistant vice president; Madeline Rosson, assistant cashier; Nell Rhoton, assistant cashier, and Lanette Leasure, assistant cashier.

The present board of directors include Joe Artho, Terry Bromlow, Terry Langehennig, James T. Hull, Rex Lee, Garth Merrick, Craig Smith, R.N. Yarbro, Roger Williams, J.R. Jim Bob Allison (director emeritus) all of Hereford, and Kenneth T. Murphy of Abilene, Tx. Being one of the founders of Hereford State Bank in 1947, Mr. Allison in 1986 stepped down from active directorship after having served in such capacity for 40 years.

Having physical properties of big-city banking—vaulted ceilings, spacious customer counters and a massive walk-in depository—Hereford State Bank is back-stopped with its parent financial center headquartered in Abilene, First Abilene Bankshares, Inc.

First Abilene Bankshares acquired Hereford State Bank in March, 1974, and through the past 16 years has maintained a local slate of officers, other than Kenneth T. Murphy of Abilene who is chairman of the board and chief executive officer of First Abilene Bankshares. Assets of First Abilene as of Dec. 31, 1989, totaled \$688,588,000, with loans totaling \$275,560,000.

In reviewing the financial track-record of First Abilene Bankshares, Murphy noted that 1990 marked the 100th anniversary of the First National Bank of Abilene which was chartered Nov. 30, 1889.

Originally named Farmers and Merchants Bank of Abilene, First National was founded by Gen. Fleming W. James, a distinguished ex-Virginian who came to Texas in 1869 and was instrumental in the establishment of several other area banks in the 1880s and 1890s. In

1954, Walter F. Johnson, a young banker from Dallas was named president and in 1957, the bank's name was changed to the First National Bank of Abilene.

When banking laws were changed within the state in 1986 to allow branch operations, the First National Bank in Abilene was the first in that city to establish branch operations. In addition to Hereford State Bank, First Abilene also owns the First National Bank at Sweetwater and the Eastland National Bank at Eastland. The parent company is now headquartered in the new 10-story First National Center in Abilene.

Hereford was moving into a post-war agricultural and industrial boom in 1947, when a group of local businessmen and farmers saw the need for a second banking center. The Hereford State Bank opened for business on June 16, 1947, in a small building across from the current post office building.

The bank's first board of directors included J.R. Allison, G.W. Brumley, Roger Brumley, J.G. Evans, O.G. Hill, Jr., A.V. Hendricks (president), and Dudley Green (vice president). William R. Phillips was the first cashier and at the end of the first year, deposits totaled \$1.4 million.

Elected as the first president, Allison guided the fledgling organization until August 1954. And while under Allison's leadership, Hereford State Bank in 1950 opened what is believed to be the first drive-in window teller in the Texas Panhandle. Allison is now in retirement in Hereford, after having served the banking industry for nearly a half century.

On Dec. 15, 1956, Hereford State Bank opened for business in a new 6,000-square foot building at Third and Sampson during the time that Townsend Douglas served as president. Others who served earlier as presidents included Brumley and Hendricks.

In 1970, the present drive-in teller facilities on the southwest corner of the block were opened and in 1977 two more were added, making a total of five drive-in teller windows.

Others who served as presidents during the 1960s and 1970s included Russell Carver, Harlan Vanderzee and Jeff Carlile.

In June 1977, the present home of Hereford State Bank was completed at a cost of \$1.2 million, a 17,800-square-foot building constructed on the same site area as its former building. First Abilene's acquisition of Hereford State Bank in 1974 enabled the local unit to increase its lending capacity, with the loan limit to any one individual now set at \$1 million.

Smith said Hereford State's lending division is a blend of consumer/commercial loans. "We can't be all things to all people but we do try to service our community." The bank has the automatic teller service that's hooked up with PULSE across some 20 states.

"We've enjoyed an A-Plus Rating in the Shesauoff Report for several years," said Smith. Shesauoff publishes a quarterly report on all banks in the United States and rates the institutions as viewed by

the public and the bottomline on accounting report.

While reflecting on the tough times in Southwest banking during the 1980s, Smith said Hereford State Bank had been fortunate enough to having been located in an area that has a highly diversified economy, despite the fact that most of local businesses is based on agribusiness.

"Our ups and downs here in Hereford were a little more slow than in areas where communities were totally dependent on one thing, such as oil," said Smith. "Where the ups and downs were more sudden, the banks were hit much harder."

Smith pointed out that First Abilene survived in a petroleum-oriented economy that was hit hard by the big oil bust of the middle 1980s. As a matter of fact, a number of banks in the immediate Abilene region closed in recent years, but First Abilene not only survived the 1980s but maintained a high banking status in Texas—an A rating for the past several years.

The Hereford banker noted that commercial cattle feeding has probably had the greatest economic impact on Deaf Smith County economy than any other single item, running neck-and-neck are the turnrow farmers, followed by the food factories, feed and grain industries, sugar processing, steel fabrication companies and specialty firms which produce a wide variety of products...from doggie chewables for household pets to custom-made jackets for the graduating seniors.

Smith said a number of his customers who consign livestock regularly to local feedyards for finishing are also heavily involved in livestock operations, such as wheat pasture and summer yearlings on native pasture.

"Many of these cattlemen own their own grassland but for the most part they operate on leased land," he added. If desired, the bank officials will assist customers on such livestock risk-management programs, such as hedging in the commodity world.

Having a 23-year background in the banking business, Smith said one of the biggest changes he has seen in the past decade has been the move from asset-based lending to a cash-flow basis for lending.

"In the time period of the 1960s and 1970s, we were more on an asset-based lending program, depending much on persons' net worth and current financial stability to service debt," said Smith. "Now, we still care about the size of a person's net worth, but we also look closely at the liquidity of his assets and the income that's going to be coming to service the debt...there has to be a way to generate cash out of those assets."

Hereford State Bank has customers in surrounding counties but majority of its business comes from Deaf Smith County. "We have a number of small downtown retail business firms as customers and then we have many cattle feeders and lots of farmers..." most of our growth in Deaf Smith in recent years has been based on the cattle feeding industry with the cash grain farming still having its ups and downs.

Smith dwelt heavily on the fact that farmers are one of three groups in America which continuously create new resources for the consuming public, the others being mining and the fishing industry. "I don't think most people realize how important the farmers and cattlemen are to the day-to-day livelihood of the country," he added.

Born and reared in Clovis, N.M., Smith is one of the two sons born to Frank and Olita Smith who were farmers and ranchers in Eastern New Mexico and also held a partnership in a Clovis hardware store. His grandparents, Mr. and Mrs. Lee Smith in the early 1900s moved from Texola, Ok., to a homestead near Grady N.M., where the Smith family were numbered among the early-day settlers.

Smith graduated from Clovis High School in 1960, then enrolled under a basketball scholarship at West Texas State University. Following two years at West Texas State, Smith transferred to Arizona State University at Tempe for a year and received a degree from Texas Tech University in 1965.

When asked what particular thing got him into the banking,



Craig Smith, president of Hereford State Bank

Smith didn't hesitate for a moment: "A dryland farm, a WD-9 tractor and a 15-foot oneway." After graduating from college, Smith went to work on the family farm in Curry County out north of Clovis, then one day while looking down the wheel furrow of a oneway plow, he realized he was doing exactly the same thing he had done before going to college—"That's when I quit the dryland farm."

Smith first went to work as a collector for the International Harvester Co., then landed a job as a bank examiner out of Amarillo. After 2 1/2 years in the bank examining profession, Smith joined Hereford State Bank in February 1970, and after 10 years' working up through the ranks of bank positions, Smith was named president in September of 1981 after having served under bank presidents, Harlan Vander Zee and Jeff Carlile.

The Carlile and VanderZee families bought control of the bank in 1967, and remained in that status until selling in 1974.

Smith and his wife, Mysedia, have two sons—Sean, who is a sophomore at Hereford High School, and Brad, who is a freshman football player at Texas Tech. Mrs. Smith was reared at Borger where her father, Walter Campbell, was a career worker for Phillips Petroleum Co.

Standing 6 feet 6, the Hereford banker frequently jokes about his height, saying he is only "5 feet, 18 inches tall." He has never played a round of golf, but loves the out-of-doors. Instead of trying for a hole-in-one, Smith shoots for a calf-in-one on weekend rodeo runs.

Team roping is his favorite role with the rope where he has earned a couple of saddles and a shelf full of trophies.

"About all I do is amateur and jackpot roping," Smith added, rather modestly. But one of his office walls is lined with trophy presentations and photos of sleek roping horses.

In addition to an impressive collection of Carl Smith paintings,

the bank also boasts one of the most massive vault doors in the nation. The giant circular door swings some 8 feet in diameter, is built of solid steel and weighs 40,000 pounds. Operated with the intricate precision of a time lock, the door is delicately balanced on two hinges about the size of a large stove pipe—installed with such fine workmanship that even a small child could open and close it.

The vault door was purchased about eight years' before being installed in the Hereford State Bank in 1977. It was purchased from the Mosler Company who had retrieved it from a bank in Brenham, Tx., where it had been located some 44 years.

In addition to banking, Smith and his brother, Armand, have farming and ranching interests near Grady, N.M., and operate a yearling outfit on top of the caprock near Mosquero, N.M. not far from David Hill. Their father is deceased. Their mother is retired in Hereford.

In addition to being president and chairman of the board of HSB, Smith is on the board of First Abilene Bankshares, a member of the Deaf Smith County Hospital District board; on the board of Hereford Industrial Foundation, a director of Whiteface Booster Club, and has served on a number of community committees. The bank has been an active supporter of community projects and causes.

One of the community highlights of the bank is sponsoring an area-wide hamburger cookout on the parking lot of the bank during the final day of the annual Farm and Ranch Week—"This year we got run out with an ice storm but we'll be back trying for it again next year."

The bank is also one of the leading buyers of club stock at the annual Hereford Stock Show featured each January in the Hereford Bull Barn.

In summarizing a profile of Hereford State Bank, Smith said it all in six words—"A proud heritage," a promising future."

HUSTLE HEREFORD



Terry Bromlow, executive vice president
Steve Gilbert(standing), vice president



More than 20 years service: Madeline Rosson, Norma Coffey, Opal Walterscheid, and Lola Smaltz

King's Manor Methodist Home, 1962-1990

King's Manor: a leader in its field

Enhances quality of life for the elderly

King's Manor is a national yardstick in retirement and health care—a sprawling complex on the north side of Hereford where lifestyles are enhanced on an upbeat of positive people.

From California to Florida, King's Manor has an image of western hospitality where the quality of life is a reality... "adding life to years and years to life."

"King's Manor is dedicated to the belief that life is a matter of continued fulfillment, not merely extended years," said Joyce Lyons, president and chief executive officer of the retirement and nursing care center. "This belief has been actively practiced and promoted during our decades of service to our residents."

But King's Manor is much more than a variety of retirement quarters and nursing stations for the aged. It is truly a blend of the young and the old in home-styled atmospheres where the dignity of the individual has priority. Sandwiched between the retirement village and the nursing care unit is a child care unit where toddlers romp in a make-believe world of papier-mache and Crayons... interaction between generations adds to the quality of life around King's Manor.

"The child care unit not only gives us a full spectrum of family living at King's Manor, but it also serves as an excellent way for the young couples to see first-hand our fine campus that's designed to enhance the quality of life for the elderly," said Mrs. Lyons, who been a leader at the center for 18 years. "Each level of care provides a wide range of individual choice and each enhances a person's spiritual, mental and physical well-being."

In addition to being one of the finest, if not the finest, non-profit retirement and health care centers in the nation, King's Manor has become a cornerstone of the Hereford community which has taken an active role in its development since its inception 30 years ago. A 15-acre campus now valued in excess of \$5 million began as a community effort in 1960 with \$125,000 in contributions and a ton of love for mankind.

King's Manor now has an annual budget of \$1.8 million and a staff of 86 which accounts for a \$1-million-payroll for this Deaf Smith County seat. With the retirement center and health care units chartered as a non-profit corporation, all contributions are tax deductible with charitable gifts, foundation grants and monies received going directly for supplies, maintenance and development.

"We average about \$100,000 a year in over-riding expenditures for some who just cannot afford to pay," said Mrs. Lyons. "Once we have someone under our care, we've never turned anyone out because they were unable to pay... all of our people at King's Manor get identically the same treatment from our staff regardless of their ability to pay... folks at King's Manor have a close-knit friendship that becomes something mighty close to family living."

In response to local and national requests for a continuing development program in positive planning, the King's Manor Board of Trustees 18 months ago brought in a native son of Hereford to assume day-to-day responsibilities of this momentous task. He is Jim Conkwright, whose western heritage is as rich as the land it serves.

As director of development for King's Manor, Conkwright, working hand-in-hand with Mrs. Lyons,

has already spearheaded a number of developments that have added to the lifestyles of many who gave much of their lives to the betterment of their communities, their state and their nation.

"This position with King's Manor may not seem too enhanced on the surface, but in reality it has become a great challenge," said Conkwright, as he outlined a half-dozen development projects which are now on the drawing board. "But with a board of trustees such as we have here at King's Manor, the challenge becomes exciting—then when you think of the great community of Hereford that is behind the board, one can't work long enough, hard enough or fast enough."

One of the proposed projects on the priority list is a new Activities Center which would put the polish, in paraphrasing, on what is already spic'n span. This proposed expansion would include such physical therapy equipment as whirlpool, hot tub, special exercise units and added space for special meetings and family get-togethers.

"We have a beautiful community of beautiful people who seldom asked but gave a lot so we believe that the quality of life and the integrity of the individual is our priority," said Conkwright.

Another point in proposed expansion is the development of an intermediate unit that would serve somewhat as a bridge between the retirement center and the nursing care unit. As Conkwright put it, "This would be a unit whereby an individual would require only occasional attention, such as making sure medication is taken regularly or perhaps for those who need occasional assistance in physical needs." Conkwright noted that everyone at King's Manor retirement village—which includes cottages and apartments—develops their own lifestyles, whether it's sleeping in late or an early-riser seeking an old-fashioned country breakfast. There are no nurses on duty in the retirement village. Medical needs, such as personal desires, are met by the individuals.

Mrs. Lyons and Conkwright make a formidable team for the elderly—they coordinate the past with the present, with meeded goals organized for the future. "We're not looking out for the day-to-day needs of 1990, but we're looking into the 21st Century," said Conkwright. "We hear much talk about bringing in new industry to Hereford and we believe that is extremely important, but we also believe that we should not overlook what we already have... it seems as though some of the best kept secrets in Texas are found right here in Hereford."

But King's Manor is no secret to America. Retirement and nursing care leaders and executives from throughout the nation frequent the corridors of King's Manor to pattern new developments after this center. Though the architectural design is still being used as a national yardstick after 28 years of use, the King's Manor staff also sets standards second to none in America. As a recent written testimonial to its quality care, an individual in California mailed a \$1,000 check to the center as a token of appreciation in caring for loved ones. Such contributions come from points across the nation, but all too often it is still not enough to meet the heavy demand of the patient load.

Today, King's Manor complex includes 33 resident rooms, a hostess room, 19 cottages, four houses, a chaplain house and Westgate nursing care unit now housing some 65 residents. Recent remodeling has included installation of secure care and nursing call systems, a renovated dining room, upgraded hallway lighting and the remodeling of 24 rooms. These recent developments were funded with a \$250,000 donation willed to King's Manor by the late Mrs. J. Paul Craig of Amarillo.

"Mrs. Craig became acquainted with King's Manor through a friend who resides in Westgate," said Mrs. Lyons. "She restricted the use of the money to use one-half for remodeling Westgate and to use the remainder to subsidize care for residents who cannot afford to pay the full cost."



Joyce Lyons... president, chief executive officer



Jim Conkwright... director of development

Conkwright pointed out that many contributions to King's Manor have been made through bequests of people who have either lived here or who have had friends or relatives as King's Manor residents. "We have developed a program whereby one may also give through a life insurance program," said Conkwright, who had become a specialist in investments before joining King's Manor.

The retirement center and the nursing care unit each has a director who plans diversional activities for residents. Such activities include church services, shopping transportation, barber and beauty shop appointments, arts and crafts, and recreational activities. King's Manor also has a full-service barber and beauty shop exquisitely designed for its residents, a couple of kilns for those interested in ceramics and spacious patios for outdoor visiting and games.

Gwen Whittaker, head dietician for the kitchen staff, sets a daily pace that would be envious of fine restaurants, with Chef Rosie Tjerrina coming up with daily surprises on the King's Manor menus.

"If you think things shine now, you ought to see it about mid-morning," said Toni Guzman, who has been head of housekeeping for 18 years. "We take great pride in King's Manor and we hope it shows."

Though King's Manor actually has community roots that date back to the pastoral work of Rev. Don Davidson in the 1940s, an organized effort to build the complex did not surface until 1960 when the Business and Professional Women's Club of Hereford launched a community effort to build a home for the elderly. Headed by Eunice Peterson, the professional group saw the need for such a center and invited a number of civic and business leaders of Hereford to join in the early discussions.

At about the same time, Rev. Davidson, a former pastor of the First United Methodist Church here, had determined that the Methodist Church in the Northwest Texas Conference Area, that includes Hereford, should have a place for the elderly and began an investigation into the matter that ultimately led to his becoming something of an authority on the elderly in the Northwest Texas Conference.

As something of a coincidence, Earnest Langley, a Hereford lawyer and a member of the Methodist Church, knew of both moves toward establishing a home for the elderly, and it is believed that it was he who first suggested that the two groups join forces to fill a common goal.

"The 22 members of the club wanted a project and I took the idea to them," said Mrs. Peterson, during recent festivities when King's Manor hosted its 25th anniversary. At that time (1960), Mrs. Peterson was appointed to chair a committee of three—Sue James and Ellen Carter being the other two—to research the proposed project. "It didn't take the three of us long to decide we didn't know enough to make a decision about who needed the housing or how to go about building the project, so we asked 15 men in town to help us with the research." One of the 15 was the young lawyer by the name of Langley.

Mrs. Peterson and Mrs. Don Davidson are now both residents at King's Manor and, during the recent open house event, Mrs. Davidson also recalled the formation of the King's Manor foundations:

"As conference director of the Golden Cross, Don attended hospi-

tal and homes meetings all over. He met administrators at these meetings and got interested in the operation of the facilities. He knew there was not a similar facility in the Northwest Conference and he told me he felt a direct calling from God to build a retirement home in the Northwest Conference area."

But Rev. Davidson met with opposition—track records of retirement homes had not been the greatest at that point in time and there were also other towns in the conference that wanted the facility if it were to be built. She said recently that she doesn't know what exactly brought the Conference leaders' thinking around to that of Rev. Davidson, but they elected to go for it if adequate funds could be raised on a local level. And that's when Rev. Davidson and the Business and Professional Women's Club decided to join forces, with Langley being a vital link between the two.

News of the Northwest Texas Conference project spread and requests rushed in from every hamlet and town. Rev. Davidson made a fast decision on fast money—"Whoever raised \$100,000 the quickest would get the site." Hereford was the first—raising the money in 10 days with \$25,000 to spare.

When asked in later years why he chose Hereford over the other towns of the Northwest Conference, the Rev. Davidson frequently replied: "None of them offered me \$100,000 and 13 acres of land." Thus, King's Manor Methodist Home, Inc. became a non-profit corporate entity.

However, putting together this community package was no simple matter. Acting under the directions of Langley, the 15-member committee first chartered a non-profit community corporation called Hereford Area Foundation, Inc. In addition to Langley and Mrs. Peterson, other committee members included Henry Sears, James W. Witherspoon, Palmer Norton, Owen Seamonds, Wayne Wallace and Carl McCaslin.

Sears actually led the drive that raised the first \$125,000 with almost every club and civic group jumping on the bandwagon with cash in hand. The Hereford Lions Club was one of the largest organizational contributors in the initial fund drive. Then came the acquisition of the land.

A 30-acre tract was purchased with the backing and credit of Wayne Wallace and Carl McCaslin, then 20 acres were deeded to the City of Hereford for a park and to McCaslin and Wallace for residential development. The end result was that the 10 acres needed for the home was acquired at no net cost to the newly-formed Hereford Area Foundation.

With the proposed package intact, the Methodist Church voted to build the home in Hereford under the leadership of Rev. Davidson. He acquired additional monies from another non-profit foundation called Ideas Eternal. This foundation provided seed money for operational and organizational expenses as an idea of a group of women and a Methodist preacher developed into a community cornerstone of brick and mortar and stout-hearted people.

Groundbreaking ceremonies were staged in March of 1962 and seven months later, on Oct. 7, 1962, the first staff members moved into King's Manor which consisted of 20 apartments.

"Mrs. Ola Davis and her assistant, Anna Blake, were the first to move in," Mrs. Peterson said later.

"The apartments had been carpeted but no furniture had arrived, so she and Anna slept on the floor that night."

On Oct. 11, 1962, Ida Wilcox of Panhandle was the first resident to move into the retirement facility. On Dec. 9, 1962, more than 1,000 residents from throughout the High Plains were on hand at the first open house of King's Manor in Hereford.

The largest individual contributor in the initial funding of King's Manor was Mrs. J.F. Ward, a pioneer woman of the Panhandle who also became one of the first residents of King's Manor.

In addition to the Hereford Area Foundation, the Methodist Church itself instituted a group called "The Founders"—people who made larger contributions to the construction and operation of the center. A roster of Honorary Founders are cited on a bronze plaque at King's Manor.

Through the years, King's Manor continued to expand, with the Westgate unit added in 1964, and in 1986 the retirement center and Westgate were connected with a common entrance.

In describing the retirement cottages and apartments of King's Manor, Mrs. Lyons noted that all units and rooms are decorated in a variety of personal preferences, with attractive landscaping and numerous conveniences. The apartments are spacious units that offer many options for the young at heart—a golden opportunity to relax in Texas sunshine and leave the lawn to someone else.

Bea Noland, activities director for the retirement folks, heads up a host of night activities, such as parties and games, along with a dozen additional activities such as painting, ceramics, and exercising classes. Helen Kirkeby is director of the Westgate unit activities which include most of those available to the retirement residents.

Bill Bookout of Hereford is current chairman of the board of trustees for King's Manor Methodist Home. His wife, Joan, is a member of the Founder's Association Board and now serving as secretary.

Other trustees elected last year include W.L. Davis and R.D. Hicks, both of Hereford; Wallace Fields of Shamrock, Donald Hunt of Lubbock, and Dr. Clifford Trotter of Amarillo. Founders Association officers are Mark Hicks, president; Jeff Brown, vice president; and Mrs. Bookout, secretary. Directors include Johnny Trotter and John Bunch.

Earnest Langley was for his outstanding service to the Manor last year during the Association dinner. Langley served the maximum allowed on the board (12 years) and was elected an honorary trustee in 1973. He continues to serve as general counsel and a member of the executive committee, now with almost 29 years on the governing body of King's Manor.

A daughter of Mr. and Mrs. Clifton Potter, Mrs. Lyons was 6 when her family moved to Hereford from the irrigation farming districts of Idaho—they came to Texas to raise potatoes and he became one of the early commercial vegetable growers around Hereford. In 1979, Mrs. Lyons went to work as secretary to the executive director of King's Manor. Following a couple of promotions during the 1970s, Mrs. Lyons became a licensed administrator, having taken advanced studies in management. When the position became available in 1974, the board named the Hereford executive to the top post of administrator for the entire center. Recently, the board named

her president/CEO of King's Manor. She has three children—Ginger, Steven and Frank.

Conkwright, a son of Mr. and Mrs. Colby Conkwright, was reared in the registered Hereford ranching business and for many years operated the family ranch near Hereford. His father arrived in Hereford in 1926 by train from Winchester, Ky., and went to work on local ranches. His mother, Dorothy Flannery, also came to Hereford by train from Sherman in 1928 to join the 16-member school faculty here.

She and Colby Conkwright were married in 1934 and together they developed a registered Hereford herd that was to become one of the finest in the Southwest. Mr. Conkwright died in 1985. Mrs. Conkwright still resides in Hereford.

Prior to selling the ranching operations in 1983, Jim Conkwright served as president of Consumers Fuel Co-Op Association; he was a member of the Deaf Smith Hospital Board, a director of the Hereford State Bank, and president of the Panhandle Livestock Association. The Conkwrights went down on record as having raised Herefords for 50 years, getting their first start in 1933.

After selling the ranch, Jim Conkwright and his family moved to Hereford where he later became involved in investments. He earlier had served on the King's Manor board for 12 years. When the board elected to establish a department of development a couple of years ago, Conkwright was asked to accept the position as director. Conkwright and his wife, Janice, have two daughters, Robbin and Leslie.

"We've dona lot in the past 16 months, but we've just touched the tip of the projects we'd like to see developed here in the 1990s," said Conkwright.

And Mrs. Lyons shared Conkwright's enthusiasm in positive thinking: "This development department should have been established 15 years ago—we're late in getting started but maybe with a lot of hard work and the people of the Hereford area behind us, we can develop some of the much-needed proposed projects."

She pointed out that even though the center is operated under the auspices of the Northwest Texas Conference, nearly all of the budget is funded by the King's Manor residents and tax-deductible contributions.

"Many people believe that you must be a Methodist to get in King's Manor, but that conception is totally wrong," said Mrs. Lyons. "We accept folks from all faiths and all walks of life—this home was designed to serve the people."

A VCR cassette telling the story of King's Manor is now available for viewing free of charge to the public.

Both Conkwright and Mrs. Lyons believe the proposed Activities Center would be a great calling card for Hereford and for King's Manor—"We believe that with the excellent retirement and nursing care facilities already here, the proposed Activities Center would attract a great number of people from both area and national points."

"We're fortunate in being located here in the great Southwest where there's lots of sunshine, relatively moderate temperatures, the finest drinking water on Earth and only a short distance from some of the finest medical facilities in America. This is Hereford, Texas... this is King's Manor and we're proud to tell the world about it."



LANNY J. WHEELER
Director of Pastoral Care

Caviness Packing Co., 1962-1990

Caviness provides lean meats for the food industry

Terry and Brent Caviness process some of the leanest beef in town—any town in America.

And in pork lines of the meat industry, the Caviness brothers market the leanest bacon in any store, in any town in any state from the Mississippi to the Rocky Mountains of the Southwest. Not by a marginal margin, but by 38 percent.

What many meat packers call specialty health foods is routine production policy at the Caviness processing plants. Quality lean meat has been the back-bone of Caviness Packing Co. for more than a decade as trends in the beef business have gradually moved to the Caviness side of the street.

"We're producing 100 percent visual lean beef from our Hereford and Amarillo plants," said Terry Caviness, president of Caviness Packing. "Nearly all of our beef processing is going to the fast-food markets which demand high-quality lean beef, but we were doing this five years ago."

Marketed under the label of Farmer Dale Kitchens, Caviness smoke-cured bacon is 35 percent leaner than any other bacon on the counter. And every sizzling slice is cured and packaged at one of their Amarillo plants where several lines of red meat products are processed under rigid quality controls. Their cured pork products are now being marketed in six Southwestern states, with their lean beef going nationwide through the national food chains.

Their customers include such food chains as McDonald's, Beef Burger, Arby's and Hardee's. With corporate headquarters of the family-owned business in Hereford, Caviness Packing Co. has a slaughtering and processing plant in Hereford, a meat processing and distribution plant in Amarillo that operates under the name of Palo Duro Meats, Inc., and a second Amarillo plant where pork products are

processed under the label of Farmer Dale Kitchens.

"Our Farmer Dale products have been accepted very well throughout the Southwest," Caviness added. "We also process several varieties of meat products for other companies under other labels."

The Caviness expansion into the mainstream of national competition took tight-fisted marketing strategies from these young Westerners who had more faith than money—two brothers who staked every dime of cash and credit on a family tradition in the beef business. And this long-shot didn't come on a high roll. Their expansion in the beef business came at a point in time when agribusiness was moving toward the worst years of Depression since the 1930s.

With no contracts in hand or promises in the bank, the Caviness brothers in 1982 purchased Palo Duro Meats in Amarillo, along with a distribution center in Bonham, and a plant in El Paso that handled both wholesale and retail meats. Three years later, the Caviness company purchased the old Amarillo Packing Co., that was started as a creamery more than 30 years ago. This landmark in the Panhandle meat industry was completely renovated into the Farmer Dale Kitchens headquarters for regional and national distribution.

Palo Duro was used initially as a full-line slaughtering plant, but since the spring of 1988 the plant has been revamped into carcass processing and distribution. "We bring in carcass beef for boning and manufacturing boneless beef and other cuts at the Palo Duro plant," said Caviness.

Carcass beef from all points of the High Plains Beef Belt is funneled into the Caviness operations where the end product is some of the highest quality lean beef in the business. About 2,000 head of cattle a week are boned at Palo Duro. Other than a small amount of

beef earmarked for the retail markets, all of the Caviness production goes to the fast-food chains.

"Our 100 percent lean beef is going largely to Arby's and Hardee's where it goes into their roast beef sandwiches," said Caviness, as he simplified the Caviness marketing schedules. "We also do quite a lot business with McDonald's, Burger King and Jack-In-The-Box."

The Palo Duro payroll runs about 110 people six days a week, with the Farmer Dale staff totaling about 20. Farmer Dale packaged production is now predominately smoke-cured bacon distributed by the leading retail grocery chains, with bulk bacon distributed to the general food industry. All of the curing is handled by the Caviness staff at the Amarillo plant. Both Farmer Dale and Palo Duro Meats are under the corporate umbrella of Caviness Packing Co. of Hereford.

"We've been producing our labeled premium bacon now several years but we have not yet gone into the branded beef end of the business," said Caviness. "We're going to sit back and watch awhile."

Production at Farmer Dale's will run between 80,000 and 100,000 pounds of cured meats a week, mostly Farmer Dale bacon and Longhorn Brand hot-links. "We sometimes don't make the profit we feel we should considering our investments, but we've done alright—we've made a good living," Caviness added, while projecting trends of the family business.

In a partnership deal with outside investors, Terry and Brent last year bought the Olton Feed Yard near Olton, and the old Prefeeder feedyard near Summerfield. They later sold Olton and now operates the other 28,000-head unit as Seven X Cattle Co., with Bill Holland as manager.

"We handle about everything here at Hereford," said Brent Caviness, a younger brother of Terry, who is headquartered at the Hereford plant and is vice president of the Caviness firm. "We slaughter between 400 and 500 cows and bulls a day and a few finished cattle from the feedyards during the course of a week."

The 38-year-old executive pointed out that the majority of the cow and bull meat is used in grinding and generally purchased by the large fast-food chains.

"We don't do any meat processing here in Hereford," said Brent. "We ship carcasses out of here on the rail in trucks, with about half of it boned in Amarillo and the other half sold as far east as Chicago and as far west as Los Angeles. About 90 percent of our kill is cows and 5 percent bulls."

Tom Jessup of Dalhart is one of the company cow-bull buyers for Caviness on the North Plains, with commissioned order buyers also handling purchases in a 500-mile radius of Hereford.

"We buy cows and bulls at all of the local auctions of the Texas Panhandle region and at other points such as Dodge City and Brush, Colo., to the north and San Angelo, Junction, and Mason, Texas, to the south. We also buy out of Socorro and Deming, N.M., and at certain times of the year get some cattle out of Arizona. We go east to Oklahoma City."

The Hereford plant, located along U.S. 60 on the west edge of town, employs about 60 workers and has an annual payroll of about \$2 million.

Working on a six-day week schedule the Hereford plant ships out about 115,000 head of slaughtered animals a year.

The Hereford plant has an 800-head holding capacity, complete with a modernized assembly-line type of system that keeps the beeves moving from pens to the chill floor.

As president of Caviness, the 43-

year-old Terry Caviness manages the Amarillo operations and Brent is vice president and manager of the Hereford operations. Brent is also chairman of the board of the Seven X Cattle Co.

"Brent and I own equal shares in each company," said Terry Caviness, while explaining the family roles. Their mother, Roberta, is a shareholder in the company. Terry has been in family management since 1969 and Brent has held key family positions since 1975.

The Cavinesses operate on a 1 percent margin of profit, showing where the packing industry is a highly competitive business. "When there's a slump in the live beef market, the ripple goes all the way through the packing industry."

"We continuously see more and more demand for the leaner meats," Terry noted, as he projected some points in marketing for the 1990s. "We believe that people will be eating out even more so in the future...and more and more demand for the leaner meats."

On the marketing end, Terry said he believed that the retail price of beef has reached a price plateau. "You might say something of a saturation point in customer buying. I think we'll (beef industry) start losing customers if the price of beef keeps going up."

"For the average working man with a family, beef is sure plenty high," he added.

In addition to carcass processing, the Caviness plants also handle boxed beef, buying from such national chains as Excel and Iowa Beef Processors, then job it out to the retail food outlets. The Palo Duro facility processes about 2 million pounds of beef a week, with the Hereford plant handling about 1 million pounds a week.

"We don't have any plant to expand at this time," said Brent Caviness as he paused for a moment to talk to a packer-buyer somewhere to the East. "This plant will handle about all the cows and bulls that we can buy here out of the Southwest."

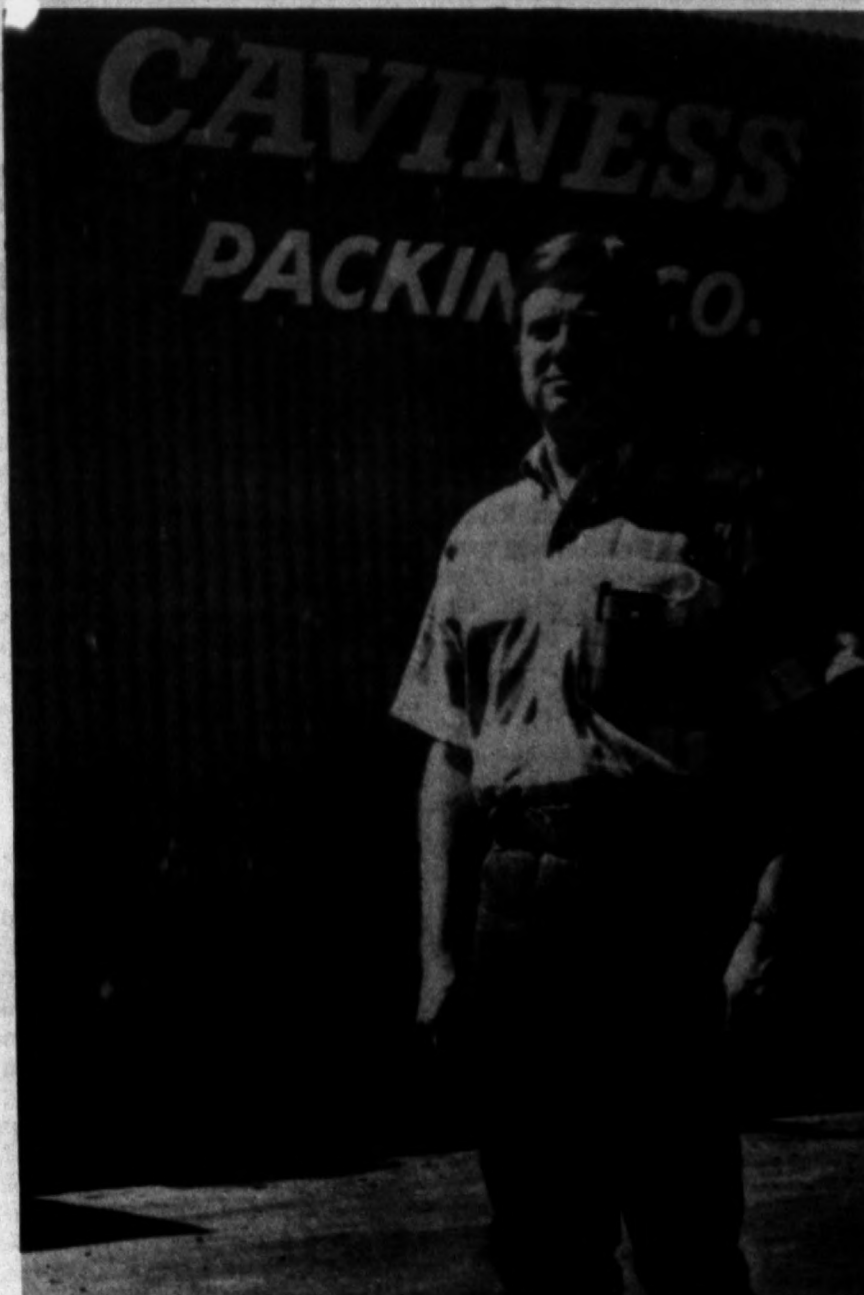
He pointed out that the largest supply of cows and bulls is in the fall when the market generally dips a little.

"The cow market is generally a little stronger in the spring when the supply is short, but it all hinges on supply and demand-weather conditions have a lot to do with the cow market."

"For example, a few years ago when South Texas had that severe drought, we didn't have a good spring market—people were just selling too many cows."

The Caviness Packing Co. was opened in 1962 at its present site when Terry and Brent's father, Pete, purchased a custom locker plant owned by John Douglas Pitman of Hereford.

Born in Chilicothe, Tx., in 1918, Pete Caviness had been a livestock order buyer for the old Glover Packing Co., headquartered at Roswell, N.M., for 17 years when he moved to Hereford. He and his wife, Roberta, had moved to Amarillo in 1937 when Glover bought a plant at Third and Grant. The Caviness family then



BRENT CAVINESS

moved to Hereford in 1962 with the purchase of the Hereford operation and began renovating and expanding the old locker service into a commercial cow-bull slaughtering plant.

"Pete spent a lot of time and money streamlining that plant," said Terry Caviness in recalling the early years of his family's move to the packing plant business. "Brent and I both worked through our high school years in the Hereford plant—I guess we touched about every segment of the meat packing business."

Brent graduated from the Hereford High School in 1970 and went on to get a degree in business from Texas Tech University in 1974. Terry graduated from Hereford High School in 1964, and received a degree in industrial management from Texas Tech in 1969. With the two brothers at the helm of the Caviness firm by the late 1970s they made their first major expansion when they purchased Palo Duro in 1982. About a month later, their father died unexpectedly at his home in Hereford.

"We've spent a full year renovating and bringing in new equipment for our smoked meat operation," Terry Caviness said as he inspected stacks of processed meats in cooler rooms. "Our cost in the new business was somewhere around \$2 million, but we really have an excellent plant in this building."

The Caviness brothers didn't stop with just remodeling the interior of old packing plant, but moved to the exterior where the front got a complete face-lift, including colorful farmyard scenes and "Farmer Dale Kitchens" emblazoned across an entire section of the block-long building.

The five-pronged operation of the Caviness brothers now takes in every segment of the beef packing industry, such as processing, slaughter, boning, fabricating and carcass shipments. In the distribution end, which blankets the entire Southwest, the family-owned company owns 60 refrigerated trailers and leases tractors.

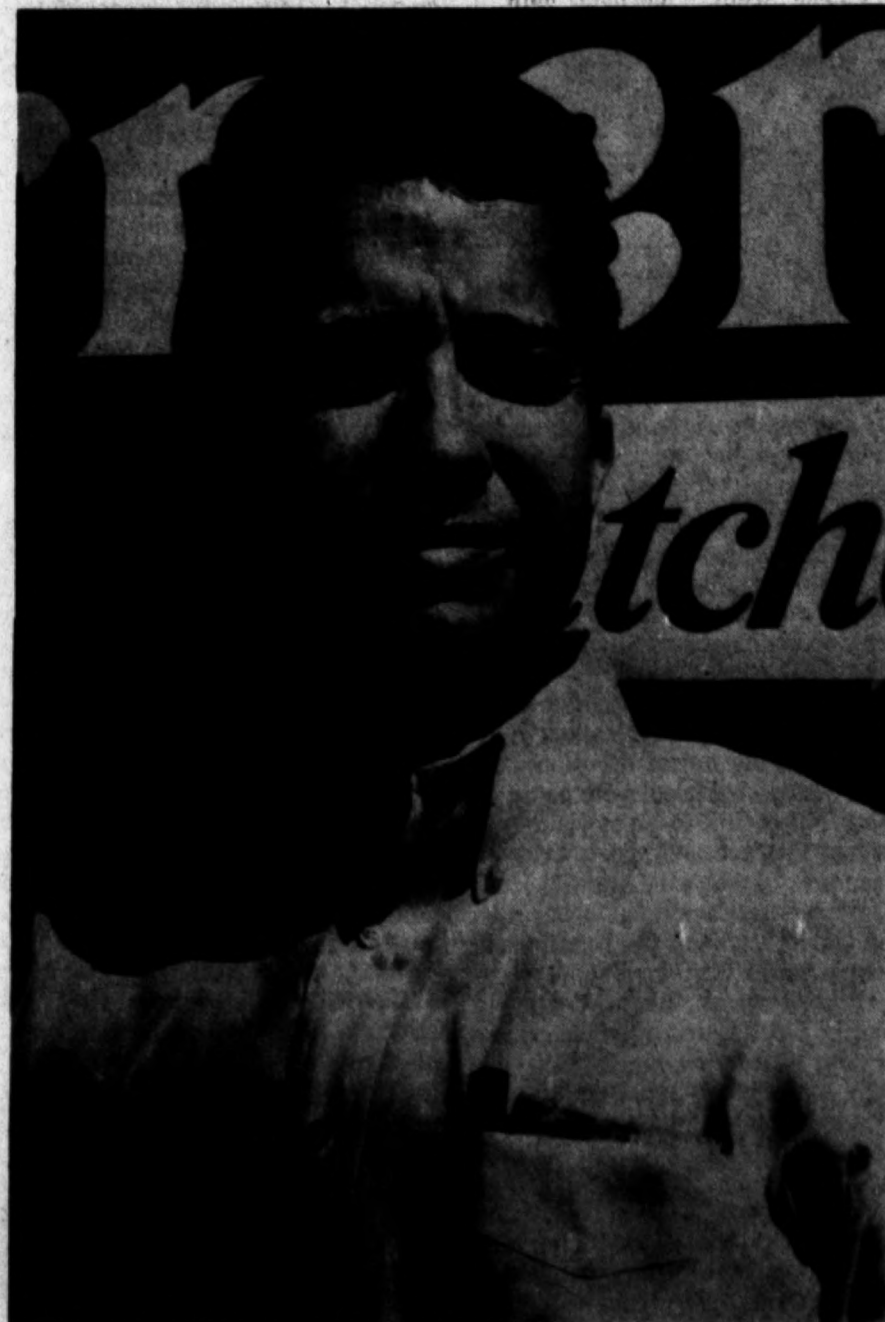
"I guess we're the only smoke meat processing plant in the Panhandle region," said Terry Caviness from his Amarillo offices. Other than one in Vernon, the Caviness firm has the only major commercial smoke meat processing plant between Denver and Dallas.

"We don't handle any slaughtering at our Farmer Dale Kitchens plant, it is used solely for processed meats such as hickory smoked bacon, bologna, wieners, pork sausage, hot-links and a pretty full line of processed meats."

The Hereford operation is unique in that the plant is the only commercial meat packing plant in the Texas Panhandle region that specializes in only the slaughter of cows and bulls.

Terry and his wife, Janette, have two sons, Trevor and Regan. Brent and his wife, Kay Lynn, have a daughter, Lauren, and a son, Spencer. The Caviness brothers have a sister, Kay.

The Caviness brothers have not only exhibited much faith in a family heritage, but also have built some new foundations of their own: "We think it's pretty obvious what we think of the Texas Panhandle. Everything we have is rooted right here."



TERRY CAVINESS



The headquarters for the Caviness operations is Caviness Packing Co. in Hereford.



The Caviness' facilities in Amarillo include Farmer Dale Kitchens, above, and Palo Duro Meat, Inc.



Rivera Produce Co., 1968-1990

Fred Rivera has hustled from cotton to success as an industry leader

You might say Fred Rivera is a commodity connector and knowing exactly where and when to connect is the secret of his success.

For more than 25 years Rivera has been spotting rigs, loading vans and streamlining reefers to make ends meet but has never in the line of business touched a pound of produce or lifted a bushel of grain. Rivera's business is telephone business.

"I don't have any title and my wife, Josephine, runs the business so I guess you'd say that I just sit around and answer the telephone," said Rivera as he asked an assistant to handle an incoming call while juggling two receivers with one hand.

Answering the telephone is exactly what Rivera does, and when one of four rotary units is not ringing, Rivera is calling someone wondering why in the world it's not ringing. And this tight discipline in both work and business habits, have earned Rivera the highest honors available in the transportation industry where he coordinates freight traffic across North America.

With a \$6,000 monthly phone bill and daily cash transactions that frequently move far into six digits, Rivera Produce Co. personifies the old western trust in business where written contracts are almost nonexistent and matchbook deals are sanctioned with a handshake. But in Rivera's case, the closest thing to a contract is a phone call between business executives thousands of miles apart.

"We've been very fortunate in having been able to do business with good people...people who will do what they say," said Rivera. "You've got to treat every business deal with fair play. If you get too greedy in this business, you'll probably wind up in a little trouble." Take what is yours and leave the rest for the next person.

Though Rivera goes to the bank with annual deposits that soar above the \$10 million mark, the Hereford business executive is known for his unpretentious personality from Canada to Mexico. Transit executives of such firms as Safeway, Kroger, Kraft, Frito Lay or K-Mart know Rivera by his first name and they also know Josephine by her first name when it comes time to balance the bottom lines.

Rivera doesn't buy produce, sell produce or juggle millions in the commodities--he's the one who moves the stuff. "We get paid for loading trucks and then seeing that they are delivered at a certain time at a certain place," said Rivera. "Our main business was produce when we first started out here 25 years ago so we called it Rivera Produce Co., but now we're moving about as much seed and meats as we are produce. Of course, we move other things now and then but most of our business is produce, seed and meats."

Rivera's work is called truck brokering in the freight industry, but he doesn't like the tag. "We are traffic coordinators in the freight industry...we coordinate the supplies with the demands. We haul anything that's legal." As an example of his traffic coordination, Rivera may make the proper connections to bring peat moss out of Canada and have a haul-back of seeds and vegetables from the Hereford area. Or, he may move a load of meats from the Midwest to Mexico and arrange for a haul-back of waterme-

lons or citrus fruits.

Seed is one of the main products moved worldwide from the Hereford region and vegetable production is moved extensively on a national level. Rivera said he moves very little grain or feedstuff for livestock, but leans more heavily into the movement of food stocks for people. Much of the seed produced in the Hereford region is funneled worldwide to such points as Egypt, South Africa, South America and Europe.

"I used to own a few trucks back in the early 1970s but I found out real quick that I didn't want to own them...I just want to load them," said Rivera, with a personable smile that has become something of a trademark of Rivera Produce. "I am very dumb when it comes to the mechanical end of the trucking business so I stay away from that end of the transportation business. I understand the economics of transportation but not the mechanical end. Since I don't even know how to drive a truck, I got out of the trucking business very, very fast."

Rivera's main suit is staying in contact with people who supply produce, people who produce it and people who market it to the consumers. And frequently in casual conversations he speaks of "produce" as being about anything you can stack in a truck.

"As an example on how our company works, we find an empty truck in a given area, then we try to load it out with something say within a 50-mile radius of where the truck may be located," said Rivera. "On the other hand, if we find a load of produce or meats or seed in a given area, we try to find a truck that's running empty in that particular area...so you see, we make connections for folks in the transportation business."

Rivera generally sets up loadouts far in advance of the actual loading while making every attempt to move freight on the fastest route possible. "A trucker may call on a Monday or Tuesday to say he will be in Los Angeles available for loading on a Friday or Saturday," said Rivera, in detailing a typical connection. "So, when I have a load ready and waiting for the trucker in Los Angeles, he is quite willing to share the freight pay rather than to have an idled rig or have one running empty."

The price tag for Rivera's services runs 10 and 12 percent of gross freight, a fee which he says has been readily accepted by the transportation industry. But Rivera pointed out that mechanical operations, and licenses and federal-state permits take a big chunk out of the freight industry. "A trucker needs to make at least \$1 to \$1.10 a mile to make ends meet...the people we do business with are very trustworthy and hard workers and they deserve a fair piece of the action."

Rivera Produce Co. does not directly own the freight payloads but in the event of negligence along the route, Rivera stands good for the load. "If a claim should result on a load of freight, then I am morally responsible for it," said Rivera.

He also pointed out that cash is moved by wire many times a day to assist truckers in getting loads on the road in order to meet demands at the far end of the route. "We never have to wire money for the big companies" but business is business and as long as it is sound

and solid, we take both the big and small," said Rivera. "It takes a lot of money to run a business like this, like \$8,000 to \$10,000 advance to run a truck from Hereford to the West Coast. The larger companies don't require advances, but I'd say that about one-third of our business requires some form of advance money."

While Rivera was speaking, a trucker called from Menard, Tx., saying he had blown a tire and needed another \$150. "We had advanced him \$500 when he left Kansas yesterday and was already running late," said Rivera. "In fact, he should have already been in Laredo but instead he's setting in Menard with a flat tire and no money. What this means is that we'll be advancing \$650 on a \$1,000 load." He said advances are generally limited to 40 percent of freight, but exceptions are frequently made when the truckers are acting in good faith.

"If we get that load of meat into Laredo on time, the customer will call again...if we don't he'll call someone else," he added.

Rivera did not elaborate on the company's annual business run, other than deposits would run past \$10 million a year.

Rivera first got into the produce hauling business some 30 years ago in South Texas where an employer made a tacky remark on how Rivera "didn't know how to run a produce business..." With fired determination to become successful in the produce industry, Rivera moved to Nogales, Ariz., where he set up business on a handful of cash and a truck-load of faith.

"The first month I loaded six trucks and that was pretty good, I thought, but one of them came up with an \$8,000 claim," said Rivera. "For a time it looked almost impossible but I was stubborn and determined to make it work and just kept pushing forward."

Rivera and his wife moved to Hereford in 1968 and set up business in a small leased building about a block north of their present headquarters on U.S. 60. But after a short time, they moved into a small mobile building parked at the old Big Daddy's Truck Stop on the northeast edge of Hereford. It was here they expanded their business across the North American continent, with offices in Nogales, Edinburg and Hereford.

"There's no way to explain how much the local produce packers and shippers helped us back in the beginning," said Rivera, in expressing his deep appreciation to the Hereford business community. "There were Barrett-Fisher, Griffin & Brand and others...many others. But it was Jack Griffin who really went to bat for me when some of the transportation authorities were trying to shut us down because they said we didn't have the proper permits. If it hadn't been for Jack Griffin, we might not have made it. We've had some rough spots, just as any business, but I like to think of our work being one that's filling a need."

Rivera leaned back from an executive desk for a moment, as an assistant took the calls, to reflect on another time at another place--the small farming community of Sharyland, Tx., located in the Lower Rio Grande Valley. As a youngster in a family of 14 children, Rivera sort of grew up half way between the vegetable patches



Fred Rivera--a busy man

When Special Features Writer Orville Howard walked into Fred Rivera's office, this is what he saw. "I didn't have to stage this picture," Howard said. "He was tied up on the phones, and he was busy juggling calls the whole time we talked."

HUSTLE HEREFORD

and citrus groves of the Rio Grande and the upland cotton fields of Texas. He recalled following his mother through the cotton fields when only a toddler, making small piles of cotton here there between the rows. Then, in a season or two, he graduated to a small bucket for the cotton bolls and then to a burlap sack. By the time his 7th birthday rolled around, young Rivera was dragging a 7-foot cotton picking sack between the rows on seasonal circuits that stretched for more than 2,000 miles around the state of Texas.

The son of Pantaleon and Inocencia Rivera, Rivera graduated from Sharyland High School in 1955 with high honors despite the fact that the cotton picking circuit kept him from school during the first four months of every year. His father farmed a small vegetable acreage of his own and also worked as a horticulturist for the vast Shary groves in the Mission-McAllen area.

During his senior year, he was a star on the high school track team, a running half-back in football and was voted most popular and most likely to succeed in his class of 15. "We had to work hard and study hard in order to make it," recalled Rivera, as he told how his mother would take the family on cotton picking runs that would begin in May and end just before Christmas.

Accompanied by three or four other families, the Rivera family would first move north from the Rio Grande Valley to the Chapman Ranch near Corpus Christi in spring picking, then on up to around Wharton, Hillsboro, Forney and then west to Lockney, Floydada and Plainview. The winter month of December would generally catch them picking cotton in the Kress-Hereford region as they wound up an eight-month run before heading home to Sharyland with pockets full of money.

"We always liked to come into Hereford to buy food and clothing because Hereford always had a lot nicer stores than most of the places where we worked," said Rivera. "We picked cotton because we wanted to make money...we made good money and that's what we liked."

After graduating from high school, Rivera volunteered for a stint with the U.S. Air Force and wound up in Europe where he took a number of college-level courses at the University of Munich. Following a five-year tour of duty, he enrolled at Pan-American University at Edinburg, where for three years he either walked or hitch-

hiked to school and worked wherever there was a paycheck to make his way through college.

With a schooling background low in math, Rivera hit a few snags as he tackled advanced courses in accounting and after 96 hours toward a degree in accounting, he dropped out of college to go to work as a secretary for a South Texas produce firm at Farr.

This job didn't last long, but was at this early beginning that he learned the skill of shorthand which he frequently uses today in taking telephone notes on freight deals. Upon leaving the produce company at Farr, Rivera wound up with his produce company in Nogales and the following year he and Josephine were married. They had been childhood playmates along the Rio Grande.

The Riveras have no children but there's a feisty poodle named Herb which has the run of the place...office, home, backyard, you name it. Herb is the first to greet visitors to Rivera Produce and sports his own executive desk with a bold-letter nameplate perched beside his own telephone. Herb has the finest of the people world.

Rivera gave much credit to Marie Griffin in obtaining their present office building on U.S. 60. "We had been looking at this location but I wanted a second opinion so I went to Mrs. Griffin," recalled Rivera. "She encouraged us to buy, saying it was worth the money, and you know, she was right...it was one of the best moves we ever made."

Rivera doesn't have much use for anyone who doesn't work and has his office walls covered with slogans on success and America.

"There's no such thing as a minority in America...only the politicians have minorities--America doesn't have any," said Rivera, who loves to talk about freedom in America and the opportunities to those who will work. "I now own my own citrus grove not far from where Josephine and I used to make mud pies together--isn't that pretty great. This is what I mean when I speak of freedom in America. There's no other place in the world where one could move from a cotton picker making a dollar sixty-five a hundred to a business handling several million a year."

But Rivera is proud of his cotton picking heritage and his farm background on the Rio Grande--"I was a good cotton picker. My mother and Dad taught us to go to the fields to work...we didn't have

time to get sick. At my best when I was about 17 I could pick 1414 pounds of cotton a day."

He also likes to mention that Sharyland was the home of Allen Shivers and that Sen. Lloyd Bentsen graduated from the same stage of Sharyland High School in 1935 that he did in 1955. "Sen. Bentsen has been a great leader, along with many others from Texas such as President Bush...I'm a bred and born conservative."

Through the past 25 years, Rivera Produce Co. has become something of a yardstick of integrity in the Southwest truck brokering business and has received the highest honors in the national freight transportation industry--the Red Book Award in Business Character and the Four-Star Rating in the Blue Book of Transportation.

Rivera raises an American Flag every day out in front of his business on West U.S. 60 and has known a number of state and national government leaders for more than a quarter century, including President George Bush.

The Riveras also have been a active in community projects of Hereford since day one and believe the town stands mighty high in Texas: "We really love this town and the people in it...it has really been good to us and now we're trying to give something back." Mrs. Rivera is on the board of directors of the National Cowgirl Hall of Fame and Western Heritage Center which is headquartered on the north edge of the city.

With a business that operates 24 hours a day, Rivera has few hobbies, but the two he talks about are a lot like his business--they take management and money.

"I have roses in my backyard and Corvettes in the garage," said Rivera, while speaking of his hobbies. His roses will number more than 100 and his classic Corvettes will fetch upwards of six figures.

But when Rivera is through making connections in the transportation business, he talks about Hereford--"We're thinking some about retiring some day and we talked about some dry climates down in Arizona or California, but our retirement talks always wind up right here in Hereford...guess we'll just retire right here--it's the best place we know."

"There is no such thing as a minority in America ... Only the politicians have minorities, America doesn't have any. I now own my own citrus grove not far from where Josephine and I used to make mud pies. Isn't that pretty great? This is what I mean when I speak of freedom in America. There is no other place in the world where one could move from a cotton picker making a dollar sixty-five a hundred to a business handling several million a year."

--Fred Rivera

Gearn Industries, Inc., 1949-1990

Gearn Industries: a giant in agribusiness

Firm among world's largest in feedmill construction

Give the Gearn a cutting torch and they'll draw it—give them a welder and they'll build it.

From a modest beginning in a small welding shop 40 years ago on the east edge of Hereford, Gearn Industries, Inc., is now classed among the largest livestock feedmill manufacturing companies of the world.

Built on the economic thrust of the vast irrigation and cattle industries centered around Hereford, the agribusiness firm has now spawned into a steel-fabrication factory of vertically-integrated items related to the petroleum, food and textile industries.

With an annual payroll in excess of \$1 million funneling to Deaf Smith County residents, the family-owned company stays a step ahead of the times by operating on the cutting edge of innovative enterprises...from high-tech stainless-steel fabrication to automatic livestock flotation systems.

Leading the pack in the family business are Geary, Tim and Ken, Jr. (called J.R. around family circles), with their father, Kenny, holding a low-profile in purchasing. Their mother, Idie, is a receptionist these days, but she frequently reflects on the years when she handled company books and was a secretary to her own sons—years that she and her husband saw the business grow into an international by-word in feedmill construction. A fourth son, Gordon, who worked with the firm in the 1970s and 1980s now operates his own machine shop in Oklahoma City.

Irrigation drilling and equipment again kept the welders busy back when "Kenny Gearn Machine Works" sign caught most everyone's attention east on U.S. 60. But today, the family factory is housed on the west side of town in a building a little larger than a football field, with a work-force of around 50 cranking out specialty systems for distribution across North America. The firm still caters to the irrigation world, but it has become an undisputed leader in livestock feedmill fabrication.

But if you don't have a place for a feedmill, how about a "Cowveyor" that silently moves cattle through processing chutes on rubberized conveyors...or a portable steam-flaker that turns feedgrain into breakfast food for livestock. And the Gearn have a sophisticated cattle kitchen to go with it. All of this translates into big bucks in agribusiness, from ordering out tons of raw ribbons of steel from the East to international marketing at the CEO levels.

On the specialty end, the Gearn crank out thousands upon thousands of irrigation engine coolers, called Plains Heat Exchangers. Designed into spirals of copper tubing fitting together with silver alloy, the Heat Exchangers are shipped regularly to every irrigation area of the U.S., Canada and Mexico. The copper-coiled cooling system is the result of years' in on-site field experience by Kenny Gearn who came to Texas on the wave of an industrial irrigation tide that surged across

Hereford 40 years ago.

Then, in one corner of the Gearn factory is a computerized rig that styles a simple looking device slotted like hip-pocket "pick" combs. But in this case, the "eye-guides" channel hair-like strands of synthetic fiber into structural insulation at Owens-Corning Fiberglass factory near Amarillo.

"When Owens-Corning opened a few years ago, they asked for local specialty contributions to the Amarillo plant and this fabric guide was one of the items we came up with that they liked," said Tim Gearn, who is in the engineering and marketing end of the family business.

The latest livestock innovation to come off Gearn assembly lines is a neat little package of rubberized conveyor belts and ramps that replaces the common squeeze-chute system in processing cattle. Where cowboys once punched and prodded livestock into a set of squeeze bars for processing, a unique flotation system called the "Cowveyor" gently eases cattle off their feet and literally carries the stock into a processing position.

Instead of the highly-mechanized steel squeeze-chutes, the Cowveyors require only a neck-bar to hold cattle in place during processing, such as vaccination and worming. One cattle feeder said his cattle like the ride so much that they didn't want to get off at the end of the line.

The main incentive of using a Cowveyor is to cut down on animal injury. A Livestock Conservation Institute survey in large beef packing plants showed a \$57 loss from bruises alone for every 100 cattle. And two-thirds of all loin bruises occur during loading and unloading from trucks. Each severe loin bruise results in a \$20 carcass discount at the packing plant, with the survey showing that out of every 100 head processed, seven to nine sustained severe loin bruises.

"In a typical squeeze chute, 3 to 5 percent of the cattle get bruised at the headgate alone," said Tim Gearn, while describing the new processing system. "And head trauma generally results in weight loss." The survey indicated that expert chute operators will hit about one in 25 cattle jaws, while an average operator will hit one in 15 with the common hydraulically-operated units—and this can add up to even greater injury if the chute is equipped with a head extender.

First introduced to the U.S. market on the East Coast by Temple Grandin, a livestock handling specialist of Urbana, Ill., the new system was discovered by Dr. Chet Fields, a consulting nutritionist of Hereford, who in turn introduced Grandin to the Gearn.

With a trial unit at a veal processing plant in Utica, N.Y., the next move was in the Texas Panhandle at the Farwell Feed Yards near Farwell, a 30,000-head feeding unit that agreed to cooperate on using the new rig.

At the present time, the Cowveyor will handle cattle weighing

between 350 and 850 pounds, but it's the process, not the equipment that's simple.

Cattle come in from an ordinary crowding chute that opens onto a conveyor stairstep ramp and as they reach the top, a leg spreader positions them for the rubberized conveyor. As the cattle are gently picked up under the brisket for their ride on a rubberbelted conveyor.

Hydraulically operated and lined with inflated rubber tubing, the sides are adjusted with air power—in or out—to accommodate the various sizes of livestock.

On each side of the unit, drop-down bars allow the processor to work cattle. And since the conveyor belt can be moved forward or backward, the manually-operated headgate can be closed at exactly the right position to avoid injury to the animal. A curtain at the headgate keeps cattle from seeing ahead and balking during dismount.

Phil Treadway, manager of Farwell Feed Yards, said he now needs only one man to move cattle into the cowveyor, where it used to take two—"And with revaccinating, we can go at least 50 percent faster."

Tim Gearn estimated the life-span of a Cowveyor to be around 15 years. The cost will run between \$45,000 and \$50,000. A processing squeeze chute costs between \$6,000 and \$7,000 and lasts about one year.

On the feeding end of the livestock industry, the Gearn have developed a genuine country kitchen for cattle. And if you have a lender who's bit squeamish on financing permanent livestock installations, the Gearn have a feed processor that can be moved, swapped or sold leaving behind nothing but the virgin site. They call it a Modular Mill, another packaged unit that is built entirely in the Gearn factory then moved to a feeding site by truck similar to the way trailer houses are moved. In fact, the exterior looks like a trailer house. But that's where the similarity ends.

The Gearn Modular Mill was designed initially to provide high-quality steam-flaking of feedgrain for smaller cattle feeding operations that could not afford a stationary multimillion-dollar outfit—single units that could handle feed processing for yards in the 6,000 to 8,000 head range. One of the first to be installed was at Follett Feeders, Inc., near Follett, Tx., in the northeast corner of the Texas Panhandle. Then came others, such as Royal Beef near Scott City, Ks., and Keeling Cattle Co. near Hereford.

As Geary Gearn noted, since each Modular Mill is totally factory built, improvement is an ongoing policy—"Each one we build is a little bit better than the last...we are now in our third generation of Modular Mills since the first was built back in 1985."

In an effort to fit a superior flaker with a superior cooker, the Gearn have developed a steam cooker which they call "Steam King." This 30-foot tall steam chamber, or whatever you want to call it, is billed as the state-of-the-art in grain cooking. The Gearn pioneered the round design and have built more round steam chests than anyone in the business.

"The key to a good cook is multi-faceted—even grain flow, precise temperature control and correct grain retention time," said Tim Gearn. "All of these factors are designed into Steam King."

With Steam King at its side, the Gearn modular Mill takes the cooked grain through a set of rollers which produce flaked kernels that look more like breakfast food for people than feedstuff for cattle. The Gearn say that on a 12,000-head feedyard, costs can be lowered by \$464,565.50 a year by using flaked milo instead of cracked corn.

"We have spent a lifetime studying the art of flaking grain and have chosen to attack the problem in a manner which gives us the most control over the total package," said Tim Gearn. "This objective is accomplished by building a flaking system in our factory under ideal conditions, instead of out at a site where one has to contend with such things as bad weather."

Most recent Modular Mills to be installed have been at the Perry



Tim and Geary Gearn

Kirkland Feedyard near Vega and at the Dan McWhorter Feedyard 15 miles north of Hereford. As the Gearn pointed out, the Modular units may be leased, purchased outright or bought on a lease-purchase agreement—"We have about any size units for any size feedyard of 6,000 head capacity or more." Economists say that around 6,000 head capacity is about the minimum that will justify the smallest Modular Mill. However, the units are built so that additions maybe added to almost any desired feeding capacity. But with 7 percent spread between steam-flaked corn and cracked corn, big numbers in cattle feeding add up to big bucks at the feedbunks on just a small saving.

For the grain handling industry, the Gearn came up with a simple little device with a tough teeth—a manual Nutt Cutter. It was developed in the Gearn factory to snip hard-to-reach nuts that hold grain elevator cups in place. By the very nature of the lifting performance, the grain cups must be replaced at intervals, but working with a cutting torch in a grain bin is risky business at best, due to the explosive nature of grain dust. Thus, the Gearn says nip it, don't cut it.

The Gearn are not oldtimers around Hereford by pioneer standards, but they have built some good-sized foundations since the first of the clan arrived in 1949.

Kennard (Kenny) DeWitt Gearn Sr., was reared and attended schools in the Oklahoma City area where his father, W.A. Gearn, worked as a bookkeeper. Following marriage to Idie Robinson of Enid, OK, in 1942, the Gearn moved to California where he worked at a security plant and later served two years with the U.S. Navy. The Gearn continued to live in California until 1949 when they moved to Dimmitt, and a short time later, moved to Hereford where he opened water well drilling company and a small welding shop just east of the Hereford city limits. As business grew in the irrigation equipment field, Gearn moved up the highway a piece to establish the Kenny Gearn Machine Works, a sizable steel fabrication operation that specialized in the construction of irrigation well equipment.

The first of the four sons, Geary DeWayne, was born in California, as was Timothy "Tim" Allen. The other two sons, Kennard "J.R." DeWitt and Gordon Paul, were born in Hereford. All attended Hereford schools and graduated from Hereford High.

After earning a degree in marketing from West Texas State University at Canyon, Geary and his wife, Beth, moved to Los Angeles where he was employed at the Ford Motor Co. in dealership marketing. After obtaining a degree in business from the University of Texas, Tim and his wife, Keith Ann, moved to New Bremen, Ohio, where he was employed by Crown Controls Corp., as assistant market director.

When W.A. "Pappy" Gearn retired in 1955 from a lifetime in bookkeeping for such large corporations as the North Arkansas Railroad and Kobe, Inc. of Los Angeles, he and his wife retired in Hereford where he continued to dabble in bookkeeping—setting up a sophisticated set of records for his son, Kenny Gearn Machine Works. The elder Mr. Gearn also pioneered the first commercial grape vineyard in the Texas Panhandle, planting 20 acres of vines on the exact spot where Gearn Industries factory

stands today. He marketed his grapes at a roadside stand on U.S. 60 and sold a few to local merchants in Hereford. He became affectionately known around town as "Pappy" Gearn.

In 1970, Geary and Tim returned to form a partnership to fabricate feedmills for the larger commercial cattle feeding operations that were expanding across the High Plains. The initial factory of the present plant is on the site of their grandfather's grape vineyard.

Following graduation from high school, J.R. attended Southwest Texas State and West Texas State Universities then joined his brothers in the family operation in regional and national sales. He and Belinda Majors of Turkey were married in 1980.

Gordon Paul attended the University of Texas after graduating from high school and later attended West Texas State University before joining his brothers as machine shop superintendent for the family unit. In 1981, the machine shop started by Gearn in 1949 was merged with his sons' operation west of Hereford. He previously had sold the irrigation well servicing end of the business. During this time Gordon Gearn moved to Oklahoma City to head up a family oilfield business. When oil development dropped, Gordon elected to remain in Oklahoma City and open his own machine operation.

During the late 1970s, the Gearn expanded heavily into fabrication of oilfield equipment and at one time had more than 100

people on their payroll. But as the U.S. oilpatch hit on tough times in the 1980s, the Gearn sold their family-owned Oklahoma business and followed the trend of the times and moved more into specialty manufacturing. They also built one of the first commercial ethanol extraction plants in the Southwest. Though this business also followed the slumps of the oil business, most energy experts see a return of increased ethanol production from grain crops in the 1990s.

The Gearn also handle extensive specialty work in the fabrication of stainless materials for the American Fructose Co. factory at Dimmitt... "The stainless-steel pipe is so expensive they check it in to us foot-by-foot and check it out the same way."

A tour through the Gearn factory is nothing less than a welder's holiday—every conceivable steel press and cutter is strategically located along an assembly-line course. Here and there, high-tech computer equipment blends with tools of another time—three generations of tools can be found in the Gearn factor. And there's no giant marquis or roadside billboard to show you the way...the only word on the giant roundtop is "Gearn."

Mrs. Kenny Gearn once said, "I only came to Hereford with Kenny for the ride, but stayed because I loved it." And her husband sort of summarized the family sentiments for the land:

"Deaf Smith County is fantastic—the best people in the world."

HUSTLE HEREFORD



J.R. Gearn holds manual Nutt Cutter



Kenny and Idie Gearn

Shur-Gro Liquid Feed, 1964-1990

Shur-Gro blends tasty tidbits, supplements for nation's Beef Belt

Shur-Gro is Hereford's gourmet of the feedbunks—producers of livestock supplements, appetizers and tasty tidbits for the nation's Beef Belt.

In a Texas-size kitchen sometimes called a factory, Shur-Gro blends some of the finest feedstuff in the industry, servicing a vital niche of the billion-dollar cattle feeding business.

Commonly known as livestock supplements in cattle feeding circles, finished products from Shur-Gro are specialty blends developed by professional livestock nutritionists. There's no such thing as a pinch of this or a dash of that around this Hereford operation—every smidgen of nutrients in their refined recipes is calculated to the fraction of an ounce. Or, as the old adage goes, good things frequently come in small packages.

Backstopped with a staff of dedicated workers, Z.A. McCasland and Jerry Skaggs are the head honchos of Shur-Gro Liquid Feed, Inc., a livestock feed supplement factory that services the livestock industry from the arid lands of Arizona to the blue waters of Nebraska. The big end of the business is geared to commercial cattle feeding, but following close is the range cattle liquid feed business. Shur-Gro also blends various ration supplements for the dairies, sheep industry and other segments of the livestock business on request.

"We have a 6,000-gallon blending tank where we can mix any where from three tons to 30 tons of livestock supplements at one time," said Skaggs, who is president of Shur-Gro Liquid Feed. "We pump the individual ingredients into a pretty sophisticated mixing vat which contains two 18-inch stainless-steel propeller blades which are set at various angles on the shafts to induce proper mixing for each blend. This gives us a maximum in homogeneous blending."

Skaggs, who heads up day-to-day operations at the feed manufacturing plant on the west edge of Hereford, pointed out that many of their supplement formulas are finished in a homogenized quality equal to such grocery items as Grade A Milk or peanut butter. Even in feed blends which do not require homogenization, high-quality suspension agents are added to prevent a settling effect. This saves the customers time and labor (money) in added mixing during on-site feeding runs.

"The professional nutritionists bring in a chart showing exactly what they want in a specific formula," Skaggs added. "Then, we take the recipe, or 'mix sheet' and mix it into a finished feed exactly as written. Some of this formulation is done by computer and some is done by pure old brain work. Either way, it all comes down to the individual formulating the ingredients and the individual blending the ingredients—it's an exacting business from beginning to end."

In addition to much computerized formulations, Skaggs said Shur-Gro blenders are equipped with electronic digital scales which can weigh out ingredients to the fraction of an ounce. When the blending is finished, the liquid feedstuff is pumped directly into a Shur-Gro company truck for direct delivery to a farm, ranch or feedyard.

"There are occasions when customers furnish their own trucks," said Skaggs. "And, if a customer so desires, we have storage facilities where we can hold a finished product for future delivery."

Shur-Gro delivery trucks have 5,000-gallon tanker capacity which weighs out at between 20 and 24 tons per load, depending on the type of liquid feed being hauled. In addition to servicing the Greater Hereford area, the feed factory makes regular runs to every point of the High Plains Beef Belt that stretches from the North Platte of Nebraska to San Angelo. Range runs take in all parts of Oklahoma, Kansas, Texas, Colorado, New Mexico and the eastern edge of Arizona. In recent years, liquid feed supplements have become quite common on Southwestern ranching operations which regard Shur-Gro blends as sort of icing on the cake.

As Skaggs pointed out, nutritionists have found that a blade of grass or a bale of hay does not necessarily contain adequate nutrients for top performance of livestock. Thus,

"supplements" for want of a better word, in the form of special blends are offered free-choice to range livestock. However, in the finishing feedyards where hourly performance of livestock can either make or break a feeder, supplements are added direct to the daily rations for absolute consumption.

Though many supplement ingredients are the end product of high-tech development from nutritionist laboratories, Shur-Gro is a heavy consumer of by-products in the wide world of agribusiness—from molasses of the sugar factories to feathermeal of poultry producers...trimmings from the fructose mills at Dimmitt, grain alcohol refineries of Eastern new Mexico and cotton gins of the South Plains.

In showing the widespread sources of by-products, such as feathermeal from Pilgrim's Poultry at Mt. Pleasant, Tx., he said much of their molasses come from sugarcane processing factories of the South. "We nearly got a deal going where we'd get out molasses direct from processors in Brazil, but a few things didn't go quite right," said Skaggs, as he recalled some international product negotiations a few years back.

Shur-Gro Liquid Feed blended its first batch of livestock supplement on Jan. 17, 1964, following the completion of a spanking new factory on the turnrows of a grain field. As industry expanded on the western edge of Hereford during the 1960s, the Shur-Gro factory site eventually became known as Kingwood Street. At this point in time, Holly Sugar was moving skyward with a new factory a short distance farther to the west, paving the way for additional industries that would become headquartered on Holly Sugar Road.

"We picked this site purposely so as to be close to the sugar plant because our intentions were to build a pipeline to have a direct flow of molasses from Holly to our feed factory," said Skaggs. "But after we got our plant built, the idea didn't work out."

Since the opening on that January day in 1964, Shur-Gro has continuously expanded operations, making the firm the largest locally-owned supplement feed factory of the High Plains. In 1985, the company built a sophisticated "suspension plant"—a unit that can manufacture complete suspension feed supplements. This type of feed processing keeps the ingredients in a "suspended" state while in storage, rather than blends that "settle" and have to be churned prior to being added to a livestock ration.

Some of the ingredients used in Shur-Gro supplements include cane molasses and natural proteins, such as proteins from corn-steep liquor from the fructose factory at Dimmitt. They also use distiller solubles from an alcohol plant near Portales, N.M., and various forms of calcium, potassium, sulphur from ammoniasulphate, urea protein—"We homogenized our true liquid supplements, but these special supplements formulas for some of the commercial cattle feeders are what we call 'suspension' blends which come out of our plant similar in texture to such people formulas as say Kaopectate."

Shur-Gro does much more than blend—the company also formulates on a least-cost basis from a given mix-list.

"In some cases, a feedyard nutritionist will give us an analysis, either on an as-is or dry matter basis, it doesn't matter to us, or he will tell us the individual ingredients and how much he wants in a ton of feed," said Skaggs. "If we get just the analysis that the nutritionist wants, then we feed this into our computer and do a least-cost formulation for a given supplement, which in turn tells us to an Nth degree what parts per-million on trace minerals and other ingredients to blend."

"This leaves as little as possible human error in blending the required formulas. We have some feedyards which will use a truckload of product a day while some will use less. A 30,000-head feedyard will use about a truckload of supplement every day."

Shur-Gro is also a supplier of many liquid feeding blends which may not be classed as the so-called "supplement" mixing in the truest sense of the word. These simple

blends, as an example, may be nothing more than cane molasses and distiller solubles from Portales or corn-steep liquor from Dimmitt. "We sell very little of a single, straight product, such as molasses," said Skaggs. "We're not in the molasses business...we're in the blending and feed supplement business."

Skaggs noted that in the event a nutritionist doesn't have a strong preference of using a given product, Shur-Gro may suggest or recommend various product lines available at a given time. Frequently, this type of cooperation between the nutritionist and the factory can add up to big savings for the consumers since Shur-Gro stays abreast of day-to-day marketings of all available livestock feed commodities...seasonal surplus savings may reach all the way to the feedbunks for Shur-Gro customers.

Shur-Gro now has a fleet of five, 5,000-gallon delivery trucks that funnel liquid feed out of Hereford on a daily basis, with a staff of 12 handling the company operations. Skaggs' wife, Virginia, is office manager. They have two daughters, Susan & Sharon.

McCasland, a New Mexico cattleman who decided to get into agribusiness production some 30 years ago, is chairman of the board of Shur-Gro Liquid Feed. Though McCasland can generally be found at his Shur-Gro office about sunup every morning, he leaves the daily workload to Skaggs, a company partner of nearly 28 years.

Skaggs' son-in-law, Jim Bodkin, operates a related factory adjacent to Shur-Gro, called The Pump House, a division of Panhandle Fluid Processing.

Bodkin saw the need for a locally-based pump factory a few years ago and has expanded sales and service to the entire High Plains region. Launched initially to handle the pumping end of the liquid feed business, Bodkin gradually developed his operation to service all phases of the pump business—all types of centrifugal pumping units and specialty items such as chemical meters.

Other specialty divisions of Shur-Gro Liquid Feed includes the processing of a new type of grain conditioner that's marketed under the trade-name of Shur-Flake. This special grain conditioning formula, as described by Skaggs, is applied to such feedstuff as milo or corn in an effort to break-down kernel crusts prior to flaking. The conditioner adds greatly to the gelatinization of a processed grain kernels and at the same time, eliminating much of the feed bunk "fines" frequently found in non-conditioned rations. The conditioner also adds to the digestibility of the flaked grains.

One of the newest related services offered by Shur-Gro is a boiler treatment process that is handled under Hydro-Therm Industries. In this phase of the business, Hydro-Therm manufacturers boiler treatment chemicals, handle boiler consulting and cooling tower work.

"Hopefully, one of these days we'll be big enough to handle such units as the large cooling towers of Southwestern Public Service Co. but right now, we're operating on a smaller level," said Skaggs.

Born and reared at Gorman, a peanut farming community about 70 miles southeast of Abilene, Skaggs attended Tarleton State College at Stephenville and later graduated from Texas Tech University at Lubbock in 1957. After graduating from Tech, Skaggs joined the U.S. Armed Forces for two years, serving in the postwar years of military surveillance in South Korea.

In 1959, he joined a chemical company in Dallas, Van Waters & Rogers, an agribusiness-industrial firm which transferred Skaggs to Lubbock in 1960.

On Oct. 1, 1963, Skaggs joined Shur-Gro operations and moved to Hereford—"There was so much going on in Hereford during that time that you couldn't hardly find a bedroom to rent, let alone a house."

During those early years out on Kingwood, there were no improved roads or pavement and when rain or snow came, Skaggs said they had to pull their delivery trucks in and out of the plant with tractors. "Actually we were located right in the turnrows of a field."

Shur-Gro company actually had



Z.A. McCasland



Jerry Skaggs

its beginning in the late 1950s when Z.A. "Z" McCasland and Bob Schilling formed a partnership in the commercial fertilizer business out on the north edge of Clovis, N.M. From the commercial fertilizer beginning, the two Clovis men gradually edged into the liquid feed business in 1959, and from this business springboard, there came the Panhandle's first major overhead irrigation sprinkler distributorship—the Shur-Gro Irrigation Co., a four-state franchised distributor of Valley sprinklers.

"We kept seeing all the ditch water running down the bar-ditches into tailwater pits so we thought what this country needed were the sprinklers, so we cut a deal with the Nebraska company to sell their sprinklers in the Southwest," recalled McCasland. "I'll always remember that Jim Witherspoon (Hereford) wrote us a lengthy letter, commending us on bringing the sprinkler business to Texas—we framed his letter and it hung on the office all the time we were in Clovis."

With big commercial feedyards on the boom in the Hereford-Clovis region and Holly Sugar Processing plant under construction, the two Clovis men decided to expand with a new liquid feed factory in Hereford in the fall of 1963—and they did it right in the middle of a Deaf Smith County wheat field.

"Jerry Skaggs had been calling on us for that company out of Lubbock, so when we decided to move our feed business to Hereford, we went after him for our manager," said McCasland. Skaggs later was brought in as a partner and the Skaggs and McCaslands now own Shur-Gro.

"I'm telling you those were real boom days for Hereford," said McCasland. "But the boom in agribusiness didn't just happen. There were a few men who spent a lot of their own money and time to bring it in—some went after the cattle feeding business in California and Arizona and others were pulling every political string in the book to bring the sugar beet industry to Texas and New Mexico...Jim Witherspoon, Henry Sears, Lee Benefield. There were others who helped but Jim and Henry were always at the head of the pack. Without those two men we would have never had a sugar factory in Hereford."

McCasland was also in the middle of the Hereford promotional pack, in and out of Washington, D.C., like it was neighborhood shopping center. As a matter of record, none of the above men ever received one cent of expense money from the tax-payers' till while promoting the High Plains agribusiness during those years of the 1960s—they paid their own way, along with that of many others. The end result was the coming of the biggest cattle feeding center ever known on Earth and the finest sugar plants in America.

McCasland, among other things, served on the Feed and Grain Advisory Board of the U.S. Department of Agriculture during the 1960s and received a special citation for promoting agriculture from Secretary of Agriculture Orville Freeman. McCasland, being heavily involved in the cattle business during those years, was one of the initial workers who eventually got a bill through Congress to control foreign imports of beef, working hand-in-hand with Jay Taylor of Amarillo.

McCasland's father, Frank A. McCasland, was also honored by the USDA in Washington for his advisory support in forming and writing the Agricultural Adjustment Act (AAA) of 1933, a legislative move that changed American agriculture forever.

Now in retirement in a sprawling ranch-style home overlooking Tierra Blanca Creek, McCasland and his wife, Alina, travel extensively throughout the world, but in

recent times, the two have frequently reflected on a lifetime of work...and pleasant moments here and there.

The McCasland's luxurious home is somewhat removed from their beginning in a one-room wooden shack on a dryland farm out west of Grady, N.M. And for extra room for hired hands or company, the young New Mexico couple boasted a single-wall wooden room connected to their living quarters with a makeshift walk-way. This was the farm life-style of Eastern New Mexico in the Great Depression of the 1930s.

The first years were tough—the sound of a John Deere tractor from daylight to dark and the swish of a milk cow's tail in between. On one occasion, Aline cooked three meals a day for a silage cutting crew of 25 for more than two weeks. In those days, the green fodder was first cut with a binder, then the bundles hauled by wagon to a stationary silage cutter that finally funneled the feed into a pit. The crew slept on the open ground around the farmyard—some had bedrolls, some didn't. The McCaslands, as businessmen sometimes says, "Put it together."

In 1948, the McCaslands moved to Clovis where he plunged headlong into the cattle buying and yearling business, not only expanding his Grady operation into a sizable farm/livestock unit, but also developing properties to the south of Clovis. That same year, McCasland and partners built the Ranchers and Farmers Livestock Commission Co., and auction center that became a major cattle market for the next 25 years.

The 1950s saw McCasland move into the fertilizer business and the registered Angus business, along with heavy investments in the Thoroughbred and Quarter Horse racing industry. But it was the fertilizer move that paved the way for Shur-Gro.

McCasland had bought the old Sunshine Plant Food operation at Clovis, a manure dehydrating unit, when he and Bob Schiller met by chance at a meeting in Las Cruces. "Bob wanted to know if I'd be interested in going into the liquid fertilizer business and this led to other talks," recalled McCasland. The two formed a partnership that was to last for the next 15 years.

Expansion was the name of the game for Skaggs, Schiller and McCasland in the 1960s. McCasland already had a farm south of Clovis that held seven overhead Valley sprinklers as something as a showcase for their business. Then, he had the StateLine Farms south of

Lariat, Tx., where his foreman, Curly Mardis, earlier had developed the first cost-of-train feeding records on feedlot cattle in New Mexico. Mardis is still one of the key employees at Shur-Gro.

"No one had ever thought about figuring out a cost-of-gain on feeder cattle in New Mexico until Curly put that program together in around 1948," said McCasland. "We had always just fed our cattle until our feed was gone and then sold them." The New Mexico State University at Las Cruces later patterned a research program after McCasland's Stateline operation.

The Shur-Gro partnership then wrapped up the 30,000-acre Weymouth Ranch on the Canadian River north of Amarillo into a leased package, then moved into South Dakota where they eventually owned and leased around 112,000 acres on two sides of Pierre.

Then, on a snowy winter day in 1973, tragedy struck the partnership at the summit of a small hill 30 miles west of Pierre—Bob Schiller and their Dakota ranch manager, Don Fleming, were killed in a head-on car crash that also claimed the life of three women in a second car. Investigators said the west-bound women were attempting to pass a truck on the hill when they crashed into eastbound Schiller and Fleming who were returning from their Two Rivers Ranch. Schiller's wife, Polly, was awaiting for their return in a motel room in Pierre.

At this point in time, the Shur-Gro group had more than 30,000 head of stockers and feeders scattered across a half dozen states and in 28 commercial feedyards. Skaggs and McCasland gradually became accustomed to running the far-flung operations without Schiller, but it wasn't easy—the Clovis cattleman had been a dynamic force in the Shur-Gro partnership.

Though the Skaggs continue to operate Shur-Gro on the front burner, The McCaslands move in a more relaxed pace of life, reflecting on the lifestyles of their sons, Don, Billy and Lynn, and sometimes spending an evening with friends at the Hereford Country Club. Their Hereford home, purchased in 1988, is adorned with oil paintings by Aline who worked in art for many years, but never sold a painting—"I have always painted just for the pleasure of painting."

McCasland and Skaggs readily admit that the city of Hereford has had its problems in recent years, but that the area has a great future if the local people will link together in a unified move.

"You must think big things happen...and that's what we need—someone to think big."



A handful of feathermill at Shur-Gro

Deaf Smith Electric Cooperative, 1937-1990

DSEC was pioneer in irrigation power

More than 55 years ago, President Franklin D. Roosevelt authorized \$75,000 for total operating expenses of a fledgling Rural Electrification Administration.

In 1988, Deaf Smith Electric Cooperative paid nearly \$20 million for energy surging to more than 10,000 meters.

Having 3,687 miles of transmission lines serving 2,800 members in portions of four counties, Deaf Smith Electric Cooperative, Inc., was the first organized effort in the United States to harness electric power for irrigation under the Rural Electrification Administration (REA). The cooperative has also ranked among the top REA cooperatives in Texas for the past 50 years, being a leader much of the time in power usage.

"We celebrated our 50th anniversary in 1986," said James T. Hull, president and manager of the Hereford-based cooperative. "We also had the distinction that year in being the second such cooperative in the nation to pay off its advance REA loan ahead of schedule...second by about 30 minutes to the cooperative at Gonzales, Texas."

The cooperative retired its outstanding indebtedness to REA in the amount of \$9,665,709 in December of 1986 at a discount of \$3,003,011.

In describing the progress of the greater Hereford trade territory, Hull said the leadership exhibited by the member-owners of the Deaf Smith Electric Cooperative has been the key to its success. "Just remember, the cooperative has not had an easy row to hoe," said Hull, in recalling its formation years in the Great Depression of the 1930s. "From the very beginning there were some tough times, such as outside factions trying to halt its organization, devastating ice storms during the early years, World War II and then some severe drought."

With headquarters out where East First merges with U.S. 60, Deaf Smith Electric serves Deaf Smith, Castro, Parmer and Oldham counties with a staff of 48. Distribution lines run north to the Canadian River, a distance of about 55 miles, southward to a point about 2 miles south of Clovis, N.M., on the New Mexico line which is the west boundary. The lines run eastward to just East of the town of Nazareth.

The staff includes some two dozen linemen who have been known to work around the clock to restore power in times of storms. Two linemen live in Bovina as a customer convenience to serve the vast territory of Deaf Smith Electric, but all equipment is stationed at the Hereford headquarters.

Deaf Smith also serves the entire town of Nazareth, a few customers in Dimmitt and some in Hereford.

Hull estimated Deaf Smith lines now serve some 4,000 irrigation meters, the largest such rural run in Texas. "I would say that we furnish more power supply for irrigation purposes than any electric firm in Texas," said Hull. "We have several metering points from which we work. For example, we have a delivery point just east of our office and from that delivery point we furnish power to four substations."

Deaf Smith Electric is also the largest electrical power supplier to commercial livestock feedyards in the Beef Belt of the Central Texas Panhandle. The power company also serves meat packing firms, pet food manufacturers, and all types of industrial centers pinpointed in the Hereford area.

Tommie Weemes, area development manager for Deaf Smith Electric, works closely with Hull who has held the reins of Deaf

Smith since 1969. Weemes is also a veteran in the company, having served the corporation for 31 years. Weemes recalled that the worst storm he had witnessed in his 31 years was the one on Dec. 14, 1959, when an ice storm snapped nearly every line in the area: "It's hard to believe but we had every one back on line by Dec. 25. We used Caterpillars to pull the trucks from pole to pole."

"I'm just a youngster in this business...I've only been here 20 years," said Hull, in showing that nearly all of Deaf Smith employees are career-oriented in the electric industry.

Hull was born and reared in Navarro County of East Texas and graduated from Dawson High School in 1948 and graduated from Sam Houston State University at Huntsville in 1956, and did graduate work at Sam Houston and Texas Tech University. He also had a four-year hitch with the U.S. Air Force during the Korean Conflict which interrupted some of his college work. "They threw a few things at me but didn't hit me," said Hull, in relating to his military run in Korea.

After graduating from Sam Houston State, Hull went to work for Lone Wolf Electric Cooperative at Colorado City, Tx., as member-services advisor, and later was appointed general manager of the Colorado City Unit. Though Hull's parents, Mr. and Mrs. Vernon Hull, were farmers, Hull was exposed to the electrical field at an early age since his father was a long-time member of the Navarro County Electric Cooperative Board of Directors.

Hull took over as manager of Lone Wolf in 1964 and came to Hereford in 1969 to assume the general manager's post at Deaf Smith upon the retirement of Leo Forest who had been manager of Deaf Smith since 1945. The only other manager of Deaf Smith Electric was H.V. Hennen who was one of the founders.

Hull gave much credit to the Deaf Smith board of directors and the employees for the progress experienced during the past half century. But Hull has also shown much ingenuity in the development of electrical power to rural area over the past 20 years. In 1980 he was one of the key leaders in organizing the Golden Spread Electric Cooperative, Inc., which is composed of 12 distribution cooperatives of the High Plains, including Deaf Smith Electric Cooperative. The Golden Spread was designed initially to see that rural electric consumers will have adequate electricity at costs they can afford—it is a super co-op among cooperatives. The Golden Spread buys about \$80 million of wholesale electricity a year for rural distribution, with between 90 and 95 cents of every dollar spent by the Golden Spread unit going to purchase wholesale power. Hull pointed out that electric cooperatives, as they now stand, are distributors of electrical power, not regulators.

If you're 50 or younger, you've never seen a dark farm in Deaf Smith County. But there was a time—for more than 150 years—when darkness prevailed across rural America at sundown.

President Roosevelt didn't have darkened farms on his mind on May 11, 1945, when he signed Executive Order No. 7037 that created the REA. He had jobs on his mind—jobs for those standing in soup-lines across a nation torn apart with depression and drought. It was not until a year later—May 20, 1936—that Roosevelt signed the Rural Electrification Act into law which gave the REA the status of a federal

agency whose primary purpose was to promote rural electrification—it took Washington a year to look past the city soup-lines and find the dry farmsteads awaiting for power to pump water to thirsty fields.

"While Executive Order 7037 gave birth to the REA, it was the passage of the Rural Electrification Act of 1936 that brought to fruition nearly a quarter century of hard work, dedication and perseverance of a group of men who were determined to bring literally the American farmer out of his darkness," wrote Dr. Duane F. Guy, a professor of History at West Texas State University. Guy was commissioned earlier to write a history of the Deaf Smith Electric Cooperative.

The REA administrators called on farmers to form cooperatives under legislation that had passed a couple years earlier, but they had few takers.

Some of the farmers had fears of being saddled with a federal indebtedness, while most just didn't believe it possible that electrical lines would span rural farmland.

Seven of the first 10 REA loans went to Ohio, Mississippi, Indiana and Texas, with the Deaf Smith County leaders being among the first to apply for an REA line in Texas. During the first two years of the REA, Dr. Guy noted in his writing, little attention was given to non-profit organizations such as cooperatives in handling rural transmission lines. But when it became apparent that commercial electric companies were not going to cooperate with the REA in pushing electricity to rural America, the REA and Congress turned to cooperatives as the best alternative. This move later proved to be a giant step toward rural electrification.

According to research conducted by Dr. Guy, the first step in bringing electricity to the Texas Panhandle was taken by Dewey Reed, Deaf Smith County Extension agent, who on Oct. 14, 1935, wrote to the REA requesting 12 copies of publications to distribute to farmers of the county. Reed followed the request with additional letters to the REA Washington headquarters telling about the favorable irrigation possibilities of the area, noting that at that time some 250,000 acres of rich soil could be irrigated from water-bearing sands of 25 to 40 feet deep. He said there were 41 irrigation wells in operation in the county at that time in 1936. But the REA was still trying to find proper guidelines for establishing ground-work for the infant federal agency—there was not a hint in projections that this new-born agency would in 50 years be serving 10 million farms, homes, businesses and industries across America.

C of C support

Reed's correspondence was soon followed with similar action from a group of Hereford businessmen and farmers headed by Henry V. Hennen, who at that time was acting secretary for the Hereford Chamber of Commerce. REA officials in Washington replied with little enthusiasm but in essence told the Hereford group to put facts and figures together but not to expect too much too fast. The REA was looking at more densely populated areas and not West Texas irrigation projects.

Volumes of written correspondence transmitted between Hereford and Washington during 1935-36 as hopes began to build in the minds of Deaf Smith County farmers. Hennen's group proposed a line that was rejected because of existing transmission lines from a private company. Another route was outlined, detailing the number of irrigation wells and farmsteads the



James Hull, president-manager; Tommie Weemes, area development

line would serve. Then on Oct. 3, 1936, almost a year after the first correspondence was started between Hereford and Washington, the first mass meeting of Deaf Smith County farmers—about 100 strong—was conducted, with some of the principle leaders at this time being Jesse Stanford, George Muse, S.O. Wilson, Alex Thompson, George Brumley, Wilson Gyles and Charles Paddock.

A third such meeting was staged on Oct. 26, 1936, when some 300 farmers showed up to hear J. Warner Pyles of the REA offices in Washington explain what was needed in making a formal application for an REA loan. By the end of 1936, Hennen and associates received positive reaction from Washington when they received an official application number—Texas 47 Deaf Smith...meaning that the Hereford application was the 47th recognized from Texas. There were 221 potential customers on the proposed 115-mile transmission line that included one substation.

No guidelines

Since this was the first irrigation district to be serviced by the REA, no one had any guidelines on how figure rates or what size motors would be needed—everything was built on estimates and projections and sometimes promises.

Retail power rates were supposed to have been included with all REA loan applications but the Hereford group had been totally unsuccessful in getting a commitment from local utility companies. The lack of retail rates led to many delays in processing the application. But due to the relentless enthusiasm of the Hereford farmers and civic leaders, REA officials in Washington approved of the first loan application without a power rate commitment from anyone in the Hereford area—they had received something of a commitment from New York stockholders of the Texas-New Mexico Utilities Company.

On March 30, 1937, Hennen received a telegram from the REA administrator: "Glad to advise on allocation of one hundred thirty-five thousand dollars for project Texas 47 Deaf Smith had been made. Stop. Letter follows." But this telegram was to be the beginning of even more delays before actual construction would begin on the Deaf Smith line. Washington notified the Hereford group that the first thing they needed, in this order, was a lawyer, engineer and manager. The organizers unanimously selected James W. Witherspoon as

their legal counsel.

Witherspoon at that time was district attorney for Deaf Smith County, a graduate of the University of Texas, had seven years experience in general practice and had served as attorney for the city of Hereford.

Despite objections from REA officials, one of Witherspoon's first moves was to obtain a state corporation charter for the organization. Carl C. Cox of Amarillo was named project engineer and Hennen was named superintendent.

Witherspoon, who worked many weeks in the beginning without pay due to red-tape authorization in funding, completed the state charter with the initial incorporators being J.C. Ricketts, S.O. Wilson and H.V. Hennen. Membership was set at \$5 payable at the time of application for electricity. However, as it later became known, many of the farmers did not have \$5 at the official sign-up meeting and their applications were tossed out by the REA audits.

On May 5, 1937, at 10:15 a.m., Witherspoon received a telegram from the REA: "All right to hold meeting immediately and execute loan contract." In effect this meant that the cooperation had been duly recognized by the REA and organizational operations could begin. The first meeting of the incorporators was conducted on May 11, 1937, at 1121/2 Main Street in Hereford, with Ricketts being elected president, J.W. Hendrix, vice president, and Hennen as secretary-treasurer. Hendrix earlier had been one of the first to pay his \$5 and, hence, named a fourth incorporator.

First general meeting

The first official membership meeting was staged May 15, 1937, at the Deaf Smith County Courthouse with Witherspoon and Cox on hand to answer questions from some 300 farmers. Within four days of this general meeting, 122 farmers had signed up for electricity, but when a count was made of the application money, the number dropped to below 100.

At a special meeting that same day at 5 p.m., the board approved the construction loan contract of \$135,000 for the building of 114 miles of line in Deaf Smith and Castro counties, and one substation. The terms of the loan called for the repayment over a period of 20 years at an annual rate of 2.77 percent. Then came the real paperwork. Stacks upon stacks of legal documents were demanded from Washington as the Hereford residents got their first experience in federal

bureaucracy—every mortgage document had to be filed in sets of 13...12 for Washington and one for Hereford.

As an example of the salaries in 1937, Hennen's salary as manager as set at \$135 per month, line foreman received \$1 per hour, labor foreman got 50 cents an hour, common laborers received 35 cents an hour, and tree-trimmers were paid 40 cents an hour. Truck drivers were paid 55 cents an hour, a small bonus over teamsters who got 35 cents an hour for handling the old-fashioned horsepower.

Construction finally began on Oct. 30, 1937, when 18 men out on Progressive Road began planting poles at the rate of 100 poles per day. By December of 1937, 65 miles of the original contract had been completed, but then came additional delays due to changes in routes and meter settings. REA officials expressed much dissatisfaction in these unannounced changes but construction of the line continued.

At exactly 7 p.m. Sept. 24, 1938, the 170-mile transmission line of the Deaf Smith County Electric Cooperative was energized...the first REA power surged across Texas Panhandle farmland. With Hennen as manager, the first full-time lineman was Elbert Winston at a salary of \$125 per month and Finis Owen as bookkeeper at a salary of \$85 per month. The first permanent office was at 114 W. Third.

Since the transmission lines extended into Castro County, Edwin "Goose" Ramey of Dimmitt and G.C. Hartman were added to the board of directors. A short time later the line was extended 38 miles into Parmer County.

On Nov. 1, 1944, Hennen resigned as manager and the following spring, Leo Forest, a field supervisor for the Farm Credit Administration, was appointed manager of Deaf Smith County Electric Cooperative, a position he held until retirement in 1969. Expansion programs continued throughout the next 40 years, surviving the severe drought of the 1950s and rising to meet the power demands of the big beef boom of the 1960s.

Deaf Smith Electric Cooperative is just another name in the archives of energy annuals, but a true pioneer in rural electrification. And as the pavement rises and falls along a night-run of U.S. 60 or 385, mercury-vapors beam to the world that all is well around Hereford...where farmsteads, irrigation wells and turnrows gleam at midnight.



First offices downtown, photo about 1941



Trucks, crews in front of current facilities

McCaslin Lumber Co., 1939-1990

McCaslin Lumber has served area 50 years through feast, famine

Carl McCaslin saw something in Hereford that others had overlooked—a town full of folks who could pull themselves up by their own bootstraps and roll with the punches in times of gut-grinding poverty and dismal dissolutions.

Business associates advised against his Hereford move with one voicing a bit of cattiness: "Go on over to Hereford, it has no place to go but up."

But this Missourian had to be showed. McCaslin staked his life savings into an inventory for a defunct lumberyard overgrown with weeds a block east of the courthouse square. Defying the odds of success, McCaslin was betting on the people and not a stack of weathered boards and rusty nails.

Fifty summers have now come and gone since Carl McCaslin opened his own door for business—fifty years on the same corner in downtown Hereford where the Carl McCaslin Lumber Company has served the Southwest through feast and famine.

Though little fanfare has been sounded in recognition of the company's Golden Anniversary, the employees are well-aware of the company's solid foundation. This year, a staff of 17 will take home more than \$300,000 in payroll checks. And on the other end of the receiving line stands the county, the city, the hospital and the schools...

...and then there's the state and the national and the international coffers. McCaslin Lumber Co., just as other business firms in Hereford and Deaf Smith County, is in reality a living entity, and when they dissolve or die, someone dies with them. As one business executive said recently, "A corporation is a living thing that must be nurtured every day, every month and every year and when it is neglected, it will die a living death and take with it those associated."

But McCaslin Lumber is more than lumber. It's a paradise for browsers—aisles loaded with knick-knacks fill the central display area, with high-quality handtools filling a dozen bins. From steel sledge hammers to the highly-honed roofer's hatchet, from the handsaw of another age to the power saw of modern times, McCaslin Lumber is a storehouse of goodies for everyone from the backyard handyman to the professional carpenter.

A well-stocked Phone Center exhibits the signs of the times, side-by-side with do-it-yourself kits on woodwork refinishing. Electrical supplies fill one corner with the ceiling loaded with all types of flashy fixtures. Paints and varnishes of every description and color fill most of another wall and shaker in the middle is a blender and shaker that conjures hues that even the witch doctors fail to comprehend.

Rivets by the thousands and riveters to match come in second place only to the vast screw assortment...eye-rafter screws, toggle

screws, big screws, tiny screws, all displayed in an orderly fashion where even the timid can turn a hardware store into something of a funfest.

Old-fashion posthole diggers and brooms made of real broomcorn straw is part of the game down at McCaslin where employees meet the customers more than half-way with a handshake and a first-name welcome. J.B. Blankenship has been serving the people at McCaslin Lumber for 40 years, Cecil Bell has been loading out board footage for more than 17 years and Tom Lange has been in purchasing and marketing for around 20 years.

But the veteran of them all is Manager Wayne Phillips who hired on to Carl McCaslin in 1949 ago as a bookkeeper. His role in the accounting department lasted only about a year when he was shifted to the purchasing end of the business.

"Probably the biggest change I've seen in the business during the past 40 years has been the shift from handtools to power tools," said Phillips. "We used to bring in the lumber by rail and now most of it comes in by truck."

Phillips noted that with the plunge in housing development in recent years also came a marked decline in lumber sales—"Where at one time we'd buy dimension lumber by the load we now buy it by the bundle, but our policy on handling quality lumber has never changed...we still handle the best lumber we can buy."

McCaslin lumber still stocks one of the largest inventories of No. One fir dimension lumber of any lumberyard in the Panhandle—or any of the chain hardware stores. The Hereford retail outlet seldom stocks anything less than No. Two fir in dimension lumber and handles the finest available in various siding and flooring material.

"Other than the move from handtools, I'd say one of the other big shifts in recent years has been the increased sale of synthetic materials," Phillips added. "Our biggest retail volume is in individual sales to our hometown folks. We not only have a real good local business but we also have had longtime customers from such surrounding communities as Vega, Adrian, Friona and Dimmitt."

In bygone years when on-farm storage was made popular by federal subsidies, Phillips noted that McCaslin Lumber built scores of barns across the five-county region surrounding Hereford, but with the recent squeeze on USDA funding, the barn building business has come almost to a standstill.

He pointed out that the cattle feeding industry has developed into a sizable retail outlet for the lumber and hardware business: "The cattle feeders, along with the farmers are really great customers...they spend a lot of money with us on a regular basis so we try to stock many of the items they need on a day-to-day run."

One of the innovations created for the cattle feedyards was the long-handled aluminum scoop, developed primarily for cleaning out feedbunks. But this unique item is also excellent for shoveling snow, particularly for those who either can't bend or don't want to bend. The heavy duty broomcorn broom is also a common cleaning tool found around feedmills, but it also a country mile ahead of the plastic jobs in tidying up a garage or warehouse...a country kitchen—maybe?

Rows upon rows of pipe fittings—galvanized, black or plastic—take on an atmosphere of the oldtime hardware stores and the bolt bin row is a Third Street mecca for backyard mechanics. Or how about a pair of tin-snips or hacksaw? Anyone for a roll of lawn hose in the middle of the winter—McCaslin Lumber stocks summer stuff the year-around...sprinklers, repair couplings and dozens of gardening tools.

"We've got everything you need to build anything in Hereford when it comes to household and farmsteads," said Phillips, who speaks in a true Texas drawl. "If we don't have it right here in stock we can get it on a one-day notice, but we've got about everything here on hand that it takes to build a house." In addition to the West Coast kiln-dried lumber, McCaslin inventories include pre-hung doors, both interior and exterior, and window units, from the older models of wood frames to the sleek weather-proof jobs.

But, as Phillips put it, a store is generally no better than the people it serves: "I guess without question that Hereford's greatest asset is its people...the people is what makes this town—that's the way it always has been and that's the way it always will be."

Then Phillips came back with a quick answer to a casual question: "Do I like Hereford? Why in the world do you think I've stayed here for 40 years...doesn't that answer your question?" And so it did.

Born June 3, 1899, in Jasper, Mo., Carl George McCaslin moved with his family to Yates Center, KS., at an early age, and then on to Eureka, KS., where he attended schools as a youngster and after graduating from high school he enrolled at Manhattan State College where he spent one year before entering the Armed Forces in World War I. Following the War, he went to work for Wolfe Brothers Clothiers in Wichita, KS., where he was employed for about four years.

His first contact with the lumber business came in 1922 when he went to work for Sutherlands Lumber Company in Winfield, KS., out west of Wichita near the Oklahoma line. Then, when news of the big Borger oil boom hit Kansas, he moved to the oil-patch town of Borger to take over management of the Panhandle Lumber Company. His management skills were soon recognized and within a short time, he was transferred to the company headquarters in Amarillo.

During his management days in Amarillo, McCaslin built the Panhandle Lumber Company into one of the largest such firms in town and by 1938, he had been promoted to vice president and general manager of the whole shebang. He had moved to this prestigious position, not in times of milk and honey, but following the most devastating depression and drought ever recorded in the nation's history.

But McCaslin wanted a lumberyard and hardware business of his own, so he looked to Hereford. He took a lot of satirical jibes and doomsday admonishment from business peers as he elected to make a move from an elite social position in Amarillo to a storekeeper in Hereford—"Don't move, Hereford is country." But Carl McCaslin made his move.

In 1939, McCaslin bought on credit the property of a lumber company that had gone out of business at 344 E. Third for a total sum of \$3500, agreeing to pay \$500 down and \$100 a month without interest. There were few improvements on the property at that time, with the hardware area and office comprised of a small gabled building that had a north front. This same north front and the original gabled



Carl McCaslin

building is still there, manicured into a spacious retail outlet that now stretches for a full city block.

The unoccupied buildings were in bad repair in that summer of 1939 and the lumberyard had grown full of weeds the day Carl McCaslin drove by for a close look at his new-found property. Then he looked the other way and saw a town and countryside full of people who were pulling out all stops to regain a former economic position, a position of prosperity that had been left almost in shambles by the Great Depression.

Ralph Hastings was hired as his first manager, as he splattered a lot of white paint on old wood, and in big black letters, painted the name of Carl McCaslin Lumber Company, a name that to this day still stands mightily tall in Hereford. He and his wife, Clarice, moved to Hereford in 1941, just before a European renegade turned the world into a battleground.

And just about the time McCaslin and Hastings were turning tough remnants of the Depression into black ink on the ledgers, World War II turned retail outlets, such as the hardware business, into a nightmare in economics.

Merchandise was almost impossible to purchase, and when one did find it available, there came reams of red-tape—priorities, permits, federal rules and regulations, with the infamous Office of Price Administration (OPA) putting a ceiling price on everything listed as war priority. To violate any of these rules meant short trials and cold jails. Along with the rules came multiple sets of bookkeeping for the government. In many instances, a dozen duplicates or more had to be forwarded to Washington on a single shipment. And customers had to sign up in advance, frequently six months or more, to get a single box of .22 Caliber cartridges, with a limit of two boxes per person per year. Shotgun shells were almost non-existent between 1943 and 1945, except through the illegal "black-market" channels.

The war rules were too much for Hastings and he left to take up farming, with Ed Warren coming in as his replacement.

In 1946, Ben Childers assumed the position as manager for McCaslin Lumber Co. which by this time was expanding business into what was later to become one of the largest lumber firms of the Southwest. OPA price ceilings were lifted on both, retail products and farm commodities, and business around Hereford boomed to a status never seen since its organizational days of the 1890s. Soldiers home from War turned lumber into homes and homes into families and families into a bustling irrigation farming community. The city of Hereford took on a positive, progressive attitude that had prevailed during the Teens and 1920s, and the McCaslin company, along with the Hereford region, blossomed into a showcase of private enterprise at its finest.

In addition to his downtown Hereford hardware and lumberyard, McCaslin became co-owner of the McCaslin-Scott Lumber Co. in Amarillo from 1947 to 1951; he owned the McCaslin Lumber Company, Inc., at Friona from 1954 to 1965 and from 1958 to 1960, operated the Lumber Mart at

Boulder, Colo., a business he had purchased from his brother, Roy.

In 1977, Carl McCaslin joined a select group of Hereford people when he was named "Citizen of the Year"—and honor for the founder of Hereford's oldest retail business at that time.

After having been manager of McCaslin Lumber Co., for 32 years, Childers walked into McCaslin's office one day in 1978 and said he wanted to slow down a bit. The next day, Wayne Phillips, who had been on the marketing edge of business since 1950, took over as general manager, a position he now holds, with Lange being his first assistant.

Phillips said the decade of the 1980s was a time of marked decline in the lumber business, but he sees the 1990s as something of an economic plateau, or as he put it: "Perhaps more of a leveling off... 1989 was not as good as 1988 but I kinda believe we're going to hold pretty good this year if things keep going the way it started." The 1980s not only was a time of destruction for U.S. oil and agriculture but was also a period of devastation in the U.S., housing industry which relates directly to lumber and hardware sales.

Phillips' parents, Mr. and Mrs. Earl Phillips, moved from the old Daniel Community near Wildorado to Hereford where he operated a service station for a number of years. Born and reared in Hereford, Phillips had a brother, David who also worked at McCaslin Lumber but was killed in an auto accident in 1950. His two sisters are Margaret Carnahan of Hereford and Rosemary Melton of Friona.

The 64-year-old lumberyard manager was 24 when he hired on as a McCaslin bookkeeper, a business graduate straight out of Texas A&M College. The McCaslin retail display area was expanded southward into a warehouse in the middle 1950s and in turn pushed the warehouse to Second Street. Then a fire destroyed portions of this building in 1957 but was rebuilt on the spot as it stands today. The far rear includes covered storage with coverage storage extending nearly the length of the block immediately to the west of the main store. With the exception of Beavers Motor Co. and property owned by the Hereford Tortilla Factory and Bakery, McCaslin Lumber Co. covers this entire block fronting on Third Street. The firm now has nearly 17,000 square feet under roof at the Third Street location, with a separate railway siding warehouse

covering about 4,000 square feet.

Born July 25, 1925, Phillips grew up during the Dust Bowl days of the 1930s and graduated from Hereford High School in 1942. He enrolled at Texas A&M but school was cut short by World War II. After returning home from service, he returned to A&M to finish a degree in accounting. He and his wife, Dorothy, have a daughter, Elizabeth Landers of Hereford and a son, Russell of Houston. A second son, Bill, was killed in an accident five years ago. They have six grandchildren.

Phillips spoke of McCaslin with much admiration, and frequently referred to the lumber dealer as a man who exhibited much kindness on one hand and had a great sense of humor in pulling practical pranks on associates on the other: "He was without doubt the kindest man I ever met...you know, helping people with their problems, but he really enjoyed pulling tough pranks on people who he ran around with."

He and Mrs. McCaslin also did considerable traveling through the years.

On April 22, 1981, Carl McCaslin died of a stroke, with the ownership of Carl McCaslin Lumber Co. now vested in his wife, Clarice, who is retired in Hereford, and two sons, Carl G. McCaslin, Jr., and J.D. McCaslin, both of Dallas.

Phillips sees a continued expansion in the development of synthetic building materials, such as plastic and aluminum dimension materials for households and liquid plastics that boast a weathering time 50 times greater than common paints.

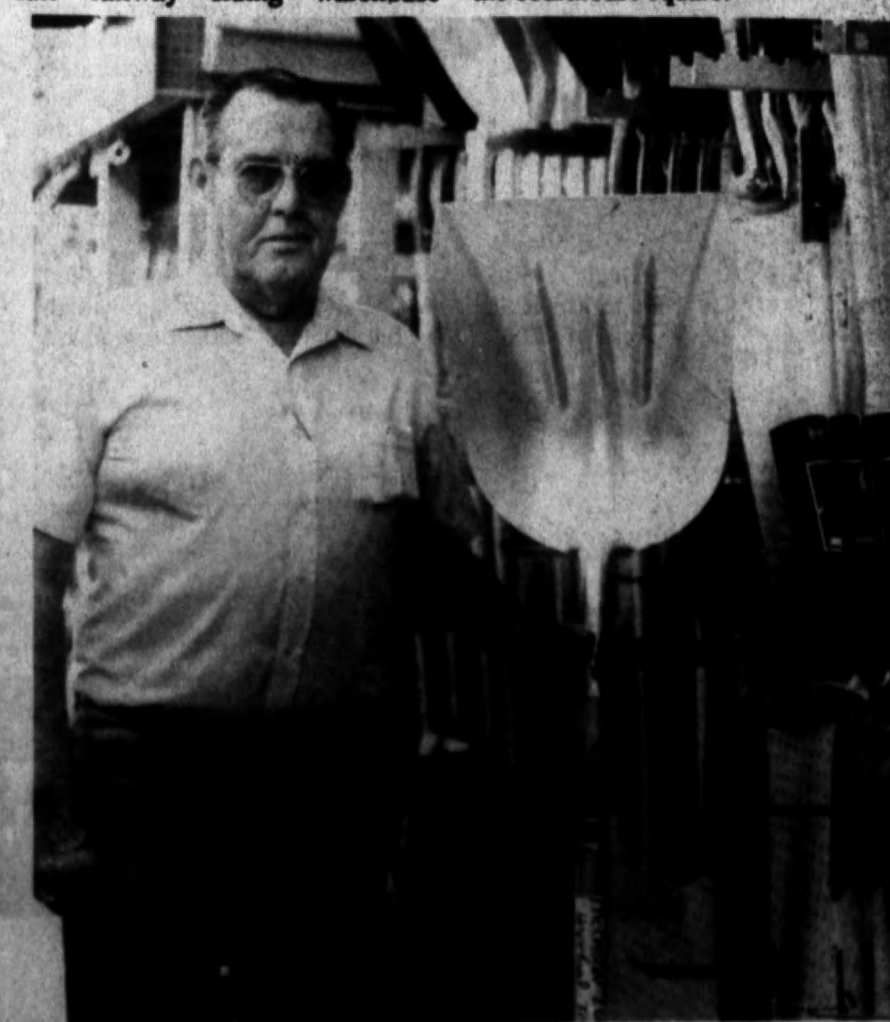
But in the meantime, anyone around who needs windmill sucker rod or a galvanized washtub. How about a high-tech submersible pump or the finest in chrome-plated bathroom fixtures?

McCaslin Lumber has no flashing neon signs or seven-day work-weeks that's common in the Asphalt Jungles, but Hereford folks know how to find it...along with thousands of others over around Wildorado, Walcott, Bootleg, Simms, La Plata, Dawn, Progressive, Umbarger and the ranchers in the cow country out south of Glen Rio.

And if all goes well, as a scribe once put it, youngsters of today will be the buyers of tomorrow...and some of their bolts and bushings will probably come from the bins of McCaslin Lumber Co. over east of the courthouse square.



Manager Wayne Phillips, seated, and assistant Tom Lange



J.B. Blankenship, serving customers 40 years

Merrick Petfood Inc., 1968-1990

Merrick Petfood grows to largest in Southwest

Local pet food factory cranks out more than 80 million pounds of frozen products a year

Once in a great while there comes a person like Garth Merrick who puts back more than he takes...an innovator who turns the discarded into quality consumer resources.

From a meager beginning in a tin roundtop and a used pickup, Merrick has expanded a tailgate dog-food business into one of the largest and most sophisticated beef by-products factories in the Southwest—and perhaps the nation.

Pinpointed out on the east edge of Hereford, the Merrick pet food factory is cranking out more than 80 million pounds of frozen products a year that's channeled from coast-to-coast for the commercial dog industry. Then add another 24,000 tons of dry pet food, nearly 14 million pounds of processed bone meal, processed cattle hides, and a sizable run of specialty products to find an annual total of Hereford By-Products, Inc.

Merrick Petfood, Inc., a division of Hereford By-Products, Inc., specializes in the production of dry pet foods for retail sales at both, livestock feed stores and the urban supermarkets.

Though Merrick was reared in the pet food business, he is still setting new standards in the dog food industry with a spanking new label called "Beef 'N More"—a high protein blend that contains more beef than any other dry dog food on the market. Packaged in colorful red and yellow labels, Beef 'N More sales are targeted for the family households and professional dog handlers where robust pets are a way of life.

"We like to believe that we're offering the finest dog food on the market at the lowest possible price," said Merrick. "Our Beef 'N More dinner has more beef than any other dry dog food on the market and has no less than 27 percent protein for that extra energy."

Though Merrick operates under federal-state inspection and guidelines in the animal food business, most of his standards are much higher than required by law. High-tech synthesizers divide the loin, fat and bone into specialty products, with the loin going the pet food route. The ground loin is then funneled into the blenders and cookers where the end-product becomes a high-grade pet food.

"We sprinkle just a touch of fat onto the kibbles as they tumble from the cookers," said Merrick, as he pointed to giant ovens standing nearly the height of a house. "This gives the chucks a little more taste...the dogs just love it."

Merrick takes great pride in describing his finished products, showing where his dog food contains more than 27 percent protein. The moisture is less than 12 percent to insure quality and maximum freshness, fat content is not less than 11 percent and fiber is no more than 3.5 percent which allows for maximum digestibility

with minimum residue.

Beef 'N More dog food also exceeds all National Research Council minimum nutritional requirements and contains levels substantially above those minimums to assure a maximum level of nutrition.

Merrick's dry pet food is produced under the extrusion process whereby formulated beef is processed through an extruder that cooks under a combination of pressure and heat. Among other things, the extrusion process allows for a high digestibility rate of the finished foodstuff for animals. The base price for Merrick's extruder ran around \$130,000 not counting installation and thousands of dollars worth of accessories.

"I've been real fortunate in having had a lot of good people working here," said Merrick. "Our own people have done every bit of installation of equipment...we've built every piece of this factory from the ground up."

And the living example of this team work is a giant pet food processing plant that stretches the length of two football fields. Then add an additional half dozen warehouses and a spacious office complex sprawled across a 300-acre headquarters and you have the production image of Merrick Petfoods. But the key point of the whole shebang is that Merrick makes it "wash," as they say in the cattle business, with by-products from the livestock, grain and vegetable industries of Hereford's Golden Triangle...Merrick products come from what most folks throw away.

Merrick's production is not a recycling process in any sense of the word—he takes the leftovers and by-products from the natural product to form his basic mode of operation. By-products of the meat packing industry or the flour business does not necessarily mean that the product is of inferior quality—it simply means that it does not fit into a specific marketing mode.

One of the prime examples in point is the cow...one of the greatest and finest sources of life-sustaining protein on earth. Meat packers never saw an all-meat cow. And furthermore, they never hope to see one.

Protein-packed muscle is peoples' favorite part of any beef carcass, but the fact is that approximately 56 percent of every beef carcass isn't muscle. Packers call it "drop." Merrick calls it by-products. Others in more sophisticated surroundings of Chicago or New York high-risers call it allied products. But by any name or standard of marketing, beef by-products, as we call it, includes hides for leather, bones for food, feed and fertilizer supplements and a variety of meats that includes loin chunks from the finest steaks on the market.

A 1,000 pound steer will usually yield about 432 pounds of retail beef cuts.

The hide, variety meats and by-products make up the remaining 568 pounds. Consensus of the industry is that the by-products covers the packers' cost of meat processing. Thus, the butcher would be out of business without the beef cow, but so would the baker and the candlestick maker, along with thousands of other spinoffs in pharmaceuticals, plastics, detergents, textiles, polishes, glues, waxes, paints and candies.

As one example of beef spinoffs, insulin from a beef cow's pancreas is a common treatment for diabetes—one pound of pure dry insulin requires the pancreas of 60,000 beef animals. The pancreas also yields glucagon for the treatment of hypoglycemia and trypsin and chymotrypsin used for the treatment of burns and wounds.

Obviously, Merrick's success is woven around good management, innovation and lots of work but his modest approach to the business frequently relates to his work force. "I just can't say enough for those who have stayed with me through the years...it may have been my ideas that got it started but it was the dedicated people around me around me that put it into motion," said Merrick. He is now one of the largest employers of Deaf Smith County with more than 400 people on the total annual payroll that hits an average of \$100,000 a week.

Merrick Petfoods is now marketing about 250 tons of its own labeled pet food a month, with the balance of dry food channeled to other wholesalers from Texas to California. In addition to the Hereford headquarters, Merrick has a packing house by-products processing plant at Plainview for a major canning company and subsidiary animal processing plants at Roswell and Albuquerque, N.M. The Albuquerque production eventually winds up in Hereford for final processing.

Though the quality remains constant, Merrick petfoods is marketed under a number of labels—Beef 'N More is the supermarket retail label, Beef Pro is the feed store label and Track Pro is the dog food sold to the greyhound racing industry, from Florida to Oregon. "As a matter of fact we have a customer at the North Pole who usually takes a couple of containers a year," said Merrick, in showing his wide distribution of his Track Pro line. "This is basically sold during the dog sled season."

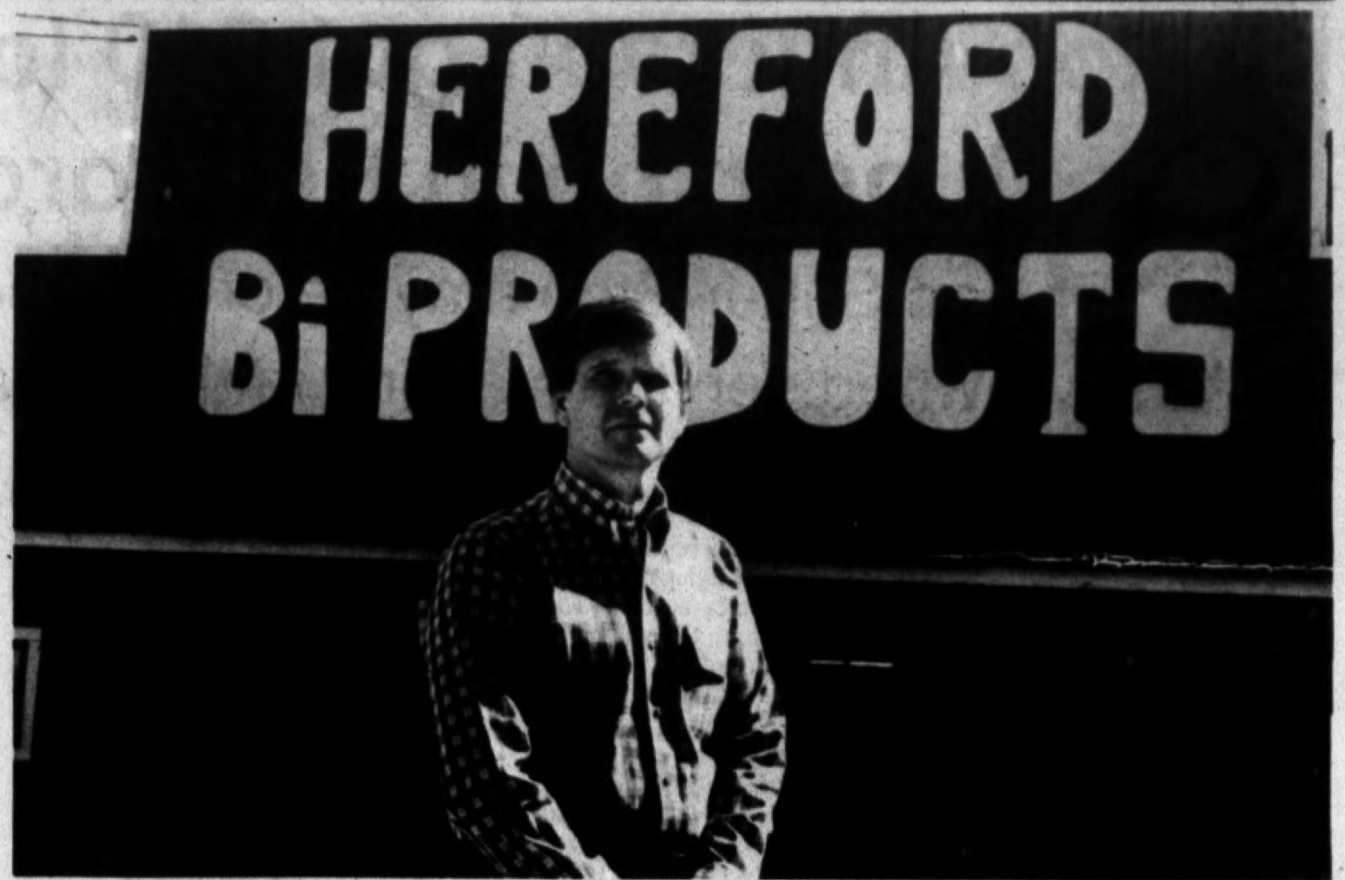
He pointed out that most of his dog food lines contain 27 percent protein with a high percentage of beef. He also offers a lower protein line in the 21-percent protein range for pets that don't require the high-energy rations. His grocery store sales cover only parts of the Southwest. Merrick said further expansion in the grocery store lines would come only if he found a greater amount of demand. "We manufacture only what we can sell...we never have great stockpiles of products. Our pet food is always fresh—always," said Merrick. "This has been our policy from the very beginning—manufacture only what is already sold. We never fill a warehouse with hopes of finding a new market. We first find the market then manufacture the product."

Though Merrick Pet Food is manufactured from a natural base of beef, corn and wheat by-products, the firm is also a user of beet pulp, corn gluten meal, soybeans and operates a dead animal pick up service across three states. For the livestock that never make it to the packers, Merrick has strategic regional Texas pick up points at Stratford, Muleshoe, Plainview, Spearman and Friona.

"We are trying to move rather slow and sure in our labeled pet food business to make sure we give service and deliver a quality product," said Merrick. "We're thinking about some expansion farther west and farther north, but this will be taken only on a slow positive move." Though Merrick has been processing fresh meats for the track industry for more than 20 years from the Hereford plant, his labeled pet food business is only a little more than a year old... "We've been processing dry dog food for the greyhound industry for about two years."

In addition to Florida, which was the forerunner of the greyhound racing business, Texas is now scheduled for three tracks, and Kansas, Oklahoma, New Mexico and Arizona greyhound kennels are some of the marketing points of the Merrick factory.

Merrick noted that the dry dog food business came about as a result of a surplus of beef products about three



Garth Merrick in front of his factory on the east edge of Hereford

years ago... "Rather than putting in a canned dog food factory, we did our home-work and found that we could process beef into a dry dog food and virtually have a canned dog food without the can. Most dry dog foods are made entirely from grain products, but we have a high percentage of real beef in all of ours."

"We visited four dry dog-food plants before we started ours, then we had to figure out a way to inject our fresh meats into the dry food process," Merrick added. "We figured it out all right here—no engineers or specialists... our own people and I went to work on our own ideas and we made them work...we're doing it right." Merrick's extruder can process six to seven tons of quality-blended dog food an hour.

One of Merrick's many specialties or spinoffs from the dog food business is the processing of livestock hooves into backyard chewables for dogs. The deep-fried and processed hooves are vacuum-packed to retain moisture, allowing the chewables to be totally consumable. Merrick pointed out that the hooves have a high food value of more than 80 percent protein and seem to be a tasty delight of the dog world.

Merrick also turns out a variety of dry cat food for the feline lovers, noting that the pet cat population in the United States for the first time in history now outnumbers pet dogs. The Merrick "farmstead" includes a number of pet dogs and cats and one pet pig.

The son of Lee and Lucille Merrick, Garth is a native of Nashville, Tenn., but spent most of his young life in Kentucky and the Midwest where his father operated pet food plants. They later moved to Colorado where the Merricks operated dog food plants at Greeley and Fort Collins.

"My grandparents were farmers who moved from New York out to Illinois when Dad was just a youngster," Merrick noted, in recalling his family heritage. "When the Great Depression came along in the 1930s,

there wasn't hardly any way to make a living so that is when Dad got into the business of removing dead stock. He sold the hides for whatever he could get and delivered a lot of chunked meat to zoos and purebred dog owners in Chicago back in those days."

In 1966 the Merricks set up a dog food plant in Chilliwack, British Columbia, where they processed livestock from Indian reservations, by-products from meat packing houses and operated a dead livestock service.

Merrick graduated from Greeley High School in 1964 and later attended Vancouver City College in Canada and Colorado State University in Fort Collins.

In 1968 Lee Merrick saw a story in Look magazine telling of the big beef boom in the Hereford area and decided to take a close look at setting up a beef by-products processing plant.

"Dad and I came down here together and saw where this was the center of the cattle feeding industry but there were no dead livestock removal services," said Merrick, in relating his move to Hereford 21 years ago. "There was one Clovis, Plainview and Guyton, but none in Hereford."

Merrick said he started the Hereford business on a shoestring. "All we had was three old beat-up pickups and five acres of land with a quonset barn," he recalled. Merrick was only 21 at that time but already a seasoned dog food operator.

"When I was a youngster, I thought this would be the last thing I ever wanted to do, but now it is my whole life, other than family and community."

After getting Hereford By-Products in operation, Lee Merrick went back to Wisconsin to continue a dog food processing operation that he had established after leaving Canada. Garth

Merrick became the head honcho for Hereford By-Products and has remained as such through the past 20 years.

Merrick now has a fleet of more than 100 pick up and delivery trucks and 25 refrigerated units which daily move processed products across the nation. The Merrick Petfood headquarters frequently catch the attention of local folks and tourists who stop to view the wildlife grazing on a well-manicured landscape. Though Merrick has had such exotics as buffalo, Longhorns and ostriches through the years, llamas and zebras now make up the bulk of his roadside menagerie.

"There is no reason that any plant can't have beautiful surroundings," replied Merrick, when questioned about the expense in maintaining the factory grounds. "I want people to feel good when they drive in here...this place is my home and I want Hereford to be proud of our plant."

Merrick is also a big booster of Hereford. "I decided to give Hereford five years of my life when I first came here in 1968...that was 21 years ago and there's not a thing on the horizon that says we'll ever leave."

"I think that Hereford and the Panhandle is one of the better kept secrets of the country," Merrick added. "We really like Hereford...it is a great place to have a business and a great place to raise a family—what else could one ask for?"

"But when it's all said and done, it's by the grace of God that I'm where I am today...I gotta give credit where credit is due."

Merrick and his wife, Susan, have four children—Tyler, Noelle, Sloane and Teel. Their spacious two-story home is located at the factory headquarters, less than 100 yards from the main processing plant. The family is active in all phases of the First Church of the Nazarene, from school activities to the sanctuary.



The Merrick family: Garth and Susan, Noelle, Sloane, Teel and Tyler

HUSTLE HEREFORD



Merrick Petfood has expanded to coast-to-coast market

Tip Top Oil Co., 1961-1990

Carlos Anderson got \$10 loan to seek new job in Hereford in 1936

Tip Top Super Stop may be one of the last family-owned service stations in the Texas Panhandle

Ten dollars made the difference in one man's life—the difference between the scanty grassland of New Mexico sheep country and the fertile irrigation fields of Hereford's Golden Triangle.

Carlos Anderson had heard of the amber grain fields and the tall corn crops around Hereford, but he had never seen them...nor the fat Herefords that grazed on the Tierra Blanca or big water wells that heaved life onto a parched land.

Drouth and Depression had bleached the soils and souls of men into little more than withered shells during those desperate years of the Dirty thirties when the Great Plains became known as the Dust Bowl. From the Yellowstone of Montana to the Rio Grande of Texas, the land was scorched from sun-to-sun, with only an oasis here and there to feed a starving nation...and one of these oases was the Texas country around Hereford.

This parched land was the world of Carlos Anderson in the hot summer of 1936 as he tended flocks on a New Mexico sheep ranch out near Wagon Mound. The young sheepherder could remember greener times on his parent's farm in the Canadian River Country near Mills where vast orchards once lined the river banks and grist mills kept the cupboards filled and the livestock fed. But prolonged drouth had changed the face of the Southwest—orchards were dead, the fields were barren and the river bone dry.

"I'm here to tell you those were tough times back in the Thirties," recalled Anderson, as his eyes reflected a distant memory. "A while back a young man wanted me to tell him about those years of the Depression and I told him that if I had a few hours, I might could just touch the surface...he just looked at me and walked away."

Young Carlos had been herding sheep for \$15 a month and room 'n board. Since his family, as everyone else around Mills, were fighting for survival, the meager wage was Anderson's sole substance, even some of this was shared with family and friends who couldn't find jobs.

"On the 26th day of July of 1936, I was sitting on the street of Wagon Mound, N.M.," said Anderson, as he recalled his move to Hereford. "My Dad and I were sitting in front of the drug store, which also served as a bus station, when a bus pulled up."

"I turned to Dad and asked him if he had any money and he said had ten dollars." When Carlos asked to borrow the money, his father hesitated wanting to know the reason for the loan.

"I want to go to Hereford, Texas," replied Carlos, whose answer took his father by surprise. Anderson recalled how he explained to his father that he had heard so many good things about Hereford that he believed it would be a good investment to take a chance on a bus ticket. After much thought and much discussion on the scarcity of money, his father consented.

The bus ticket cost \$7.50 and his father questioned him closely as to whether he would really need the remaining \$2.50 for expenses. Carlos pocketed the change, boarded the bus that afternoon and arrived in Hereford about noon the next day with \$2.50 in his pocket.

Carlos had been told of relatives

living around Hereford so his first move was to find his kin folks who perhaps could provide food and shelter until a job could be found. After much talking and walking he found them on a farm 2 miles north of Hereford—Arthur Hurford, an uncle, and a cousin, Johnny Hurford.

Anderson found work but it didn't come easy—"When a job ran out, I would walk up and ask perfect strangers if they needed a hand...I never asked what they were paying or how far from town they lived, I just asked if they had a job for me."

With this positive attitude, young Anderson stayed busy while many others walked the streets or filled soup lines. "I worked at a lot of jobs in those days and got to know nearly everyone in the country," recalled Anderson. "I hoed cotton, shocked feed, drove tractors and about everything in the book, but the main thing I was making a dollar a day and board...that sure beat \$15 a month herding sheep in New Mexico."

A short time later, Anderson's brother, Harley, joined him in Hereford, with the entire Anderson family moving to Hereford in 1938. And this was no small effort for a family who had homesteaded about 25 miles southeast of Springer, N.M., near the community of Mills in the Canadian River Valley. Euel and Imogene Anderson were newly-weds back at the turn of the century when the couple, along with some family and friends, moved in covered-wagons from Western Oklahoma near Erick to New Mexico.

Born June 15, 1915, at Mills, N.M., Carlos was the first of six children that were to be born of this union...Harley, Johnny, Lavetta, Imogene and Betty.

The Mills Community was born on boom and bust from the very beginning.

Then came the Great Depression and the Dust Bowl days—the Andersons left behind a frontier legacy in that Canadian River Valley that had become a dry river bed dotted with vacant farms and splintered tree trunks.

"A fifty-cent piece looked like a hundred dollar bill does now," said Anderson as he toyed with a replica of an old gravity-fed gas pump. "Those were the times when the poor talked about the poorer...we never had what he wanted but we had what we needed, and we never went hungry as some of the people did in the big cities."

Anderson had developed a steady job working for a local farmer out North of Hereford by the time Jimmy Allred opened the Allred Oil Company on Sept. 6, 1938, at a point about where Arrowhead Mills is now headquartered. Allred had been a warehouseman for the late T.E. Major when he set up business as a Phillips 66 wholesale jobber on the east edge of Hereford.

"The farmer I was working for had sent me into town for a can of kerosene when I met Jimmie's sister, Lottie," recalled Anderson. "She was helping Jimmie run the business and we got to talking and I asked her for a date." She accepted and later, they were married. The two had never met prior to his trip to town for a can of fuel.

Anderson was working for Ireland Motor Co. and his wife, Lottie, was helping her brother with the wholesale fuel business when Jimmie Allred had to go to Florida for health purposes. While Allred was recuperating in Florida, Anderson quit his job at

Ireland and joined his wife at the Allred Oil Co., where the war years had made help hard to come by. Mrs. Anderson handled the warehouse and bookkeeping and he handled the deliveries.

"We delivered gasoline and kerosene in 55-gallon drums back during those first years," said Anderson. "We hauled 18 barrels to the load in a bobtailed, staked-bed truck...no forklifts or hydraulic power—I just lifted the filled fuel drums from the truck by hand."

Anderson said it was not unusual to make up to five runs a day to the country where farmers were waiting for the coveted fuel. World War II had brought on gasoline rationing which turned into a nightmare in bookkeeping and banking. The ration books were issued through local banks which became something of ration-stamp clearinghouses for the federal government.

After Allred returned to Hereford from Florida, the family trio formed a working team at the wholesale depot that was to last nearly a generation of time. "During those early years in the oil business, my wife and I were living out in the Progressive Community and driving back and forth to work each day," said Anderson. "And when the sun came up, you could find us down in that warehouse lighting an old kerosene stove to keep the office warm."

Anderson didn't wait for the business to come to town—he left town and went to the country for the business...to the irrigation farms where he had once worked as a cotton-chopper or feed-shocker. "The farmers remembered that I had made them a good hand in the field so when I asked for their oil and gas business, I got a real good reception," said Anderson. "We sold a lot of white gas in those days for 7 and 8 cents a gallon."

The veteran oil dealer told how each barrel of fuel had to be loaded and unloaded by hand, picking up the empties for refilling. "We always took plenty of time to clean each barrel and check it for possible water," said Anderson, in comparing today's electronic pumping system with those of a half century ago.

The Allred Oil Co. frequently made deliveries of 45 to 50 miles, dropping off a barrel at a time—sometimes five or six. Following the war, Allred brought in the tankers, marking the beginning of the modern-day petroleum business. Anderson noted that local farmers perhaps took more money to the bank, comparatively speaking, than today because of lower overhead costs—"Accounts receivable were good back in those days. Farming made a good living for everybody."

Despite the severe drouth of the 1950s, the Allreds and Andersons prospered in the wholesale oil business. In the early 1960s, the El Paso Natural Gas Products Co. decided to get into the national service station business. Thus, Anderson, Allred, Deward Roberson and Calvin Goodin formed a corporation to open an El Paso Petroleum wholesale dealership and service station at the present site of Anderson's headquarters and U.S. 60.

On July 30, 1961, the newly-formed corporation ran a half-page ad in The Hereford Brand announcing the opening of Tip Top Super Stop, a spanking new automotive center geared for the complete servicing of

cars, trucks, tractors and any line of powered farm machinery. The bays were constructed to handle the semi-trailer rigs, the first bayed truck stop in Hereford.

With Roberson coming in as manager, Tip Top Super Stop advertisements headlined farm deliveries and on-site mounting of farm tractor tires... "We have the most complete and functional facilities and equipment to be found in all of West Texas." These servicing facilities remain the same today, only better and more efficient with the updating of equipment to meet the high-tech world of computerized mechanization.

In about the middle 1960s, Allred, Anderson and Goodin bought out Roberson's share of the Tip Top business. Earlier, Allred and Carlos Anderson had formed a partnership to establish the Hereford Butane Co., and opened for business at its present location on April 7, 1947. Lyle Blanton and Alton Frazier also had retail propane operations in Hereford during those post-war years.

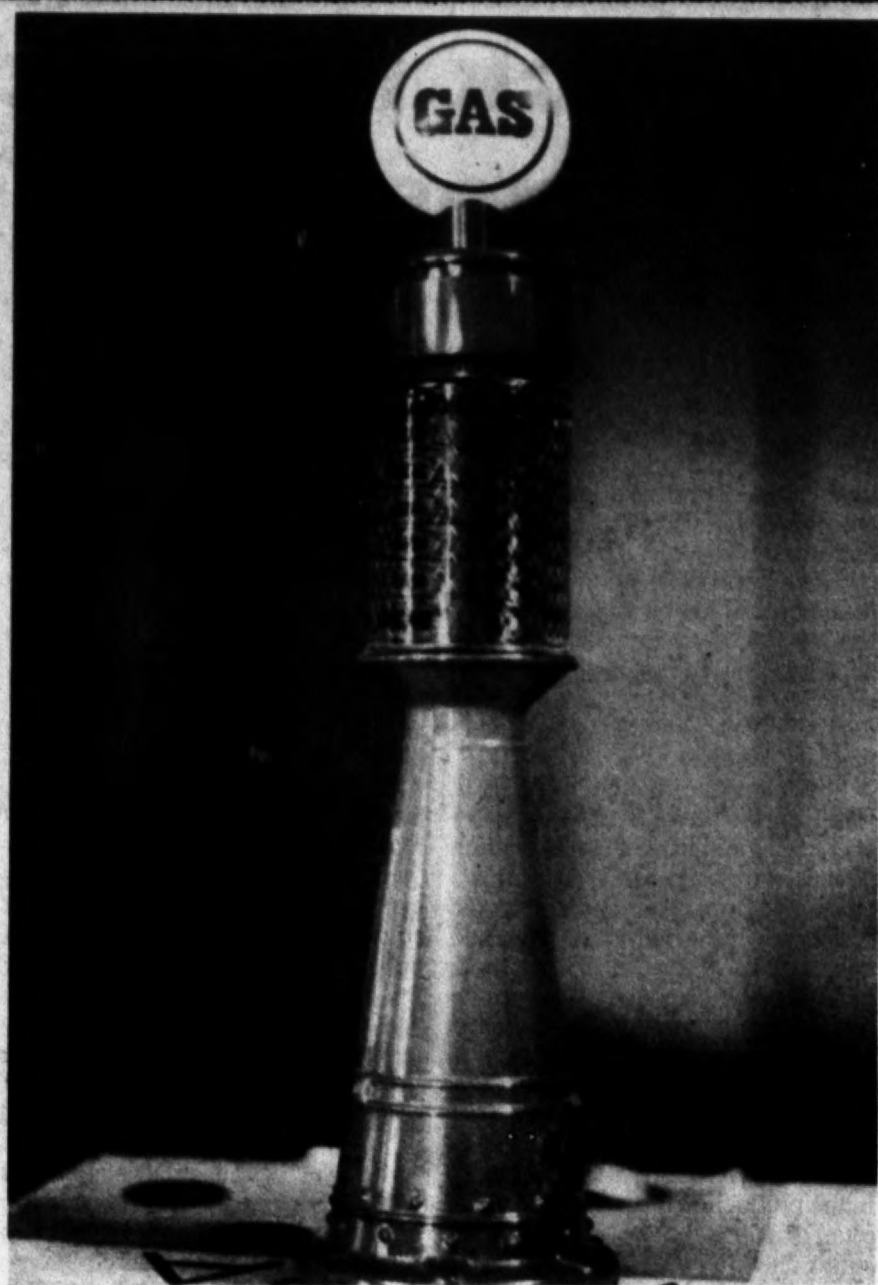
Hereford Butane, having a small beginning of just one delivery truck, built to a peak point of having a fleet of five delivery trucks and three transports. "A lot of times we had our transports running around the clock in order to have enough fuel for our delivery trucks the next day," said Anderson, in recalling the peak years of the liquefied gas business when he was manager of Hereford Butane Co.

When Roberson sold out his share of the El Paso business in the 1960s, Anderson took over as manager of Tip Top Super Stop, while retaining an interest in the butane-propane business. "My partners asked me to come up here and run the business until we could find a new manager," Anderson recalled. "That was about 28 years ago and I'm still here."

The Andersons have two children, Harold of Littleton, Colo., and Camelia (Mrs. Wayne Jones) of Hereford. Anderson's son-in-law, Wayne Jones, is now manager and a partner in Tip Top Super Stop. His son, Rodney Jones, is now following in his grandfather's footsteps in the petroleum business after having spent a number of years with the U.S. Navy. The Jones couple also have a daughter, Stephanie.

Anderson pointed out that when El Paso Natural Gas sold to Shell Oil Co., the Tip Top emblem was switched from the flame to the shell.

Anderson, Allred and Goodin are also partners in a farming operation along with still being partners in various segments of the Hereford fuel industry, including the Hereford Butane Co.



Anderson keeps this replica of a gravity-fed gas pump

Allred's parents, James and Edith, were also pioneers of the High Plains, having come to the Deaf Smith County area in 1900 and 1903, respectively. Allred still takes an active interest in Allred Oil Co., Goodin heads up Hereford Butane and the 75-year-old Anderson can still be found down at the Tip Top business offices most any day of the week.

It is believed that the Tip Top Super Stop is the last family-owned and family-operated service station in Hereford. And in presenting a comparison with other American traditions, such as Saturday matinees of the Silver Screen and the corner drugstores, Anderson said the family service stations may have an uncertain future if some of the proposed governmental regulations are not curbed.

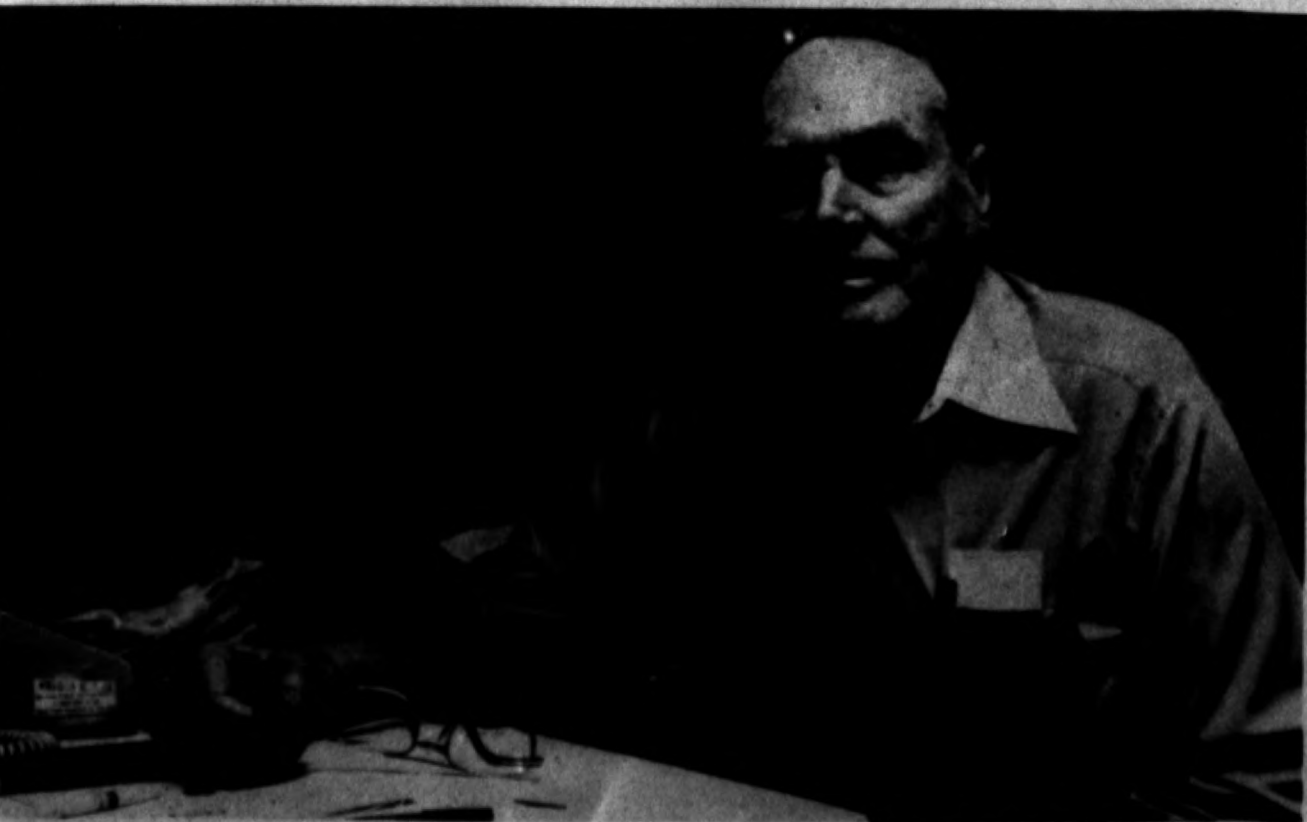
He pointed to the October 1990 deadline when the law says that service stations will have to carry \$1 million worth of liability insurance. Then comes the new guidelines of the Environmental Protection Agency (EPA) that says old tanks cannot be repaired, they must be replaced...at an average of around \$25,000 each. EPA rules now say that all tanks must be monitored regularly for leaks, at a cost of about \$600 per test per tank. And the required monitoring equipment to make sure no new leaks develops costs up to \$6,000 per tank.

Insurance executives say that premiums on the newly-required policies may run anywhere from \$2,000 to \$40,000 a year, the wide price spread attributed to the fact that there are no guidelines for the insurance companies...even Lloyd's of London recently refused a quote on a service station.

"Now they're telling us when to replace fuel tanks, where to place them and how to place them," said Anderson. "We've been doing business here for more than 40 years abiding to all safety rules and regulations and now they say that's not enough—we must follow a bunch of new rules that we never heard of. Our business has been a clean, safe business and we're very proud of it, but all of these new rules are taking out all of the fun of doing business."

In addition to being an out-spoken American patriot, Anderson frequently speaks of the fine points of Hereford, declaring that there is not a town of its size in America that compares to its community and industrial activities.

Anderson spoke with deep feelings of Jones and his grandson, showing a track-record where the two know how to operate a successful business—"I've loved this business and it has been good to us. I believe that my son-in-law and grandson will have something good for Hereford here in this business for a long time to come."



Carlos Anderson hopes son-in-law and grandson will carry on family business

Carlos Anderson with Wayne Jones, partner and son-in-law, and grandson Rodney

Poarch Bros. Manufacturing, 1947-1990

Solutions, quality, service are keys to Poarch Bros.

From two-man blacksmith shop to 50-man force with national reputation, company has grown with Hereford

From a two-man blacksmith shop of anvils and a hand-cranked forge, Poarch Bros., Manufacturing has spawned into a 50-man work force geared for production needs of mainstream America.

Tucked near the intersection of U.S. 60 and Holly Road, Poarch has built a nationwide reputation of producing custom designed solutions to unique problems, and they do it in steel.

Factory headquarters includes 30,000 square feet of men and machines forging products for people, a point on the west edge of Hereford where progress is the cutting edge of business. Off to one end of the factory, welders were giving a delicate manicure to a 50-ton rock crusher towering nearly two stories high. A few yards to the left, a metal finisher was putting his best touch to a high-tech drive coupling.

"When we find or discover a need, we try to solve it," said A.L. Black, owner of Poarch Bros. Manufacturing, Inc. "If there's not a need, we don't build."

While reflecting on the success of the firm, Black pointed out that from the very beginning 42 years ago the company has stressed service and quality in custom work. "We service everything we build and everything we build will give the ultimate in service."

Though the manufacturing company was built on the needs of Hereford's agribusiness community, Poarch engineers and craftsmen have moved into areas of national marketing and distribution, from the fabrication of a rather small inexpensive metering device to high-security products for the nation's defense systems. And there are a number of Poarch devices which evolved from custom application to standardized and commercially-produced products, such as the Poarch Portable Hydraulic Winch primarily designed for the company's own installation crews and the Poarch Bell Conveyor.

"The Poarch reputation has been built primarily through helping customers solve problems, such as custom-built feed mills, feed manufacturing facilities, grain storage complexes, food processing plants and individual needs for heavy industry," said Black, as he summarized nearly a half century of work. "All of these many segments of industry have technical problems unique even to a particular product being handled... Poarch Bros. has developed a number of products which were found to have far broader application than the specific job for which they were originally intended."

One of the newest products coming out of the Poarch factory is the Poarch SA Coupling. It's designed to take the shock from the drive-train of any mobilized vehicle. Simply put, the patented shock absorbing rotary urethane cushion between the universal joint and the drive shaft. The urethane coupling cushion initially was designed to absorb torque shock of the drive shaft in the big 18-wheelers. But now, the unique unit is being applied to a wide range of mobilization, from the roadside grass cutters to heavy industry.

At the other end of the factory, as an example of production extremes, giant concrete and rock crushers are being stitched together with five-eighths plate and faultless seams of molten metal. A pilot rig was specifically designed for Jake Diel Construction Co. of Hereford and Amarillo to grind giant chunks of reinforced concrete into powder of pebbles. The crushing hopper alone weighs more than 20 tons, with the steel plate shell doubly reinforced with a second layer of hardened steel having the maximum erosion resistance.

This machine, which dwarfs the men who built it, levels off on the road at around 13 feet, 6 inches high, measures 65 feet long and weighs more than 60 tons. Despite its massiveness, the rock crusher is highly mobile and can be moved from site to site with the aid of a fifth-wheel system for its triple-axle frame. In addition to its crushing capabilities, the rig is also capable of separating concrete from iron reinforcement materials, spitting out steel from one lip while chomping rock with the other. Its radiator cooling system is about the height of a man, with a 400-horsepower diesel putting everything in motion.

Though not as prolific, the hydraulic reservoir segment of the factory has become a key leg of the business. Almost every shape and size of hydraulic reservoir imaginable is built at Poarch. T-shaped, L-shaped, flat-top, box-shaped...you sketch it and they'll build it, then cut out custom-built accessories to fit the needs.

Though Poarch sort of honed its edges on the High Plains cattle feeding boom of the 1960s, the Hereford-based company is continuously seeking new and better systems in servicing the vast beef business. One such device is the new Poarch Round Steam Cabinet, a new design for the old mills, most of which have been in operation for more than 20 years. As an example of the

efficiency and effectiveness of the new steam cabinets, a local feedmill operator reported that one new Poarch unit was providing ample steam for one-third additional grain rollers and producing about one-third more finished feed than two older steam cabinets that had a combined capacity of the new rig.

Ken Walser, president and general manager of Poarch Bros. Manufacturing, pointed out that servicing the food manufacturing plants and the livestock feedmills remains a major facet of the steel fabricating company. "We have mobilized crews equipped to meet any needs of the High Plains cattle feeding industry," said Walser, a native of Hereford. "Cattle feeders have always been a very important segment of Poarch Bros. and will continue to be so in the future."

From tiny sketches in a drawing room to the finished products on the factory floor, Walser runs the show, but managerial status is maintained at a low profile among both employees and customers. "When we come up with a job, we give it to our employees and tell them to do it," said Walser, as he stepped from aisle to aisle in the big building. "We try to have as little supervision as possible in that each worker already knows that he is to do the very best job possible, and that's what they do—the best job possible. Each of our employees take great pride in their craftsmanship."

The sound of metal against metal rose from the factory floor where spots of fiery arcs silhouetted the hooded welders. Confident faces reflected a new age in metal fabrication where man is now working the machine. There was a time when brawn of the blacksmith forged the edge of progress with a two-pound hammer.

In recalling the beginning of the Poarch Bros Manufacturing Co., Hoot Poarch pointed out that he was born on the old M Bar Ranch out northwest of Wildorado, a spread that is now owned and operated by a well-known ranchwoman, Nancy Binford. However, when he was only 3, his parents, Charlie and Mary Poarch, moved to Sayre, Okla.

In 1936, just as the dust was beginning to settle from a five-year blow, Hoot Poarch came into Hereford looking for a job. He wound up on steel-lugged tractors at a dollar a day...Model D John Deeres, the old 15-30 Internationals, the Twin-city rigs, the once-popular Oliver and J.I. Case's red-orange wheatlands.

War lords sounded the cry of battle as the decade of the 1930s wound down and two Hereford men, Hoot and Earl Poarch, reported for work in a Naval shipyard at Vallejo, Calif. Thirteen days after the Japanese bombed Pearl Harbor, Hoot Poarch arrived at the bombed-out port with a volunteer civilian work force to repair and raise the crippled ships. Some of the ships which Poarch helped in putting back in operation included the USS Oklahoma and Nevada.

"We actually worked on the whole fleet during the two years I was at Pearl Harbor," recalled Poarch, who is now semi-retired in the cattle business at Georgetown, Tx. He still acts as a special consultant on various factory jobs and was in Hereford this week looking at a new job.

Earl Poarch died in 1984.

Poarch later served a stint with the Air Force and following the war, he and his brother, Earl, returned to Hereford where they bought a small blacksmith shop at 119 Lee Street. "The building we started in was a little wooden building about the size of this office," said Poarch. "But we outgrew this right away."

Poarch noted that the main business of the day in those first years were the sharpening of lister shares, plow points and rolling oneway discs.

"Irrigation was beginning to boom about that time so we moved real fast into the irrigation business," said Poarch, as he told of the old cable-tooled water drilling rigs that were man-handled into drilling position before the coming of the hydraulic systems. This was also the time of the old carbide welding units that frequently exploded with the whim of the weather. "We never had one to explode but we've had them to walk around a little," Poarch added with a chuckle.

"I guess we built a million feet of irrigation pipe for W.D. Jones," Poarch noted, as he recalled the Hereford irrigation boom of the 1950s. "We

built the first jack-knife drilling rig in Hereford—we had been using those old telescope rigs...it would take two days just to guy-line them out. But with the new rigs, the drillers could go out and drill a 300-foot well and be back in town by sundown. The jack-knife rig made Mr. Jones a very successful driller."

The business grew with the agribusiness industry and in 1957, the Poarch brothers moved to the present location on Holly Road where they built an initial 10,000-square-foot building. An addition in 1975 increased the factory to 20,000 feet, with the headquarters now boasting 30,000 feet. In 1980 a machine shop serving the general public was added along with additional shop and warehouse units. In 1981, the office was remodeled into its present size where office personnel handle volumes of paperwork that is order of the day for patented manufactured products and devices. Black pointed out that all files are kept intact through the years so that customers can easily relate to former work. In addition to a workforce of craftsmen, the company also has a computerized drafting system to backshop the drafting tables.

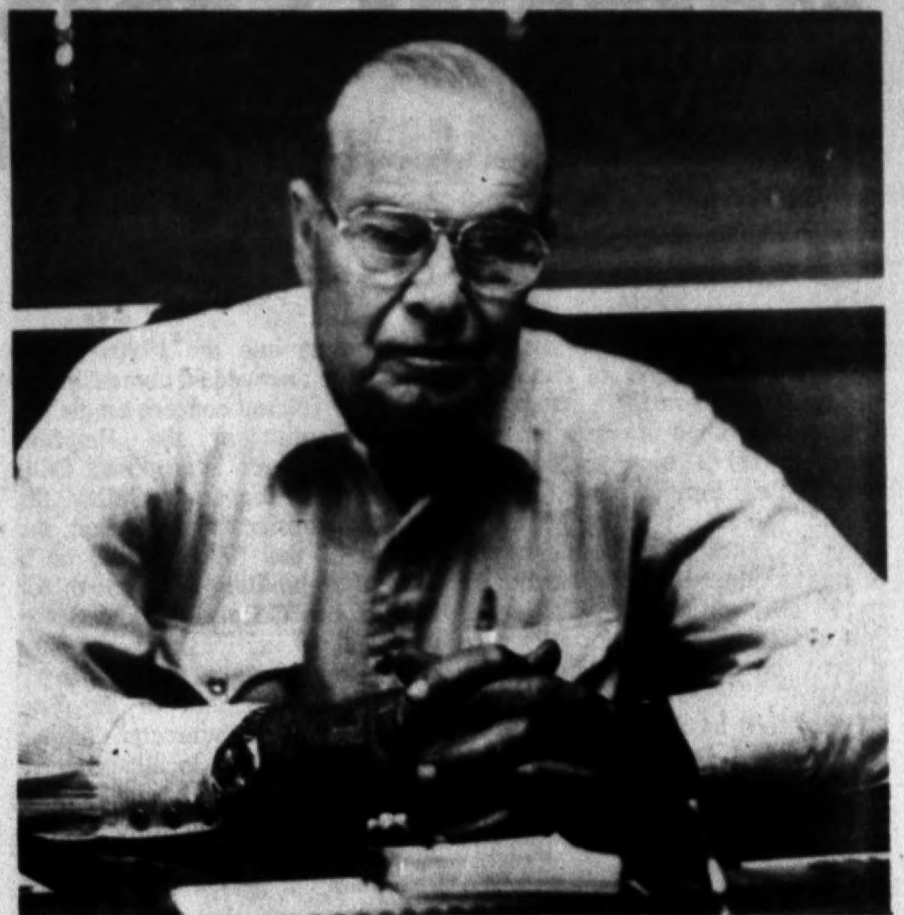
In showing early relationships between his investments and Poarch Bros., Black related the growth of Friona Feedyards and Poarch. "When we decided to build Friona Feedyard in 1962, we contacted Poarch Bros. to build forms for our feedbunks and from there they started doing all of our steel fabrication," said Black. "then as Friona Feedyard grew, eventually grew into Friona Industries, Poarch also continued to grow and do all of our fabrication."

"Then when the brothers (Poarch) decided to liquidate their company, it had become sort of mutual understanding that we at Friona Industries would have first option in buying."

When Poarch was bought by Friona Industries in 1976, the Hereford factory became a subsidiary of Friona Industries but continued as separate entity. In February 1982, Black retired as chairman of the board of Friona Industries and in an effort to have "something to do" he opted on a stock swap and acquired full ownership of Poarch Bros. During the growth of Friona Industries, Poarch built all of the livestock feed-producing equipment for Friona.

A native of Eastern New Mexico, Black moved to Parmer County in 1944 when he began developing holdings in farming and the cattle industry. Later, he and a group of investors elected to launch Friona Feedyard, with Jack Corruthers as general manager.

"Poarch Brothers played a very important role in building Friona Industries by being able to furnish the technology and the fabrication knowledge that we needed to build such a unit," said Black. He pointed out that he was chairman of the Friona group in the building, then when the company went public in 1972, Corruthers was named chairman and upon Corruthers' death in the late 1970s, Black returned as chairman of



A.L. Black
...owner, Poarch Bros. Manufacturing

the board of Friona Industries. He is not connected with the firm now in any way and has his corporate headquarters in Hereford.

Walser, a son of Guy and Rebecca Walser, was reared in the Hereford community and graduated from West Texas State University in 1966. He and his wife, Jan, have a daughter, Jill. Mrs. Walser is choir director for Hereford Junior High and Hereford High School. She is also pianist for the First Baptist Church of Hereford.

Walser said he began working part-time as a draftsman for Poarch Bros. in 1964 while still a student at WTSU. Following graduation and a tour of duty in Vietnam, he joined Poarch as a career employee and is now in his 20th year with the Hereford firm.

"There is just no other place like Hereford and no other company like Poarch," said Walser, who pointed out that the entire staff at Poarch works as a team. "We stress teamwork throughout our company and give each individual the liberty or freedom to do his best in whatever job he's doing."

The list of commercial feedmills built for the High Plains cattle feeding industry is impressive, to say the least—Champion Feedyards, Paco Feedyards, Southwest Feedyards, Hi-Pro Feeds, Bovina Feedyards, Friona Feedyards, Cactus Feedyards, Easley Feedyards, Coronado Feedyard, XIT Feedyard, Cimarron Feeders, Stratford Feedyards and the rebuilt Bar-G Feedyard mill.

Walser noted that in addition to handling service work for the vast grain and cattle industries, they also handle extensive work for Southwestern Public Service Co. His list of customers showed that the Poarch work force has been on top of about every grain elevator in the Panhandle.

A relatively new division of the company the Poarch SA Coupling Division is being headed by John Chance who is expanding the marketing of the rotary coupling nationwide. In simplifying the shock-absorbing qualities of the coupling, Chance pointed to large

18-wheeler trucks: "We can take those trucks in their lowest gear, stuck in the sand, going up a hill or whatever without any harm to our unit. And we can also run it up to two or three thousand RPM going down the road. What this amounts to is that this coupling can be used on many varied applications. It takes the shock out of the drive line."

Chance said the new coupling has been readily accepted throughout the automotive industry, with initial marketing promising a successful venture into a new game on an old field. A native of Oklahoma, Chance came to Poarch four years ago by the way of Dallas. He estimated that the rotary coupler could double the life of most heavy-duty vehicles. Born and reared on a farm, Chance spent many years in various phases of automotive merchandising.

The son of Marvin and Belle Black, the 71-year-old Black remains positive on the future of Hereford: "We went through a recession in the 1980s just as everyone else did, but I see Hereford moving toward a higher plane...we're coming back into its original stride and becoming aggressive in all phases of progress."

"We're a combination of agricultural and industrial community that's utilizing all natural resources at a much higher degree of efficiency than ever before—we now have irrigators with farms, not farmers with irrigation."

He also pointed to increased technology in the Hereford seed industry and the cattle feeding business, showing where each has moved to unequalled levels.

"Hereford has been able to diversify in many segments of agribusiness and heavy industry," he added, in projecting local production in the 1990s. "We're not only looking at the cattle industry but to related industries that will carry us into the next century."

HUSTLE HEREFORD



Giant 60-ton concrete, rock-crusher is still highly mobile



Ken Walser
...President, general manager

A.O. Thompson Abstract Co., 1905-1990

Margaret Schroeter heads up one of county's oldest firms

Margaret Schroeter is perhaps the undisputed dean of Hereford businesswomen, small in stature but a giant of woman in character who heads up one of the oldest business firms in Deaf Smith County.

She speaks in exacting terms when it comes to economic trends or transactions. But in moments of small-talk, Margaret Schroeter portrays a frequent smile, reflecting sincere concern for family and friends.

"Hereford has been blessed with many strong leaders through the years and as result we've been able to maintain a fairly high profile in agribusiness," said Mrs. Schroeter. "Now, don't misunderstand me, we've certainly had our good times and our bad times, but we've always managed to pull through in pretty good shape."

She spoke of the tough times for Hereford during the 1980s—depressed farm commodity prices smothered with inflated production costs...and projected projects of the Department of Energy that turned sour: "We managed to survive some pretty tough times during the past 10 years but I see the 1990s as a time of fairly good prosperity if we don't have any more setbacks...no booms, as such, but a time of gradual building in business."

As owner of A.O. Thompson Abstract Co. located on the southeast corner of the town square, Mrs. Schroeter pointed out that property transactions are now on an upbeat in Hereford, in both residential and commercial units. She said her firm began experiencing an upward swing in transactions in early 1989, a trend that is still holding...last year was definitely up from 1988 and business is looking good for this year—I firmly believe that we're going to continue to see a good run

of business into the 1990s unless something unexpected comes up."

While voicing concern on the so-called "split" in the Hereford community over a proposed DOE project in the mid-1980s, the Hereford businesswoman said the decade of the 1990s should be a time of re-building and growth for Deaf Smith County, particularly in the field of agribusiness—industry related to agriculture.

As owner/operator of the title company, Mrs. Schroeter has a ringside seat to local property transactions, from the small first-home buyers to the multi-faceted business corporations. Though the final stamp of approval is generally delegated to the professional attorneys, most property transactions begin in what is commonly known in America as an abstract office, deriving the name from the nature of work—a recorded legal documentation summary of property.

"We used to be exactly what the name implied...abstract office, but in recent years we've become much more than that," said Mrs. Schroeter, in showing where current trends in transactions mandate greater details and expanded research. "Basically, our job is to give a summary of all recorded material on property dating back to the State of Texas."

Mrs. Schroeter expressed a knowing smile as she reflected on 60 years of change... "What used to be a true abstract or summary involving a few words and dates may now become many pages of explanation."

She noted that the greatest change in the title business has been in the form of handling the documentation of ownership, from full-run abstracts on property to Title

Insurance: We're running about 60 percent Title policies and about 40 percent Abstract, and I can see where the Title policies will continue to become more and more popular in the years ahead."

Mrs. Schroeter maintains a property index in the Schroeter Building across the street from the Deaf Smith County Courthouse, thus expediting record search in the county clerk's files. As an example of current property transactions in Deaf Smith County, A.O. Thompson Abstract Co. had 162 separate orders in 1989. Some of these, however, may have been supplemental abstracts to an original deed search, while others may have been for the securing of a loan. She added that many so-called abstract companies do not make up abstracts nowadays—they handle only Title policies.

"Our 60/40 ratio in favor of Title policies is low when compared to abstract companies in other parts of the country," said Mrs. Schroeter. "Many have 80 percent Title policies. When we started dealing more and more with out-of-state banks and loan companies, they insisted on Title policies."

Mrs. Schroeter, in a jokingly sort of way, referred to her business as a "Bureau of Information"—"Folks call on us to look up information on such things as who once owned a piece of property to who was here in '49. If the question involves land we can find it." In essence, a true abstract is a summary of the recorded history of property. The Hereford executive revealed much optimism in the younger set of Deaf Smith County business and agricultural operators, showing where a number of recent business expansions have been made by the under-40 crowd...Merrick Pet Foods, M/W Carrot Co. and Ramirez & Sons. She also noted the financial impact of the Texas cattle feeding industry that is centered around Hereford, an agribusiness center billed as the Cattle Feeding Capitol of the World.

"For many years, while attending various conventions and meetings related to the title business, I kept seeing fewer and fewer young people entering this field," said Mrs. Schroeter. "But in recent times, I've been seeing more young persons coming into this field of work...and I like that."

In reflecting on the success of communities, Mrs. Schroeter compared places with people: "I believe a whole lot of success depends on the general attitude of the community. Just as in people, if the community outlook is down with a depressed attitude, it will probably wind up that way—depressed. On the other hand, if a community keeps a progressive attitude, it will probably move on a more positive note...if something doesn't work, don't stop, try something else."

Though Mrs. Schroeter's abstract business dates back to 1905, her family heritage on the High Plains goes back to 1902 when her father, Alex O. Thompson, rode into Hereford on a covered wagon pulled by a span of mules and homesteaded northeast of Hereford. His parents, Alex John and Jennie Thompson, followed in 1903 and homesteaded a farm close to where the Deaf Smith Feedyard is now located, some 16 miles northeast of the fledgling county seat at Hereford. The only roads in and out of Hereford in those days were nothing more than wagon ruts—no county roads or highways, just ruts occasionally criss-crossed with time-worn cattle trails.

In 1906, the elder Thompsons moved in to Hereford so their son could attend the Panhandle Christian College. A sister of Mrs. Thompson's, Miss Jessie Morris, had joined the family in Hereford in 1905.

It was at the college that young Alex met his future wife, Audrey Argo, daughter of A.E. (Bud) and Hettie Argo. The Argos had come to the Deaf Smith County area from Lamar County, Tx., while the Thompsons came from Gainesville in Cooke County, Tx. As a point of record, Mrs. Schroeter's mother, Audrey, was a member of the first graduating class of 1906 of the newly-established Hereford High School. She and Alex Thompson were married in the Argo home on



Schroeter Building, on southeast corner of courthouse square

Thanksgiving Day in 1908.

Though Thompson's first love in business was farming, he found that the fickle whims of the elements made dryland farming a risky trade. Thus, running the Deaf Smith County Clerk's office and the role of a deputy sheriff were sandwiched into several runs at farming.

In 1924, Thompson went to work for the J. Frank Potts Abstract Co., a downtown Hereford firm that had been established in 1905 by G.M. Suggs who had come to Hereford for the explicit purpose of setting up an abstract office. His partner, G.W. Barcus an attorney, had arrived a few days earlier, and the two set up shop putting together the first private property index in Deaf Smith County. Prior to the indexing, such legal documents as deeds would have to be examined directly from the courthouse.

In time, Barcus sold his interest of the abstract firm to A.M. Jones and it became known as Suggs and Jones. Then, Suggs sold out to J. Frank Potts who in turn bought the interests of Jones.

In 1925, Thompson and E.S. Ireland bought the company and changed the name to Thompson and Ireland Abstract Co., and when Thompson bought out Ireland in 1929, the name was changed to A.O. Thompson Abstract Co., a name that has endured more than 60 years of time...spanning three wars, a couple of national droughts and a half dozen cattle crashes. During this period of growth in business, the Thompsons had two daughters, Margaret (Mrs. A.J. "Major" Schroeter and Ruby (Mrs. W.T. Carmichael).

Thompson was elected county surveyor in 1929, a post he held until 1956 when A.J. Schroeter was elected to the post following the death of Mr. Thompson. Since the Thompson/Schroeter family held elected posts as county surveyor, surveyor offices were maintained in the county courthouse.

Margaret Thompson (Schroeter) graduated from Hereford High School in 1926 and in 1930 she graduated from Hardin-Simmons University with a degree in English and music. While teaching music at Abernathy High School, she met her future husband, A.J. Schroeter who at that time was working in a cheese factory in Abernathy. The two were married Aug. 27, 1931, and lived in Lubbock for a time before moving to Hereford in 1933 when Schroeter went to work for the A.O. Thompson Abstract Co.

During the early years of the 1930s, Thompson also served as secretary-treasurer of the old Hereford National Farm Loan Association (now called the Federal Land Bank Association) and when George L. Muse took over as secretary-treasurer in mid-1930s, of the Hereford National Farm Loan Association, Schroeter went to work full time for the Loan Group. In 1939, Schroeter was elected Deaf Smith county judge, a post he held until 1944. During the "war years" he also worked in the old Prisoner of War Camp and helped his father, R. Schroeter, build Elm Court.

Since high school days, Margaret had worked off and on at her father's abstract office and when he died in 1956, she and her husband managed the Hereford business for Mrs. Thompson until their purchase of the firm in 1962. They bought the present building in 1967 when they completely remodeled the old car dealership into offices suites from front to rear. Their first-born, Alex Schroeter, currently maintains his C.P.A. offices in the Schroeter Building. He is also the Deaf Smith

County auditor.

Prior to his death in 1983, Major Schroeter, in addition to being a partner with his wife in a highly successful family business, served on the Hereford School Board, the Hereford Federal Credit Union, Boy Scouts of America, Red Cross, Salvation Army, Chamber of Commerce and the Deaf Smith County Historical Committee.

Margaret is a charter member of the Hereford Pilot Club, past president of LaPlata Study Club and the Music Study Club, directed the Junior Festival of the Texas Federation of this district and was the pianist for the First Baptist Church for 30 years. Margaret's mother, Audrey, was a charter member of the Hereford Music Club and served as a department superintendent at the First Baptist Church for 32 years.

As a leader in many community projects, Alex O. Thompson helped start several missions in the county and was a member of the committee which developed a mission in the old prisoner of war camp and later on Norton Street. The mission was named the Alex O. Thompson Memorial Mission and in later years moved to North U.S. 385. In 1979, the mission became the First Mexican Baptist Church of Hereford.

The Schroeters' three sons, Alex J., Paul Bryan and Edwin Morris, at various points in time worked at the family-owned abstract offices in Hereford. Alex J.'s daughter, Denise (Kirkeby) has now become a seasoned professional in the family abstract business. All of Alex's three children, Denise, Doug and Debra, are graduates of Hereford High School.

The Schroeters two other sons, have business interests outside of Hereford—Paul Bryan is in the Title business in Lubbock and Edwin Morris has commodity offices in Amarillo.

Mrs. Schroeter's, sister Ruby Carmichael, worked for the family firm for a number of years. Another granddaughter, Julie, (Paul's daughter) worked at the Hereford business for a time but now works for Trinity Western Title Co. in Fort Worth.

Another long-time employee is LaVerne Kimbell Northcutt who has worked for A.O. Thompson Abstract Co. since 1962.

In 1976, Alex J. Schroeter, Margaret's son, became the first certified auditor of Deaf Smith County, a post which he continues to maintain along with his profession as a Certified Public Accountant. Schroeters wife, Naomi, who once worked for the family firm, died in 1986. He served as president of the Mid-Plains Pioneer Association in 1989 and last week was re-elected to the post during annual festivities at the Hereford Bull Barn.

In addition to the Thompson Abstract Co. and Alex Schroeter's C.P.A. offices, three insurance companies are located in the Schroeter Building at 242 E. 3rd.

In relating to the tough times of the 1980s and the future of Hereford for the 1990s, Alex J. Schroeter presented a positive position in Deaf Smith County business: "We're going to retrench and rebuild. I see some of the big employment firms, such as packing plants, to be replaced by food processing plants involving vegetables and field crops, such as the ones proposed by Larry Malamen...other related industries which will come in to support the larger plants."

"And in order for us to meet these challenges, we've got to come up with agriculturally-related industries to turn this thing around. I just don't think we're going to be able to get the big-city manufacturing companies to come into a town the size of Hereford—we've already tried a number of these in the textile industry and it didn't work, so why not go after the businesses related directly to agriculture and go for it all the way. Let's be proud of who we are and where we came from...and most of all, think positive."

**HUSTLE
HEREFORD**



Margaret Schroeter



Alex Schroeter and daughter, Denise Kirkeby



LaVerne Kimbell Northcutt

Allied Millwrights Inc., 1969-1990

Local company saw need for better grain industry dust control system

Taylor came here with 'beef boom'

Don Taylor has hammered out an answer to America's Number One environmental problem—emission control.

And whether dirty problems come in the form of dust, steam or about any form of micro mass, Taylor and sons can clean up the mess and funnel it into a recycling route that leads back to the feed bin.

A miracle? Nope. Just another creation from grassroots America and this time it came from a Texas town called Hereford in the form of U.S. Patent No. 4,784,755. The technical name for this newborn apparatus is Allied Gravitron Particulate Separation System. But simply put, Allied takes dust out of grain in a safe, energy-saving system that may revolutionize the grain handling industry for the 21st Century.

"We're 180 degrees from anything that has ever been built to take dust out of grain," said Taylor, whose wisps of grey hair tattle on a life of hard work. "Our dust-removing system is so different from anything that has ever been built that we've found some grain handlers believing that it won't do the job."

Allied Power Vents (a short term for the same system) work effectively and efficiently and they work mighty close to perfection. The patented system surpasses all EPA standards in emission control and goes another step further in breaking down combining elements in a grain silo (elevator) that create the factor for dust explosions.

Though the EPA places emission control and working conditions at the top of the ladder, insurance companies list personal injury and death at the top when it comes to dust or particulate accumulation. Not counting such industries as boiler-powered factories or cooling systems, grain handling industry alone reported 12 grain dust explosions in 1988 in the U.S., as compared to 15 in 1987 and a 10-year average of 21. Eight were killed and 10 injured in dust explosions in which corn dust was involved. Though most of the 1988 elevator explosions occurred in the Midwest, there were some in Oklahoma and Texas, with one dust explosion at a sugar refinery in California. In addition to corn, other raw commodities involved in the nationwide explosions included wheat, oats, rice and soybeans.

"We saw the need for a better dust control system years ago while we were out working on feedmills and elevator legs around the area so we set out to solve the problem," said Taylor, who noted that dust-control is still one of the major problems here at the close of the 20th Century. "I made several prototypes of the system before I finally came up with one that I liked—it took 10 years of work and nearly a half million dollars to perfect the Allied system."

Taylor, his wife, Betty, and their sons, Jimmy Don and Scott, own and operate Allied Millwrights, Inc., headquartered about a mile west of Hereford on Holly Sugar Road where 25 workers pick up a \$300,000 payroll each year. Shop fore-

man Richard Fluhman has been with Allied 13 years.

Though the Allied system for grain elevator dust control is a priority project of the Taylors, the Hereford-based manufacturing company builds about anything needed in the processing of High Plains agriculture. From livestock feedmills to headhouses of the concrete grain towers, Allied has been there—sometimes in turnkey erection jobs or perhaps routine repair jobs.

"We have three field crews who leave out of here about every morning," said Taylor, in describing his trade territory. "Our basic trade area runs out about 100 miles in every direction of Hereford, but then again, we've done jobs in Canada, Chicago and right now we're installing an Allied Power Vent system in a rice operation in Louisiana."

Though the four-acre headquarters has an unpretentious appearance, an outdoor inventory of steel pipe, channel joints and ribbon iron is an iron-clad disguise to stacks of in-house software, blueprints and research filing cabinets.

As president of allied Millwrights, Taylor is ramrod of overall operations, but as secretary-treasurer, Betty is the one who balances the bottom line. Jim is field engineer and in charge of outside sales while Scott takes on the billing. Allied Millwrights is a family operation in the truest sense of the word.

"We started in the business about 20 years ago about a mile east of here over on Kingwood and moved to this location in 1974," said Taylor, in tracking the growth of the family business. "We came in at about the crest of the big beef boom here in the 1960s and as the cattle feeding business expanded, we expanded."

Though commercial cattle feeding operations have had a major influence on Allied, the grain handling industry has always been a key segment of Allied business. "The idea of developing a better dust-control system for the grain industry was developed while I was out there working on other phases of the elevator legs," said Taylor. "There was always dust spewing out somewhere around a grain storage system and the dumping crew always wore masks at harvest time. So we followed an old saying—go find a need and fill it."

The need was there but the solution didn't come easily or quickly. Several years slipped by while Taylor was weaving together tidbits of a new theory on dust control. After a half dozen years in the initial development and research expenses that ran well into six figures, Taylor finished his first Allied systems off with coats of sparkling white paint, a touch that is still a trademark of Allied today. He called the dust control unit Allied Gravitron Particulate Separation System.

One of Taylor's first customers for the new system was Dalhart Consumers at Dalhart. Other orders followed—Pate Grain Co. of Plainview, Cotton Center Grain Co. of Cotton Center, Moore County Grain

Co. of Dumas, Agco of Spearman, Stratford Grain Co. of Stratford and the Attebury Elevators of Amarillo. News of the Allied system spread across the High Plains grain belt and the Taylors moved outward to new markets.

"We installed a number of the units in the feedlot mills," said Taylor, who noted that feedyards face about the same problems as grain handlers in controlling particulate emissions. "We handled a lot of work for the Cluck family up at Gruver, Moody Farms near Pampa, built the Dumas Milling Plant for Howard Diedrichsen at Dumas and handled installations for the big three feedyards near Clayton, N.M."

Taylor pointed out that when dust control systems were first created about the only concern was that they worked—little or no attention was given to energy costs.

But as rising fuel costs put the squeeze on profits, priorities changed in the industrial world. As an example of the Allied energy-efficient systems, the Taylor-built systems contain an average of eight 1-horsepower motors which in effect replaces the old-fashion 60 to 150 horsepower initially designed some 40 years ago when energy was the cheapest item of operation.

Allied says its systems cost one third less than any competitive units and are 10 times more energy efficient than any thing on the market today. The Allied system can be applied to elevator legs, tracking shoes, garner bins, belt conveyors, receiving pits, mixer stacks, packaging lines and packing plants—about any industrial plant which has an emission control problem.

Though every inch of an allied system is spanking-new, it's the positive pneumatic flow system that has turned the heads of oldtimers in the grain handling business. Axial flow fans, powered by explosion-proof motors, replace the old centralized centrifugal fans. "We do our work on the blowing side," said Taylor, in describing the efficiency of the positive flow system. As an example, it takes a velocity of 3,600 feet per minute to keep dust suspended in a horizontal pipe, but the velocity is lowered to around 800 feet per minute in the Allied system which uses gravity to pull down the heavier particulate. As compared to the once-popular baghouse system, Allied maximum flow extends for only about 20 feet with baghouse running for about 400 feet.

Following a downward spiral pattern of movement, particulates collect in a bin where heavies sink and micro-bits rise something like smoke. There's an air gate on each vent to adjust the flow of air according to the weight of the grain.

Jim Taylor, who is something of an expert on all dust-control systems in use by the modern grain trade, said there are four basic types of systems in use in the grain industry today. These include the centrifugal fan to cyclone to bin system, centrifugal fan to baghouse to bin system, oil dust suppression system and Allied's Gravitron Particulate Separation System. The centrifugal fan to bin system was the first dust control systems to be

used in the modern-day grain industry, with the baghouse system following. The oil dust control system has picked up in popularity in recent years, but now the EPA and OSHA are taking a long, hard look at oil suppressions due to oil accumulations on grain kernels.

The fourth system, Allied Gravitron Particulate Separation, cleans the grain and at the same time contains dust by using the positive flow side of an axial fan system. "A statement often used in the U.S. and understood in many parts of the world indicates the saving action," said Taylor. "The statement—'Nature abhors a vacuum'—translates into the fact that the suction side of a piece of equipment designed for such purposes is more expensive than the discharge side. The same rule applies to fan systems."

"The positive or discharge side of a fan requires considerably less horsepower to operate."

In an attempt to simplify a highly sophisticated dust control system, Jim showed how gravitational force is harnessed to fit the system.

"Elevator legs lift grain to a height necessary for it to flow to the next discharging point," he said. "If dust is introduced into piping with a 60-degree angle or an angle greater than that at which dust will gather, it will flow through the pipe powered by gravity. This eliminates the need for the 3600 feet air velocity factor required in the centrifugal fan/cyclone/bin systems."

He said the objective of the Allied system would be to expose the grain directly to the airflow removing only undesirable particulates, such as dust, insects and dockage. "This allows for continued cleaning of the grain and for containment of airborne particulates inside the equipment."

The Taylors refer to the Hereford Community as the foundation of their family business, but they got to Hereford by the way of the Eastern Panhandle cow country. Taylor moved with his parents from Lubbock to McLean, Tx., in 1949 and following graduation from high school enrolled at Texas Tech University at Lubbock where he earned a degree in animal husbandry in 1956. Don and Betty met while attending high school in McLean where her father, Sam McClellan, operated a cattle ranch 10 miles south of town. The McClellan spread was a part of the original RO Ranch which once stretched across a portion of four counties. The Rowe Ranch founder went down with the Titanic in 1912.

The Taylors still maintain a weekend home at the family ranch near McLean where they run a cow/calf herd of Brangus and crossbreeds. Taylor's parents, Joe B. and Edna were life-long school teachers of the Texas Panhandle and his father once held the John Deere dealership at McLean.

While still in school at Texas Tech, Taylor went to work for Bill Deal who owned the Deal Machine Shop in Lubbock. He continued working for Deal after graduation and remained there for 10 years, and in 1963 he moved to the Liberty Machine Co. Three years later Taylor took over as shop foreman of Scott Welding Co. in Lubbock where he worked until moving to Hereford in 1969.

"The grain storage cycle had just come to an end and the cattle feeding business was booming when we came to Hereford," recalled Taylor. "We came up here to build feedyards and feedmills to sort of get in on the next cycle of agribusiness industry."

Allied Millwrights had originally been founded by Dick Slaughter and Stacy Starrett and following the untimely death of Mr. Starrett, the Taylors bought in as partners with Slaughter.

Allied Millwright manufacturing plant today includes a full line of steel fabricating tools, such as massive steel-punching rigs that can cut precision holes through plate metal in a fraction of a second or a cutter that clips 90-degree steel edges with the touch of a button. Welders seam beams and cylinders with the precision of a sewing machine and abrasive grinders turn jagged corners into rounded knobs fitting for a cradle.

"We fabricate and erect," said



Allied located mile west of Hereford

Taylor, in summarizing more than 200 regional projects in one sentence. "We've done a little work in wind generators but most of this work is still on the drawing boards."

In comparing Allied Power Vents with other dust control systems, Taylor noted that a number of persons have tried to copy Allied with makeshift gravity systems but failed. "One must remember that every inch of an Allied system has been engineered to near perfection and any imbalance in construction will disrupt the whole system," said Taylor. There's dozens of mathematical factors relating to each segment of the system—gravity, vortex and velocity, to name only a few.

In a separate but related industry developed to recycle waste byproducts, Howard Diedrichsen of Dumas collects grain dust from grain elevators throughout the Southwest and turns the dirty stuff into a Nutritional, palatable feed pellet for livestock. The Taylors built Diedrichsen's manufacturing plant near Dumas.

In describing the long struggle to obtain their recently-acquired U.S. Patent, Jim said, "It took 3 1/2 years, a ton of money and lots of language." He produced a shelf full of patent paperwork that included everything from scribbled notes and sketches to detailed blueprints. Plans are already under way to market the Allied dust control system at international levels.

"This is going to be the best year since we came here 20 years ago," said Taylor. Their 1989 bidding

includes installations on one of the largest grain handlers of the Midwest and sugar plants in Montana and Wyoming.

Jim and his wife, Tonya, have two children, Angela and Autumn. Scott and his wife, Karen, have two sons, Stephen and Santre. The Taylors have a daughter, Cynthia Hoover, who lives in Arlington. She has a son, Taylor.

Though the Taylors are well-known throughout the nation's grain belt, they are also leaders in community service of Hereford. Mrs. Taylor was the 19th president (1987) of the Women's Division of Deaf Smith County Chamber of Commerce and a row of wall plaques reveal honorary awards in community service.

"No one on earth appreciates the cattle feeding industry or the grain business more than we do," said Taylor. "We know exactly how tough it is to make things work out there in the field and that's why we have worked so hard in finding a better way of doing something at a reduced cost." Perfection in steel is the company slogan—"We do it right the first time"—and this workmanship is applied to every weld—from a 20-foot stock tank in Oldham County to the world's largest cattle feedyard—Monfort's 120,000-head unit at Yuma, Colo.

"We believe that Allied is performing a service to the industry," said Taylor, as he reached for a new set of blueprints. "Right here is another operation where they will have to control the dust...we can do it and if we do it, we'll do it right."

ALLIED MILLWRIGHTS

SAYS

*Thanks,
Deaf Smith County,
for letting us be a
part of your
first century!*

**We're looking forward
to continued progress
in the next one!**



A family business: Don, Betty, Jim and Scott Taylor

Lone Star Agency, 1947-1990

Lone Star looks to '90s with positive attitude

Rogers, Bryant both active in seeking new business, expanding community payroll

Don't hang around on North Main if you're looking for doom and gloom--that's where two downtown businessmen are pulling at the plugs of progress to turn lean times into a decade of industrial progress for Hereford.

Ken Rogers and John David Bryant, owners of the Lone Star Agency, voiced much optimism for continued growth of the Greater Hereford area while relating to Deaf Smith County's agriculture-based economy.

"We were feeling pretty down a few years ago when the oil business was booming all around us," said Rogers. "We didn't have one smidgen of oil and I guess you'd say agriculture was pretty well at the bottom. Then, things turned around...the oil business crashed and agriculture kept coming on with a pretty steady climb. No boom, you understand, but a gradual increase in commodity prices, and the cattle business has been nothing but good for the past three or four years."

Rogers was speaking of the decade of the 1980s when U.S. agriculture experienced its worst recession since the 1950s, possibly the 1930s. During this same period, however, U.S. petroleum prices reached record highs, then crashed to marketing points below the cost of production.

"Back in those years of the early '80s, we were sitting here with fields full of grain that were selling below cost while other parts of the Panhandle were enjoying a real boom in petroleum," Rogers added, as he pushed back from an executive desk.

"But things are a lot different today. I understand that much of the food industry is looking at our grain supply and the demand for our grain-fed beef has been running pretty close to record levels--I think the 1990s could be a time of growth if we'll all think positive and pull together."

Though Rogers and Bryant are not listed in who's who of economic advisors, by the very nature of their work they live on the leading edge of finance. Folks around town call it insurance, but in reality it's nothing more than a financial hedge against the unexpected.

"We like to think our business as a one-stop place for financial planning," said Rogers, whose prematurely grey hair reflects a life of dedication. "When it comes to insurance, we have it all--life, health, casualty, group, commercial, even livestock coverage."

Bryant noted that insurance for commercial businesses is a big part of Lone Star's coverage but he personally enjoys handling policies for the individuals. "We handle a lot of commercial coverage here in the Hereford area, and each unit takes a tremendous amount of paperwork and preparation. First you sell it to the client and then you have to sell it to the company, and most of the time it is a lot harder to sell it to the company than to the customer."

Bryant said it is not at all unusual to be turned down on a first commercial policy proposal of a new business--"We go back to the drawing table and rework it until everything is satisfactory on both sides. That's what I'm talking about," he added, while pointing to stacks of papers aligned across the front of his desk.

Rogers said the cattle feedyards of

the Hereford area are some of Lone Star's biggest customers, with coverage of individual feeding units frequently running \$10 million or more. This is big business in the cattle business, Rogers noted, while showing how the feedyards have become the economic backbone of the western half of the Texas Panhandle. "I hate to think of what would happen to the Hereford area if the feedlots should suddenly close up shop."

Writing a package policy for a commercial feedyard is no job for the novice--even seasoned insurance writers sometimes ask for the aspirin and another actuary. But when a package deal is delivered, there's coverage on everything from a bent bumper on a feed wagon to product liability at the marketing end.

And then there's all sorts of feedyard coverage and fringe benefits for individual employees which may be wrapped up in a company package--such as group health, maybe a life rider, retirement funds, IRAs or pension plans, or company beneficiary protection on key employees.

Though "commercial" insurance comes under the single heading for all business, that's about where the similarity in policies end, as Rogers put it. As an example, a bank may hold it vaults as volatile points whereas metal fabricators may look at product liability as the test of the trade.

"Every policy that we write is a little bit different, and frequently, there's a lot of difference. Each policy, whether it's for an individual or a corporation, must be handled as an individual entity," said Rogers. "And in the feedyards we have the physical plant, the equipment, the people and the cattle."

Insurance of pasture and feedyard cattle is relatively new, dating back to the middle 1960s when the only livestock insurance available was for coverage of animals having enhanced value, such as breeding stock with registered pedigrees or performance stock for public attraction. Other than straight mortgage credit lines handled by financial institutions, there were no guidelines for those first livestock policy writers who saw the cattle feeding boom coming to Texas.

Those first policies were not initiated by home-office insurance actuaries, but by agents in the field. And as a matter of record, one such agent was from Guymon, Ok. When all domestic insurance avenues were exhausted, the agent turned to the Lloyds of London who also turned him down. Then, due to sheer persistence on the part of the insurance agent, Hartford and others began taking a close look at the Panhandle proposal on commercial cattle insurance. Today, some 25 years later, Hartford is the leading livestock insurance company of America, the one represented by Hereford's Lone Star Agency, located at 801 N. Main.

But just as Lone Star offers packaged insurance for feedyards, industrial or retail business firms, the agency also has blanket insurance programs for the individual farmer, rancher or city resident. This type of coverage generally comes under the "umbrella" of a homeowner's insurance policy which may contain various types of "riders" or extended coverage, depending on an individual's needs. "We have it all," said Rogers, in relating to the various types of

coverage, such as automobile, household, outside property holdings or valuables of a personal nature.

Rogers and Bryant spoke of Hereford as one of the more special places on Earth, Bryant being a native son of the town and Rogers having arrived here in 1964. But each related to Hereford as "my hometown." And their affection for the community reflected from their faces as they spoke of all residents on a first-name basis, and referred to Hereford business leaders as "friends" rather than "customers."

Both men have been active in trying to bring new business to Hereford and in expanding the existing community payroll, but pointed out that it is no easy task to entice new industry. "We've got to keep after something big, but in the meantime we need to be keeping a close watch on what we already have...keep it healthy and keep it growing."

Lone Star Agency, which has a real estate division with its insurance business, attracts business from points outside of Deaf Smith County, including such towns as Vega and Friona. Thus, the staff of 14 reflects the business atmosphere of the community in its rows of offices and executive suites.

Though Lone Star is not the oldest insurance agency by name in Hereford, it is the oldest in deed--that is, continuous operations without merger. Lone Star began as a real estate agency March 1, 1947. The owners, according to available documents, included H.M. Thomas and Joe Evans, both longtime promoters of Hereford, and Sam Nunnally of Oklahoma. Within a few months after opening, Evans sold out to Thomas and Nunnally.

In July of 1947, Herman Ford, a former Hereford High School principal and Southland Life agent, came into the agency, with Ford and Nunnally as the owners. At this point in time, the life insurance division was separate in ownership from the real estate division. But within a few months, Ford and Thomas left the agency and Sam Nunnally became the sole owner, a man who provided much leadership to Hereford before his death this summer.

Following the Korean conflict in the 1950s, Jim Wood, an accountant, Army captain and graduate of West Texas State College, came into the agency as a partner in the insurance business. The real estate and loan department was held separately by Nunnally. Later, Don T. Martin, another former Hereford High principal, came into the agency, handling farm and ranch loans, life and crop/hail insurance.

In 1959, this partnership was dissolved and the late Lloyd Sharp, then manager of the installment loan department at Hereford State Bank, joined the agency, managing all insurance until 1964, the year that Rogers was invited to come into the agency. He was hired from one of the insurance companies the agency represented.

Rogers in 1965 became a working partner in Lone Star Agency, a real estate/insurance agency of which he is now president and majority stockholder. Bryant is the only other stockholder in the company.

Lone Star was one of the first



Lone Star Agency owners Ken Rogers, John David Bryant

agencies in the state to go to an Automated Accounting System, and during the early 1980s, was one of the first insurance agencies to go to a completely Automated Computer Office System. The agency was also one of the first dozen agencies in the United States to interface an agency computer into a major insurance company's computer for direct transfer of information.

Melvin Jayroe managed the real estate division from 1969 to 1980 when he left to open his own office. Then, Sharp and Jim Mercer operated the real estate division for a time. Today, the insurance and real estate is handled under one management of Rogers and Bryant.

In 1977, Bryant joined the agency, coming from the First National Bank of Hereford where he had been a loan officer for the previous 10 years. Since that time, Rogers and Bryant have gained full ownership and management of the agency.

Born and reared in the Texas Hill Country town of Leakey, Rogers, upon graduation from high school, entered Baylor University where he earned a BBA in management in 1961. Rogers is currently serving a second term on the advisory board of Baylor's School of Business. Following graduation from Baylor, Rogers did graduate work at the University of Houston, where he went to work for a major insurance firm as a sort of trouble-shooter for the agents. Later, he also did graduate work at West Texas State at Canyon.

After working out of Houston for a year, the Gulf Coast company transferred Rogers to Amarillo where he served for two years in a similar capacity as in Houston.

"Lloyd and Sam (Sharp and Nunnally) were looking for someone to come into Hereford and help with the agency at that time," said Rogers, while reflecting back on 1964. "It looked like a good opportunity so I came to Hereford. It turned out to be a real good move for me."

Rogers pointed out that selling insurance was the least thing on his mind while in school at Baylor, but when he came across the opportunity to go to Houston, it turned out to be a good move. He believes that the years as a trouble-shooter for the Houston company set a firm foundation for his success in an agency.

"I had a chance to go to a number of towns back there in the 1960s, but when I was working out of Amarillo, Hereford was really booming back then it sort of stood head and shoulder above every other town," he added. "I travelled the entire Panhandle at that time but I liked the people in Hereford

better than any other town...you could feel the difference when you drove into town."

Rogers recalled how the coming of the big feedyards and the Holly Sugar processing plant turned Hereford into nothing less than a boom town, quoting a banker who once said, "Hereford has grown more in the past 40 months than it has in the past 40 years." Rogers didn't hesitate to point out, however, that Hereford began losing its boom-bloom in the late 1970s, a time when a combination of inflation and commodity recession hit agribusiness in the hip pocket.

"I remember that back in the 1970s, we were selling 35 to 40 houses a month," recalled Rogers. "Now, I doubt if we're selling that many in a year."

But Rogers didn't dwell on the boom times of the past--"We can do it again if the whole community will pull together...everyone get in and help to get the attention of some of the big industries." He added that because many others towns of rural America are on a down-beat, "Hereford doesn't need to follow suit."

Rogers and his wife, Lucy, have two children--Blair, who sells life insurance in Dallas, and Melinda, who lives in San Antonio. The Rogers have been active in nearly every phase of community activities of Hereford during the past 25 years and he served two consecutive terms as president of Deaf Smith County Chamber of Commerce in 1979-80. His main point of community service in recent years has been work on the chamber's economic development programs.

In addition to an outstanding collection of wildlife art, the walls of Rogers' executive offices are lined with awards and citations in community service work. The Rogers are active in work at the First Baptist Church.

"As a community, we must develop longrange economic plans," said Rogers, who is active in the First Baptist Church as a deacon. He lives in a rural sub-division six miles north of town. In addition to an extensive hobby and love for wildlife art and paintings, Rogers recently has invested in the ostrich business. And, guess what? You guessed it--he has

developed an insurance policy for ostriches and other exotic birds and animals.

Rogers is also active in restoring antique automobiles and now owns two Auburns. He recently sold a prized Cord.

Born and reared in Hereford, Bryant is the son of Mr. and Mrs. Cawthon Bryant and graduated from Hereford High School in 1957. He later received a degree in accounting from West Texas State and a master's from Southern Methodist University in accounting and banking. Being a star football player in high school, Bryant at one time had three offers of collegiate football scholarships. But instead of taking the gridiron offers, he elected for military contracts connected with ROTC training and later came out of the Army as captain.

Following his stint with the military, Bryant went to work for a CPA firm in Amarillo and a year later returned to Hereford to serve as a loan officer for First National Bank. When questioned about his move to the insurance business in 1976, Bryant came back with a fast answer; "Ken made me an offer that I couldn't turn down."

Bryant and his wife, Beverly, have three children--Brooke, Brack and Brynne, all of whom are active in the Church of the Nazarene. In addition to work in numerous community and school projects, the Bryants take a family interest in the collection of Coca Cola memorabilia--and various forms of remnants related to heartland America during the first half of the 20th Century.

Between Bryant's extensive lifetime "sundries" collection and Rogers' outdoor and wildlife art, the two insurance executives may have one of the best-kept secrets of Hereford--The Oak Tree Gallery, a public showcase of a portion of their collections located adjacent to their insurance/real estate agency.

The two are also working on an industrial project or two which may eventually be centered in Hereford. But right now, their mainstay is service in insurance, an old American profession which builds financial foundations for future generations and delivers a positive punch to the present.

HUSTLE HEREFORD



Staff members Debbie Bentley, Debra Perry, Brandy Morrison & Vicki McMorries. Not pictured: Carolyn McDonald



Insurance/real estate office located at 801 N. Main