

PLANS COMPLETE FOR GREATEST PIONEER DAY IN LOCAL HISTORY

Boot Hill Today Is Just Another Field Of Wheat

AROUND TOWN

Sights and Faces Seen

The following items are taken from the files of the Hereford Brand during the years of 1902 and 1903. If you are an old-timer surely you will remember most of them.

IN 1902
B. T. Hinton has just received three kegs of fresh cider, grape, orange and blackberry. Try it. (advertisement.)

Troy Womble is offering his fine registered bull for sale at a bargain.

Reduced one-way colonist rates to California points. (advertisement.)

The Hereford Brand had a quantity of old type which makes excellent habbiting metal for windmills, etc., for sale at 10 cents pound.

Walker Brady was around town Monday. He is improving slowly from his disability of a broken leg.

Ira Aten, manager of the Escarbada division of the XII, visited with his family in town Sunday, and was detained by the inclement weather.

John Boyd, agent for the Thistle bicycles, reports the sale of two more of these excellent make of wheels, one to H. S. Syms and the other to W. R. Ward, and says he has orders for five more—one each to Eugene Dyer, Frank Dyer, Charlie Orr, himself and ye editor.

Come One! Come All! Fourth of July Celebration. Big picnic and barbecue. Addresses by S. W. T. Lanham, nominee for governor. Laying of the corner stone for the Hereford College.

Eugene Dyer went to Texico Monday where he tripped the light fantastic that evening.

"Work for incorporation!" The cry followed the burning of the "Row" Tuesday night, January 28, 1902.

IN 1903
F. A. Millard of the North Draw was registered at the Humphrey House this week, February 27.

E. F. Connell, the Texas Cattle Raisers Association's inspector at this point and also a prominent trader, New Mexico, cattleman was in Saturday on business.

W. M. Cogdell, proprietor of (Continued on last page)

Hereford Got Name From Bradley Herd

Discussed for some time, the naming of Deaf Smith County's present county seat was a problem in 1895.

"Blue Water," said some; and others insisted upon the name of "Troy." Somehow the names failed to meet with approval from the majority of the early residents in this section.

Finally a visitor, who was looking about, saw a herd of the registered Hereford cattle, and suggested that Deaf Smith's county seat be named Hereford. The name was immediately adopted.

Within a split-second two guns flashed—but one of them just a fraction too slow. Thus it was that Boot Hill got its start in the old La Plata Cemetery back in 1890.

Vern Witherspoon, who then resided there with his parents, remembers the occasion well, but the name of the first man buried in the famous Boot Hill has long since slipped his mind.

Killed by Sheriff.

"J. M. Cook, first sheriff of Deaf Smith county, shot the first man to ever be buried in Boot Hill," Mr. Witherspoon recalled. "Late one afternoon three strangers drove up to old La Plata in a heavily loaded wagon. The sheriff, accompanied by several men, got them out of the wagon on the pretense of making a horse trade.

"The strangers, three of whom 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."

Died With Boots On.

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 were headed for Oklahoma. The other two men said that 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 their trek to Oklahoma.

Mr. Witherspoon recalls that five or six persons were buried in Boot Hill; one was a Mexican, another committed suicide—and the others, in true Western fashion, died with their boots on.

Boot Hill Now In Wheat.
And if any of those men who were buried on Boot Hill ever made the wish about not being buried on the lone prairie, that wish was granted—or at least such is the case today. Located

(Continued on page six)

Hereford Golf Team Wins Over Amarillo Sunday

The Hereford Golf team won a decisive victory over the Wolf-Club of Amarillo taking the matches by a final score of 51 to 39, last Sunday.

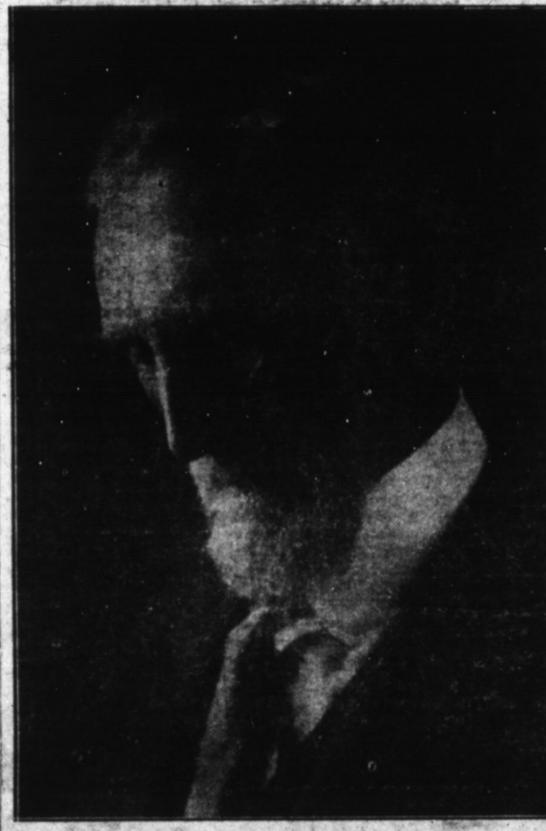
Frank Cogdell, manager, listed the following matches for the Hereford club: May 9, at Amarillo; May 30-31, invitation tournament, Hereford; June 6, Clovis at Hereford; June 7-13, city tournament; June 16, at Clovis; June 20, Friona vs. Muleshoe at Hereford.

Brand Will Sell For Only \$1.00 On Pioneer Day

A community builder for 37 years, The Hereford Brand announces a special Pioneer Day rate for May 10—Pioneer Day.

To its readers of long ago and to its new friends, who have proven equally loyal, The Brand will be sold on this day only—an entire year—for only \$1.00 on this special occasion. The offer includes renewals as well as new subscriptions.

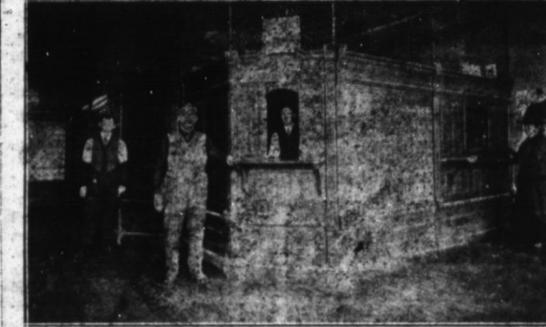
OLD TIMERS RECALL SCENES MORE THAN 25 YEARS AGO



A. W. Gregg, 91, holds the distinction of being Hereford's oldest citizen. Mr. Gregg has been here since 1907, and came from Indiana. Since that time he has taken an interest in parks and beauty spots in this area.



As the above photograph discloses, the old Hester Land Office was 25 years ago an ideal place to hang pictures. In this picture shown here are Miss Beulah Schrimper and Baylor Mester.



In Hereford post office a quarter of a century ago. Leslie Smith is the one on the extreme left, then Clarence Smith, and behind the window is Lloyd Snyder. The lady who is far from hatless is Maggie Harris Moreman.



The above photograph was made in Hereford's first telephone exchange. On the left is Miss Nannie Davidson, Miss Bill Woods is in the center, and Raleigh Lovelace is the gentleman with the derby.



Shown above is one of the first cars in Westway community. The back seat was removed to keep crowds out. None of the old timers seem to know the fellow on the extreme left, but the remaining four left to right are Carl Cockrell, Louis Arnold, Holly Tucker and Pete Skidmore.

Old Timers To Be Guests At Annual Event

PARADE TO BE OUTSTANDING EVENT OF ANNUAL CELEBRATION

The Hereford territory will Monday, May 10, celebrate the greatest Pioneer Celebration ever held in this area. Hundreds of old settlers, along with thousands of others, will gather here for the annual event.

Starts at 10 O'clock.
The program for the day is to begin at 10 o'clock, when the Sales Pavilion opens. Among the most interesting features shown Monday morning will be a reproduction of Main Street, as it appeared in 1900.

Featured among the events of the day will be the annual parade. This year the parade has demanded more interest than ever before and will be one of the greatest parades ever sponsored in this section. A special invitation has been extended to all old timers to ride in the parade, and the old settlers are requested to gather at the street running north-east of Mother's Park. In this division will be included scores of pioneer exhibits, old automobiles and many other entries reminiscent of pioneer times.

The second division of the parade will be devoted to merchants of Hereford; it will likewise feature floats and exhibits dating back to the early days. The parade will begin promptly at 2 o'clock Monday afternoon.

Beginning at 3 o'clock in the afternoon, Miss Thelma McMinn will have charge of the singing to be held at the Sales Pavilion. Miss McMinn already has enrolled a chorus of 80 voices from the Hereford schools, and with cooperation of the rural schools hopes to have as many as 200 voices in the presentation.

At 4:30 o'clock Monday afternoon old fiddlers of this section will be presented in a program on Main Street, and will play tunes that were popular here in 1890, when only the pioneers populated this section.

During the evening performance Ralph Smith will have supervision of the musical program and group singing. The event will be followed by a pageant presented by the Westway school. Immediately following the pageant, dance num-

(Continued on last page)

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Ever alert to maintain its supremacy in Deaf Smith County, The Brand is now attempting to offer its subscribers one of the best papers it has ever published, and invites the co-operation of every person in the county toward making it one of the outstanding papers in the nation.

Extra Copies This Paper Available

Copies of this edition have been sent to every person in the Hereford trade territory, due to the historical nature of this particular paper. A few additional copies, however, are still at the Brand office and will be distributed as long as they last.

The present edition represents the largest paper ever published by the Brand. The entire staff expresses its appreciation for the fine spirit of co-operation which it has been extended and only regrets that lack of time prevented making the issue more complete.

Charter Arrives On Rural Power Project Monday

Following the arrival of the charter for Deaf Smith County's Rural Electrification organization this week, H. V. Hennen, secretary of the Hereford Chamber of Commerce today announced that photostatic copies had been dispatched to Washington, D. C., for final approval.

"Immediately following approval from Washington, we will hold an organization meeting, and will present complete data before the people of this section," Mr. Hennen said.

Coming at a time when old settlers will gather for their annual reunion, Mr. Hennen expressed his appreciation for the splendid cooperation which the movement has received here, and said that REA climaxes many of the things for which the pioneers worked and strived in early days of this county.

Attend Sims Song Rally.

A party of Hereford people attended the Song Rally at Sims Sunday afternoon. Will W. Slater of Dallas is conducting a two weeks singing school there. Attending were Messrs. and Mrs. Elmer Patterson, E. Hames, Bill Knox and family, B. F. Reeves, E. J. Reynolds and family and H. R. Patterson, Melva Rae and Stanford Knox.

County Honors Deaf Smith By Its Name

Deaf Smith, they called him—just that, yet his name has come thundering down the pages of history!

"Major, Colonel, General!" The resounding titles quiet before the daring deeds of a thicket, deaf, courageous New Yorker who took an eye in his hand and cut down Vince's Bridge, blocking the retreat of the Mexican at San Jacinto.

Historians disagree as to his exact title, Brigadier or Major, but the latter is generally accepted. However, all agree that Deaf

Smith was one of the outstanding characters of early days in Texas. "So valiant and trustworthy was he that all titles sink into insignificance before that simple name, Deaf Smith." Thus was the second great tribute paid to Texas Hero. The first honor was paid by this section in naming the county after a great Texas, and a patriotic American.

Christian Faith First To Serve This Community

F. T. DENSON PREACHED SERMONS IN HOMES IN EARLY DAYS

BY E. E. RAMSEY
F. T. Denson preached in the home of G. R. Jowell in the valley east of town, also in other homes; then in early spring of 1899 a group under the leadership of F. T. Denson met in a building erected by the Western Union Land Co. near the present post office, to organize the first church congregation in this vicinity. Thus came the foundation for the First Christian Church of Hereford.

The following were charter members: F. T. Denson and wife, L. Gough and wife, R. H. Norton and wife, C. B. Davis and wife, G. R. Jowell, Ferd Gough, Troy Womble and possibly one or more others. G. R. Jowell, L. Gough and R. H. Norton were elected officers. Of the charter members, Troy Womble, R. H. Norton and L. Gough are still here, to whom the writer is indebted for much of this information.

In the summer and fall of 1899, the church group financed, and the community at large labored, in the erection of an attractive frame building on the corner of Third and Miles. This building was used by the congregation until it overflowed in 1907. This building was used also by other church groups until they were able to provide other accommodations. June 1, 1907, found the congregation meeting in the auditorium of the College building, because of

FIRST CHRISTIAN CHURCH



Growing out of its humble beginning when Hereford was first created, the First Christian Church is another of the complete buildings which now serves this city.

crowded conditions of the first building, and a committee was appointed to draft plans for a larger building. So the present building site was purchased in 1907. The first stert was moved in 1908, and in 1909 a superstructure was erected and basement finished and occupied soon after.

Mention should be made here regarding the many art windows contributed by Sunday school classes and church organizations. The most noted of these is the splendid piece of art on the east side of the main auditorium, the funds for which were contributed by Christian congregations and individuals of the entire Panhandle in honor of the great work of Bro. T. G. Nance, the pioneer preacher of the Panhandle, who spread the Gospel in this territory through the years.

During the ministry of Bro. Farris, 1912 to 1915, the community at large contributed to a fund

which was used to finish the auditorium and the first Sunday school and church services were held there May 15, 1917, though Dr. Farris had conducted the funeral service for Mrs. A. W. Gregg there on Easter Sunday preceding.

Soon after the erection of the first building, a Union community Sunday school was started, under leadership of Judge C. G. Wither- spoon.

In 1900 the Ladies' Aid went to work with Mrs. Denson leader. In 1902 Miss Zula Vanderburg, now Mrs. C. R. Smith, organized a Christian Endeavor Society. In 1903 the Missionary Society got to work, Mrs. L. A. Ricketts, leader.

The following is a list of pastors: F. T. Denson, H. M. Bundy, J. B. Hastings, J. N. Wooten, S. T. Shore, G. A. Farris, J. M. Ashbell, Thurman Morgan, J. W. Boultinghouse, R. M. Johnson, E. R. McWilliams, H. M. Redford.

Allis-Chalmers Dealers Started Firm in 1930

Pevley & Seed, local dealers for Allis Chalmers machinery, and Fairbanks-Morse appliances, have operated their present business here since 1930, and during that time have sold numerous tractors, farm implements and machinery.

Both men are experienced farmers and Luther Pevley, an old timer, still operates his farm in this territory. He is a former ranch hand, and came here from Tennessee.

Harry Seed came here from Illinois and was a successful irrigation farmer before he went into the implement business. Both men have a thorough understanding of farming problems, which assists them in the present business.

Judge and Mrs. Henry Wilson expect to spend Sunday in Amarillo with their daughter, Mrs. S. I. Booser and family.

T. G. Nance, E. J. Barnett and J. B. Stevenson each supplied the pulpit for short periods of time.

Early Dry Goods Store



Most anything from a gingham dress pattern to a derby hat could be bought in the J. G. Collins Dry Goods Store here in 1912. It was located where the Gass Store stands today. On the left may be seen J. O. Newell, present sheriff, while on the right in the shoe department is Mr. Collins.

Card of Thanks.

We wish to thank our friends and good neighbors for the kindness and help give us during the

illness in our family and the death of our baby. May the Lord bless them all.

Mr. and Mrs. F. J. Rhody and Children. 1d

Panhandle Was Established Here In 1918

The Panhandle Lumber Co., Inc. was established here in 1918. They bought the old Palmer Lumber yard houses, located just north of their present location, and moved them to the site where they are now located, purchasing the property from the Alfalfa Lumber Co.

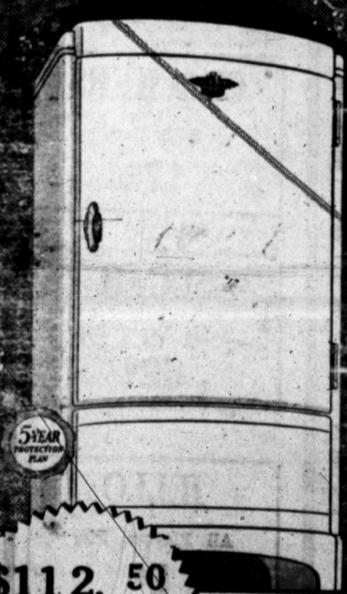
Alvin C. Thompson was the first manager of the yard, serving until 1929, when the management was taken over by D. H. Alexander. Mr. Alexander came here from Miami with his family in June of the same year, having served six years with the Panhandle Lumber Co., previous to coming here.

Besides a modern lumber concern, the company has a modern planing mill in connection with the yard, which is now being operated by Scotty Buckner. That they can make just about anything in the lumber line that you might need, is their boast.

PIONEERS...

See The New 1937
FRIGIDAIRE

Now on demonstration
NEW "SUPER-DUTY" FRIGIDAIRE



WITH THE **METER-MISER**
CUTS CURRENT COST AMAZINGLY

BRINGS COMPLETENESS NEVER KNOWN BEFORE
in ALL 5 BASIC SERVICES
FOR HOME REFRIGERATION

Come in. See the Proof!

- 1. GREATER ICE-ABILITY**
Fights "Cube-Struggle" and "Ice-Famine"! SEE THE PROOF!
- 2. GREATER STORAGE-ABILITY**
New 9-Way Adjustable Interior! SEE THE PROOF!
- 3. GREATER PROTECT-ABILITY**
Keeps food safer, fresher, longer! SEE THE PROOF!
- 4. GREATER DEPEND-ABILITY**
5-Year Protection Plan, backed by General Motors. SEE THE PROOF!
- 5. GREATER SAVE-ABILITY**
ONLY FRIGIDAIRE has the **Meter-Miser**
CUTS CURRENT COST TO THE BONE
Simplest refrigerating mechanism ever built! Only 3 moving parts, including the motor... permanently oiled, sealed against moisture and dirt. Gives SUPER-DUTY amazing saving. SEE THE PROOF with an actual electric meter test!

NEW INSTANT CUBE-RELEASE IN EVERY ICE TRAY
See it in Action!

ONLY FRIGIDAIRE HAS IT! Instantly releases ice-cubes from tray, two or a dozen at a time. Yields 20% more ice by ending faucet meltage waste. Greatest advance in Ice Convenience ever known. Come in. See its quick, easy action.

\$112.50

NEW BEAUTY!
AMAZING NEW
ABILITY TO SAVE
AND SERVE!

Come in. See what a thrilling advance Frigidaire with the Meter-Miser brings for 1937! Superb new beauty plus SUPER-DUTY at the price of an ordinary refrigerator!

You get proof of completeness never known before in ALL 5 BASIC REFRIGERATION SERVICES. You don't buy on mere say-so. Now you see PROOF, right in our store, that Frigidaire is the most complete ice-provider, food-storer and food-preserver ever known. PROOF that it saves enough on food and current to pay for itself and earn you a profit besides!

Make sure of getting the most for your money. See our FRIGIDAIRE PROOF-DEMONSTRATION first!

Chocolate Shop

COLD DRINKS TOBACCOES SANDWICHES

COFFEE and SANDWICHES

- SPAGHETTI Libby's, tall can 8¢
- PEAS Glen Valley, No. 2 can 11¢
- CORN Golden Rod, No. 2 can 10¢
- KARO No. 5 can 35¢
- MARSHMALLOWS Angelus, 1-lb pkg 15¢
- TOILET TISSUE Charmin, 4-roll box 23¢
- SALAD DRESSING Relish Spread, Bestyett, qt jar 29¢
- TOILET SOAP White King, bar 5¢
- KETCHUP Heinz, large bottle 19¢
- TOILET SOAP Woodbury's, 3 bars 25¢
- PORK and BEANS Van Camp's, 22-oz can 10¢
- PINEAPPLE JUICE Libby's, 3 cans 23¢
- MILK, Borden's Rose brand, 6 small or 3 tall cans 21¢
- SOAP P. and G., 5 Giant bars 19¢
- MATCHES 6-box carton 21¢
- JELLO All-flavors, pkg 4 1/2¢
- GELATIN Marvin, all flavors, pkg 4 1/2¢
- BARTLETT PEARS Rosedale, No. 2 1/2 can 17¢

FREE SATURDAY and MONDAY



SPUDS



WHITE COBBLERS
10 lbs. 25c
TOMATOES Per Pound 10¢
Onion Plants Bermudas 2 bunches 5¢

CARROTS Extra Nice 3 bunches 10¢
BANANAS Extra Fancy Per pound 5¢

Great West FLOUR 48-Lbs (Limit) \$1.69
SUGAR 10 Pounds (Limit) 49¢
Compound Mrs. Tucker's 8-Lb Carton (Limit) 97¢

MEAT SPECIALS

- SALT PORK For Seasoning 12 1/2¢
- Hot Barbecue Lb 25c
- FREE SAUCE
- HAMS Sugar Cured Picnics Lb 18c
- BACON SUGAR CURED SLICED Lb. 25c
- ROLLED ROAST Seasoned, Ready to Cook Lb. 15c
- STEW MEAT Lb. 7c
- STEAK LOIN T-BONE, lb 19¢

- Corn Flakes Miller's Large box 9¢
- SALMON Pink 2 Tall Cans 23¢
- TOMATOES No. 2 Can 3 for 23¢
- KRAUT Curtis No. 2 can, 2 for 15¢
- COCOANUT Long Thread 1-Lb pkg 19¢
- MUSTARD Quart Jar 10¢
- BEANS Cut Green 3 No. 2 cans 25¢
- Tomato Juice Libby's 3 tall cans 19¢
- BABY FOOD Libby's 3 cans 25¢
- SOUP Campbell's Tomato, 3 cans 25¢
- COFFEE Schilling's 1-Lb can 27¢
- APRICOTS Or Peaches No. 10 can 45¢

COFFEE GOLDEN LIGHT 1-Lb Pkg 21¢
Lima Beans 2 Pounds 21¢
PEACHES Choice Evaporated 2-lb bag 25¢
APRICOTS Choice Evaporated 2-lb bag 29¢
White King Granulated Large Pkg 30¢

PRICES GOOD FRIDAY SATURDAY AND PIONEER DAY

FURR FOOD

Welcome Pioneers MAY 10

Church of Christ Here Since 1902

NEW BUILDING WAS CONSTRUCTED HERE IN 1924

By ELMER PATTERSON

The Church of Christ was organized in 1902, meeting in the homes of members for a few years. The first building was built in about 1907. The first congregation consisted of some 15 charter members, among whom were Aunt Anna Johnson, Mrs. Bill Falwell, Grandma Falwell, Mrs. M. A. Falwell, J. M. Cypert, Mr. and Mrs. W. B. Orr and the Megerts. So far as known there are only five charter members living, Mrs. Bill Falwell of Friona, and Mrs. M. E. Orr of Hereford. E. B. Orr, J. M. Cypert and Wm. Megert were the first elders.

The first building was erected on the same lot on which the new building now stands. The new building was built in the fall of 1924, while Fred Ross was serving the congregation as minister.

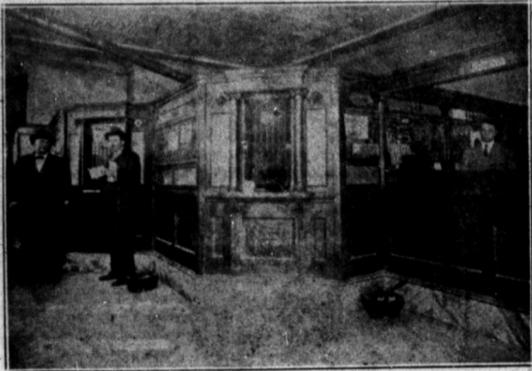
For several years there was no regular minister, but many able preachers conducted revivals for the church from time to time. Mrs. S. Winterrowd was one of the first ministers. Others who have served either in located work or in revival meetings include O. M. Reynolds, Bro. Huff, Bro. Burleson, J. W. Brenis, T. P. Burt, O. R. Phillips, T. E. Milholland, J. W. Dunn, Robt. C. Jones, A. E. Freeman, S. B. Templeton, Early Arceaneau, H. Earl Smith, Fred Ross, Ebb Randol, Jas. O. Wilburn and L. O. Chaplin.

Present officers of the church include A. S. Higgins, W. A. Knox, and B. F. Reeves, elders; S. B. Walker and W. A. Knox, deacons.

Sunday, or Bible, school was conducted from the organization of the church under the supervision of the elders. The church has also supported mission work, charity and orphans' homes.

A band concert will be given at the Texaco Service Station Thursday night, May 6, at 8 o'clock.

As Bankers Talked Things Over



Taken more than a quarter of a century ago this picture was made in the First National Bank. On the extreme left stands W. H. Fuqua and by his side J. L. Fuqua. On the right within the inclosure is E. B. Posey.

Alton Fraser Is Dealer For Fisk Tires

The Fraser Oil Company is today one of the leading independent oil companies of this section, and one of the largest. The company not only serves the Hereford territory through the local outlet, but is operating in New Mexico and serves, among other towns, Albuquerque and Moun-tainaire.

Alton Fraser, owner of the company, has also gained distinction as a breeder of thorough-bred Hereford cattle, and as an irrigation farmer. He continues to operate both phases at the present time, but devotes most of his time to the oil business.

In addition to serving the people as an oil dealer he also has a modern wheat elevator and deals in grains. Mr. Fraser recently announced that he has taken over the dealership in this territory for Fisk tires, and now has in stock a car load of these tires.

AN EXTRA ROOM? TRY A WANT AD!

Hill Operates Texas Market

O. G. Hill came to Hereford from Anson, Jones County, Texas, in 1910, and established a grocery and meat market on the same corner that the Texas Market now stands in 1911. They operated this business until 1912.

Mr. Hill is a pioneer cattleman of this section, having been in this business continuously since he came to this county. Mr. Hill again became associated with the Texas Market and Grocery in 1929, after buying the old G. W. Clloyd market, located in the third block on main street; he then moved to his present location on the corner of Main and Third Streets.

J. Wallace Robinson was associated with him in this business up until the time Mr. Hill bought his interests in September of 1936. Mrs. Hill is now manager of the store, Mr. Hill being busy attending to his cattle and farming interests in this county.

Try First to Buy in Hereford.

Frontier

Here is a business the people of Deaf Smith County have had the opportunity of seeing real Pioneer principles worked out by the sons of a pioneer of this community. Honest, integrity and fair dealing have not been forgotten in the establishment and business principles of this firm, and neither have friendship, loyalty and a conscientious regard for the welfare of the community been disregarded. Welcome to our store . . . PIONEERS!

HEREFORD'S OLDEST GROCERY!

Days

YOU ARE WELCOME PIONEERS!



1c Sale
Camay Soap **THREE BARS** **17c**
35c Bottle of Famous Tre-Jer Perfume Only 1c With

Coffee
ADMIRATION **25c**
Pound Package

TOMATO JUICE Stokley's, No. 5 can	23c	FIGS	Black 2-lb pkg	19c
GRAPEFRUIT JUICE No. 1 can	5c	PEANUTS	Salted Pound	19c
SALAD DRESSING White Swan, pt. 25c, qt	35c	Blackberries	Per Can	10c
TOILET TISSUE 6 rolls	25c	COCOA	Justo 8-oz can	5c
VANILLA WAFERS 2 pounds	29c	SARDINES	Tall Can 3 for	25c
GINGER ALE Large Bottle	15c	KRAUT	No. 2 can 3 for	25c
BAKING POWDER Clabber Girl, can	7 1/2c	SPINACH	No. 2 can 3 for	25c
PINEAPPLE, Broken Slices, 2 No. 2 cans	29c	CAKES	Assorted Lb pkg	19c
NAPKINS Assorted colors, 3 pkgs	25c	MACARONI	2-Pound Pkg	25c
SOAP FLAKES Big 4, pkg	29c			
PEAS Early June, No. 2 can	10c			
GRAHAM CRACKERS 2-lb box	24c			
GINGER ALE or Lime Ricker, 25-oz bottle	14c			
MARSHMALLOWS Lb pkg	8c			
SPINACH No. 1 can	5c			

Fruits and Vegetables

BANANAS Dozen	19c	SPUDS 10 pounds	29c
CELERY Bunch	10c	LETTUCE Head	5c
NEW SPUDS Pound	5c	ONIONS Bermudas	10c
LEMONS Dozen	29c	BEANS Fresh, pound	10c
TOMATOES Large Texas, pound	12c	CARROTS 3 bunches	10c

Flour



4 1/2 Pound Sack

PACKARD'S BEST

\$1.82

NUCOA

Pound 20c

CRACKERS

2-Lb Box 17c

SUGAR

10-Lb Paper Bag 52c

JELLO

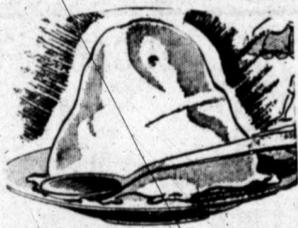
All Flavors, Pkg 5c

RAISINS

4-Lb Pkg 29c

WELCOME PIONEERS

Delicious ICE CREAM Made In Hereford By a Home Institution!



Wholesome The Entire Family Will Enjoy Ice Cream for Dessert!

KEEP HEALTHY

EAT MORE ICE CREAM

At the Following Places:

Hereford Creamery Co.
I. H. Spratt, (Post Office) Stand
Frankie and Johnnie Stand

At our low prices, they are buying "CREAM O' PLAINS" Ice Cream by the pint, quart and half gallon. Made from Sweet Cream approved and tested by the county health board; from milk produced here in Deaf Smith County. When you buy ice cream here, you not only get the best at lower prices . . . but you are helping yourself by helping the farmers of this community.

LOW ICE CREAM PRICES NOW IN EFFECT HERE

Hereford Creamery Co.
The Forerunners of PROGRESS

An up-to-date creamery such as the creamery now owned and operated by Mr. and Mrs. S. B. Walker and Mr. and Mrs. Dick Walker is a forerunner of progress in the advancement of Deaf Smith County and its trade territory. We operate under the old pioneer ideals. Honesty . . . Integrity . . . Fair Dealing!



Hereford Creamery Co.

S. B. WALKER and SON

PHONE 680

PIGGLY WIGGLY

ALL OVER THE WORLD

FRANK GYLES, Manager

BUY AT HOME PHONE 81.

PRICES GOOD And FRIDAY SATURDAY PIONEER DAY

First Graduation Exercises Big Occasion In Hereford

NINE STUDENTS IN FIRST CLASS NOW WIDELY SCATTERED

By MRS. ALEX THOMPSON
The following article regarding the first commencement exercise ever held by the Hereford Schools was written by one of the class members. The author will be remembered by classmates and old timers as Miss Audrey Argo.

Sunday, May 13, 1906, at the Presbyterian church, the baccalaureate sermon was preached by Dr. S. E. Burkhead, president of Clarendon College, the subject being, Gateways to Success.

Friday evening, May 18, 1906, graduation exercises were held in the same church. There were nine in the class. Judge W. H. Russell made an address and awarded the diplomas. Each member of the class was on the program and musical numbers were rendered by two freshmen, Nellie Black and Grace Robinson. Members to represent the class in the valedictory and salutatory addresses were chosen by the class and the requirement being that they had attended the high school four years in Hereford. Only five qualified. Bessie Lay was salutatorian, Nannie Hughes valedictorian. Earl Kibbe gave the oration, True Nobility; Pattie Estes an essay Betwixt the Shadows; Audrey Argo's essay was Changes, and Nellie Robinson gave the class poem. Leta Boone gave an essay, Wait, and the class prophecy was given by Myrtle Witherspoon, and Sam P. Bratton gave an oration, Fate Mastered.

Enrolled in Hereford school were 430 pupils. The faculty consisted of D. W. Hawkins, superintendent; Miss Millicent Griffith, principal; Miss Mina Dameron, Mrs. H. W. Vannoy, Miss Pearl Turrentine, Miss Mae Smith and Miss Alma Bates as other teachers. The juniors who ushered at the school programs were Lee DeAtley, Ethel Graves, Bertha Dameron, Vivian Rogers, Glennis Coulson and Nona Arthur.

The Hereford Brand stated that patrons and friends went to their homes after the program, feeling a just pride in our public school, and with hearts filled with gratitude to the teachers who have labored so faithfully for their girls and boys the past year. The first graduation exercises of Hereford public school will long be remembered.

There had been classes that finished the work of the school before, according to Ezra Norton, one of those who had finished in earlier years, but no diplomas had been given and no graduation exercises held.

Superintendent Hawkins gave a party at his home for the class of 1906 and after the close of the school in 1907 another party was given by Mr. and Mrs. Hawkins and the class of 1906 was invited, and at this meeting the Alumni Association was formed. This Association has been an active organization ever since and has its meeting and banquet near the close of the school each year at which time the new graduates are elected to membership.

For the information of those interested we give a short history of the graduates of the first class:

Sam P. Bratton finished law school, became U. S. Senator from New Mexico, and later was appointed Federal Judge and is now at Albuquerque, N. M.

Earl Kibbe was drowned in a lake near Hereford in the summer of 1906.

Myrtle Witherspoon married Dr. Homer Inman, son of the former sheriff of the county and now lives in San Antonio.

Leta Boone married Paul Barnett soon after school was out, and now lives in Wichita Falls.

Nellie Robinson married Ben Hubbert and is deceased.

Nannie Hughes married Fred Millard and lives in Hereford, although they lived in Canada for a while.

Bessie Lay moved with her family to Seguin, Texas, and is married.

Pattie Estes is now Mrs. Clark and resides at Greenville, and has become an accomplished musician.

Audrey Argo is now Mrs. Alex Thompson of Hereford. She was the youngest member of the class and the first to have a child graduate from the same school, Margaret Schroeter, who graduated in 1924.

MILBURN HERE FIVE YEARS

N. E. Milburn came to Hereford in 1932 from Altus, Oklahoma, and bought the Service-U-Like Station from W. F. Karr and has since operated it in the same location, Third and Miles Streets.

Mr. Milburn sells Texaco Gas and Oil and specializes in washing and greasing jobs. He also sells Firestone Tires.

TONSORIAL PARLOR



Haircut? Shave? Tonic? You could get any one of the three in the old Orr Barber Shop shown above.

Packard Mill Serves Large Territory

Standing as one of the largest and most successful business institutions in this section is the Packard Milling Co. This business was founded by J. L. Rogers back in the "dark ages" and as most old timers will remember, the featured product was "Flavo" flour.

From this humble beginning has sprung the present business. On September 1, 1930, the mill was purchased by H. M. Packard and Harry Danforth came to Hereford as manager of the mill. Under his careful guidance the mill has long since grown out of the grist mill class and is today one of the largest business firms of any small town in the Panhandle.

Long ago the old Flavo brand was supplemented by eight different brands, leader of which is Packard's Best, and now the mill turns out five different grades of flour. Since 1935 the mill has been operated as a partnership between Mr. Danforth and Mrs. Packard; Danforth has been the manager and has been so alert in his line that the institution now serves Texas and New Mexico within a 200 mile radius of Hereford.

Although the mill had a humble beginning, it now boasts excellent equipment, and none of the original equipment is still in use. The mill is now operating in a new building and in a new location since the time it was owned by Mr. Rogers.

The use of local wheat has ever been a policy of the institution, and Mr. Danforth says that it will continue to be the prevailing policy of the mill, despite the fact that only a small portion of its products are sold in this county.

MRS. BESS JENNINGS PIONEER IN BEAUTY WORK

Mrs. Bess Jennings came to this part of the county with her parents, Mr. and Mrs. Bob Denny, from Tennessee in 1906. She has been in the beauty shop work for eight years, starting in the Modern Beauty Shop upstairs in the Buckner building. Except for a few months spent in Lubbock she has been here continuously. She has been associated with Mrs. Bobbie Seed in Bobbie's Beauty Salon for the past three years and the many customers of this salon will prove the quality of work and service given in beauty work. Associated with Mrs. Jennings and Mrs. Seed are Mrs. Edgar Johnson, Jr., Mrs. Forbus Blakemore and Miss Alma Cox.

In addition to the beauty salon, Mrs. Jennings has the Print Dress Shop, which specializes in Marcy Lee Dresses in silks and cotton, and Country Club hose.

Hospital Notes

Mrs. Lois Hall, Friend, who underwent a major surgical operation April 22, was Tuesday dismissed from the hospital.

Mrs. J. W. Alexander was returned to her home Sunday and reported to have shown some improvement.

Mrs. Allen Hughes, who has been in the hospital since April 30 suffering from pneumonia complications, was reported to have shown some improvement.

Frank Hughes and J. B. Kitchens are two other patients in the hospital, and neither was reported in critical condition Thursday.

Coins Decorate Silverware
Coins and medals were oftentimes used by early New York silversmiths as decorations for their wares.

Fire Department Started In 1899, Bucket Brigade

Fire, the demon of the dark, has until recent years been one of the greatest hazards faced by the people of Hereford. As early as 1903, "Smoky Row" was completely wiped out by a blaze—and from this came the first agitation for modern fire equipment in Hereford.

Following the disastrous blaze in 1903, came a cry for city incorporation, and finally resulted in an incorporated city with a water department.

Dow Mercer, Hereford's present fire chief, holds the exceptional record of having served on every fire department in the history of the city, beginning away back in 1899, with the old bucket brigade when Hereford was known as the "town of windmills".

He recalls the big fire of January, 1903, and the personnel of that first bucket brigade which put up a valiant, but losing, fight against the spreading flames. The department then included ten men: John McKnight, Jeff Files, Jack Harvell, Bev Hinton, Mr. Clalrey, Sam Morris, Will Evans, Mr. Jacobsburg, Will Taylor and Dow Mercer.

"However, they were more like ten fire chiefs," Mercer said. "They directed the whole crowd. Women and all worked like fury, passing buckets down the long line."

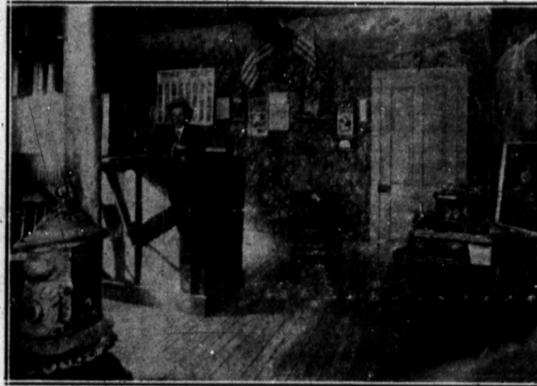
Following the incorporation of the town, the installation of mains and general improvements, the department bought its first piece of equipment—a two-hose, hand-drawn cart.

"I have pulled that thing until I thought I would fall," Mercer said, and with a grin added, "I reckon every one else in the outfit felt the same way at times, too."

The old hand-drawn cart is still in the department, and is probably its most highly prized relic. Mercer says as long as he has any say it will always be there, and that he would like to put it in the hallway of the city hall.

Following the hose cart came the old horse-drawn equipment. This fire wagon was drawn by two fine horses, "Bob" and "Char-

Selling Lumber 25 Years Ago



The above scene will be familiar to many old timers who can remember when C. A. Skelton was manager of the Kemp Lumber Yard here in Hereford.

ley"—and Dow says they could even-up run as fast as those Model has seen them do it. Both were ha seen them do it. Both were bays, and a fine, spanking pair if ever there was one. The next equipment was a chain-drive Wichita truck, which ran four miles an hour.

In 1921 the department added Old Papoleon. Nappy is still in service and is a valued piece of equipment. In was in the same year that the chemical wagon was added to the equipment. In 1928

an American-La France fire truck was added to give the city the most modern of fire-fighting equipment. They also now have a chief's truck.

Hereford's 15 per cent credit rating on insurance for small fire loss is today a testimony of the present department, which is one of the most efficient and thorough departments to be found in any small town in the nation.

During the past 25 years the department has maintained a personnel of from 18 to 22 members,

Mrs. Alexander Reported Better

Mrs. J. W. Alexander was Thursday reported to have improved considerably. She left the hospital Sunday and was returned to her home in Hereford.

Mrs. Alexander has been in a serious condition during the past eight weeks as the result of an infection in her hand, and friends were this week glad to learn of her improvement.

and now has 25 members. Dow Mercer has been fire chief since 1918, and was assistant chief some time before that. Other officers are Glenn Witherspoon, assistant chief; Mack Pitman, secretary-treasurer; Roger Corbett, captain of company No. 1; Earl Phillips, captain of company No. 2; Roger Corbett, Babe Russell and Ed Johnson, entertainment committee. Other members of the department are Onias Carroll, Willard Witherspoon, Buddy Witherspoon, Jim Robinson, Clarence Wright, Dubs Pitman, Jess Russell, Jiggs Hartman, Arthur Tjefel, Bub Newell, Gaylord Newell, John Patton, Robert Thompson, Dick Jowell and Wallace Cox, fire marshal.

During the interval from the old bucket brigade to the present day, several companies have been formed, but Hereford has always kept astride with the times in boasting a capable fire department.

Hereford Welcomes You Pioneers



From the tom-toms of the savage days down through the pony express to today's efficient means of transportation—the Automobile—is a tremendous gap to bridge. Yet the bridging of that gap has motivated improvement after improvement—and now we offer you two super-cars, the Pontiac and Buick, and GMC Trucks.

Norton Motor Co.
E. H. Norton

A HOME

BEST POSSESSION OF ALL!

Throughout the years a vital interest in community building has been of paramount importance to the Panhandle Lumber Company. This organization has contributed in no small way, both its efforts and means, toward the advancement of our civic and county affairs, realizing that with the growth and expansion of the county, our business will progress and prosper.

Founded in the years when old timers hauled their lumber in creaking wagons to build themselves a home or else lived in a tent, this firm has always been based on honesty and integrity. Though business methods are far from those of early days, this one ideal remains as a monument of perfection in policy for our company.

Panhandle Lumber Co.

NOW! Completely Stocked

FLOUR 48 Pounds **PACKARD'S BEST \$1.77**

SALMON **10c**

NO. 1 TALL CAN, BRIMFULL

TOFFEE COOKIES Pound 12 1/2c	KRAUT Brimfull, 3 No. 2 Cans 25c	POST TOASTIES Package 10c
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LEE AVE. GROCERY

Gas and Oils

We Appreciate Your Patronage

L. W. Carlyle Jr.

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
JIMMIE GILBERTINE Editor

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.

Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

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

Woman Could Not Stand Nosey Bear

Police were recently called to the home of Mrs. Charles L. Manning in Austin to catch a bear. Mrs. Manning declared she did not mind when the animal which belonged to a neighbor, played in her yard, climbed trees and frightened her children, but when it

opened her screen door and walked into her house—
"That," she explained, was too much."

Live in Holes in Rocks
Mountainous rock spires near Mt. Argus, in the heart of Asla Minor, have been honeycombed and hollowed by the hand of man for human habitation. Used hundreds of years ago as churches and monasteries, these hard rock apartments are now inhabited by modern troglodytes.

Early Day Shoe Shop In Hereford



Taken back in 1912, this photograph of Henry Hellman's Shoe Shop shows Mr. Hellman, left, and Mr. Petty, his assistant, busy at the task of mending shoes.

Furr Food Is Modern In Every Respect

Operating one of the most complete and modern stores in this section, Furr Food opened the Hereford store here in 1933, and has enjoyed a nice volume of business from the start.

In addition to carrying a large stock of groceries of all types, the store also has a modern meat market and operates on a policy of quality, service and reasonable prices.

Keith Caldwell, present manager, expresses his appreciation for the patronage which the store has been accorded, and joins other firms of the city in welcoming the old timers to Hereford upon the occasion of Pioneer Day, May 10.

AROUND TOWN

(Continued from page one)

the Rackett store, will have a fine line of confectionery in stock as soon as the railroads resume their transportation business.

Born to Mr. and Mrs. Will Womble Sunday evening, March 8, a boy. The congratulations of the Brand are extended to the happy parents upon the felicitous event.

J. T. Gilbreath of Dimmitt was in town on Tuesday.

Judge John P. Slaton has awarded the Hereford Planning Mill & Construction Company a contract for building an addition to his residence, recently purchased from T. J. Davis.

Judge C. F. Kerr of Dimmitt was in town Wednesday.

Rat Jowell has returned to Hereford after an absence of several weeks in Roswell and El Paso.

Little Charlie Burns, young son of Mr. and Mrs. G. E. Burns, had the misfortune to fall from a swing, breaking his nose and otherwise bruising his face.

Carl Gilliland and family arrived this week from Lillydale, Tennessee, and will henceforth make Hereford their home.

George L. Muse was a pleasant caller at the Brand office Wednesday.

A. O. Thompson came in from his ranch yesterday and paid the Brand a pleasant visit.

Troy Womble, Hereford's ice man, was a consistent advertiser as follows: "Ice can be enjoyed by the rich as well as the poor. For particulars ring up 76 or see Troy Womble."

By Their Words AND OURS

There is no new crop journey-men workers to replace those who have died or become incapacitated by age, illness or accident in the past ten years. With the revival of building, which is starting now and bids fair to continue for another ten or twelve years, the building trades would seem to offer a fine opportunity for boys who can find ways to become masters of almost any one of the building crafts. Good workmen will be in greater and greater demand for a long time—Lamb County Leader.

Men with good jobs staging sit-down strikes and the government providing relief jobs for others may be American, but it does not mean good times for the country at large.—McLean News.

Mrs. Faye Montgomery of Amarillo spent the week end here with her son, Bill Montgomery, and her parents, Mr. and Mrs. J. W. Alexander. Mrs. Alexander is slowly improving from a very serious illness and was able to be moved, with her nurse, to her home.

Corkscrew Traced to 1720
The first mention of a corkscrew being used in a bottle in England was about 1720. It was called a "bottle scree."

Want Ads

For Rent
THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 62

SMALL APARTMENT, partly furnished. Now available. Frances Apartments. 16-3p

Wanted
ATTENTION NON-RESIDENT LANDOWNERS: We have a number of responsible farmers who will rent land to be sown to wheat this fall. Write us if you wish us to look after your lands. T. J. Carter Realty Co. 17-4f

WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hatters. 11-1f

For Sale or Trade
FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 6, Prairie Dairie. 20

FOR SALE OR TRADE: 1 International power hay baler and International Farmall tractor; mower attachment. Priced right. Homer Thompson, two miles on Harrison Highway. 17-3p

FOR SALE: Or trade for livestock, Rock Island cream separa-

Hereford's Complete Service Station WELCOMES Pioneer Day VISITORS

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

Try Our Service On Pioneer Day!

Service - U - Like Station

Third and Miles Streets
Emmett Milburn

tor, practically new. H. T. Wedel. 17-3p

FOR SALE: Or Trade, improved stock farm, good terms. Also good combine and cutting contract on wheat. For particulars write Box 533, Friona, Texas. 18-4p

FOR SALE: General Electric sweeper at half price. Apparently

new. Phone 272-W. 18-1f

FOR SALE: One F-30 Farmall, rebuilt; two regular Farmalls; 4 new No. 52 two-row power lift listers, complete, at a bargain. One John Deere three-row lister, used. One used IHC No. 83 three-row lister. Both of these listers are good. A few four-row lister cultivators. Some good used harvester threshers. Buchanan Im-

plement Co., Friona, Texas. 16-

FOR SALE OR TRADE: Good M line one-way plow. Wayne Higgin Frances Apartments. 16-

ALL MAKES of tractor guide complete, \$30; 2-row slide with foot knife complete \$20; lister attachment for tractor lister, 4-foot knife complete \$25. A. G. Greg Texico. 16-



ATTENTION! Mr. Business Man!

Don't Wait Until You're Completely Out OF OFFICE SUPPLIES

Why not check up right now while you think of it? Remember, by placing your new order well in advance, you avoid all possibility of running short on some necessary items. Let us figure on your next job—no matter how small or how big.

ENVELOPES
FOLDERS
PROGRAMS
MENUS
CIRCULARS
BILL HEADS

LETTERHEADS
INVOICES
STATEMENTS
CATALOGS
CALLING CARDS
CHECKS

WE DO PRINTING OF ALL KINDS—QUALITY WORK AT REASONABLE PRICES!

Our Office Supply Dept. Can Fill Your Needs

- | | |
|----------------------|-------------------------|
| Paste, Mucilage | Letter Files |
| Stamp Pads | Ink Eradicators |
| Typewriter Ribbons | Inks |
| Rubber Bands | Receipt Books |
| Price Tags | Paper Clips |
| Steno. Notebooks | Second Sheets |
| Manuscript Paper | Hotchkiss Staples |
| Counter Sale Pads | Order Books |
| Adding Machine Paper | Line Daters |
| Carbon Paper | Filing Folders |
| Marking Pencils | Ledger Sheets |
| Mimeograph Stencils | Columnar Pads |
| Mimeograph Ink | Card Index Alphabets |
| Texas Legal Forms | Letter Clips |
| Card Index Numbers | Cloth Index Tabs |
| | Social Security Outfits |

Any Item Not In Stock Will Be Ordered

The Hereford Brand

OFFICE SUPPLY DEPARTMENT
PHONE 30
HEREFORD, TEXAS

HAIL! Pioneers!

Still Pioneering goes on. Never before in Hereford has anyone tried to distribute house to house and wholesale so many fresh food products.

LOOK AT THE ARRAY Grade "A" Raw Milk

FIRST Quart	11¢
ADDITIONAL Quarts	9¢
PER Pint	6¢
BUTTERMILK Quart	8¢
BIERLEY'S OGANGEADE Quart	15¢
AT DRINK Stands	5¢
SWEET CREAM Half Pint	15¢

CHOCOLATE MILK—SAME AS MILK.

Ice Cream

That Good Home-Made Quality

All our products are high quality and protected by steam sterilization and plenty of refrigeration.

Prairie Dairie

PHONE 6

"If She's 30 or if She's 70"



We Have the RIGHT GIFTS for MOTHER

No matter what her age, or no matter what her taste for smart style, you will find here the gift that Mother's most sure to appreciate.



Marcy Lee Dresses

In Silks and Cotton—Popular Prices.

PERMANENTS—The kind and price you want.

WELCOME PIONEERS—VISIT US MONDAY!

The Primp Shop

MRS. BESS JENNINGS

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

CORNER DRUG PIONEER STORE

The Corner Drug Store was first established here in 1903, and for the past four years has been operated by J. J. Clark. Mr. Clark, one of Hereford's pioneer drug men, came in 1907 from Fannin County and has at various times been interested in different drug stores in Hereford. Recently remodeled, the store features Rexall products, and is one of the most modern stores in this section.

BAND AND ORCHESTRA ASSN. HOLD MEETING

The final meeting of the season for Band and Orchestra Parents was held at the high school Tuesday night. Mrs. Lee Conklin, president, presided. A committee was appointed to collect all delinquent dues, and all parents who had not paid their yearly assessment were urged to do so. The organization voted to finance the purchase of as many new instruments as the funds would allow. A committee was appointed to amend the constitution for next year's work. The installation of officers was postponed until the first meeting of the association at the beginning of the next school year. A general discussion was conducted concerning new instruments and the fact was brought out that until standard instrumentation for the band is accomplished the High School Band can not compete with other high school bands in its class. Approximately thirty members were present.

Relatives who attended the funeral services held for Mrs. Jack Ziegler in Dimmitt Wednesday afternoon were: Mrs. Hattie Rutherford, Jarrell Rutherford, Mrs. Effie Rutherford, Mrs. Glenna Perciful of Amarillo and Mrs. Jack Spratt. Other relatives who stopped here Wednesday morning enroute to Dimmitt were: Mrs. Hubert Ziegler and daughter Frankie, and Mrs. Mary Dogler of Clarendon, Mr. Sayle Ziegler and mother, Mrs. M. E. Ziegler of Frederick, Oklahoma. Mr. Jack Ziegler, who was a victim of pneumonia had been ill for several days. He was the son of Mr. and Mrs. T. W. Ziegler of Canyon, Texas.

ATTEND FUNERAL OF RELATIVE

Relatives who attended the funeral services held for Mrs. Jack Ziegler in Dimmitt Wednesday afternoon were: Mrs. Hattie Rutherford, Jarrell Rutherford, Mrs. Effie Rutherford, Mrs. Glenna Perciful of Amarillo and Mrs. Jack Spratt. Other relatives who stopped here Wednesday morning enroute to Dimmitt were: Mrs. Hubert Ziegler and daughter Frankie, and Mrs. Mary Dogler of Clarendon, Mr. Sayle Ziegler and mother, Mrs. M. E. Ziegler of Frederick, Oklahoma. Mr. Jack Ziegler, who was a victim of pneumonia had been ill for several days. He was the son of Mr. and Mrs. T. W. Ziegler of Canyon, Texas.

STAR THEATRE BOASTS MODERN SOUND EQUIPMENT

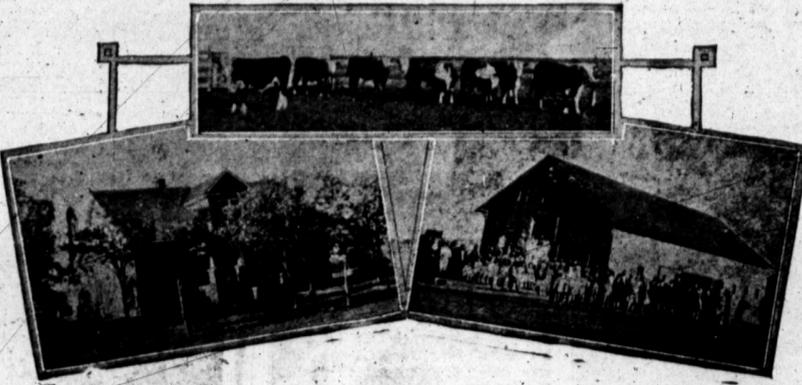
Operated by R. E. Griffin, Inc., the Star Theatre is today one of the most modern in the Panhandle. The Hereford theatre was the first in any town of its size in the Panhandle, to install Western Electric sound equipment. The Microphonic equipment, now in use, is today among the best to be found in this section.

On March 25, 1936, John Roberts came here as manager, and since that time has continued in that capacity building up the business during the time he has been here.

GLEN SNYDER SPECIALIZES IN WASHING AND GREASING

July, 1937, will mark 21 years since Glenn Snyder, popular service station operator, came to Deaf Smith County. He has spent 12 years of the time in the service station business. Mr. Snyder now features Texaco products, and specializes in superior washing and greasing service. He entered the service station business after farming here for eight years, and has kept his station abreast with modern times.

Scenes on W. T. Womble Ranch



Upper group shows a group of Hereford yearling bulls; left, the brick veneer home; right, a crowd that gathered for a big barbecue to dedicate the Womble barn just after it was completed in May, 1930.

HEREFORD CREDIT ASSOCIATION

An organization called the Business Men's Association was perfected in 1929 by the Coffee brothers, John and Dick, and their brother-in-law, H. L. Graham. Mr. Graham was manager of the business.

Later Mr. and Mrs. Frank Eggers became owners, then Mr. and Mrs. Harry Sherrick. Mrs. Dorothy Ross bought the business in October, 1933, and during her ownership it has grown to where she is serving most of the merchants and business men of this area.

Mrs. Ross changed the name to The Hereford Credit Association and affiliated it with both the state and national organizations. She recently added an adjusting department under the direction of Miss Inez Clark, thereby giving her members the most and best service.

PIONEER PROGRAM SPONSORED BY JUNIOR CLUB

Mesdames Virginia Miller and Marie Roden were co-hostesses for the meeting of the Junior Pioneer Study Club Tuesday night at the home of Mrs. Miller.

Reports were given at the business session. The year book committee reported that the program theme for the summer months will be "Trailer Travel through the United States."

The invitation to the club chorus to sing at the Alumni Banquet was read and members voted to accept the invitation.

The committee in charge of the Pioneer Study Club booth for Pioneer Day reported that old fashioned dresses would be worn by those in charge of the booth on that day and that old-time drinks would be served.

Plans were made for a "Mothers and Sponsors" entertainment to be given May 18.

The program on "The Yard and Garden" was led by Elizabeth Brumley who talked on "Landscaping Small Property." She discussed the aesthetic phase of the topic and told of the grass, trees, flowers and shrubs best suited to this climate and soil. She also spoke of the problems that West Texas gardeners have to deal with. Gussie Edelman discussed "The Home Garden." She gave a list of vegetables easily grown in this part of the country and told how to plant in different seasons. She stressed the need of spraying vegetables at the proper time.

Members present were: Lueta Borden, Elizabeth Brumley, Marie Cogdell, Genevieve Eberle, Gussie Edelman, Virginia Woodford, Ardele Morgan, Nora Alice Ray, Margaret Schroeter, Nona Wills, and the hostesses. Mrs. Telford was a guest of the club.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Much Regular News Omitted In This Issue

Many of the regular features of the Brand have been omitted this week in an effort to devote more space to the pioneers of this section. Among the features which had to be left out was the community correspondent columns. These items, along with other regular features, will be continued again next week and the Brand will resume its regular policy of offering the people of this area complete coverage on local happenings.

Here from Amarillo to attend the Senior High School play Friday night were Miss Sylvia Tell and Johnnie West, both instructors in the Amarillo Academy of Fine Arts. Mr. West was a classmate of his pupil, Miss Beas Rae Bouffo, who gave two dance numbers on the program.

Is His Face Familiar?



Shown above are Roy Jowell, Harry B. Webb and Uncle Jerry Jowell. If you can identify the other fellow you will have something on a lot of old timers in this section.

Early Confectionery In Hereford



It happened back in 1912. Guess who about the fellow behind the counter. This should be an easy one for most of us who were buying candy about that time.

Berry Orr Here Past 35 Years

Berry Orr, one of the county's early settlers, came here in 1902 from Denton County. Mrs. Orr, also an old timer, arrived in 1905 from Marshall, Texas. They were married in 1911.

From 1902 until 1908, Mr. Orr was a rancher. He then went to work in the sheriff's office for Ed Connell until 1910, following which he accepted a position in the old Western National Bank, where he worked through 1911. In 1913 he started working in the post office and continued until 1916, when he again went into the sheriff's office where he remained until 1919. In 1922 he was elected county clerk and served a four year term. After leaving the clerk's office he engaged in farming and continued until recent months. He is now employed by Jacobson Bros. in their machine shop as bookkeeper.

CHARM-AID STUDIO

Miss Verna Cuipepper, daughter of Mr. and Mrs. H. D. Cuipepper of the Walcott community, is the owner of one of Hereford's most modern beauty shops, established in February, 1936 in the Oberthier Building.

The Charm-Aid Studio features all kinds of beauty works and has just installed an Arno Steiner and Electric Comb and electric equipment for facials.

Associated with Miss Cuipepper as operators are Miss Ruth Harding and Miss Eva Greenon.

PARMER'S GROCERY

Burford Parmer came to Hereford in 1907 with his parents, Mr. and Mrs. W. B. Parmer from Greer County, Oklahoma. He was associated with his father in the land and cattle business for many years.

In 1908 he opened his grocery store in his own building on Main street and has since operated it with his wife as a cash and carry store. He carries a complete line of staple groceries and such fresh vegetables and fruits as the market affords.

Old Timers Will Be Honor Guests Here Next Monday

(Continued from page one)

bers will be presented by old timers. Modern dances will next be presented by Miss Lueta Borden's class.

For the night entertainment an old fashioned square dance will be held for old settlers. A modern dance will also be held in the city hall. Both dances will be sponsored by the Business and Professional Women's club. The club will also serve coffee and doughnuts free during the evening performance, but will make a small admission charge to all persons who have not resided in the county for 25 years or more. Admission charges will also be made to the dances.

Old Settlers will be honor guests on Pioneer Day, but the event marks a celebration for everyone in this entire territory, including persons from New Mexico, Vega, Black, Adrian, Dawn, Umbarger, Ford, Messenger, Farwell, Ward, Eric, Daniel, Bippus, Dimmitt, Nazareth, Summerfield, Bellview, Hollene, Endee and other surrounding communities. In addition, invitations have been accepted from such distant points as California, Illinois and New York.

Every man, woman and child in this entire section is looking forward to the event with enthusiasm.

Last Monday Chas. Hodges, a well known North Draw rancher, had the misfortune to fall and break his right leg above the ankle, while alighting from a horse. Mrs. Hodges assisted him into a carriage and brought him to the residence of W. S. Higgins of this city.

Moore and Reinboer

The Moore is the largest animal in Europe and America and stands over six feet tall. The reindeer is the only deer which has antlers on both sexes.

Local Creamery Pioneer Company

The Farmer's Creamery Association was established in 1930, Ben Dickson being the first manager of the plant. After the first year of operation, Herman Schulz took over management of the Creamery and continued until November, 1934. Then the Farmer's Creamery association was purchased by S. B. Walker, Herman Schulz and S. O. Wilson; later in 1935 Mr. S. B. Walker and his son, Dick, purchased the interests of other members of the firm, changing the name of the firm to The Hereford Creamery Company.

Mr. Walker, accompanied by his son and their respective families, came to Texas from near Wichita, Kansas, in 1925. S. B. was employed by Armour and Company before coming to Hereford in 1932. Dick Walker was also an employee of Armour and Company in their plant at Woodward, Oklahoma.

Mr. Walker installed a modern ice cream factory in his plant in 1935, doing all of the freezing and mixing right in the plant. The ice cream was named "Cream O' Plains" Ice Cream, after the product which made the creamery famous—its butter.

The Hereford Creamery Company disposed of more than three-quarters of a million pounds of butter in 1936, and Mr. Walker reports that he is running far ahead of this average for the earlier part of this year. The famous "Cream O' Plains" Butter is distributed all over the states of Texas, New Mexico and California, the principal volume going to the latter state.

Most Accurate Clocks
Probably the most accurate clocks in the world are two at Greenwich observatory in England. Each is checked every 30 seconds by a pendulum swinging in a vacuum.

LICENSED PLUMBER
And ELECTRICIAN
J. C. CUMMINS and SON
Stambaugh Building

WELCOME, PIONEERS
Chip This Ad
Good for 25¢
On Oil Change
Phillips "66"
Station
Across from Court House East.



Cornfield Philosophy

Over the hill trailed G. W. Brumley behind a mule drawing a plow. The old clothopper was broadcasting about as follows:

"Bill, you are a mule, the son of a jackass, and I am a man made in the image of God. Yet here we work, hitched together, year in and year out. I often wonder if you work for me or I work for you. Sometimes I think it is a partnership between a mule and a fool. Surely I work harder than you do. Plowing here, we cover the same distance, but you do it on four legs and I do it on two, so mathematically speaking, I do twice as much per leg as you do.

"Soon we will be preparing for a corn crop. When it is harvested I give one-third to the landlord for being kind enough to let me use this corner of God's universe. The other goes to you and what is left is my share. You consume all of yours, while I divide mine between seven children, six hens, two ducks and a banker. Well, you are getting the best of me; it isn't fair for a mule, the son of a jackass, to rob a man, the lord of creation, of his substance. All fall and part of the winter the whole family, from granny down to the baby, picks cotton to help raise money to buy a new set of harness and pay the interest on the mortgage on you; and by the way, what do you care about the mortgage? It doesn't worry you a darn bit. About the only time I'm better than you are is on election day, for I can vote and you can't; but if I got any more out of politics than you do—I can't see where it is."

G. W. Brumley



STORE
Welcomes
All
PIONEERS

TO
Hereford
AND TO OUR
Store

We take this means of welcoming all the old settlers and pioneers to Hereford and to our store. Come in and make yourself at home . . . you may have to sit on a sack of cottonseed meal . . . but maybe we can still be friends.

West Texas
Feed & Seed
PHONE 263

WE WELCOME YOU PIONEERS

See how we looked back yonder when we piled our hair high and



wore our hats sitting on top of the knot. And NOW, the chic little hat, pulled over one eye, atop a head full of curls. There is a big difference, but both were attractive in their time.

VISIT OUR STORE—WE, TOO, ARE PIONEERS!
VOGELE MILLINERY PARLOR

Mrs. N. G. Vogele
HEREFORD, TEXAS

A
PHONE CALL
WILL BRING
"AT YOUR
DOOR"
Proof
OF
GMC
EXTRA VALUE



Ask to see the proof of GMC extra value—the evidence to prove why this size and type suitable for your needs will out-perform and out-earn. Then, see the truck itself. You'll find it an exceptional value at its extremely attractive price.

Time payments through our own Y. M. A. C. Plan at lowest available rates.

QUALITY AT PRICES LOWER THAN AVERAGE

392

Norton
Motor Company
Hereford, Texas

GENERAL MOTORS
TRUCKS & TRAILERS

Social Security Outfit

COMPLETE \$125 EACH

10 Employees Or Less

NO. 80-10 OUTFIT CONSISTS OF:

- Loose Leaf Ring Binders, 8x10,
- Personnel Record Sheets
- Employees Earning Sheets
- (Large Outfits Proportionately Priced)

All Necessary Information For Social Security Records

NOW ON SALE AT

THE HEREFORD BRAND

PHONE 30

Gass Operates Oldest Firm In This Area

PIONEER RECALLS SELLING STETSONS, BUGGIES, SHOTGUNS

The outgrowth of a business established here in 1898, Gass Dry Goods is today Hereford's oldest business firm, and has been in continuous operation for the past 39 years. Nestor Gass, active manager of the firm, also holds the record of having worked in the store from the very first.

Following the removal of the county seat to Hereford in 1898, D. R. Gass left Tulla and came here to establish a general store. He was accompanied by one son, Nestor, the remainder of the family coming here in 1899 after they had secured living quarters.

The early store was located just across from the depot, which at that time was nothing but an old box car. Although the store now deals exclusively in dry goods, it was then a general store and the clerks sold you anything from a pair of knitting needles to a freight wagon with equal calmness. Among the principal items sold were dry goods, groceries, buggies, hardware, posts and wire.

In addition to furnishing merchandise for the section, the old general store also served as a meeting place for cowboys and early ranches when they came to town. In fact the cowboys frequently slept in the aisles, according to Nestor, who had a bed in the back of the store.

"The last one in always locked the door," he said, "and if I was going to a dance or somewhere I just let the boys come in as they wanted and lock up."

Like other settlers Mr. Gass remembers Clancy's old cafe as it developed into a popular gathering place. Most of the parties were given at this cafe. The only two single girls out here the first year Mr. Gass arrived were Mattie Taylor and Miss Bratten. He testifies that they were plenty popular, too.

"The first Sunday I was here I saw someone slipping in through the rear window of the store," Mr. Gass said. "I got over there and found that it was Rat Jowell and another fellow. They were going into the store to take a bath."

In those days the old Gass Store sold tin tubs and the boys usually went there when they were in town and wanted to take a bath. There was a stove in the back where they heated the water.

It was over the Gass Store that the Masonic Lodge was organized. Nestor well remembers the incident, although he did not become a member of the lodge until some years later.

The old store carried around \$100,000 stock, and thought nothing of buying a carload of buggies. Shortly afterward Hereford became the largest cattle shipping point in the country, sending out five to ten herds a year with each herd including 2,000 head of cattle. It was about this time that the Gass Store worked a crew of 23 employees. "We did more business when we were supposed to be closed on Sundays," Mr. Gass says, "than most of them do now in an entire week. It was nothing to sell a man 16 pairs of shoes. In fact Mr. Burns from over old Endee way bought 16 pairs regularly."

Stetson hats were another popular item. Mr. Gass recalls that Ira Aten bought 16 Stetsons one Christmas, one for every cowboy on the XIT outfit. Navajo blankets were another item in great demand as the boys used them for saddle blankets. "Suggins" and tarps also sold extensively for the purpose of making "hot rolls" for bedding. The store sold many kegs of gunpowder and much dynamite as the P. V. railroad was not completed then, and the explosives were used for blasting. Windmills was another big item in the early days.

"It seems as if it was twice as cold then as it is now," Nestor says. "Snow used to pile up so high that a man was cut from view across the street."

Since the early days the store has continued to operate here, and has always carried a large stock. Today it is strictly a dry goods store and is modern in every way. Mr. Gass, with 39 years experience in this county, is active manager of the store.

PIONEER MILLINERY STORE

Mr. and Mrs. N. C. Vogele came to Hereford in 1909 and one year later, Mrs. Vogele entered the millinery business. She has been in the business continuously since that time and her many customers throughout this territory will tell you that she always knows the hat that will please her customers and buys accordingly.

She carries a complete line of custom hats always and if she doesn't have the hat in stock that you want, she can make it for her customers.

OLD SANTA FE WELL



Remember when the old Santa Fe well stood across south from the depot? "Dad" Davis, pumper, is shown above by the well house in this early photograph.

City Schools Had Humble Start, 1899

ONE ROOM, ONE TEACHER SCHOOL GREW INTO MODERN SYSTEM

BY D. W. HAWKINS
(Who Graduated the First Class In 1906)

If the growth and development of any community is generally reflected in her public schools, Hereford should have a humble beginning, with a gradual and steady growth from a one teacher school, started in 1899, to its splendid school system of the present year, with an enrollment of more than 1,000.

The first building of one room was moved here from down about Dawn and was located where the Dr. Heard residence is now. This building is now a part of the D. R. Gass residence.

The two story frame building which many of the early graduates remember as their Alma Mater, was built in 1900 on the site of the present Central School. This was the home of all the grades until 1906, when a three room primary building was placed on the lot north of the main building.

About 1908 the Hereford Independent School District was established and \$25,000 in bonds were voted for the first brick building. This served all purposes for a few years, when the old Christian College was purchased for a high school. Hereford's growth and the increase in school attendance soon made it imperative that the city have a high school second to none in the country. The present high school building with its splendid equipment, was the answer to that need.

The personnel of the first teaching force began with Asa Martin, brother of Mrs. S. E. Askren, our own townsman. Some of those attending this first school were Vern Witherspoon, Ivo Gass, Ezra Norton, Tom and Lish Carter. Vern Witherspoon says he came to town and went one term just to see what school was like. Prof. Overstreet was the second principal for two or three years, followed by Prof. Page. D. W. Hawkins had charge of the school for the next three years. E. H. Wray came next, then Ben Short, J. H. Bright, B. M. Harrison, L. M. Fetisch, Miss Millicent Griffith, and then C. H. Dillehay.

Some of the names of teachers who taught during the writer's connection with the school were Miss Griffith, Mrs. Vamoy, A. M. Jones, Mina Dameron, Earl Thomas, Miss Pearl Turrentine, Miss Alma Bates, Miss May Smith and Mrs. Ashbury, who often added variety to the day's program.

Among those who served the school as board members were J. T. Graves, Rube Norton, E. B. Black, R. N. Mounds, John L. Wilson, D. C. Laird, G. A. F. Parker, Mrs. B. F. Guthrie, Mrs. E. W. Harrison. To Mr. Black goes the honor of circulating the petitions that gave Hereford her independent school district and \$25,000 for its first brick building.

Some of the data given here is questioned by some of the pioneers. Ezra Norton says the first school began in 1898 instead of 1899. Another concerns the construction of the first two buildings on the Central School grounds. During the coming celebration, maybe this question can be settled as the old times refresh their falling memories in quiet discussion. Any corrections that may be agreed upon, let's turn them in to the Brand so that they can be made in an early issue.

BY C. H. DILLEHAY
Prior to 1925, the Hereford Independent School District had three buildings which were used for school purposes. These were the Central school building, built in 1909 at a cost of \$25,000; the high school building, which was the former Christian College, obtained in 1916 at a cost of \$13,000, including equipment, and an old frame building, used for a shop. The present high school building was constructed in 1925 at a cost of \$142,000 for building, grounds and equipment; and the elementary school building was remodeled and added to in 1936 at a cost of \$90,000, of which \$22,500 was a grant from the federal government.

Equipment and libraries for both buildings have been gradually improved until at present they are satisfactory, though not all that might be desired or used efficiently.

Standards for teachers have been gradually raised during the past 14 years. In the fall of 1923 there were only a few teachers who had completed the full four years in college. At present there are three members of the faculty who have Master of Arts degrees, all of the high school, and nine of the elementary teachers have Bachelor's or higher degrees.

In 1923 the high school had approximately 20 affiliated credits as compared with a total of 34½ at present. During that period, at least eight credits have been voluntarily surrendered because there was not sufficient demand for the subjects or because something more valuable could be offered. The school has never tried to have a larger number of credits than it can offer efficiently and economically. The purpose has been to offer standard work in as many units as the enrollment and financial conditions seem to justify. New departments added include speech, band and orchestra, vocational agriculture and commercial.

The high school has been a member of the Southern Association

E. B. Black On Same Old Corner Here Since 1901

EARLY RESIDENT HAS BEEN CIVIC WORKER 36 YEARS

Beginning in a small frame building on the corner where his large building now stands, E. B. Black in 1901 established his present furniture store and funeral parlor. He first operated the store in March, coming here from Cleburne, Texas. It was two months, however, before he built his first four room home and was able to move his family to Hereford.

The two story, modern structure with a 50-foot front and running back 120 feet, has been improved and remodeled from time to time. In addition, Mr. Black has one of the finest funeral parlors in the Panhandle, which was completed in 1930.

Just as back in the early days, Mr. Black continues to carry a tremendous stock, a factor when coupled with honest, reliable service, is attributed to his success. He has ever followed the policy of keeping abreast with times, and has changed his business and improved facilities with modern methods and equipment.

The Black Funeral Home was the first in the Panhandle to purchase a motor driven hearse. This hearse is frequently borrowed by Amarillo firms.

While Mr. Black has devoted much time to his business, he has also given much time and effort toward the development and improvement of the city, county and to the Panhandle.

He was chairman of the school board back in 1904 when the entire county was one common school district. He circulated the petition for establishing the Hereford Independent District; he also circulated the petition which resulted in the Central School building in 1907, and sponsored erection of the high school here at a cost of \$125,000. During the entire 36 years of his residence here, he has been a booster and a worker for improvement of local schools.

Back when Hereford boasted of Colleges and Secondary Schools since 1926. Reports from this association show that graduates who attend college have a percentage of failures that is much lower than that of other member schools in the state as a whole.

Glenn Weir Has Complete Grocery Here

Weir's Grocery, operated here by Glenn Weir, has been under its present management for only two years, but since 1906 the location has served as a grocery store.

Mr. Weir has been in this county for ten years, and before purchasing the grocery business from Frank Richards, operated a variety store. Although Mr. Weir is not a pioneer in this county, he is an old timer in the grocery business, having begun work in grocery stores as early as 1910. He came here from Parmer county.

Weir's Grocery in addition to carrying a complete line of groceries also operates a modern meat market, and specializes in having what the customers want. Service has been an important factor in the growth and development of the institution.

probably the most active chamber of commerce organization in the Panhandle, Mr. Black served as president for several years. He has constantly boosted this entire section and is still a member of the chamber of commerce here.

In 1932 Mr. Black was elected to the post of Mayor of Hereford, his name having been placed on the ticket by friends. During this trying period when many towns faced extremely difficult financial situations due to the depression, Mr. Black guided this city. During his term in office a new bond issue was arranged and business was refinanced and put on a cash basis. Mr. Black served as mayor until 1934.

He has also been active in church work and being a member of the Methodist church, helped to erect the first Methodist building as well as the one which the church now occupies. He was the first Sunday school superintendent in the Methodist church, and held that position for 25 years. He has been a trustee and steward in the local church at different times since he came here.

The business was incorporated some 10 years ago, and now stands as one of the best of its type in the state. In addition to Mr. Black are Jesse Stanford, Matt Gilliland and Marlin Gilliland, who are regularly employed.

"Yes," Mr. Black will tell you, "times have changed since we used to drive our horse-pulled ambulance over the old cow trails back in the early days."

FASHION DRESS SHOPPE

Mr. and Mrs. W. F. Gillis, owners of the Fashion Dress Shoppe, came here from Denton on their honeymoon in August, 1929, and a few days later established a dress shop in the building now occupied by Carl's Cafe. In April, 1931, the dress shop expanded, and moved across the street to its present modern building. The Fashion Shoppe features Nelly Don dresses and other popular brands, lingerie, hose and costume jewelry of all kinds.

Bone Glue Aids Yeast Producer
Bone glue, in common use as an adhesive, is also made an ingredient of plastics and a source of nitrogen in producing yeast.



Since the Quality Food Store is one of the young businesses in Hereford, we have tried at all times to sponsor progress and advancement of this community and still uphold all of the ideals of the Pioneer—Honesty and Fair-Dealing.

FLOUR
PACKARD'S
BEST

48-Pound Sack

\$1.75

One Sack to Customer



SUGAR	10-Lb Cloth Bag, Limit	53¢
COFFEE	Schilling's Drip or regular, lb	26¢
SALT PORK	Per Pound	21¢
SPUDS	Good White Ones 10 pounds	26¢
MEAL	Packard's Best 10 pounds	36¢
TOMATOES	No. 2 Cans 3 for	23¢
BEANS	Pinto 3 lbs	23¢
JELLY	Bex 5-lb pail	37¢
Baking Powder	K C 50-oz can	29¢
SODA	Arm and Hammer 3 pkgs	25¢
CORN	Field 3 No. 2 cans	27¢
SPINACH	Turnip or Mustard Greens, 3 No. 2 cans	23¢
PEACHES	No. 2 1/2 Cans 2 for	25¢
MATCHES	Diamond 6 large boxes	25¢
MUSTARD	Quart Jar	11¢
CRACKERS	A-1 2-lb box	17¢
COOKIES	Any Kind, Good And Fresh, lb	23¢
OATS	5-Pound Bag	27¢
NEW SPUDS	Louisiana 4 pounds	19¢

FAT BEEF

THE BEST MONEY CAN BUY—AT NO EXTRA COST

FANCY BEEF	Round, Loin Or T-Bone, lb	25¢
HAMBURGER	Good and Fresh Pound	10¢
FRANKS	Bologna or Minced Ham, lb	15¢
BACON	Pinkney's Sliced Pound	31¢
OLEO	Durkee's Pound	20¢

QUALITY

322 N. Food Store
MAIN
J. W. ROBINSON, Manager

Mother's Day May 10

The Ideal place to select your Mother's Gift. Give Lingerie!



Vacation Time and Graduation are just around the corner, so be wise and make your selections from our hundreds of lovely dresses. Much time was spent selecting these lovely frocks. Any type, any price you want. Cool, airy chiffons. See Mist novelty crepes.

Welcome, Pioneer Visitors

For This Week Only

We are offering these lovely, cool, pastel flock dot Swiss Dresses, regular \$1.95 values—**TWO FOR \$3.00**
Sizes 12 to 42



See our lovely Washable Sax De Pearl White Bags. All Pastel Colors—**\$1.50 to \$2.95**

FASHION DRESS SHOPPE

OLD TIMERS, YOU ARE WELCOME



Do you remember scenes like the above—a long time ago? We do—and those were happy days. Come In and Have a Happy Day Monday!

Plains Insurance Agency
Jno. Patton

Assembly Of God Church Is Active

FIRST GATHERINGS WERE HELD IN COURT HOUSE HERE IN 1924

By MRS. E. M. RICE
In 1924 a group of people met at the home of Mrs. Olle Olson in the north part of town to pray and seek God. During the summer John Hull purchased the shoe shop and moved here. He and his wife were interested in the prayer meeting and were instrumental in securing the Morton Sisters to hold a revival meeting. God blessed that first meeting in a wonderful way. The court house was filled to overflowing, scores of people were saved and healed by power divine.

The cottage prayer meetings continued. The next year the Morton Sisters held another meeting in the Presbyterian church and the following year a Sunday school was organized and services were held regularly in the court house. Various preachers visited the little assembly, but Bro. Hickman, a Nazarene preacher from Amarillo, came every Sunday for over a year. God blessed his earnest efforts in caring for the flock. In January, 1927, the Morton sisters held their third meeting in Hereford and the church was then set in order with about 30 members.

Deacons were elected and one of them, E. M. Rice, was appointed to act as pastor. In September, 1927, Bro. and Sister Hansburger, with Bro. G. O. DeMerchant and E. R. Foster held a tent meeting. Shortly after this meeting closed services were held in the home of E. M. Rice.

Attendance increased and after repeated failures to find a lot down town for a church building, the present location one block north of the high school was purchased and the first service was held in the unfinished building the first Sunday of April, 1928.

Bro. A. Chamless came from Amarillo to pastor. Bro. M. R. Colas pastored during 1929 until August. Bro. J. A. Thomas held a meeting here in September and accepted the pastorate. Continuing until 1932, when he resigned to take a larger church. That fall Bro. William Coxie came from Wilmington, Del., and took care of the church for a year. Bro. E. E. Manney was pastor for two years. After he resigned the church was without a resident pastor, but the Lord blessed the ministry of Mrs. Opal Wiley of Amarillo, who supplied the pulpit for three months.

In January, 1936, Bro. W. A. McCann came and is now pastor. The building was begun in the spring of 1928 by donations of money, material and labor under the supervision of E. M. Rice. The building has been used continually although it has taken several years to complete it. A debt hung over the building, but prayer was made continually that God would enable us about this as he had blessed us all along the way, and in 1931 God moved on the hearts of Mr. and Mrs. R. R. Jackson to lift the load, and more than that, as a token of their appreciation of God's love and mercy to them, they gave the church the fine seats which are still in use.

The building was hardly adequate for the growing Sunday school, so in 1931, under the leadership of Bro. Thomas, the brethren excavated under the platform providing a large Sunday school room. Three years later the house was raised 22 inches that the entire basement might be used. This was excavated, cemented and divided into six class rooms and little by little they are being finished.

Chocolate Shop Here 10 Years

The Chocolate Shop, operated by Phil Radovich is still in the same location which it was started 10 years ago. It was one of the first modern sandwich shops established here and continues to operate in that capacity, having greatly increased and enlarged during the period.

At the present time Mr. Radovich also sells Frigidaire refrigerators in his shop and has the agency for Amarillo papers, along with a complete line of magazines.

Law Office Back In 1912



Above may be seen the former law office of Judge John P. Slaton, standing at left, and Judge Wm. Knight, who also served the city as mayor for a number of years.

Moore Operates Thriving Oil Business Here

The Moore Independent Oil business operated by R. Moore and Troy Moore. Mr. Moore came to Hereford in 1929 from Memphis, Texas, accompanied by Mrs. Moore, his son, Troy, and a daughter, Ruth, who is now Mrs. R. V. Miller. Prior to their arrival here, he was engaged in farming in Hall County.

Mr. Moore built an up-to-date camp, ground here shortly after arrival; the camps are still operated by him and Troy in connection with their grocery store and filling station. In 1932, the present company was established by Troy and his father and they now feature Panhandle Refining Company products. In addition to gasoline they handle kerosene, lubricating oils, tractor fuels, diesel fuels and greases of all kinds. They are still operating upon their original policy of quality, service and honesty—which accounts for their sensational growth in recent years.

West Texas Feed And Seed Here Past 14 years

The West Texas Feed and Seed was opened in 1923 by Homer Wilson. He operated the business until Barney Hicks bought in with him in 1926. Mr. Hicks has been operating the business up until the present day. His old side-kick, Jack Wright, has been associated with the business from the time it was founded in 1922, and has been in Hereford since 1918; Mr. Hicks has been here we don't know how long for he won't tell his age—in other words, all his life.

Earl Woods returned last week from California where he has spent the past several months.

Rosson Heads International Firm For Area

Prestiss Rosson, owner of the Rosson Implement Co. of Hereford, came to this city December 31, 1924 and since that time has sold International machinery in this section.

Mr. Rosson was first a partner in the old R-B-R Implement Co., which existed until 1929, when the company became known as Buchanan & Rosson. The R-B-R operated in Dimmitt, Friona and Hereford, and sold a large volume of machinery in this territory.

When Mr. Buchanan dropped out of the local firm in 1935, the firm name was changed to Rosson Implement Co. Since that time the firm has served the Hereford trade territory and during the past 13 years has distributed more than 300 tractors through the local branch.

At the present time the firm features the complete International line, including combines, farm implements, tractors and the new D-Line trucks, which have recently been announced. Mr. Rosson is not only a successful business man, but is also a civic leader, taking an active part in community activities and a constant worker for the welfare of this section.

Bought 154 Steers.

We are informed that A. P. Murchison and Conner Jowell have purchased Rat Jowell's bunch of high-grade two-year-old steers. The terms are not known, but it is understood that they brought a good price. These were the remnant of the bunch of 300 steers which the latter purchased of J. D. Thompson of Bop, Indian Territory, last summer. This will allow Rat Jowell to devote his entire time and energies to the exclusive breeding of registered Hereford cattle—Hereford Brand, March 28, 1932.

W. E. Neal returned last Saturday from Mineral Wells, where he has been for several months. He reports a nice, beneficial time, and is much improved in health.

Senior Play Scores Hit Friday Night

CLASS TAKES IN \$107.74 TO DEFRAY GRADUATION COST

The senior play, Tons of Trouble, presented Friday night before one of the largest audiences that has attended the senior play in recent years. Gate receipts were \$107.74. The money will be used to defray senior graduation expenses.

The performance of individual members of the cast were remarkably good. Virginia Carlyle as Veronica Hale, a young wife, was very good. Ernest Schelbagen so well represented a worried young husband, Albert Hale, that he even got the audience worried. Bill Stanford as John White, young artist, finally disposed of two pretended wives; Virginia Carlyle and Billy Jo Roberts, and married the girl he loved, Hope Marks, who was Beverly Alexander. Billy Smith as Uncle Jeremiah and Ira Jeanne Ricketts as Aunt Mattie, furnished many good laughs. Their suspicions and accusations, when they found a frog and snake in their respective beds were highly amusing. Alva Barber, as Hope Mark's father, furnished the parental touch and also a surprise ending when he found that Aunt Mattie, John's aunt, was his first sweetheart. The cast is to be complimented on their efficient and interesting presentation of the comedy.

Entertainment between acts consisted of two songs by Mary Ann Baird and Mary Tiefert; two tap dance numbers by Miss Rena Rae Renfro, accompanied by Jonny West, Amarillo.

Members of the cast and their friends were entertained after the play with a party given by Miss Wrenn and James Wilson. The cast and others who helped were present as follows: Billy Jo Roberts, Ernest Schelbagen, Jack Higgins, Mary Turrentine, Billy Smith, Helen Danforth, Beverly Alexander, Billy Bob Jackson, Norma Jean Foster, Bill Stanford, Alva Barber, Ira Jeanne Ricketts, Virginia Carlyle, Howard Higgins, Edgar Russell, Odessa Cockrell, Miss Crawford, Miss Wrenn and Mr. Wilson.

Judge and Mrs. Henry Wilson expect to spend Sunday in Amarillo with their daughter, Mrs. S. Booser and family.

Wester Operates Station.

Harold Wester last week assumed management of the Phillips 66 Station No. 1, located east of the court house. Mr. Webster is an experienced service station man, and carries a complete line of gasolines, oils and greases in the new location.

DR. WILTSHIRE CAME IN 1929

Dr. B. M. Wiltshire came to Hereford June 6, 1929, and since that time has been located here with the exception of a few months. Dr. Wiltshire is a modern dentist and has one of the most complete offices to be found in the Texas Panhandle.

E. H. NORTON, TRUE PIONEER

Ezra Norton came to this country with his parents, Mr. and Mrs. R. H. Norton, from Quanah in 1898. Since his arrival he has been in the stock business and in 1926 he went into the automobile business handling the Buick car. In 1934 he added the Pontiac, and this year the GMC truck.



As many years have passed, so many of the old timers passed from our midst. Many of this number have been our friends and customers while we treasured all of the Pioneers as our friends. Many of them who are still with us in Hereford and its trade territory today are still our friends and customers!

CRACKERS	A-1 2-lb box	17¢
COFFEE	BREAK O' MORN Pound	17¢
COOKIES	Assorted, Fresh Pound Pkg	14¢
RICE	Blue Rose Pound	5¢
SPUDS	No. 1 American Beauty 10-lb bag	31¢
FRYERS	Dressed, each	45¢
STEAK	Good, pound	20¢
	(We Kill All of Our Beef and Hogs)	
BARBECUE	Home cooked, lb	30¢
LARD	home Rendered (bring pall) lb	14¢

Flour



PACKARD'S WESTERN BEAUTY

48-LB SACK

\$1.69

TEXAS

Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

PHONE 353 O. G. HILL, OWNER WE DELIVER

Remember: see your Chevrolet Dealer **FIRST** and you'll **SAVE MONEY** on any Used Car you buy!

Here are just a few of the amazing values we are offering this week

1934 DODGE COACH Its finish, tires and upholstery show no wear. At the lowest price we have ever offered this model— \$389.00	1934 PONTIAC COACH A big roomy car with good tires and motor. Priced to sell at only— \$300.00	1932 CHEVROLET COUPE With good tires, motor and finish. This car is a bargain and priced to sell— \$200.00
1933 PLYMOUTH COACH This car has been reduced \$75 and a bargain at this price— \$250.00	1930 CHEVROLET COACH A car with many miles of service at this low price— \$150.00	1935 CHEVROLET PICKUP This motor is in perfect condition. With good tires and finish like new— \$385.00

- 1929 FORD COACH —With many miles of service and priced so low—
\$85.00
- 1934 CHEVROLET TOWN SEDAN
Motor reconditioned, tires good and many miles of service at low cost—
\$350.00
- 1934 CHEVROLET COUPE
Finish, tires and motor like new. This car has been carefully checked and is backed by an O. K. that counts—
\$375.00
- 1934 OLDSMOBILE SEDAN
Beautiful Duco finish, knee action wheels. Backed by an O. K. that counts.
\$450.00
- 1927 Cadillac Sedan
 - 1932 Pontiac Sedan
 - 1928 International Truck
 - 1931 Studebaker Sedan
 - 1929 Dodge Sedan
 - 1929 Graham Paige

PIONEERS... You Are Welcome



Come To See Us Monday, May 10

Do you remember 'way back when you had to curl your hair this way? It was such a task to keep it curled when the weather was hot or when it was damp!

AND JUST LOOK AT THE PROGRESS THAT HAS BEEN MADE!

A trip to our shop will convince you that we are equipped to give you the very latest in all kinds of beauty work. A visit to us will let you know how modern we are.



Personality Shop

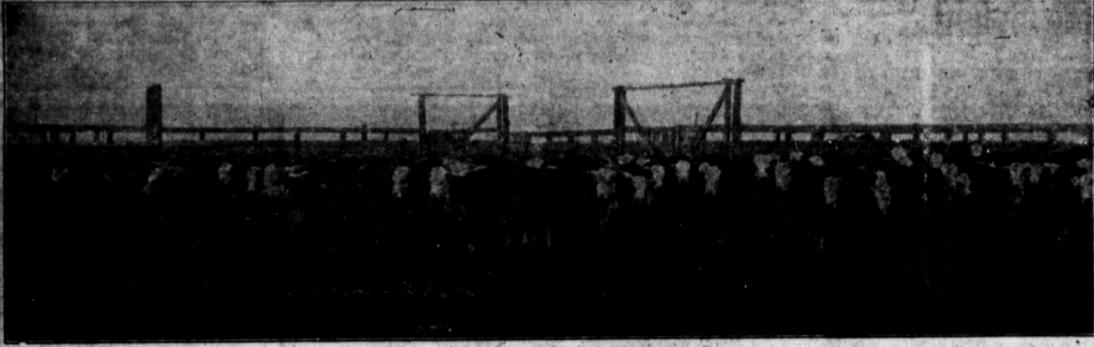
Guaranteed OK USED CARS AND TRUCKS ALL MAKES - ALL MODELS

BUY WHERE MILLIONS ARE BUYING

1934 1,160,231 people bought used cars from Chevrolet dealers in the United States	1935 1,425,209 people bought used cars from Chevrolet dealers in the United States	1936 2,019,839 people bought used cars from Chevrolet dealers in the United States
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Brumley-Woodford Motor Co.
HEREFORD, TEXAS

White Faced Beauties That Topped the Market



A Pioneer Day in Hereford could hardly be complete without mention of the famous Hereford Cattle, for which the town was named and which furnished the chief occupation in this area for many years. Although agriculture has spread in more recent years, Hereford breeding is still extensively followed in Deaf Smith County.

Boot Hill Today Fertile Wheat Field In County

(Continued from page one)

On the section just north of old La Plata, Boot Hill as strange as it may seem, is today a wheat field. The graves were long ago leveled off, and as the range gave away to agriculture, someone probably unknowingly sowed wheat on the plot.

Boot Hill adjoined the La Plata Cemetery, some of which was and still is, fenced—but Boot Hill is just a memory which lingers with old timers who knew and loved the open range.

"The fact that this country had a Boot Hill does not mean that the cowboys were rowdies or gunmen," Mr. Witherspoon added with haste. "Back in those days we respected each other's rights, and there was very little trouble in this immediate section."

Respected Others' Rights.
In connection with this he relates the old custom of always giving clearance for a man who was driving a herd of cattle or horses. "If you did not observe the right-of-way for a herd, the driver usually waved you aside," he said. "And it was a good idea to give away when the waved."

Once Tom Witherspoon, Vern's younger brother, was riding into a herd and the driver waved him aside. Because he was too young to know the strict adherence to the old custom, Tom kept riding toward the herd.

Zoom! A bullet whizzed by, causing his horse to shy. Young Tom, thoroughly frightened, wheeled his horse and made a dash for home. Upon arriving he related the incident to the folks, who were amused, knowing that the shot had been only a warning.

"However, they only shot to warn once or twice," Verne said, "and then they meant business."
Came Here In 1890.
Tucked away in Mr. Witherspoon's mind is a vast store of historical lore regarding early days in this section. He came to

this county with his parents, Mr. and Mrs. W. A. Witherspoon. His father and brother, Anderson Witherspoon, both voted in the election of July, 1890. The family drove from Ellis county in a covered wagon and first stopped at the old Dean post office. Since then Verne has called Deaf Smith county his home.

In referring to the XIT strike which lasted about 24 hours, back around 1894, he said that the cowboys struck because the English ranch managers were taking their cow ponies and shipping them to England for polo ponies.

"Of course the ponies belonged to the ranch, but the boys trained them and thought as much of them as if they owned them. About the time we got a really good horse, they would take him and ship him out."

The strike lasted only a short while, however, and the English talked the cowboys into seeing their point of view.

Wanted to Move La Plata.
"Uncle Billy"—as W. A. Witherspoon was called—soon came to have a powerful political machine in the days of La Plata. He would get all his cousins and other kindred together and could sway almost any of the elections. For this reason the delegation came to see him before an election was called for moving the county seat from its first location to Hereford in 1898. At first Uncle Billy told them he would certainly object. Finally, when the delegation was about to give up in despair, he began to laugh, and said:

"No, the quicker you move the town the better it will suit me. I need the space for a cow pasture," and he sincerely meant every word he said.

County's First Primary.
Perhaps one of the most interesting and amusing incidents which occurred in the early days was the first primary to be held in the county. The Democrats held such a sway in the county that there was little national party dissent, but even greater rivalry grew up between the Syndicate and the Strips, as they were called.

The well organized Syndicate machine used cowhands on the ranch, and cared little for any office besides that of sheriff. They always picked a strong man and

Ziegler Funeral Held Wednesday

Funeral services for Jack Roland Ziegler, 30, were held from the Baptist church at Dimmitt Wednesday afternoon, May 5, at 3 o'clock.

Mr. Ziegler was born at Jacksboro, Texas, March 20, 1907, and died at Dimmitt Tuesday morning at 4 o'clock. Interment was made in the Dimmitt cemetery.

He is survived by his wife and three children.

LeGrand Was Early Doctor

Springing from the old El Merito, one of Hereford's pioneer drug stores, the City Drug Store of this city was started back in 1905 by E. T. Woodburn, and was for several years operated by Mr. Woodburn, assisted by his son, E. Burns, and on January 1, 1922, was sold to George and Louie LeGrand, present owners.

Today the store is one of the most modern in this section, and boasts a fine prescription department.

Even before the store was bought by the LeGrand Brothers, Dr. G. F. LeGrand was closely affiliated with it, having his office in the store back in early day history. Dr. LeGrand came to Deaf Smith county in 1901, when he purchased 13 sections of land. Later he served this section as an early doctor, returning here in 1906 from the Valley.

Dr. LeGrand recalls many interesting experiences as a pioneer doctor, including calls he made to Eriona on a freight train, and how it once took him 12 hours to answer a call at Dimmitt. Geo. Atwell was one of his first patients at Dimmitt. Heavy snows also contributed toward making his work in the early days much more difficult.

PRESBYTERIAN CHURCH

Sunday is Mother's Day. There is no more fitting way to honor Mother than to honor her church. Go to church this Mother's Day. A Mother's Throne will be the subject of the sermon at the First Presbyterian church by the pastor, Rev. J. C. Thorns. At the vesper service the subject will be The Companion of the Valley.

Sunday school, 9:45 a. m.
C. E. vesper, 7 p. m.
Prayer meeting, Wednesday, 8 p. m.

Billiards Ancient Game
The game of billiards is known to have been played before the Christian era.

Chevrolet Is Modern Garage

The Brumley-Woodford Motor Brumley and Louis Woodford, is a reasonably modern firm, having been established here in 1927 by George Brumley.

Perhaps there is no other man who has a more remarkable record in Deaf Smith County than Mr. Brumley. He came to Hereford in 1909, worked for several years as a day laborer and in Chiefly, Mr. Brumley has been in the hog business and is still a 1917 started an irrigation farm, buyer and seller of hogs; he has bought and shipped hogs from Hereford for more than 20 years. Mr. Brumley came here from New Mexico, and left Springfield, Missouri, in 1906.

In 1927 he purchased the Chevrolet agency and built the building in which the company now operates.

Louis Woodford joined the firm in July, 1936. He first visited the county in 1931, and liked it so well that he decided to return. He went into partnership with C. T. Guseman as a wheat farmer, and later operated the Conoco service station on the south end of Main Street at the highway intersection before going into the garage business.

The Brumley-Woodford Garage is thoroughly modern today, combining a complete shop and accessory department in an effort to give the very best in modern service. The company is also dealers for Goodrich tires in this county.

Beams and Marrs Good Machinists

Beams and Marrs, machinists, are among the most aggressive and modern machinists in the Panhandle. George Beams has been in this county since 1908, and Frank Marrs has been here since 1914.

The firm has been operating here for 20 years. During the past 10 years they have been in their present location on Third Street, and prior to that time the firm was in the old Renfro building.

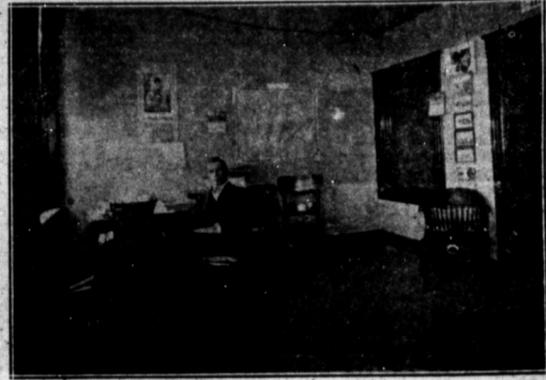
Specializing in general repair work, automobile repairs, and irrigation engines, the two men have established an enviable record and a successful business.

PERSONALITY SHOP

Mrs. Anna Mae Minton, owner of the Personality Shop since November, 1936 has one of the best equipped beauty shops in Hereford. Mrs. Minton bought the shop from Mrs. Kate Sindt who operated it as The Mode Beauty Shop, having Mrs. Minton as one of her best operators for more than two years.

Mrs. Minton gives the best of beauty work and has associated with her Mrs. Russell Whitehead and Mrs. J. B. Noland.

Popular Real Estate Dealer



J. H. Pitman's real estate office as old timers will remember it in the year 1912. You may also remember the sign which read: "If you have any business tell it. If you have nothing but time, kill it."

Brand Sponsors Free Show For Early Settlers

Old Timers who have resided in Deaf Smith County since 1902, are invited to be guests of The Hereford Brand at the Star Theatre here Monday, May 10, Pioneer Day.

"If you came to this county or surrounding territory on or before 1902, then the Brand wants you as a special guest," Mrs. Seth B. Holman, publisher, said. "This special offer is made possible through cooperation of the theatre, and tickets may be secured at the Brand office."

JOHN PATTON, PIONEER GROCERY CLERK

John Patton, of the Plains Insurance Agency, came to the Plains with his parents in 1900. Beginning in 1904, he started clerking for the J. A. Garner grocery store after school and on Saturday. He was so employed with various firms until after his graduation from school. He went to California for several years but came back to clerk in grocery stores here.

In 1926 he started the Plains Insurance Agency and with his wife has since written insurance of various kinds and dealt in real estate.

Penney Operates Large Store Here

Established here in 1934, J. O. Penney & Co. is today one of Hereford's largest and most progressive dry goods stores. C. F. Moore, present manager, is a community worker and has proved himself an excellent merchant during the time he has been located here.

Occupying a large space on Main Street, the store carries a complete line of dry goods.

In addition to Mr. Moore, regular employes are S. L. Harman Jr., Mrs. Gladys Click, Miss Oona Hammer and Miss Merle Kuykendall. They also employ a large number of extra clerks on Saturday and for rush occasions.

MINNEAPOLIS-MOLINE DEALERS

W. L. Davis and J. C. McCracken formed a partnership two years ago, handling Minneapolis Moline implements, and has furnished the farmers of this territory much of their machinery. W. L. Davis came here from Childress six years ago and established the Hereford Poultry & Egg Co., which he still owns, before going into the implement business.

Mr. McCracken hails from Nebraska and has been here seven years. He was formerly with the Rosson Implement Co., also the Caterpillar Tractor Co.

ALUMNI Banquet

MAY 18

STAR THEATRE

Hereford Texas Welcomes the Pioneers

It's a far cry from the early cinemas to the modern day theatre. We welcome you to the most modern small town theatre in West Texas. For your complete enjoyment we have installed

WESTERN ELECTRIC MIRROPHONIC SOUND

The Latest and Best in Sound Reproducing Equipment. Always showing the latest and best pictures the film market affords. If it is a good show, it will be shown at the

STAR

LET'S GET ACQUAINTED

If you have been here since 1902, register at the Brand and get your pass to the Star Theatre.

Thurs. - Fri.
You may register either day—you can always
Bank On These Nights
for lots of reasons.
On the Screen:

A HARD-BOILED COP

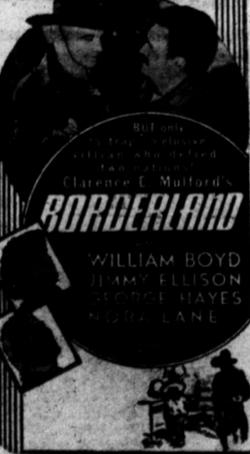


TAKES A LESSON IN LOVE!
PAT O'BRIEN
THE GREAT O'MALLEY
AND MERIDIAN SYBIL JASON

Get the **Star Habit**
Enjoy Yourself!

Saturday Only
Kiddies 10¢ Adults 15¢
Box Office Opens 12 O'Clock Noon.
Hop-A-Long has a price on his head!

HOPALONG CASSIDY QUILTS!



Also the thrilling cartoon strip at last on the screen

"Jungle Jim"
Chapter 1

- THIS WEEK AT THE STAR -

Sunday and Monday

OWLS' SHOW SATURDAY NIGHT, 12:15!
The Gorgeous Hussy—the Thin Man—Piccadilly Jim
—together in a Five Star Picture of ultra-smart comedy



JOAN CRAWFORD
WILLIAM POWELL
ROBERT MONTGOMERY
The Last of Mrs. Cheyney
with FRANK MORGAN

MIKEY MOUSE PRESENTS
DONALD DUCK IN
"DON DONALD"

Tues. - Wed.

BARGAIN DAYS
10¢ Matinee—Night 15¢

Her lie turned a mob loose on the man she loved. Emotion-packed drama that will take your breath.



HER LIE TURNED A MOB LOOSE ON THE MAN SHE LOVED!
Emotion-packed drama... that will take your breath.
WARRIN WILLIAM

Official Pioneer Day Songs And Program, May 10

When It's Rund-Up Time In Texas

When it's round-up time in Texas
And the bloom is on the sage,
Then I long to be in Texas
Back a-riding on the range,
Just to smell the bacon frying
When it's sizzling in the pan,
Hear the breakfast horn
In the early morn
Drinking coffee from a can.

Just a riding, rocking, roping,
Pounding leather all day long,
Just a-swaying, sweating, swearing,
List'nin' to a cow-hand's song.
How it beckons and I reckon
I would work for any wage
To be free again, just to be again
Where the bloom is on the sage.

The Eyes of Texas

The eyes of Texas are upon you,
All the live long day.
The eyes of Texas are upon you;
You cannot get away.
Do not think you can escape them
At night or early in the morn.
The eyes of Texas are upon you
Til Gabriel blows his horn.

A Home On the Range

Oh, give me a home where the buffalo roam,
Where the deer and the antelope play,
Where seldom is heard a discouraging word,
And the skies are not cloudy all day.

REFRAIN

Home, home on the range,
Where the deer and the antelope play;
Where seldom is heard a discouraging word,
And the skies are not cloudy all day.
Oh, I love these wild flowers in this dear land of ours
The curlew I love to hear scream,
And I love the white rocks and the antelope flocks,
That graze on the mountain tops green.
How often at night when the heavens are bright
With the light from the glittering stars,
Have I stood here amazed and asked as I gazed
If glory exceeds that of ours.
Then I would not exchange my home on the range,
Where the deer and the antelope play,
Where seldom is heard a discouraging word,
And the skies are not cloudy all day.

The Dying Cowboy

O bury me not on the lone prairie,
These words came low and mournfully
From the pallid lips of a youth who lay
On his dying bed at the close of day.

He had wailed in pain till o'er his brow
Death's shadows fast were gathering now;
He thought of his home and his loved ones tonight,
As the cowboys gathered to see him die.

O bury me not on the lone prairie
Where the wild coyotes will howl o'er me,
In a narrow grave just six by three
O bury me not on the lone prairie.

O bury me not, and his voice failed there,
But we took no heed of his dying prayer;
In a narrow grave just six by three
We buried him there on the lone prairie.

O we buried him there on the lone prairie
Where the wild rose blooms and the wind blows free.
O his pale young face nevermore to see—
For we buried him there on the lone prairie.

Don't Bite the Hand that's Feeding You

Last night as I lay sleeping,
A wonderful dream came to me.
I saw Uncle Sammy weeping
For his children over the sea;
They had come to him, friendless and starving,
Where from tyrant's oppression they fled,
But now they abuse and revile him,
Till at last in just anger, he said:

CHORUS

"If you don't like your Uncle Sammy,
Then go back to your home o'er the sea,
To the land from where you came,
What ever be its name,
But don't be ungrateful to me!
If you don't like the Stars in Old Glory,
If you don't like the Red, White and Blue,
Then don't act like the cur in the story,
Don't bite the hand that's feeding you!"

A Hot Time In the Old Town

Come along and get you ready,
Wear your bran, bran new gown,
Fore there's gwine to be a meeting in that
good, good old town.
When you hear that the preaching does begin
Bend down low for to drive away your sin.
And when you gets religion
You want to shout and sing,
There'll be a hot time in the old town tonight!
Where you knowed every body and they all knowed you
And you've got a rabbit's foot to keep away
de hoo-hoo.
When you hear them bells go ding, ling, ling,
All join round and sweetly you must sing,
And when the verse am through,
In the chorus all join in,
There'll be a hot time in the old town tonight!
There'll be girls for everybody in that good, good old town,
For there's Miss Consola Davis and there's Miss
Gondolia Brown,
And there's Miss Johanna Beasley, she am dressed all in red,
I just hugged her and I kissed her and to me then
she said,
Please, O please, O do not let me fall,
You're all mine and I love you best of all,
And your must be my man or I'll have no man at all,
There'll be a hot time in the old town tonight!

Texas, Pride of the South

You may talk about your blue-bloods of Virginia,
And your thoroughbreds of old Kentucky, too
And your aristocracy of Pennsylvania,
Texas has a few.
I was born in dear old Texas,
Pride of all the U. S. A.,
I never wish to roam for
Texas is now home,
And here I am going to stay.

CHORUS

Texas, Texas, Pride of the South,
How we love you, Honor you, too,
Lone star, bright star, waving on high,
I was born and raised on Texas soil,
In Texas let me die.

From the lands that border on the broad Atlantic,
To the shores that kiss the ocean on the west,
And of all that lie between the North and South land,
Texas is the best,
She has smiles of welcome for each stranger,
Homes for all who seek her fold,
They never wish to leave for
Other places grieve when
Texas they behold.

There's a Long, Long Trail

Nights are growing very lonely,
Days are very long;
I'm a-growing weary only
List'n'ng for your song.
Old remembrances are thronging
Through my memory
Till it seems the world
Is full of dreams
Just to call you back to me.

All night long I hear you calling,
Calling sweet and low;
Seem to hear your footsteps falling,
Everywhere I go.
Tho' the road between us stretches
Many a weary mile,
I forget that you're not with me yet,
When I think I see you smile.

REFRAIN

There's a long, long trail a-winding
Into the land of my dreams,
Where the nightingales are singing
And a white moon beams;
There's a long, long night of waiting
Until my dreams all come true;
Till the day when I'll be going down
That long, long trail with you.

Dixie's Land

I wish I was in de land ob cotton
Old times dar am not forgotten,
Look away, look away, look away, Dixie Land,
In Dixie Land whar I was born in,
Early on one frosty mornin'
Look away, look away, look away, Dixie Land.

CHORUS

Den I wish I was in Dixie, Hooray! Hooray!
In Dixie Land, I'll take my stand
To lib and die in Dixie, Away, Away,
Away down South in Dixie! Away! Away!
Away down South in Dixie.

Old Missus Mary . . . "Will-de-weaber,"
William was a gay deceiver;
Look away! etc.
But when he put his arm around 'er,
He smiled as fierce as a forty pounder
Look away! etc.

When You and I Were Young, Maggie

I wandered today to the hill, Maggie,
To watch the scene below;
The creek and the creaking old mill, Maggie,
As we used to long ago.
The green grove is gone from the hill, Maggie,
Where first the daisies sprung;
The creaking old mill is still, Maggie,
Since you and I were young.

CHORUS

And now we are aged and gray, Maggie,
And the trials of life nearly done;
Let us sing of days that are gone, Maggie,
When you and I were young.
They say I am feeble with age, Maggie,
My steps are less sprightly than then,
My face is a well written page, Maggie,
But time alone was the pen.
They say we are aged and gray, Maggie,
As sprays by the white breakers flung,
But to me you're as fair as you were, Maggie,
When you and I were young.

PROGRAM

Pioneer Day

Hereford, Texas

May, 10 1937

MORNING

10:00—Sales Pavilion will be opened. Booths representing Main Street before 1900 will be featured, along with other exhibits and pioneer pictures.

NOON

12:00—Basket Dinner. Tables will be provided in the Sales Pavilion. Coffee and doughnuts will be sold for 10 cents.

AFTERNOON

2:00—Parade.
3:00-4:30—Program at Sales Pavilion.
4:30—Old Fiddlers program on Main Street.

EVENING

7:30—Group singing, followed by a pageant to be presented by Westway School; Dance numbers by Old-Timers, and modern dances by students from Lueta Borden's dance class.
Dance at City Hall, sponsored by Business and Professional Women's Club.
Square Dance for Old-Timers in Buckner Building.

Little Brown Jug

My wife and I live all alone,
In a little brown hut we call our own
She loves gin and I love rum,
Tell you what, don't we have fun.

Ha, ha, ha! you and me!
Little brown jug, don't I love thee!
Ha, ha, ha! 'Tis you and me,
Little brown jug, don't I love thee!

If I had a cow that gave such milk
I'd dress her in the finest silk,
Feed her on the choicest hay
And milk her forty times a day!

'Tis you that makes my friends and foes,
'Tis you that makes me wear old clothes,
But seeing you are so near my nose,
Tip her up and down she goes!

When I go toiling on my farm,
Take little brown jug under my arm,
Set it under some shady tree,
Little brown jug, don't I love thee!

Then came the landlord tripping in,
Round top hat and a peaked chin,
In his hand he carried a cup,
Says I, "Old fellow, give us a sup".

Sidelights On Early Days In County Gleaned from Records

La Plata Court Called Off To Combat Fires

SMALLPOX EPIDEMIC RESULTED IN OFFICIAL ACTION HERE

The days when La Plata was the capital of Deaf Smith County, when court was called off because everybody was out fighting prairie fires, and when official action had to be taken because of a smallpox epidemic, are recalled in the following excerpt from the early records of Deaf Smith County:

Deaf Smith County was created August 21, 1876: "Beginning at the southwest corner of Oldham County on the 103rd meridian; thence east about 47 miles to the southeast corner of Oldham County, and southwest corner of Potter County; thence south 30 miles, thence west 47 miles to the 103rd meridian; then 30 miles north to the place of beginning."

Grenada, Texas, October 10, 1890. The Honorable Commissioners' Court of Deaf Smith County was convened by the sheriff.

County Judge Dean and Commissioners Miner, Powers and Skeins were present.

On motion the clerk was instructed to open a correspondence with the land commissioner in regard to the field notes of the county.

On motion the court adjourned until 9 o'clock, October 11, 1890. C. G. Witherspoon, clerk county court, Deaf Smith County, Texas.

October 11, the clerk was instructed to advise for bids for

the erecting of a temporary court-house.

A levy was made on all non-resident real estate in Deaf Smith County for the year of 1890; for county purposes on the \$100; 25 cents for state purposes, 20 cents for schools, 12½ cents and court-house and jail 15 cents.

November 10: the following officers were elected at an election held on November 4: J. R. Dean, county judge; F. C. Highsmith, attorney; A. L. Frisby, assessor; W. F. Berry, surveyor; W. D. Witherspoon, treasurer; C. G. Witherspoon, county and district clerk; J. M. Cook, sheriff and tax collector; Ernest Powers, J. S. Jones, Thomas Skeins and C. J. Miner, commissioners; J. M. Dick-ey, J. B. Murphy, F. A. Davis and A. J. Lipscomb, justices.

December 1: J. M. Cook presented a bill for \$9 for house rent for the recent term of the district court, held in the hotel owned by J. M. Cook & Co.

The county surveyor was instructed to review the road leading from La Plata to New Mexico, and make an estimate of the cost of preparing a good wagon road down the bluffs on the western line of the county.

February 9, 1891: A jury of viewers was appointed to lay out roads from La Plata to east line of county in direction of Amarillo; one in the direction of Canyon City; one in the direction of Dimmitt, and in the direction of Tascosa.

Ordered to be published in the Amarillo Northwest and Dallas Daily News for plans, specifications and bids for the erection of a court-house in La Plata, house

not to cost exceeding \$35,000, to be of stone, brick or frame.

February 11: The floor plans were changed.

February 28: Surveyor Berry reported that the four leagues of school land in Bailey County belonging to the county school land set apart by the state for the several unorganized lay in the sand hills and that the next 12 or 15 leagues were good land.

March 13: Miss Highsmith, county attorney, and B. B. Hayden, school trustee, were to be notified by the clerk to move into the county within 30 days or to resign their official positions.

The court house contract was discussed, but the county judge and the county commissioners could not come to an agreement, so it was left unsettled.

March 20: No constable in Precinct 1; a necessity existed for one.

The court accepted the bid of J. A. White to build a court house at La Plata for the sum of \$41,000.

March 19, 1892: The court house was inspected and received from the contractor.

August 8, 1892: Paid Brogdon & Parrish \$40 for eight lobo wolf scalps.

March 15, 1894: The voting place in Parmer county was fixed at the upper Running Water Camp.

December 16, 1895: The offer of \$1 per acre for Deaf Smith school lands was accepted.

June 14, 1897: The court considered the matter of building a bridge across the Palo Duro Creek where La Plata and Amarillo

Can You Remember . . .



CAN YOUR REMEMBER . . .

—When the fire whistle screamed and the light of your neighbor's burning house lighted up your room and you hoped he had it insured?

—When you contributed that dollar to your neighbor who thought it could not happen to him?

—When your neighbor's boy was thoughtlessly driving too fast and dashed into another car, but had provided no way to repair the damage? and

—When you witnessed these things did cold sweat break out all over you or did you go ahead rendering what assistance you could, knowing if these things happened to you or yours, you would have received dollar for dollar on the property destroyed?

PROPERTY DAMAGE

FIRE

TORNADO

AUTOMOBILE

PUBLIC LIABILITY

COLLISION

BONDS

HAIL

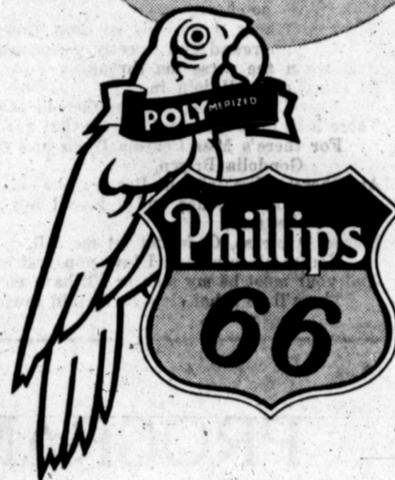
Remember Now

To provide yourself with protection so that the fire demon will not leave your home a pile of ashes forever.

To provide protection for yourself and compensation for your neighbor, you should have a car accident policy.

MAKE YOUR HOME BRIGHTER WITH A POLICY ON YOUR HOME AND CAR IN ONE OF THE GOOD COMPANIES REPRESENTED BY

John McLean INSURANCE



LISTEN TO YOUR MOTOR -NOT CLAIMS!

Do you want to find out whether a gasoline has got what it takes to make the wheels go 'round?... whether you're giving your engine a real chance to do its best?... whether your mileage is at the money-saving maximum?

Then shut your ears to claims. Instead, compare gasolines in your car.

Note which gasoline gives easiest starting, best acceleration. Observe which provides greatest flexibility. Listen for silent action on straightaways, for telltale knocks on hills and heavy pulls. Finally, carefully check your speedometer for mileage per gallon.

That's the way to judge—by results! And you'll certainly see and feel that difference with your first tankful of Phillips 66 Poly Gas.

This sensational new-type motor fuel quickly demonstrates its finer performance and greater value to any intelligent motorist. It delivers extra power, pick-up, and mileage, because every gallon contains the extra energy units added by the patented POLYmerization process, without extra cost.

This plus-performance is protected and guaranteed against changes in weather, because Phillips 66 Poly Gas is 100% custom-tailored, without extra cost.

Why not discover what this outstanding gasoline will do in your motor? Just keep an eye out for the Orange and Black 66 Shield. That's the place to get Phillips 66 Poly Gas, without extra cost.

Phill-up with Phillips for Greater Mileage

roads cross.

November 8: No court was called on account of prairie fires, and no member of the court being present. LA PLATA COURT—2

February 15: A jury of view was appointed to establish the La Plata and Amarillo road.

June 9, 1898: The bounty on grown lobo wolves was raised to \$10 a head, and on old or grown coyote wolves to \$2 per head. Young lobos or coyotes remain at \$1 per head.

August 8: The Bluewater and Dimmitt and Bluewater and Tascosa roads were established.

August 25: That the old court-house be sold for the sum of \$400, one-third down and the balance in one and two years time, with interest at 10 per cent per annum.

September 26: That the county judge be authorized to make contract for moving the building, known as the old court house, to Hereford and to secure a suitable lot for placing the building on.

October 24: The court house was moved from La Plata.

November 24: That the temporary court house at Hereford be repaired and painted.

The reports of juries of view for roads from Hereford to Tascosa and Dimmitt be approved.

That the jail, safe and coal house be moved to Hereford.

The well, windmill, all piping used in the county water works at La Plata and all the lots owned by the county in La Plata were sold to W. A. Witherspoon for \$250.

January 16, 1889: The Western Advance was paid \$36.75 for stationery. The Amarillo Stockman \$7.75 for letter heads.

February 13: The court received the report of the jury of view for the road from Hereford to the east county line with line of the P. V. & N. W. Railway.

A stone crossing was ordered to be made over Tiers Blanca on the Hereford and Dimmitt road.

The following election places were established: No. 1 on 8½

block 12 in Hereford; No. 2, 2½ block in Hereford; No. 3 at Terblanco Camp; No. 4 at the house of J. R. Morris; No. 5 at the Union school house; No. 6 in the unorganized county of Parmer, at Bovina Station.

March 27, 1889: That the county build a court house and put in the old court house as part payment for building the new one.

July 3: The court house in Hereford was accepted.

November 27, 1900: That the pest house be repaired.

That quarantine be declared against all houses and persons who have been exposed to smallpox in and out of the county.

That Sheriff J. T. Inman be employed as quarantine guard.

November 28: It is ordered that one man may remain at Askren. Others may go home under quarantine, or come to Hereford and remain at the hospital under quarantine regulations of health physician.

That a detention house be built 14 x 16, boxed, sided, papered on sides and under shingles, wall 8 feet, one door and two windows.

November 30: That a tent, stove, cooking utensils, bedding and food be purchased, and all persons there exposed to be held in quarantine subject to the orders of the county physician.

January 20, 1903: A petition from the citizens for incorporating city of Hereford was received.

The first marriage license was issued to Mr. Emmett Powers and Mrs. M. A. Byats, in La Plata, on July 25, 1891. They were united in marriage by J. R. Dean on the 26th day of July, 1891.

The first marriage license issued in Hereford was to Mr. I. T. Brennard and Miss Neta Roberson on March 11, 1890.

The first brands registered were those of G. R. Jowell, JOEL, and J. C. Cox, TGL, December 22, 1890.

Some interesting brands are those of the Capitol Freehold Land and Investment Company, XITS, WIT, WIE, IXN, TXIT.

Switch TO DODGE and Save Money!

A WANT AD WILL GET THAT PLOW!

Farmers! Protect Your Wheat

INSURE WITH A

Dividend Paying

COMPANY—A FARMERS' ASSOCIATION

Panhandle Mutual

A HOME-OWNED INSTITUTION

AGENTS CONVENIENTLY LOCATED

H. E. MILLER and H. H. MILLER DAWN

JAS. R. ROBINSON RAY SINGLETERRY HEREFORD

J. T. GUINN, FRIONA

R. E. GILL CHAS. H. FRIEMELL UMBARGER

Quick adjustments of 5 per cent or over any part of the insured crop. See the above named men for further information.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

COMPARATIVE FINANCIAL STATEMENTS FOR THE YEARS 1907 — 1937

1907	TOTAL RESOURCES THEN LESS THAN \$44,000.00
THE FIRST STATE BANK OF HEREFORD, TEXAS	
Statement Monday, April 15, 1907	
RESOURCES	LIABILITIES
Banking House ----- \$ 4,500.00	Capital Stock ----- \$30,000.00
Cash and Exchange ----- 39,139.70	Deposits ----- 13,725.45
Expense ----- 85.75	
\$43,725.45	\$43,725.45

1937	TOTAL RESOURCES NOW MORE THAN HALF MILLION
FIRST STATE BANK, HEREFORD, TEXAS	
Statement April 22, 1937	
RESOURCES	LIABILITIES
Loans and Discounts ----- \$100,849.66	Capital Stock ----- \$ 50,000.00
Overdrafts ----- 310.19	Debentures ----- 25,000.00
Banking House, Fur: & Fix. --- 8,585.00	Undivided Profits ----- 2,058.92
Other Real Estate ----- 4,390.98	Deposits ----- 439,341.31
Other Assets ----- 582.75	
Int. in Fed. Dep. Ins. Corp. 119.20	
Cash and Exchange \$321,562.45	
Bonds ----- 20,000.00	
\$516,400.23	\$516,400.23
MEMBER FEDERAL RESERVE DEPOSIT INSURANCE CORPORATION	

Many Years Of Service

APPRECIATION . . .

This Bank values the business it receives from its customers. Any business arrangements to be permanent must be mutually satisfactory and profitable.

Therefore, in the selecting of your bank have permanency in view and establish yourself for your present and future well being with a good, strong bank that will take care of your requirements AT ALL TIMES.

A Banking career in Hereford has earned for us the name we shall endeavor to maintain, "THE OLD RELIABLE," and to assure the public of our desire and willingness to be of service to them as this name implies, we have always maintained ample cash resources for the needs of our borrowing customers, regardless of whether times were good or bad.

We are grateful to the customers of this bank, many of whom have been with us continually during the past years of our banking career in Hereford, and take this opportunity to thank them for their loyalty and friendship, and we want to continue to be of service to you, whether your business is large or small.

We believe in Hereford and Deaf Smith County, and the people residing therein, and desire to contribute our efforts along with many other local enterprises and citizens in keeping Deaf Smith County abreast of the times.

Finally, it is our purpose to handle any business entrusted to us in such a fair and liberal manner as to make the customer's relations with the FIRST STATE BANK satisfactory and profitable.

1907 THE HISTORY OF GROWTH 1937 IS A HISTORY OF GUARANTEE

Today, as in days gone by, the First State Bank still recognizes the duty and privilege of being a good neighbor. With the coming of more people to Deaf Smith County, the First State Bank saw the need of turning the land of the county into ranches and farms in order that the people might have homes, and that the community might develop to the fullest extent. The land was cut up and sold to farmers and ranchers, who worked their land, and we are glad to note that this policy was the means by which many farmers of Deaf Smith County came to own their own farms. The First State Bank's policy is as in 1880—"A stranger was welcome at any fire-side," and in 1937—"A friend is treasured above all else."

"MAKE THE FIRST STATE BANK YOUR BANKING HOME"

— TO THE PIONEERS —

As a part of the enterprise that goes to make up the City of Hereford, your host on Monday, May 10, we extend our greetings and urge you to make this your celebration. You'll find that we are keeping pace with the rapidly changing development of this section.

FIRST STATE BANK

Hereford, Texas

Old T-Anchor Has Colorful History

EARLY RANGERS DROVE CATTLE TO DODGE CITY, KANSAS

(Note: This article regarding the T-Anchor Ranch will recall many fond memories among old timers who worked on the ranch, and who lived as neighbors to men employed there as cowboys. It was presented in 1934 before the Federation meeting.)

By CLIFFORD ESTES
When the Spanish Colonial system was reorganized, which was

the most efficient method of colonization that was ever in existence, it approached the region now known as the Great Plains. The Spanish first tried to conquer this region but failed. The Americans also tried and met with the same success.

After 1870 the Americans attempted to settle on the Plains with a new method of utilization. This agent, the cattle kingdom, must be recognized as a very important factor in the history of our nation.

The Spanish had a custom of driving their meat supply alive. Some of the offspring escaped and

joined into herds. They multiplied rapidly, despite the wild animals and hunters. In the year 1837-38 some cowboys rounded up a herd and drove them to a market on the Gulf, but in 1842 the driving of a herd to New Orleans introduced the cattle industry to the world.

Colonel Charles Goodnight drove his small herd of 1500 head into the Palo Duro Canyons at Timber Creek and established the old Goodnight Ranch just across the Armstrong County line in 1876. In 1877 the Colonel's brother-in-law, Leigh Dyer, drove about 400 head of cattle into the valley of the Palo Duro Creek and started the first ranch in Randall County. That winter he hauled logs from the canyons at Falde Hour and built the first log house of any pretensions in the "north 36 counties" of our state. This house later became the headquarters

house of T-Anchor Ranch. In the spring of '78 Dyer sowed the first crop of oats ever planted by Anglo-Americans in that county. His field of oats bore very well until one night about 600 buffalo stopped there and browsed it to the ground before morning.

Jot Gunter and Summerfield became acquainted with land in that region as surveyors for railroad companies. At this time Texas was encouraging roads by making grants of land to the people that built them. Gunter and Summerfield became surveyors on a contract that gave them part of the land they surveyed. Thus they increased their holdings by forming a partnership with Munson. Munson borrowed money from Illinois with which to buy script. In 1878 Gunter, Munson and Summerfield bought Dyer's interest in the ranch which included the house that he had built.

The first herd of cattle belonging to the new owners was driven out to the ranch from Limestone County in the fall of 1880 by Jud Campbell. This herd consisted of 3900 head of stock cattle. The second herd was collected in the winter of 1880-1881 by special buyers for the company, most of which were bought from small holders in Limestone and surrounding counties. This herd was divided into two groups of about 800 and branded at Mexia before starting for the ranch by way of Gainesville. They stayed two weeks at Gainesville to correct inspection papers, then the herd was driven to Henrietta and on to Doans Store on the Red Rlyer, across the Territory to miss the quarantine line, then due west to the ranch. When they came to Goodnight's ranch, he turned them north above him and they reached the ranch about the 15th of May. Three men and one wagon started back for the other half of the herd, while the rest of the men went south to bring back the first herd that had drifted south during the winter. They turned most of the herd at Running-water, but had to ride as far as the Brazos before they got the

Covered Wagon Brought Alec Thompson Here

Alec O. Thompson, county surveyor and veteran abstractor of Deaf Smith County, is one of this section's old timers who came here in a covered wagon. Mr. Thompson and Bill Hill, deceased, came to Hereford on June 10, 1902, from Gainesville, Cook County, Texas.

Mr. Thompson recalls that it took 13 1/2 days to make the trip. They came from Gainesville to St. Joseph, thence to Montague, Bellevue, Archer City, Benjamin, Guthrie, Matador, Floydada, Plainview, Dimmitt and on to Hereford.

One of the things Mr. Thompson says he will always remember is the gigantic pile of chips in front of the hotel in Plainview. He said the pile was some 100 yards long, 10 steps wide, and stacked as high as possible.

The two had wild game all the way from Gainesville into Hereford, starting out with rabbits and squirrel, as they continued then ran into prairie chicken and quail, then wound up with antelope and prairie dogs. They were in a severe storm near Archer City; a big rain and high wind almost blew their wagon away, he says; between Dimmitt and Hereford they encountered a West Texas norther, nearly freezing to death. In 1903, Alec's father and mother moved here and fled on land northeast of Hereford.

In addition to his other accomplishments, Mr. Thompson is also considered today as one of the outstanding civic leaders of this section. He is a leader in the First Baptist church, has held high offices in the Masonic Lodge, is a member of the Lions Club and was recently elected president of the Hereford Chamber of Commerce.

strays up. In 1881 two camps were made for line riders.

Twisted wire for fencing was first introduced by an Illinois farmer. By 1881 the idea had reached the ranching country and in that year Gunter, Munson and Summer-

field built the first fence in the Panhandle. They fenced practically all of the eastern half of Randall county. This small pasture of 240,000 acres introduced a new area in ranching. The posts for the fence were set 80 feet apart because antelopes and wild mustangs did not understand the fences. By placing the posts so far apart the horses or antelope ran over the wire without breaking it down. This is still used as an effective barrier for cattle. In this year Gunter, Munson and Summerfield registered their brand as the Crescent G in the records of Marks and Brands at Tascosa.

In 1882 Jule Gunter bought Summerfield's interest and moved to the ranch. Since he had been branding the T-Anchor, that brand was adopted by the ranch. This was the beginning of the T-Anchor Ranch. In the summer of '82 a herd of 3,500 stock cattle was brought from Grayson county. Three of the men that came with the herd were Jim Wright, foreman; Judge L. Gough and Sam Wise. This herd arrived at the headquarters camp on June 26, 1882, and was turned in with the rest of the T-Anchor cattle, which drifted to their summer pasture in Tule Canyon. On August 24, 1882, the T-Anchor Foreman started two outfits to gather cattle. By the next afternoon the boys had gathered every T-Anchor cow, calf, bull or steer into one herd. Thus the largest single herd ever known to be driven was bedded down in so huge a circle it took an hour for a trotting horse to round them. The next morning 16 met and the historic herd hit the trail and reached Big Lake, four miles south of the line, before noon. The herd was watered and then started toward the ranch. This herd was so large that the lead cattle were through the gate before the last ones had left the lake. The lead cattle started through the gate at about one o'clock and it was sunset before they were all through. Vas Strickley and June Gunter counted 10,652 head of cattle which 16 men had handled with a remuda of 125 horses.

The T-Anchor made their first drive to Dodge, Kansas, in the fall of 1882. Judge L. Gough wrote the only poem about a cattle drive in history. He listed the names of the riders and the horses they rode. Some times he could write rhymes for the entertainment of the cowboys. At the time he wrote the poem about the cattle they were holding the cattle on the site of the WTSTC. The Judge was known as Parson to the other riders. This is the way he listed the men and their horses:

The cowboys strike occurred in 1883 and was an effort to secure higher wages, but the T-Anchor was not involved very much as Colonel Goodnight offered his help. Soon after some of the "strikers" formed the "Get Even Cattle Company," which stole cattle, but this was quickly ended by the Texas Rangers.

In 1883 the two Gunter men sold their part of the ranch to Munson, who managed it until 1885. That year he sold it to the Cedar Valley Land Company for \$500,000, and he delivered to them 25,000 head of cattle and 325 horses.

The coming of the farmer precast the breaking up of the large ranches. On the heels of the farmers came L. T. Conner, the founder of Canyon, Texas. Settlement was opposed by the T-Anchor Ranch, but it was a losing fight for them. The Cedar Valley paid taxes on 80 sections of land in 1890 and in 1895 threw up its lease.

The WTSTC now owns this old ranch. The log house built by Leigh Dyer still stands and will be preserved as a relic of early frontier life. The ranch is used as a sight seeing place and several young men make it their home to work their way through college.

McVeigh and Gus Lee.

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Bippus Items

BY RUTH REESE

Shopping in Hereford Saturday were Frank Canaba and family, C. T. Reese and family, Messrs. and Mmes. Homer Dodson and Jack Fortenberry.

The box supper Friday night, April 23, was enjoyed by all. They made \$40.

Mr. Williams, wife and son were in Hereford Saturday. Melvin Walton was out of school Wednesday.

C. V. and Henry Griggs were in Clovis Wednesday.

Little Billie Jo Adrian of Canyon visited Mr. and Mrs. Webb Adrian last week.

Mr. Bateman and daughter were here from Hereford Sunday.

Messrs. Dodson and Steen were Clovis visitors Friday.

Club meets with Mrs. Canaba May 12.

H. D. Culpepper of Walcott, J. Fortenberry and Geo. Bippus called in the Reese home Friday.

Dad Morrison is visiting in Arkansas this week and next.

Club met with Mrs. Homer Dodson Wednesday. The club women gave Mrs. Dodson a handkerchief shower and spent the afternoon in quilting.

Mr. Walton is on the sick list this week.

Early Presbyterians.

The Old School Presbyterians of Hereford effected an organization of their church here this week, and, while their number is small at present, they are hopeful of having a flourishing church here in the future.—Hereford Reporter, 1902.

John Higgins and family are Cooke county folk, who have resided here since 1891. He is in the stock farming business in the Ward community.

Rider
Jules Gunter
Vas Stridey
Lem Shipman
George Isaacs
Mexican John
Frank Johnson
Jim Mullins
Ken Johnson
Jim Wright
Parson Gough
Tom Denson
Charles Mabbery
Sam Wise

Horse
Diamond Horse
Swanny Reb
Pomp
Chock
Ball
Sam
Steel Dust Sorrel
Ben
Bob
Prancing Rob
Sabine
Dodging Brown
Yellow Nat
Old Walking John

The cooks on this trip were

THE ONLY LICENSED AND BONDED ELECTRICIAN IN HEREFORD

We are completely equipped to do all your electrical wiring, in the most efficient and modern way. We are prepared to make an estimate on your complete wiring job, furnishing all the fixtures and appliances that you might need. ALL FARMERS WHO ARE INTERESTED IN ELECTRICAL WIRING FOR THEIR HOMES OR IRRIGATION WELLS ON THE NEW RURAL ELECTRIFICATION PROGRAM... SEE US AND LET US GIVE YOU AN ESTIMATE ON YOUR JOB!

LET US GIVE YOU AN ESTIMATE ON YOUR ELECTRICAL JOB

McConnell Electric Co.
Phone 759. G. E. RADIO DEALER. 303 N. Main St.

PIONEERS

We Welcome You

Just As the Modern Housewife Welcomes

THE NEW MASTER DIAL **Leonard**



THAT LETS YOU CONTROL THE OPERATION OF YOUR LEONARD TO SECURE LOWEST OPERATING COST

Visit Us On Pioneer Day!

An early settler of this community would have welcomed the convenience, economical operation, modernistic design and the best of refrigeration—to be found in the 1937 Master Dial LEONARD.

And this year LEONARD gives you even greater values. For LEONARD now adds new Master Dial. No other refrigerator made offers you this money-saving improvement.

Be sure the refrigerator you buy is complete. Be sure it is a thoroughly modern refrigerator that gives you all the conveniences listed in the panel on the right. The LEONARD gives you more for your money!

MORE FOR YOUR MONEY!

... only LEONARD gives you ALL these Extra Features

1. Leonard Master Dial.
2. Vegetable Drawer.
3. Len-A-Dor Pedal.
4. Service Shelf.
5. New Curved Shelves.
6. Rubber Grids in All Ice Trays.
7. Vegetable Crisper.
8. Utility Basket.
9. Sliding Shelf.
10. Interior Light.
11. 5-Year Protection Plan.

90¢
a week
BUYS YOU A LEONARD

You're Invited Today To

SEE THIS

LEONARD ELECTRIC
WITH THE *Master Dial*

Welcome Pioneers

McConnell Electric Company

Phone 759

LEONARD DEALER

303 N. Main St.

Make Her a Permanent HOLIDAY By Buying Her a New Easy Washer

All in lovely **WHITE**



An all-day Celebration, honoring the old settlers of this area is a memorable occasion. An all-time celebration honoring the housewife would also make a big hit. It can be done with a modern, and smartly styled, white EASY WASHER—that makes washing a real holiday. Moreover, it will wash for a large family at a very low operating cost.

ALL FOR ONLY \$1.00 WEEKLY

New 1937

EASY WASHER

PIONEERS

SEE THIS NEW EASY WASHER TODAY!

McConnell Electric Co.

Phone 759. Easy Washer Dealer. 303 N. Main St.

— SINCE 1906 —

HEREFORD'S PIONEER BANK



This year the "Pioneer Bank" of Deaf Smith County passes its thirty-second milestone of active service to the people and business men of this county. Through good times and bad; through prosperity and disaster, this institution has ever been a bulwark of PROGRESS; ever aiding in the sound development which has brought forth the present Deaf Smith County. The First National Bank joins with the pioneers in celebrating their great celebration in Deaf Smith County. We take pride in the City of Hereford and Deaf Smith County, which we helped to build, and pledge our unqualified support to every upward effort of the future era upon the threshold of which we now stand.

WELCOME OLD - TIMERS

Pioneer Day is truly a date in the history of Hereford and Deaf Smith County. Observances of this day not only mark the outstanding celebration, but also the rounding out of a period of development of this area. From the old-timers, the cowboys, and the chuck-wagon this section has grown, along with the locomotive, the automobile and aviation, into a section of cattlemen and farmers, thriving young cities and progressive communities. This bank has kept stride with every improvement. Today it is aiding development that will aid this community in years to come to a better place to live. Thus, we are living up to the true purpose of a Progressive Banking Institution by fostering service, progress and providing safety for the savings of our depositors.

Visit Us Pioneer Day, May 10

Officers & Directors

GEO. L. MUSE, President

A. R. POSEY, Cashier

Directors

J. S. ORR

TROY WOMBLE

F. A. GYLES

J. L. FUQUA

MRS. L. R. BRADLY

Capital, Surplus and Undivided Profits \$70,948.11

First National Bank OF HEREFORD

Pioneer Day



SPECIAL

MAY 10

A One Year Subscription To THE HEREFORD BRAND

ALL PAID UP
SUBSCRIBERS
MAY TAKE ADVANTAGE
OF THIS
OFFER
AND WILL BE
MARKED UP
ONE YEAR
FROM THEIR
EXPIRATION
DATE

For Only



THIS
OFFER
OPEN TO
EVERYONE
IN THE
HEREFORD
TRADE
TERRITORY!

This Offer Open One Day Only, May 10

LIMIT:- One Year Subscription to a Person

Honoring the Old Settlers and the occasion of Pioneer Day in Hereford, Monday, May 10, The Brand is making this special offer—for one day only! It is not a regular price, but a special for this occasion. The Brand wants you here for Pioneer Day, and invites you to visit our office. After 38 years we, too, believe The Brand is a Deaf Smith Pioneer Institution. After this date the regular price of \$1.50 in this territory will be resumed. The offer is good only in the Hereford trade territory.

The Hereford Brand

"YOUR HOME TOWN NEWS PAPER"

Mrs. Bradley Says This Area Ain't What She Used To Be

Prairie Fires Were Early Menace Here

Successful Hereford Breeder Came Here In Early Days

Note: The following article was written by Mrs. L. R. Bradley, one of Deaf Smith County's early residents, and was delivered by her before members of the Hereford Federated Club. Since the death of her husband in 1911, she has taken active charge of their ranch—and is considered an outstanding breeder of Herefords, as well as a pioneer resident.)

By MRS. L. R. BRADLEY
You have heard most of the thrilling events we went through in the early days, such as prairie fires that burned over this and part of adjoining counties two or three days before the few people in the county could fight it out. This was disastrous when all the grass burned off, because there was no feed raised then, or at least very little.

One of the most successful methods of fighting these prairie fires was to kill a cow, halve it lengthwise, two men or cowboys (I always think of men riding horses, using ropes, and such as cowboys) each half, with long ropes tied to the front foot and the other to the hind foot, and ride on each side of the fire. Dragging the half of the carcass over

the side fire would put it out. But with a strong wind, which we usually had, and in high grass, they couldn't put the lead fire out until it ran against a fire guard, road or some place bare of grass; you see we had very few roads, fields and fireguards then—they were far between.

I suppose we had the last Indian scare in this country January 29, 1891. This was the night "we," the Womble Family, arrived in Amarillo. Messages were wired up the Fort Worth & Denver Railroad, and messengers sent out over part of the country most likely in the Indian trails, to warn the people that the Indians were coming. Most all the small towns and communities gathered in small groups, and prepared in some way to fight the Indians. At Canyon, then a small place, they dug a ditch for breastworks. In this community, everybody for miles around gathered down on the creek at Mr. Jowell's—Rat Jowell's father—they barred the doors, run bullets, stood guard and waited for the Indians until they learned this report was false. It was caused by some cowboys who were killing a beef, making an extra lot of noise, and causing a woman to get excited and reported into the little town of Wellington that it was Indians. I think all the people from there clear up here were excited, too.

This county was organized in 1890, with La Plata, on the middle section of the county, as county seat, until 1898, when the P. V. Railroad was built, and the county seat moved to the new town of Hereford. Now it has been 47 years ago since the organization

of the county, almost half a century. I suspect to the earliest settlers it seems near a century, because we really did experience some hard times back in the first 90's trying to hold down our school sections of land, filed on at \$2.00 per acre, with 40 years to pay for it at 5 per cent interest per year (and that had to be paid). Now that seems a very small price and low interest rate to pay for this good land, but there was nothing to pay with, and nearly no way of making any money. It was so hard for the settlers to make a living, having to stay on their claims for three years, and to keep these interest payments on lands, that the state passed a bill about 1897 allowing us to let our lands forfeit by not paying the interest for one year, then have it reclassified as dry grazing land, and refile on it at \$1.00 per acre, bearing 3 per cent interest, with still 40 years to pay for it; it also permitted one person to file on four sections instead of one.

By then more people were moving in here, bringing in more money, along with bonus crops. Some of you may understand just what kind of produce our bonus crops

were. This was when a man, then mostly single men, would come here with a little money—enough to file on a section of land, which cost \$64.00, build a shack, or a dugout, possibly plow out a few acres of land, hold it for a few months, then sell out to some other home seeker for a little profit, say \$100 to \$500. That was his bonus crop, and really I think this helped all along.

Soon the cattlemen began to find these settlers a nuisance to their free grazing lands. As these new settlers (nesters), so the cowmen called them—began to stock their lands with a few cattle. We could buy cattle then, in '93 and '95, such as they were, for \$10 each, but with the bringing in of Herefords, improving the quality of cattle, prices went up, so by '96 to '98 they were selling at from \$25 to \$35. With the times improving in general, things began to get better with us. Some could add another room to the dugout, or to the shacks built of one by twelves, and stipped with one by threes, but with only a dirt floor. Some put a canvas tarp down for a carpet to keep the babies off the dirt.

Then we never really realized we did have such hard times; living in dugouts and shacks, burning prairie wood (cow chips), eating frejoles, sour dough biscuits, and getting by the best we could. For several years we all raised lots of cattle, with but little cost;

had plenty of grass and got good prices for them. Then we built homes, churches and schools.

Then along came the wheat farming craze, and I wonder if more people had stayed with the stock farming instead of turning so near all the county into wheat farms—to blow away in dry years—if we would all be in better condition financially now. While I am not in favor of going back to start all over again, for now when driving around over the

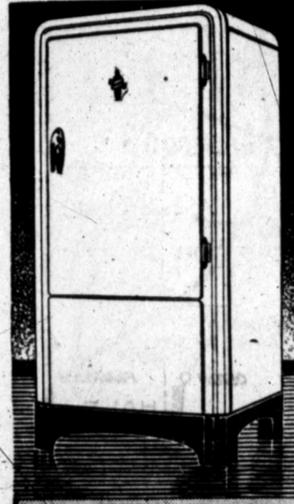
county, and seeing the great improvement in homes, schools, churches, roads and all, it makes us realize that "she ain't what she used to be!"

There are approximately 18,000,000 tons of usable cellulose in the unusual stalks of the average American cotton crop, according to estimates of the All-South Development Council.

Try the Hereford merchants before going elsewhere to buy.

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What You Have
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John McLean
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Try First to Buy in Hereford.

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Now the Coldest ELECTROLUX THE SERVEL Gas Refrigerator

ELECTROLUX
Replaces
The Old
ICE BOX



KEROSENE ELECTROLUX
"For The Farm Home"

PIONEERS! NEW COMERS!

OLD AND YOUNG
YOU WILL APPRECIATE
ELECTROLUX

Just as many other old methods of performing household duties have been removed or replaced with new modern equipment, so has the ELECTROLUX replaced the old ice-box or the old water trough used by our forefathers. It has also removed the old task of trying to keep foods clean and fresh in and old wooden ice-box or watering trough. The ELECTROLUX is SAFE, because it protects food for a longer period; keeps food from spoiling. The ELECTROLUX is economical, operating at a nominal cost and creating no repair expense—a tiny flame does all the work—there are no moving parts to wear and to be replaced. The ELECTROLUX is beautiful in design and clean. There is really no comparison between old methods of refrigeration and the new 1937 ELECTROLUX. You will just have to see it to fully appreciate this marvel in modern refrigeration—ELECTROLUX!

• No moving parts to wear • Lasting efficiency • Continued low operating cost • Fullest food protection • Savings that pay for it

SEE THE NEW
ELECTROLUX
TODAY!

Don't Drown Your Wife In A Wash Tub



Make Washday a Pleasure
THE MODERN WAY
MAYTAG



What man would be so foolish as to drown his wife in a wash-tub—that is exactly what you do when you continue to let your wife use the old, back-breaking, rub-board method of laundering clothes. The day of the rub-board and wash-tub has been gone for some time in the modern home. The housewife who has passed the era of wash-dread is indeed fortunate, but there are many housewives who have not yet experienced the pleasure of a MAYTAG wash-day! Even those who no longer use the tub and wringer have not all been fortunate enough to own a new MAYTAG. Start her permanent holiday now!

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because they are in DEMAND!

NEW HOBART ARC WELDING MACHINE

We have just installed a new Hobart Arc Light Welding Machine to do your electrical welding for you. This New Welder is mounted on a trailer so that we can go right to your tractor or irrigation well and do the job of welding. Just call us any time for this service—it will be done right by our expert mechanic and welding man.

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The Lifetime Separator

The VEGA owner knows this to be a fact and you will know, too, once you see and operate this truly remarkable machine. Here's a separator that has been engineered for years and years of service and, in these days when every dollar must do its full duty, it is just this sort of year-round, lifelong economy that makes the VEGA the best separator buy on the market today.



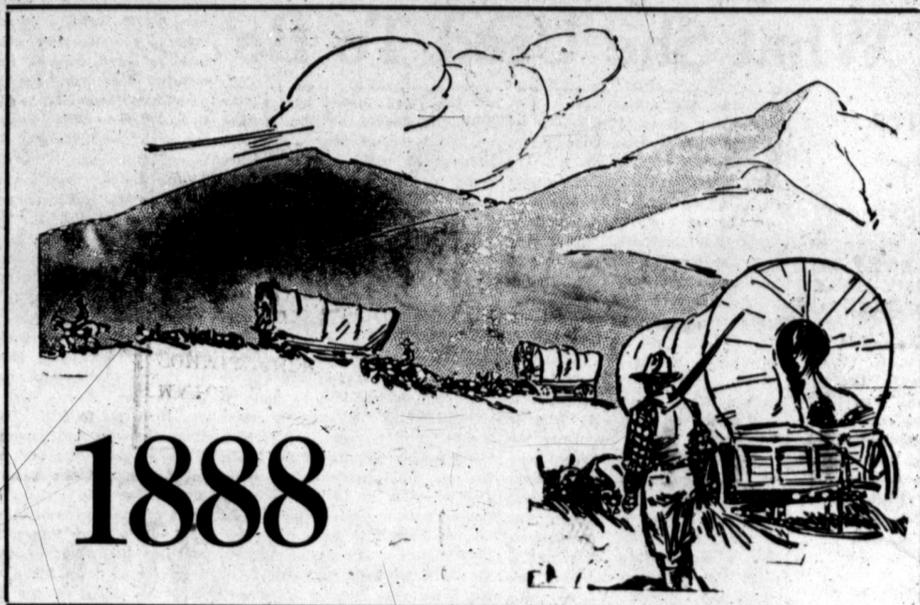
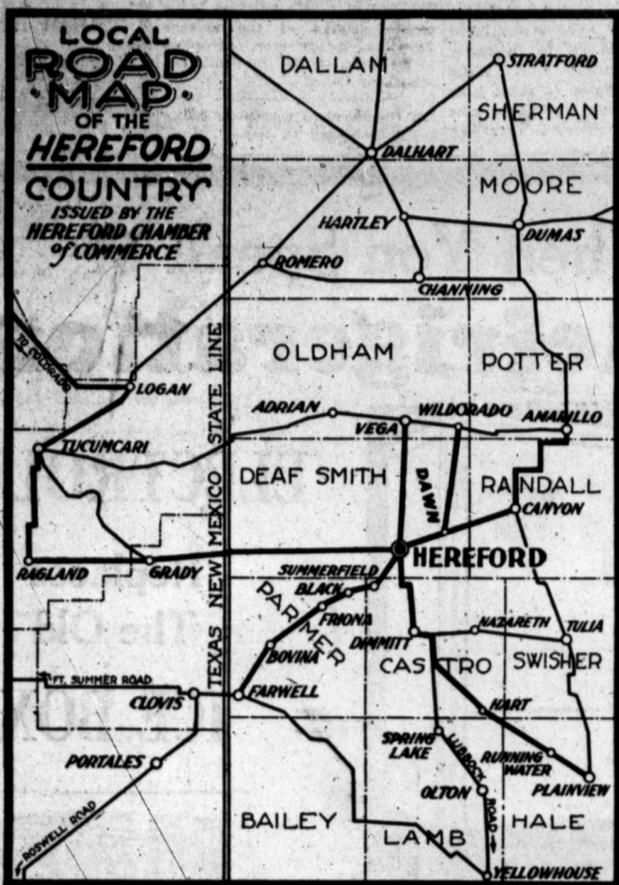
BUILT TO LAST A LIFETIME

HEREFORD IMPLEMENT & APPLIANCE CO.

L. L. WOMBLE, Owner.

HEREFORD, TEXAS

Welcome Pioneers



HEREFORD

The Realization of Courageous IDEALS

HEREFORD, the metropolis of the Tierra Blanca Shallow Water Irrigation Project . . . the natural center of a quarter of a million acres of fertile valley lands now provided with water in abundance . . . The City of beautiful homes, modern schools and churches . . . destined to become one of the great cities of the Panhandle . . . This, HEREFORD, is the realization of the vision and ideal of courageous PIONEERS.

It was an ideal of service to mankind and posterity . . . the bringing into being of a new great land of green pastures and waving fields of grain, where mankind might find health and posterity. This dream was not accomplished without great sacrifices, grim courage, and enduring strength. It is in times like those which we have just been through that we realize that the heritage of courage and vision handed down by the Pioneers of Hereford and Deaf Smith County is of even greater value than the heritage of fertile soil and abundant water from our great Irrigation Project.

It is this spirit that is keeping Hereford today in the forefront of the progressive cities of the Panhandle of Texas; going ahead, even in difficult times, toward the fuller realization of those ideals of service and progress handed down to us. Strong, sane, courageous, confident of the future, Hereford today offers opportunity to those of like spirit everywhere, and continues to play her part in the development of the great Panhandle of Texas.

City of Hereford

1937

MAYOR	C. J. PADDOCK
COMMISSIONER	N. E. GASS
COMMISSIONER	VERN WITHERSPOON
CLERK	EVA PITMAN
MARSHAL	WALLACE COX
ATTORNEY	F. T. ROLOSON
WATER DEPARTMENT	ONIAS CARROLL
WATER DEPARTMENT	BUD DOBBINS
FIRE CHIEF	DOW MERCER

The Hereford Brand

SECTION 3
Pioneer Edition

Dedicated to
PIONEERS
of Deaf Smith County

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 18.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 6, 1937.

FIVE CENTS PER COPY

Annually Mother's Day Revives An Ancient Custom

Music Study Club Holds Open House

Dominant in spring social affairs was the open house program given by the Music Study club Monday afternoon at the Methodist church. Mrs. Carl Mountz, retiring president, and Mrs. C. H. Dillehay, new president, headed the receiving line which included Meses. C. H. Dyar, and H. L. Broadwell. Mrs. A. O. Thompson presided at the guest book. Profusions of flowers were used in decorations, as if May, holding in her abundant embrace many baskets of spring flowers, had garnered all the enchantment of early spring into one room. Tulips of every color, iris and lovely white spirea formed an artistic background for the performance. White flowers decked the altar.

Mrs. Mountz welcomed the guests and opened the program by explaining the meaning of Music Week. She spoke of the aim of the club and said: "During the life of the Music Study club it has been our aim to further good music in our homes, schools, churches and community." Mrs. Broadwell, leader, told how the numbers on the program for the afternoon had been chosen from the year's work and explained the different types of music given.

The program included well rendered numbers by musicians whose experience in giving the performances carried out the tradition established early in the existence of the club. Piano duets and trios, vocal duets and ensembles furnished the appreciative audience with inspirational melody. Outstanding numbers were the ensemble choruses given by the club, under direction of Mrs. J. C. McCracken, when members dressed in pastel formal frocks presented a rainbow of color which blended as effectively as the harmony of their voices.

Refreshments were served from a lace-laid table where Mrs. H. L. Broadwell and Mrs. C. C. Ferguson presided at the punch bowl. Club members are Meses. C. C. Wacker, J. E. Beyer, H. L. Broadwell, R. F. Conaway, W. E. Dameron, C. H. Dillehay, C. H. Dyar, C. C. Ferguson, H. K. Fox, J. T. Gilbreath, H. H. Hawkins, J. B. Jones, J. C. McCracken, C. J. Mountz, Wiley Roberson, S. P. Rosson, A. J. Schroeter, Glenn Snyder, C. R. Smith, W. J. Stanford, A. C. Thompson, A. O. Thompson, B. M. Whitshire, O. T. Williams; Meses. Thelma McMillan, Eloyse Pittman, Ruth Conkright, and two absent members, Mrs. G. A. F. Parker and Miss Mattie Mae Swisher.

Sodality to Honor Mothers.
Members of the Sodality of Our Lady of the Atonement are to receive Holy Communion Sunday, honoring their mothers' on Mother's Day. They request their mothers to receive with them. A party will also honor the mothers.

Attends State Church Convention.
Rev. and Mrs. W. A. McCann and Mrs. E. M. Rice were in Plainview last week from Wednesday through Friday attending the state convention of their church, the Assembly of God. Over 400 preachers and delegates attended. Rev. McCann was elected sectional representative of Christ Ambassadors.

Mrs. Ida Hall arrived from Kansas City Monday night for an indefinite stay here with her brother, S. B. Walker and family.

Misses Mary and Ursula Benzer, Leo Benzer and Jimmie Bore of Amarillo visited relatives here Sunday.

Sister Innocentia of the convent here visited in Amarillo Sunday. She is planning to leave soon for Italy, where she will spend some time with relatives.

Mr. and Mrs. W. C. Cox of Canyon were in town Saturday on business and while here visited Mrs. Cox's brother, R. R. Jackson and family.



Mrs. Minnie Walker was the first woman to marry in the county. The ceremony took place about 10 miles west of town in 1890. Her daughter, Mrs. Alice McCord, holds the distinction of being the first white child born in Deaf Smith county.

FRIDAY QUILT CLUB MEETS WITH MRS. LOMAS

Members of the Friday Quilt club met at the home of Mrs. Harry Lomas Friday. Special guests for luncheon at noon were Meses. T. A. Hill; Willie Hance, Coolidge, Texas; Dr. and Mrs. Jim Johnson, Mr. and Mrs. Edwin Northern, Jacksonville, Texas; Mrs. Leonard Northern, Hillsboro, and John Northern, Overton, who were here to attend the bedside of Mrs. Allen Hughes, a relative. Members of the club who enjoyed the occasion were Meses. William Prollack, Walter Easter, W. B. Green, Wm. Bell, B. R. Dixon and the hostess.

Mrs. V. Skypala of Umbarger was in town shopping Saturday.

Mrs. Earl Wilson was an Amarillo visitor Tuesday.

W. C. Fallwell, Mrs. Elbert Fallwell and two children of Friona were shopping here Saturday.

Mrs. Joe Hastings and son of Dimmitt were in town Tuesday, shopping and visiting relatives.

Mrs. Chas. Brown of the Messenger community underwent a major operation at the General Hospital in Portales last week.

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Mr. and Mrs. W. C. Cox of Canyon were in town Saturday on business and while here visited Mrs. Cox's brother, R. R. Jackson and family.

Mrs. G. T. Brooks and son, Elliott, of south of town, visited their daughter and sister, Mrs. P. J. Woodriddle and family, Sunday.

H. H. Marshall, Harvey Nunn, Robert Campbell, Albert Farris, Arnie Stelzer, Hester Dobbins and Scotty Buckner made up a party that left Saturday night for a fishing trip to Lake Kemp, Wichita Falls.

Mr. and Mrs. S. O. Wilson had as guests over the week end their children, Mr. and Mrs. Linton Wilson and son, Dwight, of Ada, Okla., and Mr. and Mrs. Woodrow Slaten and son, Kenneth, of Portales, N. M.

SECOND GRADE PUPILS ENTERTAIN

An interesting program in the form of a bird party was given by pupils of the second grade Friday afternoon under direction of Miss Ella Alkman, teacher, for the other section of the second grade. The program was based on a study of birds. Pupils had completed a unit of work which began in the spring with the coming of the robins and had made all necessary scenery and decorations. Bird books had been made from their study of homes, habits, food and migration of many birds. Art exhibitions were cardinals which had been cut from wood, painted and made to use as vine ornaments. Stories and poems about birds were given. Bird riddles, songs and contests were enjoyed. A tree full of colorful painted birds and a real canary that lived in a cage were added attractions.

Refreshments were served in the school cafeteria where tables were decorated with bird cages, and place cards were, little bird houses with red or green tops. Favors were tiny cages with canaries inside. Bright colored bird cookies and candy bird eggs decorated the refreshment plate.

Hosts included, Robert Adams, Paul Andrews, Billy Bradley, Wendell Burdine, N. L. Cress, Alvin Dawson, Glenn Henderson, Thos. Malm, Jack Miller, Robert Lee Ott, Ben Plummer, Wayne Riggs, Johnnie Rogers, Ruben Taylor, Doyle Turner, Duane Williams, Virgil Young, Geraldine Ballard, Bobbie Boyd, Frances Caraway, Jo Ella Hussey, Ila M. Kearns, LeRaine Morton, Ruth Ann Onstead, Helen Ann Pittman, Ann Rosson, Joan Smith, Ludie Turner, Velda Vaughn, Ernestine West, Helen Jo Wilson and Reba Mitchell.

Marriage Announcement.

Mrs. Winnie Wood, of Fort Worth, formerly of Hereford, has announced the marriage of her daughter, Miss Carol Lynn Wood, to Mr. Cecil Parish of Montgomery, Alabama, on Monday, May 3. Mrs. Parish was graduated from the Shield of Faith Bible school in Fort Worth Monday evening, and immediately following the graduation exercises the marriage ceremony was performed. The couple will live in Montgomery.

BIPPUS DEMONSTRATION CLUB MEETS

The Bippus Demonstration club met at the home of Mrs. Homer Dodson Wednesday of last week. A covered dish luncheon was featured at the noon hour, and quilting furnished entertainment in the afternoon. A business meeting was conducted after luncheon. Roll call was answered by members giving favorite recipes.

Members present were Meses. Clinton Homfeld, Jack Fortenberry, Davis Pinnell, Webb Adrian, George Bippus, Z. J. Steen, C. V. Griggs, Gene Simmons, Emory Burks, Wilbur Smith, Steve Williams, E. Morrison, J. E. Jones, Frank Knabe and the hostess.

Joe Huckert returned Monday from California, where he has been attending a diesel engineering school.

C. F. Moore, manager of the Penney Store, left Sunday morning on a business trip to Oklahoma City. He returned home Wednesday night.

Mrs. O. F. West returned this week from a visit in Tuba City, Arizona. While away she visited Carlsbad Caverns and the Grand Canyon.

Mrs. Virginia Shore and daughter, Thelma Louise, of Roswell, New Mexico, returned to their home Tuesday after a visit here with her father, S. B. Walker.

Here to attend the open house program given by the Music Study club Monday afternoon were Mrs. Claude Morris and Mrs. Lester Dysart of Vega.

Mr. and Mrs. S. O. Wilson had as guests over the week end their children, Mr. and Mrs. Linton Wilson and son, Dwight, of Ada, Okla., and Mr. and Mrs. Woodrow Slaten and son, Kenneth, of Portales, N. M.



The above picture of Mrs. F. T. Roloson and Betty Jane is an example of modern motherhood and is used in recognition of Mother's Day. The beneficent influence of those called "Mother" has ever and always will mold the characters of citizens of the world. Today's mothers are smiling and happy, and today, as always, mothers are flanked by their children, whose lives they will influence as none other can.

Mrs. Vanderburg Honored Upon Her Seventy-Ninth Birthday

LONE STAR STUDY CLUB HAS LESSON ON INDIA

The Lone Star Study club met Monday afternoon at the home of Mrs. Lawrence Womble, with Mrs. A. R. Posey as assistant hostess. Mrs. Harold Close, president, presided over the short business session when reports were given. The following standing committees were appointed: finance, Meses. R. G. Blue and Robert Thompson; flowers, Meses. Elmo Lawhon and Tom Majors; critics, Meses. Ralph White, Jim Higgins and James Alldridge; reporter, Mrs. Roy Jowell.

The program was on India. Mrs. Owen Stagner led the lesson with a discussion of natives and jungles of India. She told of the different tribes and nationalities that have inhabited India from prehistoric time. She discussed the government, religion, home life, lack of education, racial class and poverty. Mrs. Jack Grady gave a talk on Indian Philosophy. She said in part: "Their philosophy began with human experiences. Each tribe has its own God. They worship the earth because it gives them food, and the rivers because they give them water. Idols of every description are worshipped." A special feature on the program was the History of Mother's Day, given by Mrs. Elmo Lawhon, who also told of the child wives and mothers of India. The club's closing luncheon will be held May 11.

SEWING CLUB IS ENTERTAINED

Mrs. W. M. Emmons was hostess for the Sewing club at her home Wednesday of last week. Places were laid for eight guests at the large table in the dining room. The beautifully appointed table was covered with a lace cloth and centered with clusters of glazed grapes on a mirror base. Knitting and conversation were interesting diversions for the afternoon. Guests present were Meses. Tom McCutcheon, D. H. Alexander, J. T. Gilbreath, Jr., O. C. Holt, W. J. Stanford, C. H. Dillehay and Ernest Medkief.

JUNIOR BAND MOTHERS PLAN BANQUET

Junior Band Mothers met at Central school Monday afternoon. Plans were made for a banquet to be given by the organization honoring Junior band members on Friday, May 14. Members voted to send the Pampa chamber of commerce a letter of appreciation for the hospitality shown Hereford during the band festival.

Plans were made to purchase an instrument for the band and a committee was appointed to make plans for a party to be held one week after the closing of school. Installation of officers will be conducted at the band members banquet.

At a special Mother's Day party Mrs. Mattie Vanderburg was honored on her 79th birthday Thursday at the home of her daughter, Mrs. C. R. Smith.

A covered dish luncheon at the noon hour was the order of the day. Spring flowers decorated the luncheon table which was centered with a large birthday cake, topped with the message, Happy Birthday, traced in pink icing. Fancy work, knitting and crochet furnished diversion for the afternoon. The honoree received many gifts and the lovely old hymn, Bless Be the Tie that Binds, was sung in appropriate fellowship. Guests included close friends of the honor guest.

Present were Meses. W. H. Russell, W. B. Dameron, W. E. Dameron, J. J. Clark, E. E. Ramsey, J. B. Elliston, J. B. Hammer, F. M. Kester, R. T. Barnett, A. H. Elliston, T. M. Palmer, G. W. Brumley, H. H. Hawkins, G. R. Jowell, Nannie Jowell, A. M. Jones, J. S. Orr, T. E. Seikler, George Mase, J. C. Rickotta, E. B. Black, J. E. Gyles, Kittle Kellow Spaeth, W. J. Wilson and son, W. J. Jr., Rev. H. M. Redford, Roy Smith and Miss Evelyn Bell of Adrian.

PRESBYTERIAN YOUNGSTERS ENJOY WEINER ROAST

Members of the junior department of the Presbyterian church were entertained with a weiner roast and picnic at State Park Friday afternoon. Apples and marshmallows came in for their share of the roasting, and games and contests were enjoyed. Mrs. John Olson and Mrs. Ray Barber department leaders, sponsored the party.

Attending were Tom Wilson, Lloyd Olson, Margaret Olson, Arline Millard, Margaret Barber, J. W. Higgins, Wayne Higgins, Mary Louise Pace and Jack Thorns.

Harry Rice left Tuesday morning for Amarillo where he will join a party of friends going to San Antonio for a week's vacation.

Honoring Her Sunday Is Society's Chief Concern

Long and long ago, there was a day called "Mothering Sunday." It meant the fourth Sunday in Lent, and "was so-called from the ancient practice of visiting on that day the Mother Church, later one's parents, and of presenting an offering."

And so, in this modern age has been revived an ancient custom, slightly modernized, but recognizable, nevertheless. For Sunday throughout the Nation "Mother's Day" will be observed in honor of and in recognition of mothers of the world. As on other fete days, one gives a remembrance to those held dear. Mother's Day is a special occasion on which even Smitty wants everyone to give something to his mother. If it is a tangible gift, so be it. But if the gift is love, remembrance or a thoughtful word, so much the better.

Sunday in Hereford a number of affairs will be given in honor of mothers. Throughout the city ministers will observe Mother's Day in special sermons. At the Christian church, a dramatization, My Mother's Bible, will be given in connection with the morning service. The young people will have a special Mother's Day program at the Endeavor hour.

At the Presbyterian church the Auxiliary will present flowers to all mothers.

Both Baptist and Methodist churches will feature special Mother's Day programs.

The Nation has given recognition to Mothers this year as never before. In 1934 a stamp was issued, a long stamp, dignified by the most typical painting in the world, a replica of Whistler's "Mother." And yet it is strange that the picture is so typical, for it is peace; it is solitude, and it is old age—all these personified. When in reality today mothers are young; mothers are active, and mothers no longer sit quietly in chimney corners wearing little caps. But ever and always, mothers will be self-sacrificing and noble.

Mothers in Hereford, there are by the score. A few outstanding ones is the mother of twelve children. Her name is Mrs. Sarah

MOTHER'S DAY PROGRAM TO BE PRESENTED

A special Mother's Day program will be presented in the C. E. chapel of the First Christian church at 7 o'clock Sunday night. Miss Lottie Tyson will lead the program, which will open with a musical prelude, Ave Marie, by Elnora McKinley. The order of the program is: Call to worship, Proverbs 21:30; hymn, For the Beauty of the Earth; The Greatest Battle, Lois Ann Cockrell; prayer and response, Into My Heart. Special number by Helen Frances Streu and Nola Margaret Blue; talk on Appreciation of Mothers, Earl Oldham; hymn, Faith of Our Mothers; An Appreciation of Our Children, Mrs. C. P. Cockrell; talk, Mary, the True Mother, Lottie Tyson; Fellowship Circle and Benediction.

BAY VIEW CLUB CLOSES SEASON'S STUDY

The final meeting of the season of the Bay View Club was held Thursday afternoon in the club rooms at the court house. Mrs. W. M. Emmons directed the program on America's Place in World Civilization. Foreign views of America were discussed from three angles. Mrs. Emmons gave the Oriental viewpoint when she quoted excerpts from the book, An Oriental View of American Civilization by No Yong Park (Poo). Europe's opinion of America was told by Mrs. E. W. Harrison. How American colonies see the American Nation was discussed by Mrs. Essie Cardwell. A general summation of America's Contribution to Civilization, as has been brought out in the year's study, was given by Mrs. John McLean.

Celina Catherine Fox, and she celebrated her 86th birthday within the past two weeks. Mrs. Dolie Godwin is another important mother. She has no children, but she "Mothered" the first sanitarium in Hereford, and out of her early interest in humanity grew our present County Hospital.

Mrs. John P. Slaton might well be called the "Civic Mother," so wide has been her interest in community affairs—the cemetery, city parks and the county hospital all stand as monuments to her interest and energy. Active too with Mrs. Slaton in these civic enterprises were Mrs. W. E. Hicks and the late Mrs. D. F. Ashbrook, who is remembered with reverence.

Mrs. F. T. Roloson stands enshrined in the hearts of Hereford book-lovers as the "Mother" of the County Library, for had she not been the fairy godmother, there might not yet be the Deaf Smith County Library.

To sponsor an anti-cigarette drive, a Mothers' Club was organized in 1908, with Mrs. S. B. Edwards, now of Fort Worth, responsible for its being. That club is now known as the Pioneer Study Club.

Another mother, whose influence touches many lives, is Mrs. G. A. F. Parker, the "Mother" of the Music Study Club. She has been responsible for many contributions to the musical life of Hereford.

Among the mothers of literary culture whose influence was outstanding in artistic phases of social life in Hereford, was Mrs. B. S. Arnold, now of Amarillo. She organized the Bay View Club in 1909.

Not least of all outstanding mothers in Hereford is Mrs. L. E. Brady—a mother of sons and daughters; a mother whose character influences many lives through her activity in civic welfare. For many years she has kept right on at that big job, "Mothering" the County Hospital.

So, Sunday when we honor our own mothers, may we pay a tribute to all Hereford mothers who have unselfishly given of their time and energy in the interest of our city and community.

L. A. E. CLUB HAS LAST MEETING OF SEASON

The last meeting of the season for the L. A. E. club was held at the home of Mrs. Jim Higgins Tuesday afternoon. Bouquets of iris and spirea sprays decorated the home. After a three course luncheon, a business session was conducted. Mrs. T. P. McCollister introduced the last lesson of the club year with a talk on Obsessions and Complexes. A piano number was given by Mrs. Wiley Roberson. The book, Wake Up and Live, was reviewed by Mrs. Bob Higgins. A piano solo was played by Mrs. Edgar Sowell.

At the beginning of the club year last fall a prize was offered by the club to the member having the best attendance record for the year. Mrs. Lipscomb, president, presented the prize to Mrs. Bob Higgins, who qualified with 100 per cent record.

Present were Meses. Arlie Dean, Bill Hutson, Bob Higgins, Robert Viegel, Edgar Sowell, George Suggs, Wiley Roberson, Jack Hutson, T. P. McCollister, Jim Lipscomb and the hostess.

Alter Society.

Sunday is Mother's Day and the Altar Society has not forgotten them. Ladies of St. Anthony's parish are busy this week preparing delightful foods for the bake sale to be held Saturday, May 8. The Catholic Students Mission Crusade will cooperate with the Altar Society in making the bake sale a success.

Dr. George Powers and Mr. Roy of Amarillo attended to business here Thursday evening and visited the N. E. Gass home.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 30.

HEREFORD HIGH SCHOOL, THURSDAY, MAY 6, 1937.

PAGE 63.

High School Meets Special

Students of the high school were turned out Wednesday, April 28, 25 minutes before noon in order that they might be present when the delegates of Wichita, Kansas, good will tour arrived. Souvenirs were given those present. Some of the gifts were hats, whistles, bells, tape measures, thimbles, spoons, green bands, and other trinkets. The Wichita band went from the train, after the high school band had played a number, to the intersection of Third and Main Streets and played several numbers. The group left at 12:15, extending a hearty thank for the hospitality shown them by Hereford citizens and students.

THANKS!

We, the members of the staff, wish to thank the staff members of other school for cooperating and helping us.

The Whiteface Roundup has received many papers from other schools in Texas and other states as well. These papers have been enjoyed immensely by everyone who has read them. Not only were they interesting, but they were also helpful. Many articles of exchange in the Whiteface Roundup were taken from them.

Listed in our exchange list are The Skiff, TCU; War Whoop, McMurray, Abilene; Battalion, Texas A & M.; The Prairie, WTSTC, Canyon; The Ranger, Amarillo Junior College; Western Graphic, OWC, Denver. High schools are The Hornet, Tulla; The Bulldog's Growl, Borger; Panther's Scream, Panhandle; Eagle's Tale, Canyon; The Lark, Gardena, California; Lawton, Oklahoma. The Clovis Evening News-Journal is also listed as one of the exchange papers. Thanks again to everyone!



GIRLS' GLEE CLUB

The Hereford High School Girls' Glee Club has accomplished much this school year. The club gave a number at the District meeting in Lubbock the first of the year. The usual cantatas were given at Christmas and Easter. The group was asked with several other clubs to give selections in Canyon at the Teachers' Conference. This was indeed an honor for the Glee Club. The trios, quartets and sextets and choir took part in the Music Festival in Amarillo April 8-9-10, and several honors were won. The quartet and sextet have given several numbers for different programs of the city organizations. The club is now working on the operetta, Shooting Stars, to be given in May. With Miss Thelma McMinn as director, the club is known as one of the best working clubs Hereford has ever had. Hereford is proud of its Glee Club and hopes they will continue their good work and leave a standard for the clubs to follow.

SENIORS' FAREWELL

At last the Senior class of '37, under the guidance of our president, Alva Barber, is about to reach its goal—graduation. We have come a long way together, and most of it has been happy, especially this last year which has been so full of events that we have hardly had time to realize we are Seniors.

The first big event of the season was a picnic planned for us by our mothers, which we very thoroughly enjoyed. Of course the arrival of the rings caused a great deal of excitement. About the funniest thing that happened was a tacky party given by our mothers. Then a pleasant surprise in the form of a line party took place about Christmas. Mid-term exams have their place, but not exactly in the list of pleasures. April 1 we stand our grave dignity no longer so became children again on kid day. Still decked in short dresses, rompers and hair ribbons, we ate luncheon together

in City Park, followed by games and picnic supper in State Park. The night following came the big event of the season, one anticipated from freshman year, the Junior-Senior banquet—and the juniors proved themselves able entertainers, and every senior had the time of his life.

The high school days of the seniors of '37 will be brought to a close featuring the senior play late in April. Then came that week in which baccalaureate sermon, class night and commencement are of such paramount interest to the graduating seniors. Now as the time closes we begin to realize that our high school life is passing away far too quickly. We shall never again be gathered together in such comradeship as we now enjoy. Yet we would not always remain in high school, but we are eager to take our places in the world and apply the learning and ideals that have been instilled in us by the apt and capable teachers.

We, as seniors, wish to express our appreciation, first to the

teachers, not only of this year, but through our school life, who have helped to make our advancement possible. Second, we wish to thank our Senior Mothers who have so adequately supplied us with entertainment. May all the succeeding graduates of Hereford High School be as fortunate as the Seniors of 1937.

Has anybody taken pity on Miss Rigler and helped her dig the beautiful little yellow flowers—dandelions—out of her lawn?

GERMAN BAND PLAYS

The German Band, minus one member, entertained the students and faculty Friday morning, April 30, in behalf of the Athletic Association.

The band consisted of Billy Smith, Bill Stanford, Ernest Schelbagen and Clifford Estes. Billy Smith was, as you would expect, the spokesman for the band. Billy seemed to have no small amount of trouble with Bill Stanford. Billy Smith said it was because of freshman girls. The boys received a generous shower of pennies after each number, for which they were duly grateful.

L. A. Ricketts was walking down the steps when suddenly his foot slipped and he fell. When he got up he said: Oh, I almost broke my heart!

ELECTION HELD

The election of a president and vice president was held at the late meeting of the Hi-Y club. Officers were elected somewhat differently from what has been the custom. Old members who will be members next year were candidates for the offices. All candidates were given subjects about Hi-Y work and asked to make a short talk about the subject. The one who received the most votes was H. J. president and the one to receive the second highest number of votes was to be vice president. Clinton Massey was chosen president and Merlin Conklin as vice president. Other officers will be selected later.

Plans have been made for the Mother and Son banquet to be held Saturday night, May 8. The banquet will be held at the high

APPRECIATION EXPRESSED

The Senior class expresses its appreciation and thanks to E. B. Black and to all others who loaned properties for the senior play. These properties helped make the play a success and the class sincerely thanks these persons for their cooperation and support.

Miss Wrenn: Vivian, can you tell me, so that the class will understand, what a molecule is? Vivian Olson: Oh, sure; it's one of those things that Englishmen wear in their eye.

Mr. Wilson: Billy, how old would a person be who was born in 1896?

Billy Wederbrook: Man or woman?

A committee has been appointed to make out a program.

PIONEERS

IN
DEPENDABLE
AUTOMOBILE
SERVICE



Service is merely a matter of doing job right, but Sewell Service Station goes a lot farther. We offer such courtesies as these: Delivery of your car to your home, or to a store where you may be shopping; a clean, greaseless steering wheel when it is returned.

More than three years ago, Rufus Sewell took over the management and opened his modern Service Station in Hereford, and since that time it has come to be customary for those who wish prompt, dependable and honest service to turn to Sewell Service Station.

EXPERIENCE and EQUIPMENT



Mean Better Work for You

In the olden days when there were no automobiles and airplanes, and people had to be content to traverse on bicycle wherever they went, they needed repair shops for those bicycles. We still repair bicycles, and we have an up-to-date machine shop for your convenience.

Experience and equipment seem like unimportant details to you in a Machine Shop of this size, but they have an important bearing upon the kind of service that you receive when you bring your work here. This shop was equipped with modern machinery and manned with efficient workmen in the belief that the best service was none too good for the farmers of Deaf Smith County, and our increased business, for which we are grateful, is proof that such a belief was well founded.

Welcome Pioneers

BEAMS and MARRS

Phone 23



CAREFUL GREASING

Have your car lubricated in a thorough, painstaking manner. We guarantee perfect lubrication.



TIRE SERVICE

Better let us look them over, repair the weak spots or supply you with new, fully guaranteed National Tires at our very economical prices.



CLEAN FILTER

When necessary, our station attendants clean the filter on your carburetor, freeing it from all accumulated dust and other foreign objects.

HEREFORD'S FIRST ONE - STOP SERVICE STATION

They have built up a reputation along this line and are proud of the fact. As pioneers in One-Stop Service, they have learned what motorists and car drivers want . . . and now we are doing our best to give them exactly that—just as the early pioneers gave their all in community service, so are we trying to carry on those substantial principles of Honest and Dependable Service to the automobile owner.

WELCOME PIONEERS!

Phone 588
For Road Service



CHANGE OIL

The change of the season demands a change to Spring Oil solution. In Conoco Germ Processed Oil, we have just the proper grade for all climates and all cars.



CONOCO GAS

Gives you the utmost in energy, the minimum of carbon. It's a high-compression, quick-firing gas that is best for your car and most considerate of your purse.



FIX BRAKES

Be sure you can depend upon your brakes this summer. Dependable adjustment by our skilled attendants.

Sewell Service Station

The Station That Service Built

Son Of Pioneer Has Modern Business Here

LAWRENCE WOMBLE IS AGGRESSIVE YOUNG BUSINESS MAN

Operated by the son of one of the county's pioneers, the Hereford Implement and Appliance Co. is today one of the most aggressive institutions in this area. The company is now under the management of Lawrence Wombles, who has owned it for several months. He purchased the firm from M. D. Wombles, who has been in the implement business here for more than eight years prior to the sale. Before entering the implement and appliance business Wombles operated the Wombles Ranch, and is probably as well known as any other man in this

area today. He was born in the county and has spent the entire 31 years of his life in this section. He is the son of W. T. Wombles, deceased, who was widely known for his fine stock of Hereford cattle and modern ranch located 20 miles northeast of Hereford.

"Our present efforts are to make life more comfortable and happier," Mr. Wombles said. "Just the opposite from the life known by early settlers."

Featured lines of the company are Electrolux refrigerators, Maytag washing machines, Philco radios and Oliver farm machinery. A crew of eight men is now employed by the Hereford Implement and Appliance Co., and in addition to their standard lines, they feature welding and repair work, having recently added a portable electric welder for work on irrigation casing at the wells.

George Conklin, freshman at Texas Tech, Lubbock, was a week end visitor with his parents, Mr. and Mrs. Lee Conklin.

Scene Near Hereford



Sulphur Park on the Tierra Blanca has furnished the setting for innumerable picnics back in old times and in recent years. The scene is one of those rare natural spots of the type found only in West Texas.

First State Bank Here Since 1907

POLICY IS THOROUGH UNDERSTANDING OF LOCAL CONDITIONS

If we were privileged to turn back through the pages of time to the year of 1907 we would find occurring on the day of April 15 one of the important steps of progress recorded in the history of Deaf Smith County. On that date was organized the institution known as the First State Bank of Hereford.

The issuing of the charter of this bank laid the foundation for one of the most durable and serviceable business enterprises to ever serve the people of this county. The bank in 1907 had a capital stock of \$30,000, which was divided among 300 stockholders.

Early history of the bank shows it to have been founded to serve a definite purpose, and it has during the past 31 years been operated upon a policy of thoroughly understanding the conditions of the county, and problems faced by its patrons.

The first charter, issued April 15, 1907, shows W. B. (Ben) Meach as the first president of the institution; W. H. Russell as secretary, and C. G. Witherspoon as chairman of the board of directors. The complete list of directors read: W. B. Beach, T. M. Farmer, J. M. Garner, H. B. Webb and W. S. Higgins.

Those first officers, many of whom are dead, laid down the policy of service, dependability and integrity upon which the bank is today operated.

As the county grew and prospered, so did the bank, and in 1916 it followed the example of numerous West Texas banks by adding a trust department. This addition was made for the purpose of handling wills, estates and other business of similar nature. The

ORCHESTRA COMPOSED OF EIGHT PIECES—1902

Last Monday evening we were fortunate enough to be invited to the cosy home of Mr. and Mrs. F. B. Fuller to listen to the Hereford orchestra in their practice. The orchestra has been augmented by two recent arrivals from Missouri, Messrs. West and Turk. The boys have been doing good work in their practice and are now competent to execute the most difficult popular and classified music. The personnel of the orchestra is as follows:

W. E. Rush, instructor and accompanist; W. F. West, first violin; C. H. Turk, clarinet; B. H. Bounds, Jr., clarinet; Frank Tucker, cornet; S. C. Wilson, slide trombone; John Boyd, bass viol.—Hereford Brand, March 21, 1902.

addition of the department called for a new charter, which was issued January 26, 1916, changing the name of the bank to First State Bank and Trust Company.

The bank operated under this name until October, 1927, at which time it discontinued the trust department and assumed its present name, The First State Bank, Hereford, Texas. The issuance of each charter results in a new title for a bank, but the present name was as close to the original name of the institution as possible.

Officers of the First State Bank and Trust Company were Henry Wilkinson, president; A. P. Murchison, cashier; Carl Gilliland, Henry Wilkinson, W. O'Brien, W. S. Higgins, Geo. L. Muse, T. M. Palmer and C. B. Williams, directors.

Located on the corner of Second and Main Streets, the First State Bank is still operating in its original building and location. Its history is one of service, which is continued today under the following officers and directors: C. B. Williams, president; Miles Roberson, vice president; C. C. Acker, cashier; Edgar Ireland, Jr., assistant cashier. Directors are H. G. Conkwright, E. S. Ireland, J. A. Pitman, Miles Roberson and C. B. Williams.

Geo. McConnell Serves County For 12 Years

Geo. S. McConnell on December 15, 1926, opened the McConnell Electric Co. in Hereford, and the present time has been in the electrical contracting and refrigeration business for more than 12 years. Previous to his present shop, he operated as a licensed and bonded electrician.

Mr. McConnell is a graduate of the Sweeney Automotive and Electrical School of Kansas City, and has pioneered in mechanical refrigeration in this section. In addition to his other duties he has also wired practically all of the homes and business houses here in the past seven years, and a large number of present irrigation wells.

In his present shop, McConnell features Leonard refrigerators, General Electric radios and Easy Washers along with a complete line of electrical appliances.

Mechanical refrigeration is considered a reasonably new field, and Mr. McConnell began specializing in repair work of this type long before mechanical boxes were as numerous as they are today. He is considered one of the best mechanics along this line in this section.

red Stewart and Geneva Sue Benton to visit their parents over the week end.

Home from WTSTC were Mild-

Joins Husband In Amarillo.

Mrs. John Biggs and daughters, Shirley Ann and Mona Sue, left last week end, to join Mr. Biggs to make their home in Amarillo. They live at 816 Georgia Street. Mr. Biggs is with the Hub Cloth-

Hotel Early Business House.

The old Hereford Hotel, which formerly stood on the east side of Main Street in the 100 block and burned in 1908, was one of the first business houses in Hereford and was operated by the father of Matt Gilliland.

Miss Jonnie Estes, who is employed in Amarillo, was in Hereford last week end. She returned to Amarillo Tuesday.

Welcome

Old Timers, Visitors!

Today we pause in the midst of our labors to pay tribute to the old settlers and pioneers of this section. They had vision, courage and stamina. As a result of their vision they saw an agricultural community with homes and roads, schools, churches, homes and the comforts that go with it. We pay tribute to the Pioneers that were able to see the future.

May 10th Is Dedicated To You!

Welcome To Hereford Pioneers

It is with pleasure that this institution extends greetings to its friends upon the occasion of Pioneer Day. Upon this annual occasion when we hesitate in the routine over everyday affairs to pay tribute to those strong men and true women who came before us—it gives us pride to believe that we are helping carry on their fine example. Although our lives are more complete and more comfortable, it is our duty to serve human-kind, just as did the Old Timers.

Our modern dental office features only the proven methods and we feel that only by keeping stride with the times can we serve you best. Dentistry is our business. We have spent many years in learning the profession—and we want you to know that you are always welcome at our office.

Dr. B.M. Wiltshire Dentist

First Stairway South of Star Theatre.

YOU ARE WELCOME OLD TIMERS

We greet you Old Timers of Deaf Smith County and the surrounding counties. We are truly sincere—when we say we appreciate the PIONEERS.

VISIT US PIONEER DAY!

PARMER'S GROCERY

THE ALL-CROP HARVESTER



IS THE "Successor to the Binder"

HERE'S WHAT THE ALL-CROP HARVESTER WILL DO FOR YOU:

- 1 Lower Your Harvesting Costs Far Below The Cost of Any Other Method. This Means More Profit.
- 2 Enable You To Grow Soil Building and Erosion-Prevention Crops—and Turn The Seed Into Cash.
- 3 Make You Independent of Custom Outfits And Extra Help. No Twine Or Threshing Bills To Pay.

AND HERE ARE 4 REASONS WHY:

- 1 FULL-WIDTH 5-FOOT CYLINDER Has more than twice the average shelling area. Cut swath goes through in a thin, even blanket—no bunching or choking.
- 2 OVERSIZE THRESHING REAR... Big 32-inch by 10-foot separating rear assures extra capacity to handle heavy crops, or to work at high speed. Twice the separating area per width of cut.
- 3 VARIABLE CYLINDER SPEED... V-belt drives and adjustable sheave pulleys—enable you to make quick cylinder speed adjustments. You can change from "birdseed" to beans in a few minutes.
- 4 RUBBER-FACED BAR CYLINDER Easily raised or lowered for different crops—no teeth to change or line up. Rubber facing avoids cracking. Green weeds are NOT chewed up to raise moisture content of grain. Straw remains unbroken—can be picked up and saved. Threshes all small grains, beans or seeds—more than 70 different crops.

You can be "boss" of your own harvest with an Allis-Chalmers All-Crop Harvester. With a 2-plow tractor for power... you can cut and thresh your crop at its peak in quality. It's easier... you get MORE bushels... and you save money. Let us show you.

DEALER IMPRINT

ALLIS-CHALMERS AUTHORIZED SALES AND SERVICE

Watch For PLACE and DATE OF OUR PICTURE TO BE SHOWN SOON ON THE NEW Allis-Chalmers Combine

Pevley & Seed Allis-Chalmers Dealer

THE TEXAS-NEW MEXICO UTILITIES COMPANY HAS

PIONEERED

Not In a Covered Wagon Not Over a Raw Prairie Land, But With the IDEA



An Idea of Furnishing an Adequate and Dependable Supply of Light, Power and Heat to An Every-Growing Community.

See the New Westinghouse Refrigerator

Texas-New Mexico Utilities Company

WELCOME PIONEERS TO HEREFORD MAY 10th

Laws Ban Carrying Slung Shots Here

WOMEN NOT ALLOWED TO WEAR MEN'S CLOTHING ON STREETS

Times have changed. The old timers who gather here May 10 for the annual Pioneer Day celebration will tell you so. Furthermore, a brief perusal of the ordinances of the City of Hereford, passed in 1902, will convince anyone of you.

Did you ever see a girl or woman on the streets arrayed in men's trusers? Long before Marlene Dietrich popularized the fad, it was banned by the Hereford City Dads. Such an appearance not only was an offense, but a criminal offense, and is so listed in the Criminal Ordinances of the City of Hereford, Title III, Section 3, Article 32. The ordinance is headed "Indecent Conduct," and in part follows:

"Whoever shall, in this city, appear in any public place in a state of nudity, or in a dress not belonging to his or her sex . . . shall be fined a sum not exceeding \$100."

Cruelty to Animals.
A further article states: "It shall be unlawful for anyone to cruelly beat or otherwise cruelly mistreat or injure any dumb animal in the city of Hereford, or wilfully and wantonly kill, maim, wound or poison or disgrace any horse, ass, mule, sheep, goat,

swine, dog or other domestic animal or bird, or beast of any kind."

Those who might desire to carry arms will also find of interest Article 59: "If any person shall in this city carry on or about his person, saddle bags any pistol, dirk, dagger, slug shot, sword cane, spear or knuckles made of any metal or hard substance, bowie knife or any other kind of knife manufactured or sold for the purposes of offense or defense, he shall be punished by fine of not less than \$25 nor more than \$100."

While the ordinances concerned many other things, they also took the precaution of insuring cleanliness. Article 98 particularly stresses the necessity of keeping sidewalks clean and gives \$100 as the maximum fine for offenders who ignored notices regarding his failure to observe the law, and who still leaves his sidewalks dirty.

Evidently in the early days there was considerable trouble from persons tampering with street lights, for Article 137 reads: "It shall be unlawful for any person not authorized to do so to turn on or turn off light or extinguish any kind of street lamp that may be used in lighting the streets or other public places." The fine for such offenses was listed "not less than \$5 nor more than \$50."

If, in a playful mood, you ever decide to take over a railway en-

Bob Fullwood Features Norge Products Here

Bob Fullwood, veteran mechanic and electrician of this county, this week announced the introduction of the new Norge low-temp refrigerator for this section.

"The new low-temp machine represents the very latest and most economical refrigerator that Norge has ever built," he said. "We are glad to be able to announce this startling new refrigerator for Pioneer Day."

Mr. Fullwood is not only a pioneer mechanic in this city, but also holds the distinction of being one of the oldest settlers in this area. He came with his parents to this county in 1893. After living on a ranch in the old Dean community for two years, they opened the Dean post office in 1894,

and operated it until 1899, when they discontinued the office and moved into Hereford. Although Mr. Fullwood was a

youngster, he recalls that Lewis Arnold and George Muse both got their mail at the Dean office during the interval. The office was located between old La Plata and Amarillo.

Scene Familiar to Citizens Of Hereford About 1912



Main Street as it looked in Hereford in 1912, looking north from First Street at the railroad. Conspicuous are the absence of motor cars and lack of improvements for traffic. When this picture was taken is not known, excepting that it was long ago. The first building on the right is the "Hereford House" located on the corner lot where a filling station now stands. Some old timers may remember when this hotel was called the Tygret Hotel.

located between old La Plata and Amarillo. Even as a youngster Mr. Fullwood always wanted to be a me-

chanic. In 1915 he realized his ambition, and after working in Amarillo for three years he returned to Hereford on September 1, 1918, and bought his brother's shop, which was located in the old church building, about where the city hall now stands. He remained in this location until January, 1919, when he moved into the Givans building on the east side of Main Street. On May 1, 1932, he moved to his present location at 404 Main Street, and now operates his modern shop there.

Although he carries several different lines, he features Norge products, including refrigerators, washing machines, stoves, irons and numerous other appliances.

Fishermen Back.

A party of fishermen returned Monday from Lake Kemp, Wichita Falls, where they fished several days. They report a good catch and a very good time. The party was composed of Ernest Medkier, Bill Clutter, O. C. Holt, Lama Beavers and J. W. Hendrix.

Sheriff J. T. Innon left on Monday's train for Bovina on business. —Hereford Brand, 1902.

Do You REMEMBER The Old General Store



13 YEARS IN DEAF SMITH COUNTY

For nearly 13 years I have conducted this business in Hereford, striving to give my customers the utmost for their money's worth. This policy of giving real values has met with approval from people in all parts of the county.

Upon the occasion of this historical Pioneer Day, I would like to thank the friends and customers who have made this business possible during the years we have been in business. Your confidence is an encouragement to continue in the future as in the past by providing the people of Deaf Smith County with a real service and real values at all times.

A. H. Streu

Do you remember that old general store that had what you wanted or sent off and got it for you? They knew about the weddings and the babies and the cousins who came to visit. They knew when the drought got the wheat—and bought accordingly.

And when you came to the store for the mixed chicken feed or the yard and half of gingham, you knew that it would be there and that a friendly smile would be waiting for you, regardless of whether you came to buy a spool of thread or just to visit.

There's a store with the same sort of understanding of your needs in Hereford in 1937. A modern hardware store, carrying a complete stock of merchandise at prices within your reach, and that the spirit is the same as that which made the old general store great and caused it to flourish.

THREE PIONEER LINES

AERO-MOTOR WINDMILLS

The Old Reliable Pioneer Windmill line is still sold by us today!

NEW PERFECTION AND QUICK-MEAL STOVES

Pioneers in service. The kind that have advanced from early days with modern improvements.

ALLADIN LAMPS

These pioneer lamp builders were leaders of yesterday, and are still leading the field today.

ALL STILL FEATURED BY STREU HARDWARE

Congratulations to the Old Settles On Pioneer Day!

Streu Hardware Co.

Hereford, Texas

219 N. Main Street

The Years Bring Experience And Experiences Brings Service



PACKARD'S SEAFOAM

Quality Products Made In Hereford From Wheat Grown In Deaf Smith County

When you buy flour, feeds, and other commodities from our mill, you not only get the very best money can buy—but you are substantially helping yourself. We use wheat produced in this territory. We pay top prices to the farmers of this area for their products, and in furnishing them a home market we are performing a vital service, which eliminates loss of time, trouble and expense.

The Packard Mill in offering one of the largest pay rolls in this section, also adds substantially to the buying power of Hereford. Furthermore, as one of the largest tax payers in this area, we also contribute toward the education of your children; to the improvement of your roads, and to the betterment of Deaf Smith County. When you buy Packard products you get the best—and at the same time add to your own material welfare.

Greetings to Deaf Smith County Pioneers On PIONEER DAY, MAY 10th

Packard Milling COMPANY

A Deaf Smith County Institution

Englishman Paid For First Fourth of July Picnic Here

Walk Bradley Was Cowboy On T Anchor

CATTLE INSPECTOR CAME TO THIS AREA BACK IN 1887

Strange as it may seem, the first July Fourth celebration ever held in Deaf Smith County was not held on July 4, but on July 10—and was financed by an Englishman.

The celebration took place in 1886 at Big Spring, remembered by old timers as the ideal picnic ground. Walk Bradley recalls the incident with a chuckle.

Walker Bradley and Rat Jowell were then cowboys on the T Anchor outfit, which was managed by John Hudson, an Englishman. The 32 cowboys who were then working for the outfit decided they wanted a big Fourth of July picnic. They petitioned Hudson to allow the day, but he protested on grounds that they were busy with a roundup, and told them as soon as they finished they might hold the celebration. It was July 10 before they got through.

Mr. Bradley was one of the boys who went to Amarillo for materials. Every one of the boys purchased new shirts and other clothing for the big event, he recalls.

"When they started to leave Amarillo, then a little village, Mr. Hudson said he guessed we would want some refreshments. He reached into his pocket, took out a 10 bill and said, 'Here is my part.' When we got to Amarillo we had a hard time deciding upon what the refreshments would be," Mr. Bradley said.

"It was strictly against the rules for the boys to drink whiskey at dances. Finally we just bought a box of lemons."

Thus it happened that an Englishman financed a gathering in celebration of the United States' victory over England.

The picnic proved a tremendous success. One of the few early social affairs, cowboys and settlers attended for miles around. The boys sported their new clothing and ranchers brought their wives and daughters, who enjoyed the big dance. The women brought food, pies and cakes. The Big Spring is located on the present Tom Jay place.

Walk Bradley, one of the pioneers who still resides in the county, holds the position of cattle inspector, and in this capacity has capably discharged his duties for the past four years. He is considered to know cattle as well as any man in this section at the present time.

Mr. Bradley came to this section in 1887, when he went to work as a cowboy on the T Anchor ranch with headquarters in the present Randall county. He worked in

ELDERLY CADDY



Known only as "Jim," this eighty-two-year-old man is one of the most picturesque figures of the British golfing world. A caddy at the Sunningdale links near London, Jim is on the job rain or shine with an umbrella as standard equipment.

this capacity for four years, riding over the present Deaf Smith county innumerable times. In 1891 he returned to his old home in Grayson County and remained there until 1897. During this interval, 1895 to be exact, he married Miss Willie Rynum. It was in 1897 that the couple returned to this area and bought the property which they now own, 12 miles southeast of Hereford.

Many are the interesting stories Mr. Bradley could tell regarding early life in this county, but perhaps the most outstanding are those of the days when he rode for the T Anchor outfit.

When he first came west in '87 he made the trip in a covered wagon with W. C. Beard, who later resided at Canyon. He went to work as a cowboy and received \$30 a month wages.

"Sure, that included our board," he said. "All we had to buy was clothes, bedding and our saddles. They furnished horses, too. In fact, you had to ride their horses. They wouldn't let a man ride his own horse if he wanted to."

Tascosa during those years was his post office, and he recalls that they went to town about once a year. Going to town was an event, which marked the spending of their entire salary by most of the cowboys.

"The boys usually got 'likkered up' played poker and a little Monte when they went to town," he recalled, "but there was never much trouble when I was in town. A fellow could always find trouble if he wanted it—and if he didn't he could easily keep away from it."

Mr. Bradley says cattle here in the early days were all range cattle and that the instances where

rustling occurred were indeed few. The T Anchor policy included two roundups each year, one in the spring and the other in the fall. "For roundups we always took 14 men to a camp, the outfit included 12 cowboys, a wrangler and a cook."

Mr. Bradley says the hardest work they had was catching horses. After the horses were allowed to run loose they joined with bands of mustangs. When the boys began to round them up, they had to chase the herd of mustangs until the loose ranch horses were winded; they would then rope them. He says the cowboys never

knew when Sunday came. They worked hard and found little entertainment.

"You never asked a man his name in those days," he asserted. "If he wanted to, he told you. If he didn't tell you, then you called him by some nickname, or else by the brand of his outfit."

Since he and Mrs. Bradley came here in 1897, they have lived in the county, and now reside in Hereford. They have two daughters, Mary Bradley, who teaches in the Hereford schools, and Madge who, with her husband, Dock Robinson, operates the Bradley ranch.

Printing of Textiles
Printing of textiles, which is just another form of dyeing, was practiced at very early times by the various East Indian nations, long before their migrations led to the settlement of Asia Minor and Europe.

A WANT AD WILL GET THAT FLOW!

Burns Sisters To Visit Here On Pioneer Day

FORMER RESIDENTS TELL OF COL. GOODNIGHT'S POOR WRITING

Among the old timers who have already announced that they will attend the Pioneer Day Celebration in Hereford May 10, are Misses Ann and Belle Burns, of Channing. Sponsors of the celebration are hoping that the two sisters will bring some of the many relics which they possess, for display during the celebration.

Reared in this section of the Panhandle, the two sisters can recall many interesting experiences. They lived on the Escavado Ranch in early Deaf Smith days.

Later they became widely known during the time they operated the old XIT Hotel at Channing.

While they attended school at Goodnight, the Burns sisters stayed with Col. Charles Goodnight. Later Miss Belle acted as his secretary, and it was in this capacity that she and her sister were dispatched by Col. Goodnight to deliver a note to the headquarters of an adjoining ranch, six miles distant. They made the trip in a buck-board and delivered the note. After puzzling over the paper for several minutes, the rancher remarked that he could not make out one word on the paper.

Col. Goodnight, himself, told many jokes about his penmanship, the sisters recall. One of his favorites was the time he sent instructions to one of his hands regarding the delivery of some cattle. Arriving several days later the Colonel was sorely vexed because none of his instructions had been carried out. The man stam-

Triple Alliance In Color Schemes

Last year's idea of using accessories all of one hue has been scrapped for a color scheme which often blends three. White is an important accessory color, and some of the newer shades are much used.

This is the kind of costume often seen on Easter morning: black wool coat, black chiffon toque with a twisted drape of carnelian and beige.

Investment of capital in new chemical industry plants in the South, reports the All-South Development Council, has totaled \$85,000,000 in the last three years.

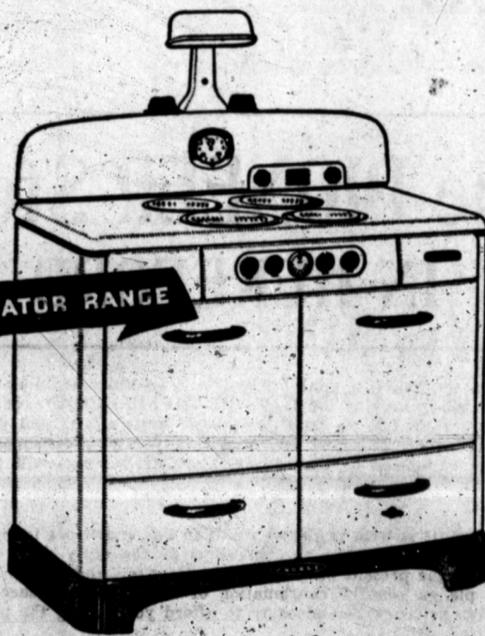
mered about and finally admitted that he could not read the letter. The Colonel was greatly amused—and forgave the cowboy without further question.

ONLY NORGE GIVES YOU:

LOW-TEMP ROLLATOR REFRIGERATOR

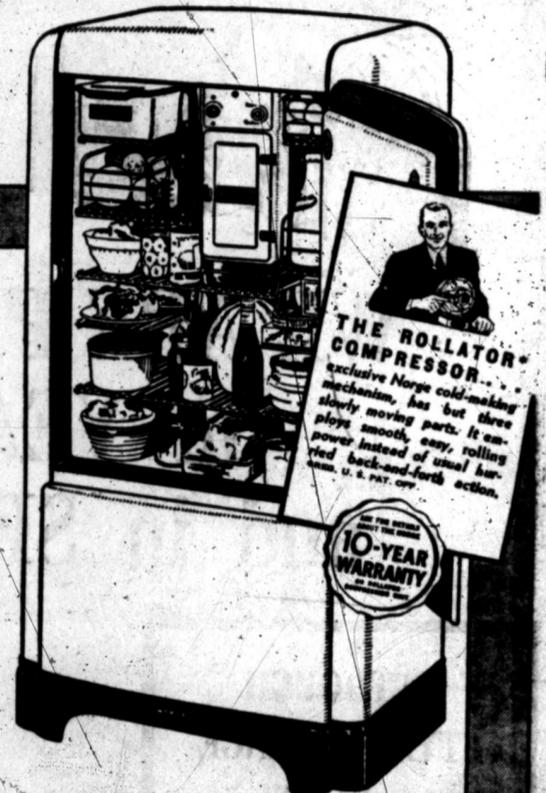
See this amazing refrigerator that maintains lower temperatures, higher humidity, keeps foods Prime Fresh from 2 to 5 times longer. Norge also offers the most flexible—the most usable interior arrangements. Adaptable to 9 different variations.

Keeps Foods Prime Fresh 2 to 5 Times Longer!



CONCENTRATOR RANGE

Be sure to see these beautiful, economical Norge Ranges NOW! New, improved oven-controls and top cooking units make these ranges even more efficient—even more economical. Wide choice of models and equipment.



THE ROLLATOR COMPRESSOR
exclusive Norge cold-making mechanism, has but three slowly moving parts. It consumes power instead of usual hard back-and-forth action.

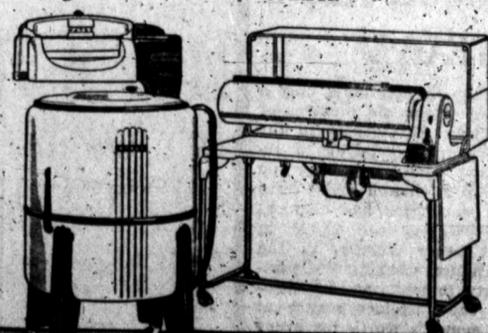
10-YEAR WARRANTY

AUTOBUILT WASHER

With Autobuilt Transmission—Feather-Weight Agitator—Pressure-Indicator—Wringer.

DUOTROL IRONER

Easy adjustments as to heat, speed, pressure. Fast, efficient. Double thermostatic control.



REFRIGERATOR AND ANY OTHER APPLIANCE FOR ONE DOWN PAYMENT AS LOW AS \$7.50 AS

NORGE

Plus Value Home Appliances

Fullwood Battery & Electric Sta.

404 N. Main Street

Phone 20



IT'S TIME TO

Summerize YOUR CAR!

FOR true safety and economy the dirty winter lubricants in your engine, transmission and differential should be replaced with fresh summer grade Mobiloil. Your radiator should be cleaned... battery, lights, tires and other important points checked. Drive in of the sign of the Red Horse for complete 7-point Summerize service.

Change Now to Summer Grade

Mobil Oil

AT YOUR FRIENDLY MAGNOLIA DEALER

Building for the **FUTURE**



**WE ARE PIONEERS
in YEARS
and in SERVICE**

**ALTHOUGH
STYLES CHANGE
OUR BUSINESS
PRINCIPLES
HAVE REMAINED
THE SAME
THROUGH THE
YEARS!**

Styles do change—and it takes only a glance at some of the old pictures of some of the men and women in the pictures shown in this paper to remind you how completely they do change. But even though styles have changed and our store has changed with them—there is one thing in business that never changes in the stores that endure—that is the principle of honesty, integrity and fair-dealing so that the customer secure at all times his money's worth for every dollar spent.

The PIONEER Store IN HEREFORD

Throughout the years, a vital interest in community building has been of paramount importance to the GASS DRY GOODS COMPANY. This business has contributed in no small way, both of its efforts and its means, toward the advancement of our civic and county affairs, realizing that with the growth and expansion of the county, our own business will progress and prosper.

Therefore, it is with pride we pause in our endeavors to pay tribute to the old settlers, who faced the hardships of the early days, and laid the foundation of the present development in Hereford and Deaf Smith County. We again pledge you the continuation of the same loyal service, which it has been our privilege and pleasure to afford you during the past 39 years.

**39 Years of Service
In Deaf Smith County**

**MANY CHANGES
HAVE BEEN
MADE IN THE
DRY GOODS
BUSINESS
IN OUR PAST
39 YEARS IN
HEREFORD!**

Our store has been a bulwark in the Hereford community for the past 39 years and still stands as a bulwark for those two principles of business—honesty and fair dealing. This store has changed many times in the past 39 years, but that part of us still remains the same. We are grateful and proud of the business that has been accorded us in these many years in the community, which we still serve—HEREFORD!

Gass Dry Goods

N. E. GASS, manager

Paddocks Came Here In 1908 From Michigan

PRESENT MAYOR RAISED BALE OF COTTON OFF 20 ACRES

C. J. Paddock, present mayor, is not a native of Deaf Smith county, but had resided here since 1908. He and Mrs. Paddock came from Quinsigamond, Michigan, arriving September 21, 1908. Upon arrival they purchased a farm south-east of Hereford and have since operated a stock farm in that area.

Mayor Paddock can boast of being a pioneer cotton farmer. During the early years of agricultural development in this county he raised one bale of cotton—off 20 acres.

"After spending almost 29 years in this country where prosperity is subject to the whims of drought and wind," Mayor Paddock stated, "I still say it is a good country and I like it. I agree with the late Henry Ansley, when he said, 'If you wear out a pair of shoes in the Panhandle of Texas, you will never be content anywhere else in the world.'"

"Although right now we are all paying tribute to those pioneers who came first and also recalling the days when cattle roamed this vast prairie," he continued, "I sincerely believe a new era

McLean Office Opened In 1929

John McLean, who now operates the McLean Insurance Company here, has been a resident of Hereford since 1910. When Mr. McLean first came here he bought the Corner Drug Store and operated it until 1928. On March 21, 1929, he went into the insurance business.

Mr. McLean offers insurance policies covering fire, automobile, casualty, hail and all of the various types connected with these lines. He also deals in bonds.

Plan Methodist Church.

Rev. Clark informs us that about \$2,000 has been raised for the erection of a Methodist church and that the building will be commenced at once. With the erection of this edifice Hereford will be pretty well supplied with church houses, the Christian and Baptist societies already having each an imposing edifice.—Hereford Reporter, February 21, 1932.

Little Vivian Stambaugh was sick last week, but has recovered.—Reporter, 1932.

of prosperity is beginning in this county with the development of irrigation, followed by rural electrification and the beginning of the battle to stop the waste of our greatest natural resource—our soil."

First National Bank Started Here In 1906

LONG RECORD OF SERVICE RENDERED BY INSTITUTION

Neatly stacked within the vault of the First National Bank are several worn ledgers, the leaves of which are brown with age. Within the pages of these volumes is written the history of an institution—a bank—which has served Deaf Smith County for the past 37 years.

At the very bottom of the stack rests the most aged and worn volume of them all—the minutes of the old Hereford National Bank. The first entry in the book shows that the bank was organized September 29, 1900, and old timers will tell you that the bank then was located just two doors south of where the present First National Bank now stands.

Organized at a time when cattle raising was the principal occupation in this section, credit for the bank's origin goes to John E. Ferguson, its first president. Other officials were F. M. Avis, vice-president; F. J. Clinkinbeard, cashier; John E. Ferguson, E. Carier, F. B. Fuller, W. A. Higgins, F. J. Clinkinbeard, T. M. Palmer, L. B. Tannehill, F. M. Avis, Ira Aten, R. J. Kibbe, A. J. Lipscomb and C. R. Morman were directors.

The bank continued to operate under this management until 1906, when it was purchased by J. L. Fuqua, and chartered February 17, 1906, under the name of The First National Bank of Hereford, Texas. It has continued to operate under that title since. Officers immediately following the change of ownership in 1906 were J. L. Fuqua, president; C. W. Dodson, cashier; L. Gough, R. J. Kibbe, T. J. Jowell, J. L. Fuqua, W. S. Higgins and C. W. Dodson, directors.

In 1907, E. B. Posey came to Hereford, and was affiliated with the First National Bank. Perhaps more than any other individual, Mr. Posey influenced the bank from this period, moulding its policies and guiding it conservatively through good years and bad ones.

Following the policy upon which it was founded, the First National Bank today continues as an institution of service to the community. Since it was founded in 1900, many business firms have come and gone; many people have moved into the county, others have moved away. Many of its first directors and patrons have passed on to their reward, but the First National Bank still stands as a reliable servant to the community, as a tribute to its founders.

George Muse, who now serves the bank as president, is one of the pioneer residents of the county. He has been connected with the bank since 1917, and knows both cattle and farming, thus giving the institution an insight into the problems of its patrons.

A. R. Posey is cashier of the bank, starting in as janitor and climbing to his present position. Other employees are Keller Muse, J. M. Posey and Miss Edith Park. Directors are F. A. Gyles, J. S. Orr and Troy Womble.

Error Corrected.

Through an error, the names of two boys were omitted in the report of the school bands in the Pampa contests. The boys not only made the trip with the band, but were placed as winners in the contests. George L. LeGrand won a rating of superior with a clarinet solo, and Dennis Lomas was awarded the same rating with a saxophone solo.

An Appreciation.

With all my heart, I want to thank each and every one of the many friends who so loyally supported me in the price winning contest. Mildred Wilder.

NOTICE OF MATERIAL BIDS TEXAS STATE HIGHWAY DEPARTMENT

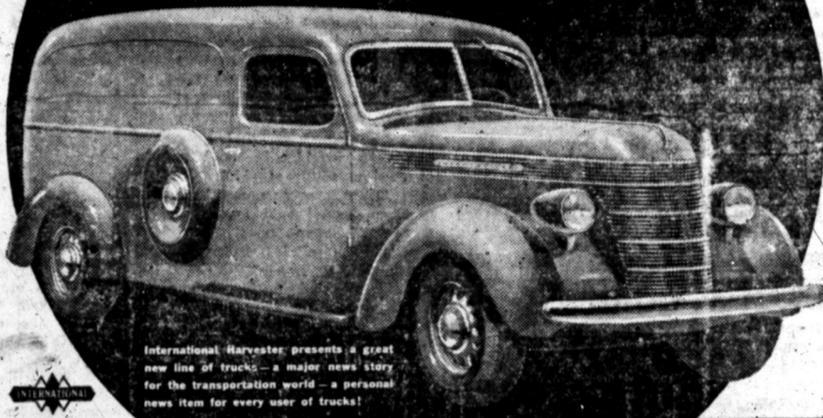
Sealed proposals for furnishing principal items of material for electrically operated Flashing Light Signal project delivered to the P. & S. F. Railroad Company's storehouse in Amarillo, Texas, for U. S. Works Program Grade Crossing Project No. WPGM 976-1 in Deaf Smith County, will be received at the State Highway Department, Austin, Texas, until 9:00 A. M., May 14, 1937, and then publicly opened and read.

Plans and specifications are available at the office of the State Highway Engineer, State Highway Department, Austin. Usual rights reserved.

PROGRESS Demands Modern Transportation

FIRST SHOWING

of the *New* INTERNATIONALS



International Harvester presents a great new line of trucks—a major news story for the transportation world—a personal news item for every user of trucks!

Here is the first announcement of the new International Trucks in the gleaming metal dress and lines of today and tomorrow. Here are eye-values that tell their own story, ultramodern styling that will please every owner and driver, your customers and the general public. But eye-values are not the whole story by any means. Even more important, in these new trucks, are the new values underneath the surface.

Consistent International policy, adhered to through more than 30 years of ALL-TRUCK manufacture, is your guarantee

that the entirely new beauty of exterior in these new International Trucks brings also advanced engineering throughout the entire mechanical product.

New standards of utility and performance are offered you in every model of this new line, in sizes ranging from the Half-Ton unit (shown above) up to powerful Six-Wheelers. The new International Trucks are at your service. Come in and see them in our showroom. Or we'll be glad to send you catalog describing sizes and styles that you need in your own hauling work.



The ALL-STEEL CAB, one of the many advanced features in the new International line illustrated above, shows the interior of the roomy well-appointed deluxe cab. Driver comfort, clear vision, and safety are assured in every International model. Half-Ton up.

INTERNATIONAL TRUCKS

We are very sorry that we have not been able to keep one of these modern streamlined INTERNATIONAL TRUCKS on our display floor long enough for the public to view it. We advertised several weeks ago to watch for special announcement of the new "D" Line International trucks. Above is pictured one of these modern, powerful trucks. The new "D" Line of INTERNATIONAL TRUCKS.

But In 1884 and 1937 INTERNATIONAL and McCORMICK DEERING WERE AND ARE THE LEADERS IN MANUFACTURING FARM IMPLEMENTS

AS FAR BACK AS 1884—even before the first settlers started coming to Deaf Smith County, the International Company was pioneering in the manufacturing of farm implements and machinery of a practical and useful sort. These names of International and McCormick-Deering are known to every farmer and Pioneer for their sturdy and dependable worth, and their long life. One or more of these implements are to be found on practically every farm in Deaf Smith County.

We value the dealership of the International Line because of the real value it enables us to offer our customers who have stood by us for many years.

VISIT US ON PIONEER DAY!

Rosson Implement Co.

Hereford

YOUR I. H. C. DEALER

Welcome Pioneers

Although this restaurant is still in its infancy, we represent quality foods at reasonable prices—and no Old Timer could do more than that. We welcome the Pioneers to Hereford May 10, and invite you to visit us for good eats.

Pioneer Day Special T-Bone Steak 40c

With Coffee, Potatoes and All the Trimmings

THANKS, FRIENDS

Upon this occasion we also wish to extend our sincere appreciation to our many friends and customers for the splendid patronage you have given us since we purchased this cafe a few weeks ago. We pledge you continued service.

The Little Place With the BIG EATS—

The Best Hamburgers In Town!

STAR CAFE

Debb Knox

Buck Richardson

How's Your Credit?

It's the first question—and the most important—is your credit good? And the answer will tell a lot about you and your responsibility—whether people will welcome your business and whether or not you enjoy that all-important virtue—RELIABILITY.

IT'S VITAL TO MAINTAIN

—your credit rating, vital to your well-being and business progress.

PAY YOUR BILLS BY THE 10th



Miss Inez Clark is now manager of our adjusting department. Also we are prepared to do mimeographing, typing or write letters for you. Call 449 for information.

Hereford Credit Association

WELCOME, PIONEERS!

DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Deputy of THE Devil

- BEN AMES WILLIAMS -
W.N.U. SERVICE

(Continued from last week)

Jerrell and Professor Carlisle had arrived early on the first morning, having left Cambridge at dawn. Doctor Greeding welcomed them. There was rising in him a deep affection for these folk, a new perception of the kindness and understanding in them all. Jerrell, for instance, had not offered to throw the resources of his wealth at their disposal; his silence seemed to assume that whatever could be done for Dan, they would do. Some men, Doctor Greeding reflected, would have displayed the arrogance, natural to financial power; would have insisted on summoning other physicians, nurses, or importing hospital facilities of every kind. He

liked Jerrell for his reticence in this direction. And Doctor Greeding had, where the others were concerned, even more personal reasons for gratitude. The accident to Dan was after all, his fault; and Nancy, and Dan, too—since they were familiar with firearms—must know this. Yet neither reproached him, or offered him blame. He welcomed Professor Carlisle's coming as an opportunity for confession, hoping by an open admission of his culpability to ease his own heart; and he took the first convenient occasion. He and Jerrell were in the big living room. Mary Ann and Nancy and Professor Carlisle were with Dan in the dining room, the length of the house away. Then Professor Car-

lisle came back from Dan's side; and he asked Doctor Greeding: "You think he has a chance, Doctor? Mary Ann says that is your opinion." "I believe so, yes," Doctor Greeding assented. And he said to Jerrell as well as to Professor Carlisle: "I hope so. Because, Professor, this was not Jerrell's fault; it was mine." Jerrell protested generously: "Hardly, Ned. It was my clumsiness." But Professor Carlisle waited, watching Doctor Greeding; and the surgeon said explicitly: "No, Ira. He spoke to Dan's father. You see, Professor Carlisle, I had just fired the pistol. I removed the empty clip, thinking I had fired the last cartridge. Most accidents with automatics occur through just such carelessness as mine. I should have worked the action to be sure that the barrel was empty. I neglected to do this. I should have made sure the gun was empty before giving it to Jerrell." He smiled frankly. "No one has blamed me," he confessed. "They have all been mighty kind and generous. But it was my fault, just the same." Neither man spoke, and he added, honestly: "As a matter of fact, this was worse than carelessness. With that particular pistol, if the barrel is empty, the action stays half-open. The fact that it was closed should have warned me that there was still a cartridge in the barrel. I was incredibly stupid." There was a moment's silence. Then Jerrell said uncomfortably: "Decent of you to say that, Ned. But after all, if I hadn't pointed the gun at Dan—" He added, in an incredulous recollection: "I didn't mean to, tried not to. I can't understand it, even now. It was exactly as if someone's hand, on mine, swung the pistol toward Dan—" "If it had been empty, you could have done no harm," Doctor Greed-

ing insisted. Professor Carlisle looked keenly at the Doctor. "No one is blamable for an accident," he remarked. "This of course, was an accident. Let it rest so." And he repeated his question of a moment before. "You think he will recover?" "Yes." "Why?" the older man inquired. "On what signs do you rely?" Doctor Greeding hesitated, shook his head, smiled. "I don't know," he said. "Instinct. A guess, perhaps." He chuckled. "Or it may be that I'm relying on my luck. I was born under a caul, Professor. The old woman says that's a sign of luck, you know; and I've always been lucky, certainly." Professor Carlisle sat down, almost suddenly, as though he were tired. His eyes still on Doctor Greeding's face, he filled his pipe and lighted it. So presently he spoke: "Born under a caul, were you, Doctor?" he repeated thoughtfully. And he said: "I remember you once told me some strange experiences of a friend of yours, who was also born under a caul." Doctor Greeding felt his cheek flame; then the blood drained away, and he cursed his folly, his own loose tongue. There was no accusation in the Professor's tone; yet Doctor Greeding felt himself accused. "Yes, I did," he confessed, lamely. Professor Carlisle puffed at his pipe, his old eyes stern and still. "Strange things do happen," he said gravely, "—some things too dark for the human mind to contemplate." He met Doctor Greeding's glance. "I perceive," he said, "that Dan and Nancy—" "Yes, I am much pleased," Doctor Greeding said hurriedly. "You do not—object?" the Professor asked. "No," the other man assured him. "No!" And he said: "Strange things, yes. Dan's recovery—I think he will recover—is almost like a miracle, for instance. Something like an appeal for mercy was in his tone." The old man said inflexibly: "Yes. If he does recover." And at that, abruptly, Doctor Greeding turned away and went out through the billiard room to where Dan lay. He questioned Mary Ann with a glance. "He's fine," she said. "Not much pain, and no temperature. Doctor, you mustn't doubt. He'll get better." She smiled heartily. "He's bound to. This is one of your miracles, you know." "It's already twenty-four hours," he reflected. "Wound draining?" "Perfectly." "I'll stay with him for a while," he suggested. "If you want to rest." And he did in fact stay close to Dan's side during the days that followed. This was not all solicitude for Dan. It was in part defensive; since so long as he stayed near Dan—who was conscious and rational now—he need not be alone with Professor Carlisle. There was in Doctor Greeding a passionate desire to avoid that wise, bold man, whose shrewd eyes saw so much, who might be keen enough to suspect, and even to credit, the incredible. He perceived that questions multiplied in the other's mind; but so long as he himself stayed near Dan, who must overhear any catechism that might be attempted, Professor Carlisle could not interrogate him. And Doctor Greeding had no answers ready for the old man's unasked questions; so he clung to Dan as a buckler and a shield. He and Mary Ann and Nancy shared that vigil, but he bore the greater burden. It was as though he poured his own life and strength into the hurt man. He seemed in fact visibly to fail while Dan grew stronger. For Dan's strength did begin to return, his color to improve; and his spirits were brave and unsubdued. Doctor Greeding, by contrast, began to look like an ill man. Nancy paid him a heavenly tenderness. And Mary Ann entered with her into this conspiracy of gentleness toward the man who so visibly grew weary and drawn before their eyes. She said to him once, at dawn: "You mustn't—wear yourself out, Doctor." And she added, understandingly: "Father told me you blame yourself for Dan's being hurt. But that's wrong. You mustn't worry. Grief and worry can make you ill, and Dan does not blame you. None of us do." He said: "I wonder if that's why Dan's getting better. Because he's not blaming me, not hating me. Hate and anger are poisonous things, Mary Ann. They can destroy a man, if he harbor them."

Masonic Lodge Was Organized Here In 1900

On May 30, 1900, the Hereford Lodge of Ancient Free and Accepted Masons came into existence by special dispensation of R. M. Lusk, Grand Master of A. F. & A. M. in Texas at that time. The Hereford Lodge came into existence through efforts of eight admitted Master Masons, who then resided in this territory, and to whom should go credit for its creation. The eight men who sought the lodge were John S. McKnight, J. W. McQueen, S. H. McCracken, E. Carter, G. R. Jowell, L. G. Giles, W. B. Boyd and C. L. Davis. Appointed in dispensation, the first officers were John S. McKnight, worshipful master; J. W. McQueen, senior warden, and C. L. Davis, junior warden. At a meeting Saturday night, July 27, 1900, District Grand Deputy George F. Morgan represented the state lodge here. Officials for the meeting were Mr. McKnight, worshipful master; Mr. McQueen, senior warden; Mr. Davis, junior warden; G. R. Jowell, acting secretary; W. B. Boyd, acting treasurer; W. S. Files, acting senior deacon; E. Curtis, acting junior deacon, and D. W. Willon, acting they. Other members who attended were S. H. McCracken and E. Carter. Visitors were J. C. Slack, district deputy of the New Mexico Lodge; A. McKnight, Amarillo; R. M. Johnson, Palmer, and N. B. Bennett, Staked Plains. At this meeting the lodge voted to meet each Saturday night on or before the full moon of each month. The first petitions ever recorded for first degree work in the Here-

ford Lodge were taken at this meeting from D. F. Johnson, Jno. E. Ferguson, Rat Jowell and E. F. Cobell. On August 4, 1900, entered apprentice degrees were conferred upon Ferguson and Johnson. On October 9, 1900, petition for the transfer of C. F. Kerr into the Hereford Lodge was received. At a meeting on December 1, 1900, the lodge voted to move from the D. R. Gass building to the J. M. McGothlin building. The first Master Mason degrees conferred by the local lodge were on the night of February 4, 1901, and were upon E. F. Connell, D. F. Johnson and Rat Jowell. During the past 37 years the Masonic Lodge has grown from its humble beginning into one of the strongest lodges in the state, and has wielded much influence in Deaf Smith county. Among other achievements is ownership of the top portion of the building which is occupied as a lodge hall.

Switch TO DODGE and Save Money!

AN EXTRA ROOM? TRY A WANT AD!

SAVE ON WELL CASING

We have an exceptionally large supply of well casing. Just the type for use in irrigation. Also Water and Gasoline STORAGE TANKS—Any Size You Want. FOR DETAILS WRITE OR PHONE

City Machine & Welding Works

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Dr. M. V. COBB

Chiropractor and Naturopath
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Phone 470. Hours: 9:12, 2:5-3:0
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BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON
ABSTRACT CO.
4 Per Cent Federal Farm Loans.

INSURANCE

JNO. H. PATTON
PHONE 50

ABSTRACTS

Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY
ABSTRACTS INC.
Cliff Estes, Manager

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Chiropractor and Masseur
100 B Street—Just North of Mother's Park
Phone 341 for Appointments

THE CHOCOLATE SHOP
Plate Lunches Sandwiches
Cold Drinks, Candies Magazines

THE HEREFORD BRAND
JOB PRINTING

AS MODERN AS TOMORROW

That's Mobil Oil and Mobil Gas

Magnolia Stations are famed throughout the Southwest for their service, courtesy and dependability—but the two factors in which we take the most pride are MOBIL OIL and MOBIL GAS. Here are two products that are truly pioneering in advance of the remainder of the automotive fields . . . truly as modern as tomorrow . . . give them a trial and convince yourself.

SUMMERIZE NOW!

If you are planning a vacation, now is the time to summerize. When a station gives you our certified MAGNOLIA SUMMERIZED job, your worries are over. Drop into one of our dependable stations and have the satisfaction of knowing that your car will give you the best performance at the lowest cost during your trip.

Although MAGNOLIA led the field as the most dependable of automotive products when most of us were young men and women, and Deaf Smith county has for years been served with these dependable products, it is with genuine pleasure that we pay tribute to the pioneer settlers of this county upon the occasion of this historical Pioneer Day . . . and wish the sons and daughters of those pioneers many years of progress and development of Deaf Smith County.

Welcome Pioneers

W. J. [Bill] Smith
MAGNOLIA AGENT
ORD TEXAS

When PIONEERS Came To TEXAS

THE EARLY SETTLERS OF DEAF SMITH HAD ONLY A COVERED WAGON FOR PROTECTION

Since those trying days, however, the steady increase in population, the continued growth in Commercial Industry in our county, and the introduction of the automobile, airplane and streamlined trains have gradually taken the place of the covered wagon.

On those cold and dreary nights, when the wind howled and shrieked—when hailstones and rain played a tattoo on the canvas and struts of the old covered wagon, many a pioneer wished that he could tenderly place his wife and children in the protection of a strong house—between the white linen sheets on a four-poster bed back in his native state of Tennessee, Virginia, Alabama or Arkansas. Truly, those were trying days. But the victory is won and the price paid by our forefathers, those grand old men and women who pioneered in Texas and Deaf Smith County—and now we need no longer fear those demons of the dark.

However, even though there has been many changes, your land in Deaf Smith is still in the same old place or location. The best land in the world. Take care of it and pass it on to your posterity. If you need any information as to your title, then call upon us.

A. O. Thompson
ABSTRACTS FARM LOANS

Pioneers Who Lived In Deaf Smith County Thirty-Seven Years Ago

W. R. Higgins moved in on Hereford in 1898, after forsaking Wilbarger county. He engaged in stock farming. He was married to Miss Ada Wood of Wood county, and their sons, Wesley, Altus and G. T. are local natives.

Wallace Cox believes he was the first boy born in Hereford, but doesn't rely on his memory to verify the fact. He was born here in 1899.

C. C. Ferguson more or less reluctantly admits that he hails from Missouri, blowing in on this area in 1893. Mr. and Mrs. Ferguson have two children, Mrs. Sam Beld, of Lubbock, and Charles Ferguson, teacher of voice in Texarkana, Texas.

Mack Beach has been here since 1891, arriving with his parents, Mr. and Mrs. W. B. Beach, from Grayson county. He is a former county tax assessor.

J. H. Weems was one of the old XIT cowboys, coming here from Coryell county in 1889.

George Muse came to Hereford from Hill county in 1892. He served as commissioner for the county during the building of the court house, and is now president of the First National Bank. His son, Kellar Muse, is also in the bank.

Cliff and Jonnie Estes, Mrs. Carl Gilliland and Mrs. Walker Nicks are Deaf Smith pioneers, coming here in 1891.

E. H. (Ezra) Norton pulled stakes at Quannah and came with his family to Hereford in 1899, qualifying as one of the real old timers. He admits having "nothing to complain about". His father, R. H. (Rube) Norton, now lives in Amarillo with his daughters, Alma and Una. Another daughter, Mrs. Ruby Urschel, resides in Mexia. Two brothers of Ezra's, Claude lived in Goldwalth, Texas, and Dick in Kansas City, Missouri.

Among the ex-sheriffs who still make Hereford their home is R. W. Baird. He served as peace officer from 1910 to 1916. He hailed from Grayson county. Mr. Baird is associated with his son, H. C. (Mike) Baird in farming and cattle business in the Jumbo community. Mike lives in town and is deputy sheriff. Another son, Fred Baird, is office deputy under Sheriff J. O. Newell.

Mr. and Mrs. W. M. Cogdill left Limestone county to come to Hereford in 1900. They have three sons, Charles, who is auditor for Deaf Smith county, and Frank is bookkeeper for Packard Mill. Blake lives in Abilene.

Russell, Will and Jim Carroll arrived from Newport, Tennessee. Russell arrived years ago, Jim and Will coming a little later. The Carroll brothers, Russell and Will have been mostly engaged as concrete contractors, while Jim was usually engaged in the hotel business and part time in the cop business. The boys are also pioneers here.

E. H. Fullwood and family arrived from Waco and settled in the Plains country in 1891, and came to Hereford in 1899. Mr. Fullwood first engaged in the dairy business. Robert A. (Bob) is the owner and operator of the Fullwood Battery and Electric Station.

Judge C. F. Kerr came to the Panhandle in 1892 and located in Castro county. He taught school in Dimmitt, made up of students from three counties, Bailey, Castro and Lamb. He was a pioneer teacher in West Texas and organized many rural schools near Dimmitt. He served as county judge of Castro county from 1898 to 1904, and again from 1912 to 1916.

Mrs. Lela Murchison was one of the first to start the move on Deaf Smith county. She came here in 1886 from Palo Pinto county with her parents, Mr. and Mrs. G. R. Jowell, Sr.

John L. Wilson and family arrived in Amarillo in 1900 and later moved to Hereford and engaged in stock farming and is now located in the western part of the county. The children who reside here are Earl W., now county judge and county school superintendent; Mrs. Ruby Gilbreath, Mrs. Clyde Estes. Those living away from here are Mrs. Nell Morgan, Adrian; Paul, Stratford; Mrs. Frances Steele, Fort Sumner, N. M.; Mrs. Grace Casteel, Atlanta, Ga.; John L. Jr., and Mrs. Imogene Rice, Longview, Texas.

Mrs. Matt Gilliland came to Deaf Smith county in 1896 with the W. B. Beach family from Grayson county.

E. M. Cox is another of the earliest settlers. He'll be here Monday, he said, and declined to provide additional information.

G. R. Jowell, Jr., sheriff of Deaf Smith county from 1898 to 1900. He declined to exemplify his experiences.

E. B. Black and family came from Cleburne in 1902. Mr. Black came in advance of his family, however, and built a home. He entered the furniture business soon after his arrival and now operates the second oldest firm in Hereford. Mr. and Mrs. Black have four children. Mrs. W. J. Stanford and Jim Black, who reside here; Mrs. Elizabeth Burkmeier of Amarillo, and William, of Dallas.

J. Walker Brady dates his residence here as far back as 1887, when he was a T Anchor puncher. He is now hide and animal inspector and one of the section's picturesque characters.

Charles Hodges came from Grayson county in 1897. He was an early stock farmer.

John and Charley Mosley are from McClellan county. Charles came here in 1898, and John arrived in 1906, purchasing and operating the old Northern Hotel for a number of years.

W. N. Elkins and family are among the oldest old timers, dating their residence here from 1887. Coming from Mitchell county, Mr. Elkins started here punching cows for the '89 on the side ranch.

Allen Bell came from near Austin in 1894. He first engaged as a bank clerk but now is a sheep rancher. His mother lives with his sister, Mrs. E. S. Ireland, another sister, Mrs. Harvey Cash, lives in Canyon. Four of the Bell brothers, Barclay, James, Albert and Calvin, live in California, and Grayson in New Mexico.

N. E. Gass came to Hereford with his parents from Rockwall county in 1898. He started in business here in his father's general store and has been actively interested in business and farming since that time. Beginning with that general store, the Gass family is the oldest in the line of business here.

No pioneer affair would be complete without Mrs. Cal Walker, and children, Cecil and Mrs. Byron McCord. Mrs. McCord was the first white child born in the county, and Mr. and Mrs. Walker were the first to marry in the county. The ceremony took place in 1890, about 10 miles west of town.

C. R. Smith came with his parents to Deaf Smith county from Milam county in 1890. First as a cowboy, he later owned and operated a ranch of his own. He was with the Capitol Syndicate XIT division from 1900 to 1906. He is now in the oil and real estate business here, and his son, Roy, is associated with him. His daughter, Mrs. W. J. Wilson, also lives in this county.

Mrs. L. R. Brady, Troy Womble and M. D. Womble came to Hereford with their parents, Mr. and Mrs. J. C. Womble in 1891, coming from Tennessee. Mrs. Brady tells of ranching experiences and fine Whiteface stock, but Troy is known as a wheat farmer and the builder, or rather digger, of Hereford's first residence.

Frank Barber moved "higher up" in 1900 when he came to Hereford with his parents from Plainview, having previously migrated from Throckmorton county. In the insurance business now, Frank served as postmaster at Dimmitt from 1913 to 1917.

John Patton, Mrs. Ida Ricketts and Mrs. J. O. Newell came to the Plains from Stephens county with their parents in 1895. John's first job was as clerk in the grocery store where he worked for years. He has been in the insurance business here for many years.

Vern, Rem and Hugh Witherspoon have been Hereford residents since 1900, coming here with their parents, Mr. and Mrs. W. A. Witherspoon, from Ellis county. Vern has the Willard Battery Station here; Rem is farming west of town, and Hugh lives in Canyon.

Dow Mercer came here with his parents, Mr. and Mrs. L. D. Mercer, in 1890 from Johnson county. Dow has been agent for the

Gulf Refining Co. since 1916. He claims that only two others remain with a continual residence equal to his. They are Mrs. Cal Walker and Vern Witherspoon.

Mrs. W. B. Dameron and family came from Cooke county in 1900. Children residing here are Elmer, Travis, Frances and Mrs. A. M. Jones. Another daughter, Mrs. Claude Witherspoon, lives in Dallas.

Tom Carter's residence in this county dates back as far as 1887. He remembered "way back when" he lived with his parents, Mr. and Mrs. E. Carter, on Frlo Draw. His mother now lives in Dallas. Tom is in the real estate business here.

Mr. and Mrs. J. H. Head are

truly pioneers. They came with their family to this part of Texas from Collin county before 1900 and first settled in Castro county, owning and operating a large ranch. They later moved to Hereford, and Mr. Head has since been identified with the civic affairs of the town. He was mayor of Hereford from 1910 to 1912, being Hereford's third mayor. A daughter, Mrs. Dow Mercer, lives here, and their other daughter, Mrs. Jessie Groner, lives in Plainview.

Mrs. G. A. Stambaugh came here in 1899 with her husband from Limestone county. George V. was born here, and is in the cleaning and tailoring business here.

Try the Hereford merchants before going elsewhere to buy.

Welcome PIONEERS

And Other Pioneer Day Visitors

PIONEER DAY CELEBRATIONS serve a useful purpose, when they are used to evaluate the past and envision the future. Today Hereford stands on the threshold of a new development—not a mushroom growth founded on false prosperity, but a gradual expansion of business and industrial activities, which will endure.

In this development, natural gas will play an important part. Already there is a tendency among industry to decentralize some of their plants and locate new ones in smaller communities, where living conditions for workmen are better and where rent and taxes are not so high. Cheap, economical fuel in the form of natural gas has also been one of the important reasons.

An unending source of power, natural gas provides a constant incentive toward constructive growth. With it there is no wait, no waste, no storage problems—at the turn of a valve, Natural Gas is available in any quantity, and the company points with pardonable pride to a record of unending delivery.

Visit Us On Pioneer Day and See

The Magic Chef

Cook Automatically



WITH A MAGIC CHEF GAS RANGE

food in the oven for you. These features save you time, insure perfect cooking results every time.

Yes, ma'am, you can cook automatically if you have a modern Magic Chef gas range in your kitchen. The Automatic Top Burner Lighters light the burners instantly when you turn the gas valve. You can hold a pan in one hand and turn the valve with the other. Then you set the Timer for the length of time you want the food to cook and it lets you know just when the cooking is finished. The Red Wheel Oven Regulator "watches" the

OTHER FEATURES THAT MAKE MEAL PREPARATION EASIER

In addition to the above automatic features, the modern Magic Chef gives you a High Speed Oven, Swing-Out Broiler, Non-Clog Top Burners, Full Insulation, "Skyscraper" Construction and many other time, labor and money saving features.

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LOOK FOR THE RED WHEEL WHEN YOU BUY A MAGIC CHEF

West Texas Gas Co.

"Good Gas With Dependable Service"



REMEMBER WHEN THEY DRESSED LIKE THIS?

DUDES . . . FOPS AND DANDYS!

and if they were here today they would find just what they wanted in the way of Peg-leg pants, tight fitting coats, and flashy colors at Fox Cleaners and Man's Shop. Furthermore, the price would be reasonable!

But TODAY

Styles have changed greatly since 1900. Sometimes we look at the pictures and laugh. But let that be as it may, you always know that you will find authentic styles, colors and tailoring at our store. We feature Wilson Bros. merchandise in shirts, underwear, pajamas, ties and accessories; we also have those new suit samples for Spring and Summer, and will be glad to have you inspect them. In fact we are Pioneers in distinctive tailoring design and service.



DRI-SHEEN PROCESS Cleaners

At no extra cost, Dri-Sheen, the new super-cleaning process, is at your disposal. Dri-Sheen de-moths your winter garments for summer storage—as well as making your summer garments look better. Why accept less when you can get genuine, dependable Dri-Sheen Service!

FOX CLEANERS AND HATTERS "THE MAN'S SHOP"

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THE TRANSITION OF TRANSPORTATION

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Presents New Heights In Transportation, Efficiency and Economy!

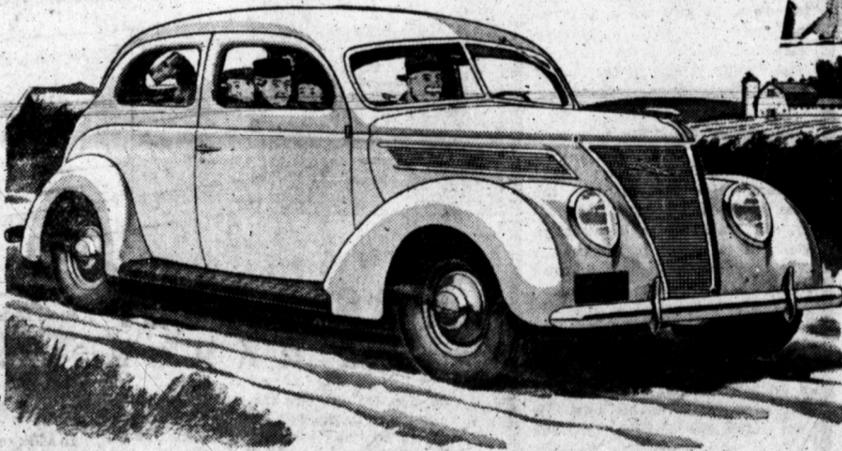
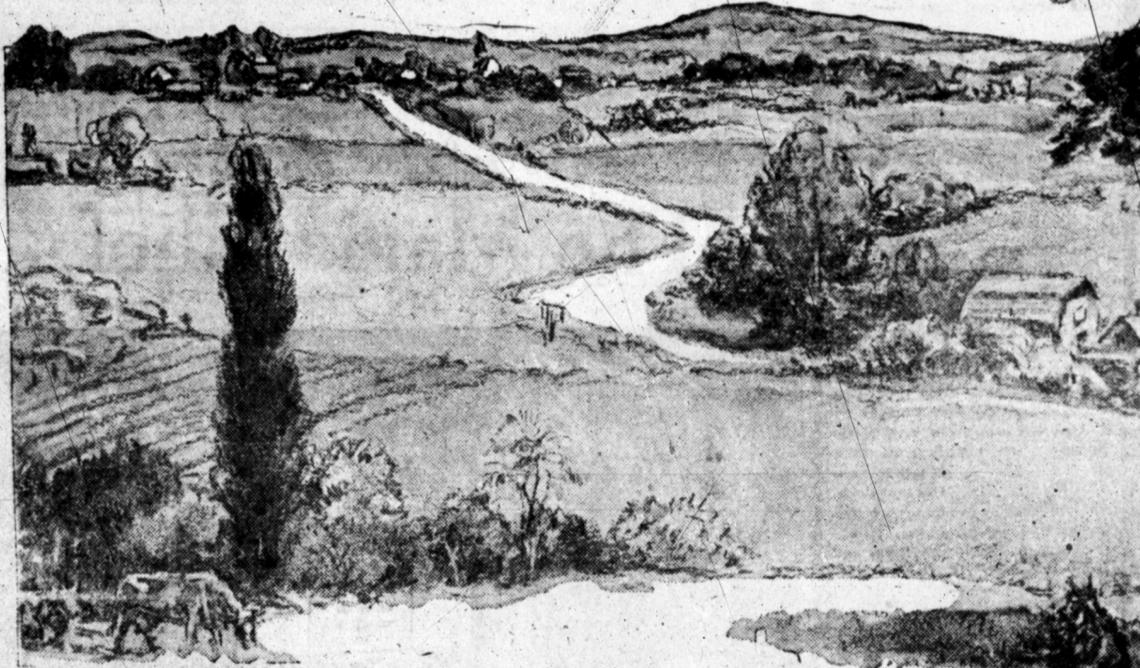
Ever since man has employed extraneous power to bear him from one place to another there has been unceasing development to attain greater degrees of speed, comfort, luxury and efficiency. From ox-carts to Palanquin, to chariot, to state, to steam power, to electrical energy, each evolution marks an era in civilization and culture.

Back in 1890, Henry Ford, the unknown mechanic, started what was today developed into the modern automobile, with those greater degrees of speed, comfort, luxury and efficiency—at a REASONABLE PRICE! FORD presents its contribution to further advancement with notable achievements in automotive engineering, in artistry of designing, interior luxury and in safety devices—and with all at the most economical costs with which such levels of performance and impressiveness have ever been attained in a low-priced car!



The Model "T" was the leading car 25 years ago, and since the first FORD was built in the late nineties, it has been the leader in its field . . . the best car for the person of limited means . . . the choice of the people who have found it is needless to pay more. Millions of miles of constant use have proved to hundreds of thousands of Ford V-8 owners that this is the most economical Ford ever built.

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*It's farther
between filling stations
in the Ford "60"*

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BETWEEN TOWNS
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"85"

You Are
WELCOME, PIONEERS!

HEREFORD MOTOR COMPANY

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HEREFORD, TEXAS

An Institution Serving the People of Deaf Smith County for Thirty-Two Years



We Have Filled Over
100,000 Prescriptions
(Not Counting Refills)

The City Drug Store has continued to operate here for the past 15 years, under the same management of the LeGrand Brothers. As Pioneer Druggists of this town we have furnished medicine and filled prescriptions for more than 100,000 persons.

In many instances we feel that the presence of this reliable drug store has saved the lives of individuals—and this fact, alone, gives us a genuine pleasure in feeling that we have served the community in which we live.

PIONEER IN RELIABLE SERVICE
The Covered Wagon in which many of our forefathers came to Texas, has for many years been a thing of the past. Relics of the dawn when sickness was the most dreaded catastrophe the pioneer had to face.

Fifteen years ago, the LeGrand Brothers had faith and confidence in Hereford and Deaf Smith County. For that reason they became the owners of this drug store and have continued to operate it on the same old pioneer basis of Quality, Service and Courtesy.

Today, the LeGrand Brothers still

**We Are Not Seeking Business
On Our Past Merits**
**What We Have Done—
We Can Do Again!**
**We Still Have a Complete Line of
Reliable, Safe, Dependable
Products!**

have an undying faith and confidence in Hereford and Deaf Smith County, and today they still operate the Pioneer Drug Store on the Pioneer basis—Quality, Service and Courtesy.

Today you are able to get good Home-Made Ice Cream right at the drug store. We have a freezer and make our own ice cream. This new freezer has made us hundreds of friends; people who have come to know and like our big, friendly store; people who now "Try the Drug Store First."



Our Ice Cream Is
A Favorite With the Pioneers
Because It's Made Here At Home

WELCOME
GEORGE LEGRAND

CITY DRUG STORE

PHONE 100

PIONEERS

L. L. LEGRAND

Deaf Smith Has Colorful History

Early History Recalled By Rat Jowell

EARLY SHERIFF REMEMBERS INTERESTING EXPERIENCES

By MARY TURRENTINE
Editor's Note: The following article is based upon an interview with G. R. (Rat) Jowell, pioneer resident of this section and an early sheriff of Deaf Smith County.

Deaf Smith county is situated on the high plains of the Panhandle of Texas. The county was created from Bexar County in 1876 and organized in 1880. It was named Erasmus (Deaf) Smith. The area of Deaf Smith County is 1,549 miles.

The Tierra Blanca Creek flows along the southern side of the county, and in the old days this creek provided a watering place for the cattle.

The first barbed wire that was

ever brought to this county was brought by the LX people. This was about three-eighths of an inch wide and was flat. The bars were spaced about a foot apart. They, too, were very sharp and flat. The first barbed wire fence built in this county was built in 1881. This fence was about 52 miles in length, beginning in the east part of the county and extending the length of the county west, and then north about nine or ten miles. This fence was to keep the cattle from drifting off the range. The wire was brought from Dodge City, Kansas, and the posts were cut out of the canyons in Randall county on the east.

About the oldest landmark in the county was the old LS dugout, which was built on the creek not far from the present city of Hereford. This dugout was built as a shelter for the cowpunchers who ended this range. The dugout was about six feet deep, there were split logs over it and grass on top of the logs; then dirt was heaped over this. There was a fireplace in the dugout. There was a hole dug down to the fireplace, and a chimney was built two feet above the ground. The

"GET A JOB, GIRLS"



Every woman should have a profession whether she intends to marry or not, in the opinion of Mrs. Mary Roebing, herself a successful bank president in Trenton, N. J. She believes that women are becoming increasingly important in business, in fact, she predicts that "within the next ten or twenty years women will be doing the deciding."

chimney was of rocks. There were two Dutch ovens and a coffee pot for the cowboys to use. The T-Anchor people used the dugout for a line camp.

First Cowboy Strike

Perhaps the only cowboy strike in the world was held at this old dugout. In the winter of 1884, a group of cowpunchers met in the dugout and struck for higher wages. However, they were not very successful.

The place where Hereford now stands used to be a round-up ground for the cattlemen. They camped at the headwaters of the creek.

The first large cattle company to bring cattle onto this range was the Cedar Valley Land and Cattle Company—the English Company. Their range was over the whole county.

Before the county was organized, the county was just open range, and in the Spring, the Mexicans from New Mexico would bring their sheep over to this range and graze it off. There was usually plenty of water for there were quite a number of lakes in addition to the creek. These Mexicans built sheep corrals of rock. The fence was usually about four feet high; the corrals were torn down in 1888.

Sold Buffalo Bones

When the whole of North Texas was an open range, the buffaloes used to migrate in the Spring and Fall. They moved over the prairie in solid masses, and after the herds had passed, many dead animals were to be seen dotting the prairie for miles around. They had not been able to go on with the herd because of weakness. The early settlers' boys would take a gentle team, a wagon, and their lunch, and would gather bleached buffalo bones. When the wagons went to Amarillo—once or twice each year—the boys would take their loads of buffalo bones along. They sold the bones in Amarillo for \$8.00 a ton, and in this way earned some spending money. Later, many bone-hunters came and scoured the plains for bleached bones, and at times there could be seen along the train tracks at Amarillo a pile of buffalo bones 10 or 12 feet high and a half mile long.

Captured Wild Horses. There used to be a great num-

ber of wild mustang horses in Deaf Smith County, and one man—Holt by name—had a way of capturing them. A few miles southeast of Hereford there is a short draw which opens into the Frio Draw. This man had built a stone wall across the front of that draw; the wall was about 10 feet high. The back of the draw was naturally walled in. He would chase the wild mustangs into this corral and fling up his strong cedar poles so that they could not escape, then he would rope the horses and lead them out. In the years of 1888 and 1889 he made a good deal of money by the sale of the mustangs he caught in his trap.

There used to be a great many Lobo wolves in this county. In fact they were scattered all through the brakes. A Lobo wolf is about three times the size of an ordinary coyote. However, the wolves were gradually killed out by the settlers as the wolf scalps

were worth \$5.00 apiece at Tascosa, Bobtown and LaPlata.

When the county was organized in 1880, there were two towns striving to become the county seat. One was Bobtown and the other was Granada (later changed to LaPlata). Granada, or LaPlata, won, and a court house was erected. The building was an ordinary frame building about 20 by 60 feet.

The Santa Fe Railroad was built in 1889, going through the southern part of Deaf Smith County and on to Carlsbad, New Mexico.

The county seat was moved to Hereford in 1884 in order to be on the railroad. The court house and jail and several residences were moved from La Plata to Hereford. The court house was later sold to the Catholic people, who built it into a church. A new court house was built, but the dome, or steeple, of the present Catholic church is the same

as the old court house.

The first school building in Deaf Smith County was built in 1880, a few miles southeast of where Hereford is now. When Hereford became the county seat, the school was moved into town and used for about a year. The lumber for the building was hauled from Amarillo, and the structure was about 20 by 30 feet. The very same building is now a residence not far from the main part of town.

Another point of interest in Deaf Smith County is a spring called Big Spring. In the old days it was on the T-Anchor range and was used in round-ups for a camping place. The spring flowed about 500 gallons a minute. It is about seven miles east of town.

Some of the first families to settle in Deaf Smith County were the Coxes, Jowells, Carters and Wombles.

Runaway Spouses Will Be Hunted

Cases in which husbands abandon wives and vice versa have increased so in the past year that Prosecuting Attorney James P. Finnegan, of St. Louis, asked the Board to estimate an appropriation for a special force of three attorneys and three clerks to track down vanishing spouses.

Members of the board expressed sympathy with the matrimonial problem, but granted Finnegan only one new attorney at \$250 a month and an extra clerk at \$150.

India Develops Bird Sanctuary
Two hundred square miles in the Ranganaga and Kosi valleys of India have been made a sanctuary for wild animals and birds.

REMEMBER
**'WAY BACK WHEN IT
WAS A PLEASURE
TO TRAVEL LIKE THIS?**



Most Old Timers now recall with zest the days when automobiles were still an experiment . . . when those horseless buggies caused a spanking PAIR to stamp and faunch on Main Street. In those days even the most prolific dreamer would not have dared the mode of popular travel in 1937. Even the fastest locomotive in those days could not rival the new Dependable Dodge for 1937. Heralded as the Beauty Winner, the Dodge has also come to stand for Economy—and the Pioneers will tell you that from the very first Dodge stood for Dependability.

For the Utmost
In Modern

Comfort

Economy

Dependability

SWITCH TO DODGE
And Save Money!



Everything that contributes to driving and riding comfort has been provided in the new Dodge line. Large windows, the proper ventilation, and every modern convenience has been built into the Dodge. Women love its beautiful upholstery and lines! Men are glad because they know that their loved ones are safe within the all-steel bodies of these deservedly popular cars.

THE LAST WORD IN MODERN TRANSPORTATION—DEPENDABLE DODGE

Every day someone tells us: "Dodge is the best car I have ever driven!" More and more, farmers are switching to Dodge . . . following the example set by traveling salesmen, business men, and others who drive their cars hard. When we sell one of these cars, we make a friend. Their wives and daughters also like to drive a Dodge, because it is easy to handle . . . and still looks better than most cars away out of its price range. In fact, the whole nation is switching to Dodge. Even in city traffic, it is becoming more popular—and we ask you, what is the most striking car on the rural roads today? Let us tell you how Dodges saves enough in gasoline alone to make it the supreme value in the reasonably priced field.

Ireland Motor Co.

SALES

DODGE—PLYMOUTH

SERVICE

YOU GET **ALL 3** IN THE
NEW OLIVER GRAIN-MASTER

STRAIGHT-IN-LINE THRESHING LIGHT WEIGHT ONE-MAN OPERATION

Our Oliver Grain-Master is the one-man combine with the full 6-foot cut that does a big job of getting grain from the field and threshing it clean from the straw.

"Heads first" is the only way to thresh. The Oliver hinged and balanced header, easily adjusted to the desired cutting level from your tractor seat, lays the standing grain on the draper, straight and smooth. It is carried straight to the "hinge-foot" feeder house and fed "heads first" straight to the cylinder. Then grain and straw move straight through the final threshing and cleaning operations that save more of your grain and clean it to a bright, merchantable grade.

Draft is light, due to roller bearing, air-tired wheels and modern construction features. Weight is light—leaving more motor power for operating and threshing machinery. Construction is sturdy, assuring years of efficient, low-cost service.

Get your Oliver Grain-Master at once. Say good-bye to the hard work of harvesting and threshing, the feeding of threshing gangs, the loss of the grain you work to grow. Perhaps you also need an Oliver "70" Tractor to handle it. Make sure of saving this year's high-priced crop. Come in today and let us explain the details of this remarkable new machine.

HEREFORD IMPLEMENT
and APPLIANCE CO.

OLIVER

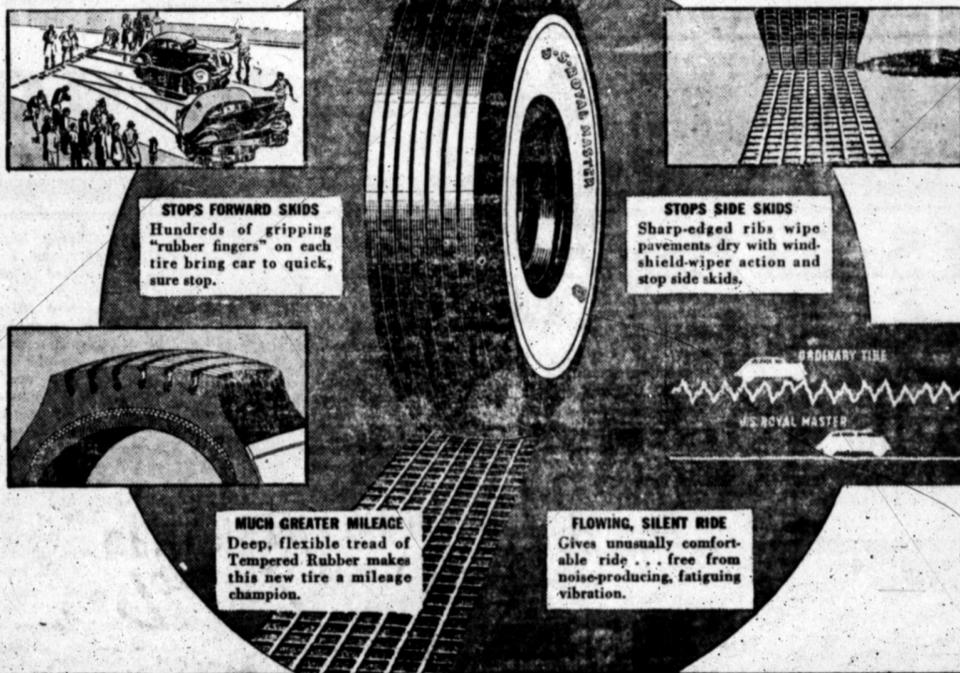
PIONEER TIRE BUILDERS

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Years of experience in building TIRES have given the manufacturers of U. S. Tires their famous tempered rubber, long-wear tires . . . and brings you the present tires AT NO EXTRA COST. Year after year, U. S. TIRES have been changed to meet newer and more modern automobile developments. TODAY, U. S. offers the tire buyer more for his money than ever before in history. Automobiles with higher speeds have necessitated that tires be built along different lines . . . and now we offer our customers TEMPERED RUBBER U. S. TIRES, which conform with every automobile trend.



**TEMPERED RUBBER TIRES
ARE SAFER
AND MEAN MORE MILES**



. . . because it's the toughest rubber ever built into a tire tread. Thousands of tests and comparisons prove that tempered rubber enables U. S. Tires to give MORE SAFE MILES than other leading brands. It makes the non-skid safety last longer. Its toughness saves many a puncture. Whatever price you expect to pay for your next tires, we can supply your needs, giving you U. S. TIRES of TEMPERED RUBBER at no extra cost.

See Us Today! FOR A
**FREE DEMONSTRATION
OF THE SAFETY TIRE
EVERYONE IS TALKING ABOUT**

Look at that tread print! See why Centipede Grip helps to make our streets safe. With each turn of the the wheel, hundreds of sharp-edged rubber fingers dig down and grip . . . protect you from dangerous skids. And those same rubber fingers smash mileage records because they are flexible and built of tough Tempered Rubber.

WELCOME PIONEERS MAY, 10

**Buy Your Tires with a
GUARANTEE**

AGAINST DEFECTS IN MATERIAL AND WORKMANSHIP!

U. S. TIRES
Cost No More Than
Ordinary Tires

BUILT OF TRIPLE-TEMPERED RUBBER!

Upon the occasion of this historical celebration of the PIONEERS of this territory—we wish to pay tribute to those Pioneer men and women, who made possible the present development of Deaf Smith County. Founded upon Honesty and Integrity, we have built our service along modern lines. WHEN YOU WANT QUALITY PRODUCTS AND SUPERIOR SERVICE, GIVE US A TRIAL!

HONESTY, we consider far, the greatest important commodity of which we dispense. Through the lean depression years and through the fat, prosperous years—we will continue to be honest with our customers, who are our friends.

Thompson's Service Sta.

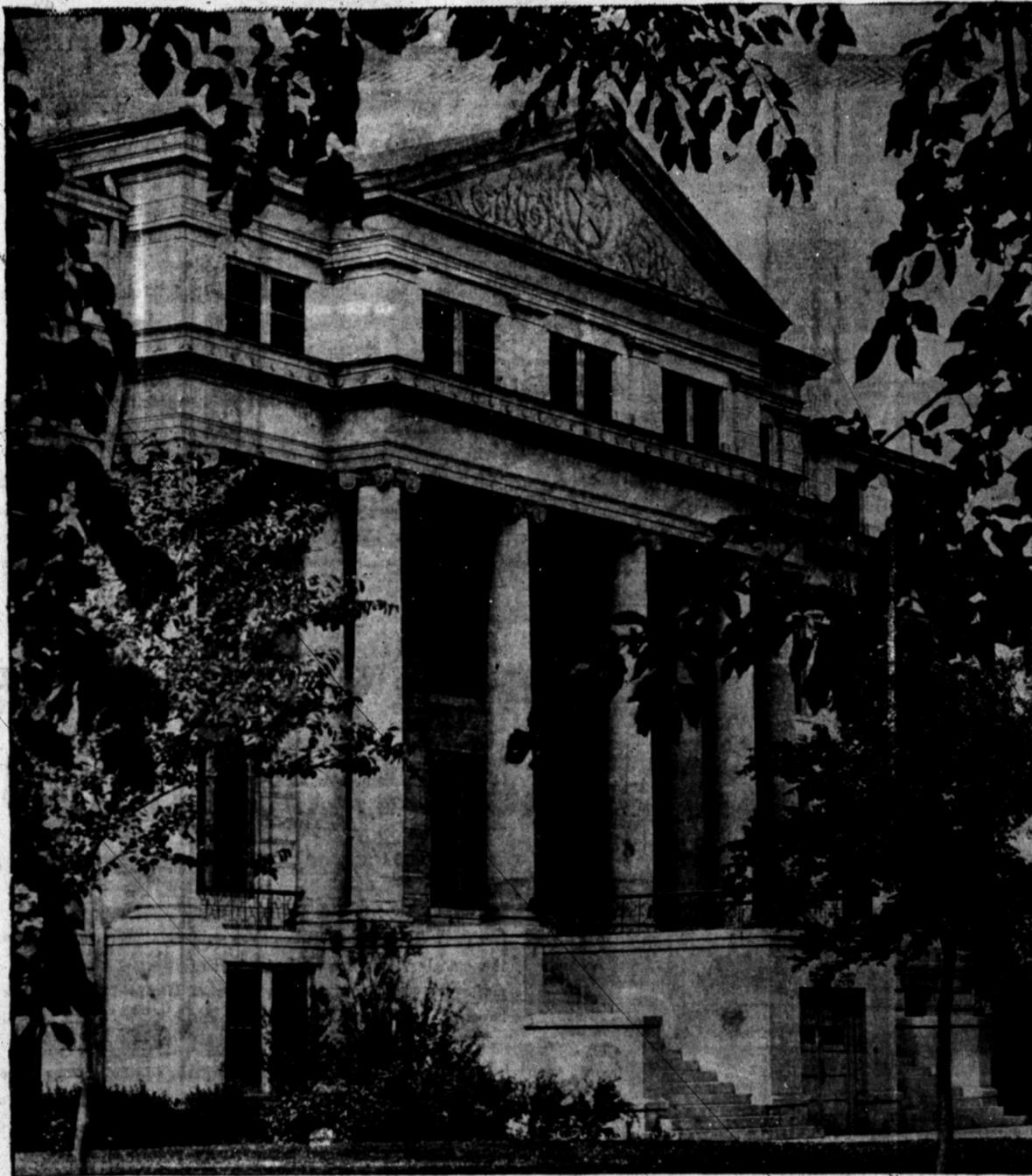
DEALER

Tube Free With Each Tire Purchased On
PIONEER DAY, MAY 10th

**Hereford Motor Co.
Dealer**

Magnolia Petroleum Co., Distributor W. J. (Bill) Smith
AGENT

You'll be safer on  Royals



—a pageant of success

Long since the somber grazing of a herd of buffalo was disturbed on the Great Plains by the arrival of the first Indian, the history of this section has been replete with epic story of human life and activity. While the Indians were still masters of the vast domain came Coronado. So flat and level was the country that he drove stakes to prevent losing his way—and thus came into existence the Staked Plains.

To Col. Charles T. Goodnight goes the credit of being the first Pioneer in the vast domain. He was shortly followed by other cattlemen, many of whom were Englishmen. Old-Timers who gather here May 10 for Pioneer Day can tell you many interesting stories regarding the days when they rode for the famous XIT or T-Anchor outfits.

Created from Bexar County in 1876, Deaf Smith County was organized in 1890 with La Plata as its county seat. It contains 952,320 acres of land and holds the distinction of being the seventh largest county within the largest state in the United States of America.

La Plata was short lived, however, and in 1898 the county seat was moved to its present location on the railroad. According to history, Hereford got its name upon the suggestion of an engineer when he beheld the small herd of thoroughbred Hereford cattle which were brought to this section by L. B. Bradly in 1898.

For many years Hereford was chiefly a cattle country—and today the breeding of fine, thoroughbred cattle stands as one of its chief industries. Gradually, however, the drift fences were made shorter; nestors came into the area more rapidly—and today agriculture represents its greatest occupation. With agriculture came another discovery: Deaf Smith was found subject to irrigation.

Even back in 1910, settlers began to take advantage of the shallow water which flows beneath the rich soil of this county. Irrigation was a current topic, and producers install-

ed wells and machinery costing so dearly as \$10,000 each. Today, modern developments have made possible much cheaper and more efficient machinery. Irrigation wells are now going in by the score. The government, realizing the vast possibilities offered through this phase, has allowed 115 miles of rural electrification to make possible the realization of an old dream.

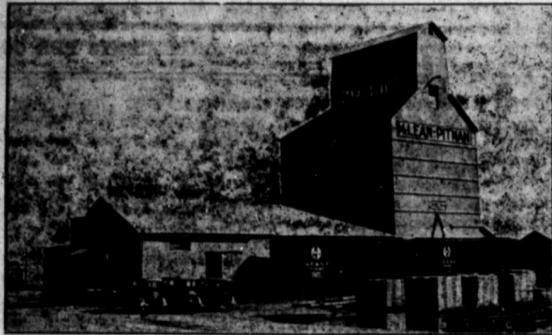
Today Deaf Smith County residents are faced with a different problem, and one which is intensely interesting—the development of a great irrigated country upon the cornerstone laid by the past generation, many of whom are still with us to see the fulfillment of their dreams.

It is not the hope of the Hereford Brand to be able to give even a summary of the vast amount of lore, of struggle, hardships and tragedy connected with the achievement made by our Pioneers; but it is our aim to do some little bit toward keeping alive and passing on to the future historian what little we may draw from dipping into the reservoir of the past for a bucketfull of its romance, and taking from present day activities a small cross section picture of the huge enterprise of transformation that is now occurring.

We trust that you will find our efforts interesting and worthwhile, and that this edition may be the means of causing all who read it to appreciate to a greater degree the history-making pageant in which we of Hereford are all playing a small part.

To those who have made it possible for us to assemble this imperfect mirror of events we wish to express our sincere appreciation. We extend them alike to those who have been generous in their time in helping us to gather facts for the articles, and to those who by their use of advertising columns have helped us bear the expense of publication.

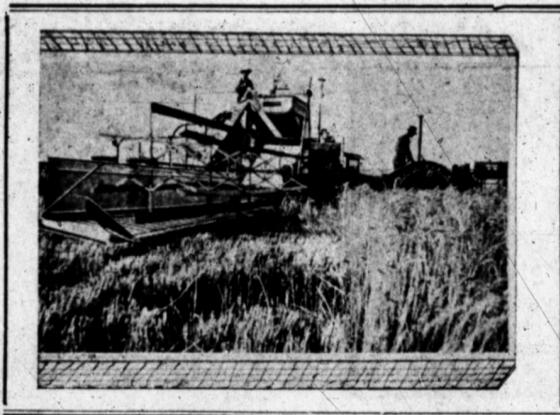
ALL WEALTH SPRINGS FROM THE SOIL



Believing that agriculture is the foundation upon which rests the entire economic structure of this country; believing that the farmers must prosper, and believing in the principle of giving the farmer fair compensation, I have watched with interest and with sympathy the institutions and individuals, and have been inclined to promote the interest of the farming industry as a whole.

For this reason and because of these observations, I am glad to congratulate Hereford and its trade territory on their spirit of this occasion—Pioneer Day—not because of its success in the past two years, but because of the sincerity of this celebration, that strives to show the progress of the country and the people's effort in consistently striving to promote the best interests of a community that is primarily an agriculture one. Furthermore I am convinced that Hereford and its trade territory is due for an even greater era of progress—made possible by the tillers of the soil—THE FARMER!

Ready to Serve Farmers-Stockmen-Shippers



SERVICE is the keynote of our industry. The Pitman Grain Company is proud of the knowledge it is performing a definite service to so many factors, all important to the growth and prosperity of Hereford and trade territory. It is through wheat, row crops and many other commodities, and the growing, shipping and the industries which facilitate these that the major and primary phase of progress of Hereford and its trade territory is based.

The concentration of wheat and grain sorghum crops from throughout the rich and vast agriculture area, which enjoys preferential rates is made possible through the services offered by the Pitman Grain Company in Hereford.

Since the Pitman Grain Company was established many years ago we have been through some drastic times—but we have weathered them with the loyal support of the farmers and business men of this community and now look forward to serving even more efficiently in the future.

- STORAGE SERVICE -

One of the greatest services to this community in past years was in the form of STORAGE for those who wished to take advantage of this storage due to low prices on their farm products. This service not only enabled the farmer to store grain with us at a nominal cost to him, but saved him money by holding his grain until such a time that he might get a fair price for his commodity. We are indeed glad to have been of service to the people of the Hereford Community, and if we have done our bit toward making their lives more full and complete, we feel that our task has been of more than a passing significance.

Pitman Grain Co.

Serving Hereford and It's Trade Territory



Catholic Faith Prospers Here Over 25 Years

MRS. ED LOERWALD
St. Anthony's church of Hereford was first served by secular priests out of Amarillo. Father Dunne came more regularly, but occasionally Father Beers said mass hereabouts. These priests said their masses in the homes of Catholics in this vicinity. The late Mr. and Mrs. W. D. Kellehor were among the pioneers whose homes were used. Succeeding the Rev. Father Dunne, Rev. Father J. A. Campbell first established himself at Umberger in 1908, and served Hereford, Bovina and Friona, with a bicycle as a means of travel. While stationed at Umberger, Father Campbell set up a printing press in order to print a paper, The Antidote, which served to offset the falacies published against Catholics by the Menace.

Early in 1910, Father Campbell stationed himself in Hereford. He had no rectory in which to live, therefore lived in private homes. He had about 75 souls here. About this time Deaf Smith county began building a new court house. Father Campbell, seeing the need of a Catholic church in Hereford, made arrangements to secure the old court house building. With the aid of the late E. W. Harrison he obtained it on October 1, 1910.

The few parishioners were unable to pay the second payment, therefore Father Campbell had the Antidote Publishing Co. take over the indebtedness. During the construction of the new county court house the lower floor of the old building was used for the work of the court and for publishing the Antidote. The upper floor was used for church services. About 1916 Father Campbell's work grew beyond his own bounds and his health began to fail. Consequently, he sought assistance from the Very Rev. Paul James Francis, S. A., founder and superior general of the society of the Atonement, a missionary society, with headquarters at Graymoor, Garrison, New York.

In the years following, three Teritary Brothers, I. L. Gamewell, Edward Panquet and James Boylan, were sent. In 1911, Mrs. F. J. Eberle taught catechism to about 20 first communicants. Mrs. Eberle and Mrs. F. A. Bone collected donations from people of the community in order to establish four sisters of the Atonement who were sent in July, 1917, to aid Father Campbell. Within a short while they acquired the property adjacent to the court house and church as their convent. The present convent on 25-Mile Avenue was also obtained at this time. In June, 1918, two more Sisters

Remember These Three Men?



Taken 25 years ago in the Sullivan Land Company office, this picture shows Harry Hubert, left; Bill Fallwell, center, and Charley Sullivan, right.

came, one returned to Graymoor and two more came in August, making a total of seven.

James Boyland was called to the colors in September, 1918, and the Sisters took over the printing of the Antidote. They had begun teaching in 1917. Rev. Campbell left Hereford in August, 1918. Rev. Dolje, resident pastor at Umberger, then served this parish until the arrival of Father Salvator di Giovanni, S. A., in June, 1920.

On his arrival, Father Salvator found 14 families, and in the school 30 pupils. Among the families were Messrs. and Mrs. Joe Huckert, Louie Huckert, W. D. Kellehor, F. J. Eberle, Washkoski, Henry Hellman, John Zinser, Hasser, John Gaetz, John Hanlon, Ben Hermis, J. A. Bone and Marnell. The pastor soon changed the appearance of the church and grounds and in 1923 remodelled and succeeded the church and rectory.

Father Salvator acquired the property next to the church June 11, 1927. The present steam heated, four room brick school building with hall in basement was built in 1927. During his pastorage in Hereford the number of families in the parish reached 65 and the number of students was 75.

The present pastor, Rev. Father Matthias Gilberg, S. A., has been here since September, 1932. He has spent most of his time in organizing the people of the parish. Since his arrival the Altar Society and Holy Name Society have been re-organized. The organization of the Sodality of the Blessed Virgin Mary, begun by Father Salvator, has been completed. The latest organization is the Council

Brooks Operates Walgreen Store

Established January 19, 1935, the Brooks' Drug Store of Hereford has made rapid advancement since its opening. Charles Brooks, owner of the store, is an experienced drug man and came here from Tulla.

In opening the present store, Mr. Brooks purchased the fixtures of the old Quality Drug, most of which were installed here in recent years.

Brooks' Drugs stresses service above all else, and features Walgreen products, being a Walgreen System store.

The re-modeled two story court house, Spanish mission style, is now one of the most beautiful churches in the Panhandle. It has a seating capacity of over 200. There are about 400 communicants in the church today.

Some of the pioneers are still with us. They are Mr. and Mrs. Louie Huckert, Mrs. Joe Huckert, Messrs. and Mrs. F. J. Eberle, Henry Hellman; John Gaetz and Marnell.

Dow Mercer was in from La Plata, over Sunday, April 4.

Canyon Mayor Compliments Local Business

Writing to his general office in Houston for information relative to the early history of the lumber yard of Rockwall Bros. & Co. in Hereford, John Olson was referred to C. R. Burrow, long-time lumberman of Canyon, and for several years past the mayor of that city. In a letter to Mr. Olson, Mayor Burrow recently paid an unsolicited compliment to the city of Hereford. His letter follows:

"Dear Mr. Olson: Noting copy of your letter of the 28th of April to my good friend, Mr. Newman, and his reply thereto of the 30th, I wish to say that it is my recollection that the Hereford yard was opened in 1898—the same year as was this year. The first manager was Will Bratton. As I recall it he was a carpenter about town, knew C. M. Hardin, then the supervisor of the company yards at Amarillo, Canyon and Hereford; and was put in charge of our business there. It is my recollection that he was later succeeded by J. C. Newman, a young manhood friend of J. M. Rockwell. J. C. later assumed the management of our yard at Plainview, where he died. J. C. was succeeded by J. F. Barker, who died in San Angelo in recent years. My baby brother, Burette, was on his way to take the management of the Hereford yard to succeed Mr. Barker in 1911, when he was killed by a train in Amarillo, and then Mr. J. W. Hood was made manager, and in 1914 was succeeded by C. C. Rockwell. I might be in error about some of this, but rather think is the correct list of the managers of the yard at Hereford, prior to your arrival in 1928.

"The Hereford yard is not only the oldest lumber yard there with continuous service, but is one of the very oldest lumber yards in the Panhandle. The yard has been quite a factor in the development, not only of Hereford, but the Hereford territory, due to the progressiveness of the men in charge of the business. Hereford has always been an up-to-date, thriving little city, with most wide-awake bunch of boosters in this entire Panhandle.

"I hope this will give you the information wanted, and shall serve the purpose of your celebration on the 10th.

"Sincerely yours,
(Signed) "C. R. BURROW."

S. E. McDonald gave a stereopticon entertainment and lecture at the Christian church last Tuesday evening.

Hereford's Second Power Office



F. H. Oberthier is shown above in the office of Hereford's second power plant, which was located back of the Great West Elevator. Did you attend the Fourth of July picnic and Water Carnival which is advertised on the wall just back of Mr. Oberthier?

Plan Oratorical Contest May 7

The ninth annual oratorical contest for Hereford high school students will be held in the high school auditorium Friday night at 8:15 o'clock. Miss Irene Crawford has announced.

The contest will consist of orations written and delivered by members of the public speaking class of Hereford. Prizes \$5 for the best, \$2.50 for second, and honorable mention for third place are being offered. Names of the judges have not been announced.

These orations are original and are the result of much work on the part of the students, and instructor, Miss Crawford.

There are no admission charges and the public is cordially invited to attend.

FOR QUICK JOB SERVICE SEE THE BRAND.

AN EXTRA ROOM? TRY A WANT AD!

Oil Distributors Of Service and Dependability



Back in the old days when people traveled around in a horse-and-buggy vehicle like this there was no need for good Panhandle Gasoline. This company was founded in 1929, and it has been about eight years since we sold our first gallon of gasoline in Hereford. Since that time the automotive and service station business has undergone radical changes—and we have kept pace with the industry.

With Time Comes Invaluable Experience And Reliability!

Time is a dear teacher and experience is her lesson. Over a period of time a business must be founded upon solid principles, or perish. We are proud of our record during our past eight years in Hereford. Fair dealing in the dispensation of quality products has been our policy. Service has been our means, and these two factors will always remain with our business in Hereford.

PANHANDLE PRODUCTS Are BEST In The LONG RUN

We handle a complete line of Panhandle petroleum products, including Gasoline, Tractor Fuel, Gas, Oil and the best Kerosene in the world. Also a complete stock of good motor oils and greases. When in need of these items you may purchase them with the assurance that our company, with a reputation of eight years, is behind them.

A Deaf Smith County Owned and Operated Business! All Our Profits Are Re-Invested In Deaf Smith County!

Moore Independent Oil Co.

Close Drug Phone Store 13

"Where Old Settlers Meet"

Special Perfume and Vanity Sets for Mother 35¢ to 75¢	Mottos for Mother 35¢ to 75¢	Perfumes All Kinds for Mother's Cody's Houbigant Caron, Rogers Priced \$1.00 to \$12.75	Mother's Day Cards Beautifully Designed Cards Made by Gibson 15c Putnam's Or. Diamond Dyes 9¢ Krank's Balm Argenta 42c Palmer's Gardenia Face Powder and Perfume 89¢
Zip Electric Fan \$1.79 1-Gallon THERMOS Thermos Jug \$1.69 50c Pepsodent Tooth Paste 39¢	<p>MOTHER Our champion when we couldn't fight our own battles. Sunday is HER day Send her a box of these dignified delicious candies. Always fresh. Beautiful gift boxes. All sizes and prices. Bertha Washington Candies</p>		For Good Quality Ice Cream Try Borden's 15¢ Pint \$1.00 Coty's Face Powder 89c Two Tubes Dr. West's Tooth Paste 26c \$1.00 Flash Lights Complete 79¢

PIONEERS WELCOME TO HEREFORD

In the Days of FRIZZES and POMPADOURS



—the young matron did her own hair-dressing . . .

but . . . NOW the Charm-Aid Studio can give you the most modern permanents, manicures, facials, both electrical and plain, and other beauty treatments that will make you look better and feel better!

Visit Us Monday, Phone 220

CHARM - AID STUDIO

THE STORY OF A COUNTRY TOWN

AWAY BACK 1910—BUT

IRRIGATION

Was

HEREFORD'S

"AGE IN
THE HOLE"



STILL THE
Longhorn
Steer
Roamed
Panhandle
Plains



And

ROW CROPS

Were An

Undreamed

of

Achievement



But The PIONEERS Called It HERFORD ■ ■ ■ And It Grew

In 1912



the

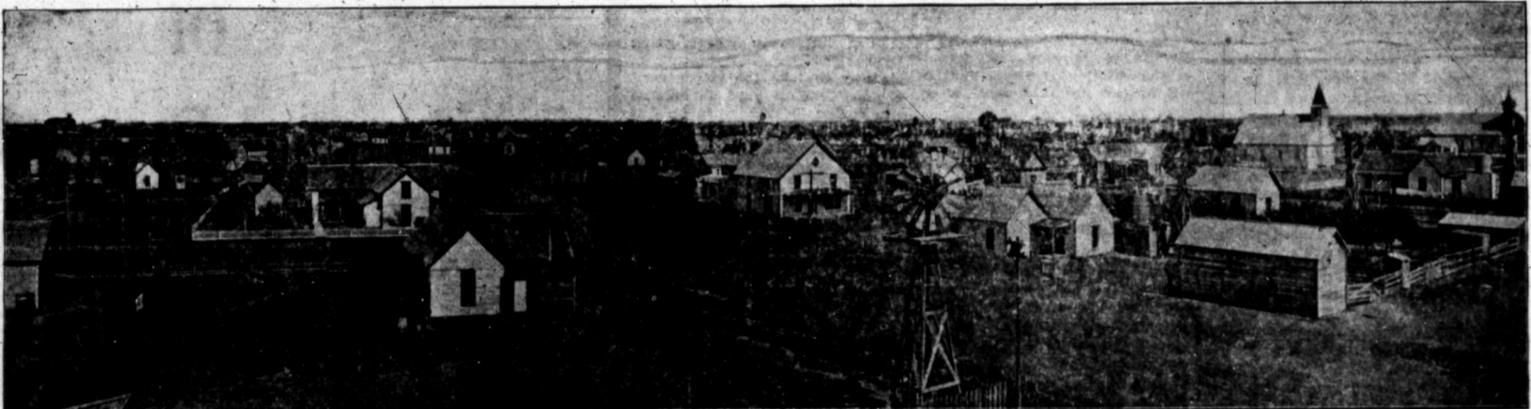
City

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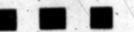
Windmills

Became

Famous



FOR ITS
Beauty

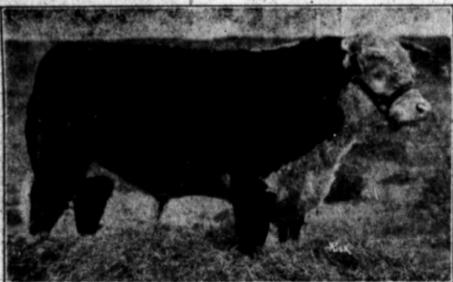


Fine
Homes

and

Posterity

THEN DEAF SMITH CAME INTO IT'S OWN



Grain-Fed

Cattle

The Finest
In the
WORLD



Poultry

And Feed

Crops

Second

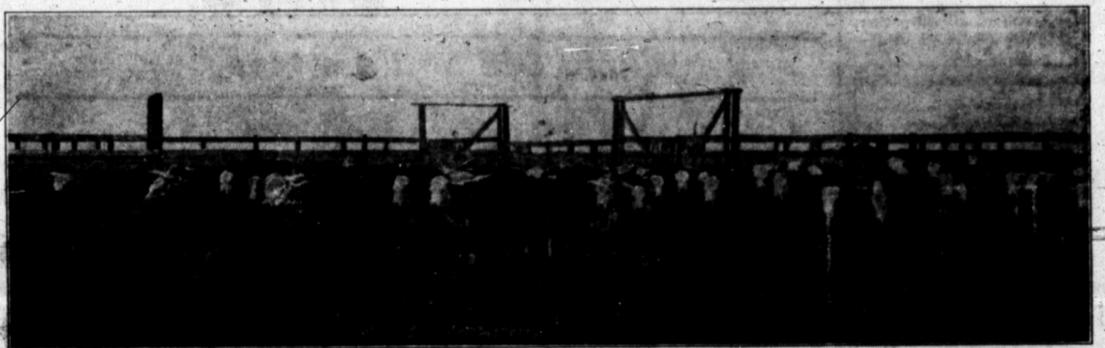
To None!



TODAY HERFORD IS THE GARDEN SPOT OF THE U. S. A.



AN
EDEN
OUT OF
YESTERDAY



WHAT MEN AND WOMEN DREAM ABOUT

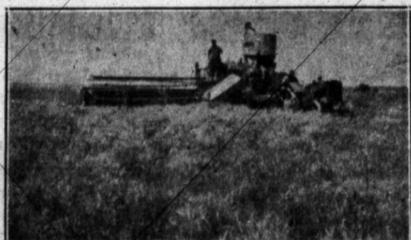
THE FINEST

WHEAT

COUNTRY

EVER KNOWN TO

CIVILIZATION

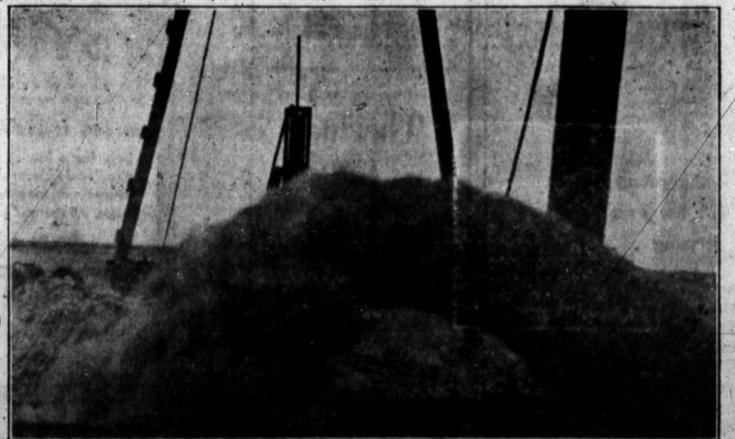


PLUS
IRRIGATION

God's Own Gift
To the Plains . . . and

Rural Electrification

The Means of
Complete Development



HEREFORD
STANDS TODAY AS
A TRIBUTE TO
THE PIONEERS

Chamber of Commerce

Hereford, Texas

WELCOME
TO HERFORD
MAY 10th

Piggly Wiggly Outgrowth Of Pioneer Firm

The present modern Piggly Wiggly grocery firm operated today by Frank and Wilson Gyles, holds the distinction of being the oldest grocery and one of the oldest firms in Hereford. Despite the fact that the firm name has changed several times, it has operated continuously since 1901.

The firm was opened first by H. Cardwell, who operated it until 1910. After returning from the World War, Frank Gyles and R. Rutherford purchased the store and it operated under their management until 1921, when Mr. Gyles purchased the interest owned by Mr. Rutherford, and at that time it was changed to Piggly Wiggly. Wilson Gyles has been associated with his brother in the firm for the past eight years.

Boasting a complete stock, this thoroughly modern grocery and market today represents one of the best food stores in this section, and offers farmers of this area a real let for their produce.

Fox Has Modern Cleaning Shop

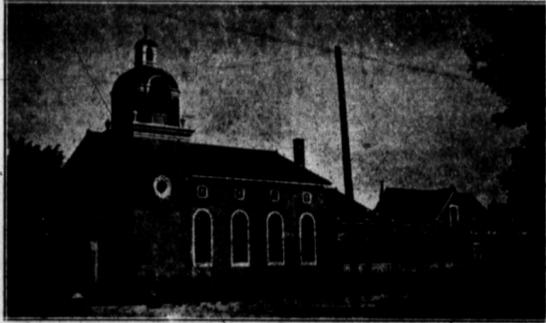
Representing the very latest in equipment and service, the Fox Cleaners, Hatters, and Men's Store in Hereford is operated by Homer Fox. Mr. Fox first started in business in this section at Friona in 1912, and in March, 1914, moved to Hereford, where he opened the Fox Mercantile Co.

The Fox Mercantile was located in the building now occupied by the Furr Food, later in the present Streu Hardware location. In 1935 Mr. Fox purchased his present cleaning business from Chas. Carroll. Among other lines he features Wilson Bros. shirts, ties and haberdashery—a line which he has handled since 1915. He also sells Churchill and Model tailored-to-measure suits.

The Fox Cleaners boast modern equipment, which has been improved and increased regularly to keep the firm abreast with the times.

Miss Opal McMahon, reporter on the Avalanche-Journal, Lubbock, spent Sunday with her sister, Mrs. Orpha Clark.

St. Anthony's Church, Hereford



Erected in 1921 through the faithful efforts of members of the Catholic faith in this section, St. Anthony's Church today stands as one of the most beautiful of its type in the Panhandle. It was built under the leadership of Reverend Father Salvator Di Giovanini.

Quality Food Store Operated By Robinson

Jim Robinson, operator of the Quality Food Store, has only been in his present location since February 1, 1937, but has been in the meat market business in Hereford at different times since 1910, and first came to Hereford 36 years ago.

In 1919 Mr. Robinson went into partnership with Henry Coyd in operating the Texas Market. At intervals he has been connected with the Texas Market, operating the business from 1920 until September, 1936.

Today Mr. Robinson operates the Quality Food Store and stresses good meats, along with a complete stock of groceries, including everything used in the pioneer day up to demands made by modern customers.

Mr. and Mrs. M. H. Koelzer and family spent Sunday in Dalhart, visiting old friends.

Harold Close Has Modern Drug Store

The Close Drug Store, operated by Harold Close, was established September 9, 1931, when Mr. Close came here from Dalhart and purchased the Dean Rice stock and fixtures used in the old J. J. Clark store.

Although not a pioneer in Hereford, Mr. Close has for many years been in the drug business. He has improved his store here from time to time, keeping well abreast with advancements, and in 1935 completely remodeled the store.

While the Close Drug features Nyal products, they carry complete lines of Martha Washington candies and other sundries, along with nationally advertised merchandise. The store also specializes in prescription service.

Fred Oberthier of Clovis visited his parents, Mr. and Mrs. F. H. Oberthier, Sunday.

Medkief Has Sold Fords Since 1919

Although he has been in Hereford only since 1931, Ernest Medkief, owner of the Hereford Motor Co., is one of West Texas' old time automobile dealers.

Starting in the old Model T days, Mr. Medkief entered the automobile business at Pampa in 1919, and for 10 years worked there in the Ford agency. He has never sold any other automobile except Ford during the entire time, and recalls that he sold plenty of the old T models.

On August 1, 1931, he came here from Dimmitt, where he operated a Ford agency two years. Shortly after he came here, Ford introduced the V-8, which has been featured in recent years. Since he came here slightly less than six years ago, Mr. Medkief has sold 433 new Ford cars.

In addition to the Ford line of cars, accessories, etc., he features U. S. tires and a well equipped repair shop. The Hereford Motor Co. now employs six men, including Edwin Mauk, bookkeeper; C. O. Wright, shop foreman; Roy Boyd and Jack Wright, mechanics; Fred Brown and Otto Massey, salesmen.

THANKS!

Thanks for every mile you registered, Thanks for every pound you weighed,

Thanks for every single hanger, Thanks for each and every egg!

Thanks for every vote you gave me, Thanks for your interest, too. O my friends, thank you a million For the lovely bedroom suite! —Peggy Valentine.

Mrs. Clem Schumacher and sons, Andy and Ernest, motored to Sunday to visit Mr. Schumacher, who is employed there.

If You Needed a Wagon Tongue—



Shown above are J. A. Buckner, left; and Billy Hicks, a visitor, in the old T. M. Palmer & Co. Planing Mill. Mr. Buckner turned out window frames, wagon tongues, or most any kind of woodwork.

Saltzman Here 1906.

Fred Saltzman came to Canyon in 1906 from about 14 miles southeast of Kansas City, Kansas, removing from Canyon to Hereford in 1911, where he has been ever since.

AN EXTRA ROOM? TRY A WANT AD!

Card of Thanks.

I wish to take this means of expressing my sincere appreciation to the people of Hereford and its trade territory of the loyal support given me in winning the second prize at Kellogg's 5c to \$1 Store. Again I thank you. Inez Easter.

Sewell Station Has Not Closed Past 3 Years

Offering modern service and a complete line of nationally advertised Conoco products, the Sewell Service Station of this city is strategically located at the intersection of Main Street and the highway. It is the boast of the station that its doors have never been locked during the entire three years the station has been under the management of R. H. Sewell, its owner, thus offering all-night service to the people of this vicinity.

For the convenience of customers, the station also features a complete line of oils, National tires and accessories. They also offer washing, greasing, brake testing and complete lubrication service.

Operating the station, in addition to Mr. Sewell, are Ed Johnson, George Jones and Babe Russell, all experienced service station men.

Mrs. Frances McClendon visited friends in Amarillo over the weekend.

Mother's Day Gifts

Mothers reign as first ladies of the land—at least on this one day of the year! Don't miss this chance to make YOUR Mother the happiest one of all! Because she deserves the BEST—select her gift at Penney's. You'll find a selection so varied that you can't fail to delight her! Come in and let us help you. We'll please Mother and be kind to your budget as well!

Prints! Solid Colors! Street DRESSES

Sizes 14 to 44
1.98
Acetate canton and all- rayon printed crepe—in flattering styles and gay Summer colors!



Give Her a Flattering New Hat for Mother's Day
Beautiful Straws **98¢**

What could be a nicer gift than a hat to make her feel young and romantic. You find any number of the season's newest styles here at Penney's!



Smartly Tailored **PANTIES**
Knit Rayon **49¢**

Adonnas—the underthings that wear and wash so well! Popular flared leg, medium length.

SHEER SILK HOSE

79¢ pr.
Full-fashioned chiffon Gay-modes, with silk picot top. Ringless! All popular shades, from 8½ to 10½.

WASH FROCKS

Beautiful Styles **98¢**



A Stunning Selection of Fresh New Styles!
GLEN ROW FROCKS
2.98

These are the dresses to carry you triumphantly through the rest of Spring! Light prints, dusty shades, polka dots, washable crepes. 12-44.

White Handbags

Every Lovely Style Imaginable **49¢**

Chiffon or Service

49¢ pr.
Full-fashioned silk hosiery, ringless, in chiffon with silk picot top or service with mercerized top and sole.

Cynthia Shadow Panel SLIPS

Sizes 32-44
98¢

In the most popular bias cut styles V or straight tops. Lace trimmed or tailored. Adjustable shoulder straps.



Important New Styles! GLOVES

Exceptional Bargains! **49¢ pr.**

Some of the smartest slips and novelty styles we've seen this season. In suede finish fabrics, novelty weave cotton and rayon and begaline. The season's outstanding colors.



Two Buckle T-Straps

An attractive shoe designed for comfort as well as beauty, soft white kid trimmed with pearl buttons and neat stitching. Non-scut covered Continental heel.

\$3.49 Pair

Read This and Profit

There is money in Hail Insurance, otherwise there would not be so many stock companies writing hail insurance. There is just one Old Line Mutual Hail Insurance Company, writing Hail Insurance in this section—The Panhandle Mutual Association. This association went on the Old Line basis four years ago, charging the same rate (The Texas Standard) as the stock companies. During this time it has paid all losses in full, and returned thousands of dollars in cash to its policy holders as dividends. The stock insurance companies have made thousands of dollars profit, but not one cent cash has been returned to their hail policy holders. Their profits are paid to their stockholders.

LARGEST and STRONGEST

The largest and strongest life and fire insurance companies are Old Line Mutuals.

FIRST IN TEXAS

During the past four years the Panhandle Mutual Hail Association has written more insurance on growing crops in Texas than any other Insurance Company.

Keeping the Money at Home

The policy of the Old Line Panhandle Mutual Hail Association is to leave the operating money in each section where it does business. It has an account in each of Hereford's two banks, and when the season closes whatever profits were made in its hail insurance after setting aside a certain per cent as a reserve fund, will be paid to its policy holders as a cash dividend.

DON'T FAIL TO SEE US

Don't fail to see us before placing your hail insurance, and if we cannot convince you that it is to your interest to place your hail insurance in this Old Line Mutual no harm is done. We are not asking personal favors; but we know that when the hail season is over and you have more dollars in your pocket by having your insurance with us in the Old Line Panhandle Mutual Hail Association, we have made a business friend of you. Before placing your Hail Insurance call at our office.

Womble and Wilson

SPECIAL AGENTS

OFFICES IN REAR OF FIRST STATE BANK
HEREFORD, TEXAS

WELCOME PIONEERS

Cold Drinks
Sandwiches
Ice Cream
Tobacco

REXALL

One - Cent Sale
This Week - End

CORNER DRUG STORE

Welcome Pioneers

SEE OUR PIONEER DAY DISPLAY WINDOW, MONDAY, MAY 10th!

PENNEY'S

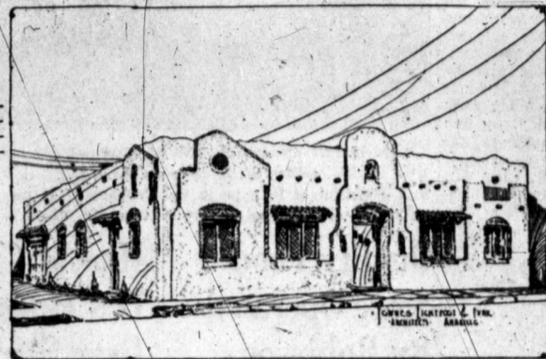
C. PENNEY COMPANY

1901



Still The Same Policy

1937



Honesty, Service, Quality

36 YEARS A BUILDER

**IN
HEREFORD**

Welcome



**IN
DEAF SMITH**

Pioneers

PIONEERS FOR HAPPINESS

we established this business more than 36 years ago, we Hereford community. We make this statement without reservation, because we have already shown our faith in the establishment of a modern store in Hereford, a stock valued at thousands of dollars. When we established this business more than 36 years ago, we had faith in the Hereford Community and in the Hereford people as well.

The Most COMPLETE STOCK OF **Furniture** In the **Panhandle**

We have the most complete stock of Furniture and Household necessities in this part of the Panhandle, and when you want some piece of furniture, you always know it can be had at BLACK'S. Trade at the place where your mother and father, and even your grandmother and grandfather, traded and bought their furniture—at E. B. BLACK'S, located right on the same street corners for the past 36 years.

VISIT US ON PIONEER DAY!

Phone 14

PIONEERS FOR COMFORT

Upon this Pioneer Celebration in Hereford, it is with genuine pleasure that we review the activities and progress of the people of the community. Of course, the pioneers had no nice stores like the ones we have today, but we feel that we are real pioneers, for we have been instrumental in bringing happiness and comfort to the residents of this community—and those two factors, Happiness and Comfort, of the present day are the principal reasons why your forefathers, the pioneers of this community and of Texas, braved the hardships.

**"The Big Store
With the Little Price"**

**"You Furnish the Girl—
We'll Furnish the Home"**

E. B. BLACK CO.

FURNITURE - UNDERTAKING

Pitman Elevator Contributes To County's Growth

LARGEST ELEVATOR IN COUNTY OPERATED BY PITMAN

Growing from an organization established 20 years ago by E. W. Harrison, the Pitman Grain Company today represents the largest elevator in Deaf Smith County with a capacity of 60,000 bushels. In addition to the elevator division, the company deals in all kinds of grain and in field seed. J. A. Pitman, the present owner, has resided in Hereford since 1906, coming here at that time with his parents, Mr. and Mrs. H. Pitman. J. H. Pitman engaged in the land business until recent years when he retired. The family came first to Amarillo from Missouri, where Mr. Pitman was engaged in farming. After residing in Amarillo one year they moved to Hereford, where they have since made their home. J. M. Pitman is also associated with his

brother in operating the business here today.

The concern was until 1934 operated as the McLean-Pitman Co. J. A. Pitman went into the business in 1927, and the present year marks a decade of service to the community for him in connection with the elevator.

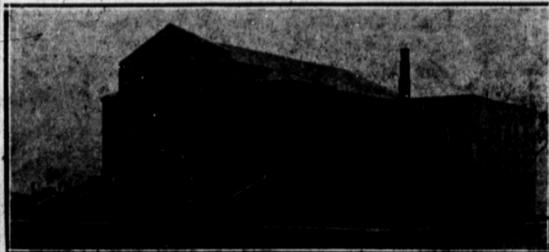
Still operating on the policies upon which it was founded, the firm has played an important part in the development of Deaf Smith county as a diversified crop center by providing a dependable market for all farm products, and farmers in the vicinity have learned to depend on their reliability for fair dealing.

Ever so willing to assist in the growth and advancement of their community and Deaf Smith county the firm annually attracts business from distant points. They have also been associated for many years with sectional and state grain dealers' associations. Chiefly, however, they strive to pay the highest prices for grain and to give service second to none.

In addition to the Pitman brothers, other employees at the present are J. B. Sowell and M. C. Reeves.

A WANT AD WILL GET THAT PLOW!

FIRST BAPTIST CHURCH



Completed in 1929, the First Baptist Church of Hereford is one of the city's largest church buildings and in addition to serving the congregation, it is also used extensively for public gatherings.

Baptists First Held Meetings Here In 1899

FIRST PASTOR DREW SALARY TOTALING ONLY \$180

BY MRS. OLLIE BRADLY
The Baptist church was organized October 15, 1899, and services were held for several months in a store building that was moved from La Plata, former county seat of this county. There were 19 charter members, and were Mmes. Maggie Stanley, Dora Meeks, Ollie Bradley, Mary Killough, Ollie Hodges, W. S. Higgins, Lucinda Higgins and Miss Joyce Womble and Ann Stamp; Messrs. W. A. and W. S. Higgins, John E. Ferguson, Emmett Rice, C. R. Moreman, Arthur and John McKnight, A. J. Lipscomb and Chas. Adair. On October 22, 1899, Rev. J. T. Burnett of Canyon was called as pastor at \$180 a year. In 1900 Mr. and Mrs. R. N. Mounts, Mrs. C. R. Moreman, J. H. Harris and Mrs. E. F. Connell became members of the church.

In June, 1900, a committee of five was appointed to see about getting plans and raising funds to build a church. First deacons were J. H. Harris and C. R. Moreman. In July, 1901, the lots were secured on which the church was later built, located at what is now Jackson and Fourth Streets. The church was opened to the public for a town Christmas tree and musical program for Christmas, 1901. Rev. J. A. Moore was pastor during the time that the church was built.

Rev. H. B. McGee was next pastor and those following were John F. Elder, E. A. Wesson, H. Dillon, O. W. Dean, J. C. Boyd, R. H. Purser, R. E. L. Farmer, J. E. McClurkin, W. R. Hill, V. M. Cloyd and B. N. Shepherd.

The church was wired for electricity in July, 1905. In July, 1907, the lot next to the church was bought, also a plot of ground near the Tierra Blanca for baptismal services. March, 1913, a move was made to build a baptistry and a crossing room.

The building campaign for the new church was started March 11, 1928, under the pastorate of V. M. Cloyd. Ground was broken June 18, 1928, and the first services were held in the new building on May 19, 1929.

First Brick Building.

The old Western National Bank building was the first brick building built in Hereford, the brick coming from Gainsville, Texas. The building was then occupied by Smith-Walker & Company.

L. H. Aikman and daughter, Miss Ella Aikman, spent Sunday in Olton. They visited their son and brother, Roy L. Aikman, who is recovering from a major operation.

Bill Smith Has Resided Here Past 33 Years

Bill Smith, Hereford's Magnolia agent, holds the distinction of having been in this county since 1904. He came here as a youngster, attended the Hereford schools and went for two years to the Panhandle Christian College, previously located here.

In 1910, Mr. Smith went into the Hereford post office and after working there two years went to the Plainview post office where he worked until 1916, when he went into the army.

Mr. Smith received his discharge from the army in 1921 and returned to Hereford, working until 1927 in the Williams Grocery. From '27 until '31 he was employed by the International Harvester Co. and during that time established an enviable record.

He went into the service station business in 1931 and after operating the station until 1934 became Magnolia agent for this territory. Since that time Mr. Smith has operated the Magnolia wholesale business here.

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

Mrs. C. A. Skelton, accompanied by Misses Eloyse Pitman and Gwen Spradley, spent the week end in Carlsbad. Mrs. Skelton visited her daughter, Mrs. Pete Garrett, and Misses Pitman and Spradley visited Miss Edith Shields.

Streu Hardware Located Here Past 13 Years

While many firms in smaller cities during recent years were complaining from the loss of trade to larger centers, A. H. Streu left a larger town, came to Hereford and built one of the best hardware businesses in the Panhandle.

In March, 1924, Mr. Streu left his position with a large Amarillo firm and came to Hereford to establish the Streu Hardware. With a much smaller stock than he now boasts, he located in the building four doors south of his present store. He operated here for three years, then moved to the building now occupied by the Ireland Motor Company, where he remained until 1936, when he moved to his present location.

Thoroughly experienced in the hardware business when he came here, Mr. Streu has continually added to his stock and has always featured shelf hardware, pipe, windmills, and lines which generally go with such types of business. The secret of his success, however, may well be attributed to his tremendous stock, of his policy of courteous, honest treatment of his customers, and to his aggressive attitude.

While Mr. Streu was creating one of the Panhandle's best hardware stores, he also made a place for himself in the community, and in the hearts of his neighbors. He is a tireless civic worker and ever for advancement of the county and community. At present he holds the position of director in the Chamber of Commerce, is in the Lions Club, and is serving his eleventh years as a member of the school board of the Hereford Independent District. He and Mrs. Streu are also members of the Christian church of this city.

Assisting him at the store are Homer Henslee and Mrs. O. O. Wilkins.

Had Troubles Then, Too.

After the first of February we will let no more rigs out on credit. All those owing us will please come in and remit at the earliest convenience. Cox & Davis.—Advertisement in Reporter, 1902.

First Power Plant Opened By Jacobsen

PIONEER RESIDENT CAME TO THIS COUNTY FROM DENMARK

John N. Jacobsen, another old timer, came to the United States from Denmark at the age of 16. He first resided in New Jersey, where he joined his brother, who had preceded him to their country 21 years before. Later Mr. Jacobsen moved to Louisville, Texas, to look after some of his brother's land interests. From there he went to Canyon, and in 1903 moved to Hereford.

He first came here to look after property owned by his brother and himself. Since that time he has been engaged in the blacksmith and machine shop trades. In 1903 he was associated with Holly Tucker in operating a blacksmith shop.

To this partnership goes credit for having opened the first electric power plant in Hereford. Mr. Jacobsen operated the plant for a short period, and in 1905 F. H. Oberthier opened the second light plant, and operated it until it was taken over by the Texas Utilities Co. Mr. Jacobsen also built the first cotton gin in this town. In 1906 he bought Tucker's interest in the shop, and recalls that he gave a section of land for the half interest.

John Jacobsen's father was a blacksmith, and his boys are following in the footsteps of the grandfather and their father, operating the shop here which he gave them. They say that they have retired their father, but are unable to make him quit working.

Standing as one of the pioneer business institutions of Hereford, the Jacobsen Brothers Machine Shop and Blacksmith Shop now has a crew of ten men in addition to the four members of the firm: John N., Sr., John N., Jr., Chris and Berry Orr Jacobsen. At the present time it is the only shop in this territory which is making irrigation well casing—and it has been doing a thriving business along this line during recent months.

E. H. Fullwood has about completed his new residence and is otherwise improving the property just west of town.—Hereford Reporter, 1902.

NOTICE TO BIDDERS

The Trustees of School District No. Seven will accept bids for the Thomas School Building at the County Judge's office on Saturday, 2 p. m., May 15th, 1937. 18-2c Zerrell Thomas, Trustee.

Semi-Annual Plateau Singing Convention at Ward School starts at 10 o'clock, May 9, Luncheon served at noon.

WELCOME VISITORS

Try LEE TIRES On Your Car

You are welcome to Hereford on your day, May 10th, and to PHILLIPS' "66" STATION NO. 2.

You may have ridden in an oxcart with wooden wheels and liked it—but if you ride in an automobile you like it even more if you have Lee of Conshohocken Tires and PHILLIPS' "66" Gasoline and Oils.

Try Us Pioneer Day!

PHILLIPS' "66" STATION No. 2

First and Main Streets

THERE WAS NO NEED FOR AUTO REPAIR WORK Back In the Horse and Buggy Days of 1909!



... but those dear old horse and buggy days are gone forever. Replacing them are the swift-moving, modern automobiles of today... and an ever-changing demand for expert repair work on them. We are thoroughly prepared to serve that need for every line and make of automobile.

EXPERT WORKMEN—RELIABLE SERVICE

Although we might not be considered pioneers in this community, we have been here a long time, and like the early settlers of 1909, are filling a definite need and serving a distinct purpose in the development and progress of this community. Since the establishment of our firm our business has grown steadily. We attribute this progress to the fact that we have only expert workmen and stand behind our service.

BEAVERS BROS. GARAGE

PHONE 383

Rockwell Bos. & Co.

The Pioneer Lumber Dealers of Deaf Smith County

Hereford, Texas,
May 6, 1937.

TO OUR GOOD FRIENDS, THE PIONEERS AND OLD-TIMERS:

GREETINGS! Welcome to Hereford's Pioneer Day Celebration.

You may be sure that this firm is heartily in accord with the spirit that has prompted the Business & Professional Women to establish an annual Pioneer Day Celebration. Among the very first to set up a business in Hereford, Rockwell Bos. & Co. has had a part in the building of Hereford from the beginning. We are proud of the fact that we have customers who started with us thirty-nine years ago. Many of our present customers were born in houses that we had the privilege of helping to build.

May we continue in good fellowship, each with the other, be happy and prosper together!

Sincerely,
ROCKWELL BOS. & CO.

GOOD BLACKSMITH WORK

HAS
ALWAYS



BEEN IN
DEMAND

As shown above, the early blacksmith shop was indispensable when the prairie schooners plowed the barren lands, which is now known as the rich and fertile farms of Deaf Smith County.

Naturally, times have changed radically—and so has the blacksmith business undergone radical changes.

Today our business is one of service—one in which we serve the farmer and business man. Just as our service of the days past was one which led to the spread of agriculture, so is our service now, one which promotes and continues the work of the farmer.

Modern blacksmithing, however, requires thousands of dollars in equipment of which the Early Smithy never dreamed. To use this equipment, the blacksmith also has to be well trained.

It is our aim and dream to offer the people of this county both these factors at a reasonable price.

Jacobsen Brothers

Blacksmithing

Welding

Well-Casing



Always.. LITTLE MAN Some One Must Show The Way



Fair Dealing

IS OUR POLICY

Sincere Interest

IN OUR
CUSTOMERS

IS THE BASIS
OF OUR BUSINESS

IN ADDITION WE ALSO
OFFER YOU
A COMPLETE STOCK OF

OILS FISK TIRES
GREASES FISK TUBES
FUELS ACCESSORIES

FISK

"TIME TO RE-TIRE"

YOU
ARE

WELCOME PIONEERS

VISIT US

ON YOUR
DAY

May 10

Phone 484



ALWAYS . . . there must be a pioneer—someone with the brain and brawn and means and courage to adventure ahead of the crowd. Since 1898 FISK has surely, consistently blazed the trail toward safer, more economical transportation.

That this assertion is no idle claim is proved by the hundreds of United States Patents granted to or owned by FISK—each representing a distinct improvement in materials, methods or processes. The latest, and perhaps the greatest, FISK tire innovation is a combination of new patently manufacturing processes which definitely give today's motorists PLUS-PROTECTION where they need it most . . . in the blow-out zone.

Pioneer Day

A COMPLETE MODERN GRAIN ELEVATOR AT YOUR SERVICE

We are reconditioning and rebuilding parts of our Grain Elevator and will be prepared to take care of your grain this season. We will pay top prices for your grain at all times. Complete storage services for your grain. **BRING US YOUR GRAIN—YOUR PATRONAGE WILL BE APPRECIATED**

We Have Just Unloaded a Carload of FISK TIRES

We have just unloaded a carload of new FISK tires and we have one to fit your automobile, truck or tractor. Come in today and see these sensational tires. We are near the completion of a new storage building for these tires and we are going to give HEREFORD just exactly what they want in tires—no longer will they have to look elsewhere for a tire to fit their needs and their purse. We have the tire you need and besides it is a F-I-S-K!

LET US RETIRE YOUR TRACTOR WITH FISK TIRES!
THEY LAST LONGER!

GET OUR LOW PRICES

Time To Retire GET A FISK

FRASER

OIL & GRAIN COMPANY

Alton T. Fraser, Owner

