

# ... Hereford A City of ...

- good Homes
- good Schools
- good Churches

- fine Climate
- fine Country
- fine People

## What More Can You Ask In Seeking a Home?

AND THESE ARE NOT MERELY TRITE AND EMPTY CLAIMS . . . BUT REAL AND TANGIBLE FACTS . . . AS PICTURED IN THIS SPECIAL ILLUSTRATED EDITION

To prove to your entire satisfaction that Hereford and Deaf Smith County offer exceptional opportunities for happiness and prosperity . . . we suggest a personal visit

Yours to Command

## Hereford Chamber of Commerce

T. E. SEIGLER, President

J. A. MILLER, Secretary

Introducing the  
Water  
in Hereford's  
"An in the State"

# The Hereford Brand

Published Every Thursday

From Checks, Poultry  
Produce  
and Brand Names  
Are Winners

Our Slogan—"More People More Farms"

30th Year—Number 25.

Hereford, Deaf Smith County, Texas, July, 1930.

Ten Cents Per Copy.

## Hereford and Deaf Smith County Show Rapid Development

Area Leads Panhandle In Diversified Farming, Dairying and Hereford Breeding.

MUCH HAS BEEN SAID AND written the past few years about the Panhandle of Texas as an agricultural country, but many people are still sceptical and find it difficult to believe that where, only a few years ago, they thought the land could produce nothing but prairie grass for range cattle and sold for two and three dollars an acre, now produces 40 bushels of wheat per acre, and the highest maize, kafir, sorghum and corn, as well as all kinds of fruit and vegetables in abundance, now sells for \$25 to \$50 per acre and is very cheap at that price compared with land in the more thickly populated sections of the country that will not produce any more than this land and sells for \$200 to \$300 per acre.

There are 100,000 acres of land in Deaf Smith county, all but about 10 per cent of which is level, rich, tillable soil, ready for the plow, no grubbing or other preparation necessary, underlaid with an abundance of pure water. More than 100,000 acres of this land was sold to farmers from other sections of the country in 1929, and it is thought, without being able to obtain actual figures, that more new land was put into cultivation in Deaf Smith county in 1929 than any similar area in the United States. In fact, more real progress has been made in developing the raw land in Deaf Smith county in the past two years than has been made altogether in the preceding years. In many cases farmers have come here from other counties and states and bought land, gone to work, built homes and put the land in cultivation and produced enough on the land the first year to more than pay for it.

This county shipped, more than 1500 cars of wheat, 250 cars of other grains, 200 cars of beef cattle, 100 cars of hogs and 25 cars of sheep in 1929, to say nothing of poultry, eggs and other products shipped to foreign markets, aside from what was used for home consumption. Deaf Smith county has more Hereford cattle for breeding purposes than any other county in the United States. Two world records were attained here recently at a sale, when a fifteen-month-old Hereford heifer sold for \$5,200, and her mother, eleven years old, sold for \$2,000 (with a young calf).

The thinking farmer in this section today is diversifying, keeping a few milk cows from which he realizes a steady and substantial income and finds a ready market for his products here at home. Several hogs can be kept at a very small cost, furnishing all the meat needed for home consumption and enough to sell to more than pay for the keep of them all. More than enough chickens, eggs, turkeys, etc. can be raised by the housewife to pay all the household expenses.

Vegetables of all kinds can be grown in abundance, reducing the grocery bills, and many thrifty housewives can preserve enough vegetables and fruits to last from one growing season to the next.

The Transcontinental Air Transport Co. line, having a good landing field just north of the city limits. Hereford is located just 50 miles south-west of Amarillo, and 40 miles east of the boundary line of Texas and New Mexico, is the county seat of Deaf Smith county, and has a \$250,000 court house built of Georgia marble, all paid for. Hereford boasts the most church edifices of any town its size in the Panhandle, with the building of another fine one contemplated in the near future. Hereford is also very proud of her public school system, class "A" high school which is one of the first to be admitted to the Southern Association of Colleges, with 22 affiliated credits, a modern five-story, \$125,000 building for the high

school and a good brick building for the grades. The Catholic parochial school also has a modern, well equipped building and has an enrollment of seventy-five. Among other public institutions is the County Hospital, a modern fire-proof building that has every convenience and equipment to be found in much larger institutions, with a capacity of accommodating 30 patients, under very efficient management and an able corps of attendants. A county library has recently been established in the court house, which will be a big help to school students and the general public as well. A new brick city hall and fire department building; a new, well equipped laundry; a chicken hatchery with a capacity of 47,000 chicks; a Farm-ers Creamery that pays the farmers several hundred dollars daily for cream and has shipped ten carloads of butter to Eastern markets since they opened for business last July 1st. Two national banks and one state bank with combined deposits of \$1,154,300. Hereford has enjoyed a steady and substantial growth for the past few years. Building permits for the last ten months of 1929 amounted to \$221,770.00, representing 71 buildings. An abundance of water that costs 99.9 per cent pure, plenty of natural gas from Panhandle gas fields and electric power from the Texas Utilities high line, all at reasonable rates. Postal receipts have increased 50 per cent in the past five years. Hereford has more parks than any city twice its size in West Texas. A nine-hole golf course that is well kept, along the Tierra Blanca creek which furnishes natural hazards, the course crossing the creek four times. The Tierra Blanca, a deep, clear water creek, runs the full length of Deaf Smith county and is a mecca for pleasure seekers in the spring and summer time. Good fishing? Perch, catfish and bass are caught in abundance. People come from all over the Panhandle for picnic outings and fishing in the Tierra Blanca.

Several thousand copies of this special pictorial edition of the Hereford Brand are being printed and mailed out. Its purpose is to tell the world of Hereford and Deaf Smith County, Texas.



Aerial View of Business District of Hereford, Made from Airplane Piloted by Ovid Pinkert.

A shining example of what can be done in the way of farming here is set by J. E. Ward, who lives a mile south of Hereford. Mr. Ward qualified as a Master Farmer in a state-wide contest in 1929, being one out of ten in the whole state of Texas who won this distinction. He has only 100 acres of land on which he made this record. He has a nice farm home, with every modern convenience and enjoys everything his city brother has without the attendant hustle and bustle and noise of the city. Mr. Ward is a real farmer and there should be many more like him.

HEREFORD is a wide-awake, thriving little city of 3,000 population, on the main line of the Santa Fe Railroad, U. S. Highway No. 306, and

school and a good brick building for the grades. The Catholic parochial school also has a modern, well equipped building and has an enrollment of seventy-five. Among other public institutions is the County Hospital, a modern fire-proof building that has every convenience and equipment to be found in much larger institutions, with a capacity of accommodating 30 patients, under very efficient management and an able corps of attendants. A county library has recently been established in the court house, which will be a big help to school students and the general public as well. A new brick city hall and fire department building; a new, well equipped laundry; a chicken hatchery with a capacity of 47,000 chicks; a Farm-

### OUR FRONT COVER

Our front cover is not a Venetian dream of the future, of marble halls, tropical trees, and sparkling waters. It is a photograph of the county court house at Hereford, the pride of its people. Built of white Georgia marble in 1911 and fully paid for, it has a newness as if completed only yesterday. The approximate value is \$250,000. The lawn consists of an entire city block, sodded with blue grass and shaded with trees.

# The Hereford Brand

Published Every Thursday at  
HEREFORD, DEAF SMITH COUNTY, TEXAS

R. E. Kessie, Editor and Manager

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

Subscription Rate, Outside of First Zone, Per Year \$2.50

This special edition compiled by Paul I. Odor, whose permanent address is 2217 Polk Street, Amarillo, Texas.

## T. E. SEIGLER IS ONE OF MOST VALUABLE CITIZENS IN DEAF SMITH COUNTY; HAS BIG HEREFORD RANCH

T. E. Seigler is one of the newer citizens who has been attracted to Deaf Smith County by the opportunities afforded. He is a geologist of many years successful experience and came to Hereford from Wichita Falls where he had been engaged in the oil business. He still maintains large interests in the Wichita and Olney fields and spends some time there looking after that feature of his business.

Mr. Seigler bought an improved ranch of 7,000 acres 17 miles northwest of Hereford when he came here four years ago, and he has established one of the best registered herds in the country. He is gradually sell-

ing off part of his ranch in small tracts on easy terms to (bonafide farmers, but still has 4,100 acres in the ranch proper. He has some 1,200 acres in cultivation, including forty acres of alfalfa and sixty acres of clover. He has harvested three crops of alfalfa each year with no irrigation whatsoever and says that he got his idea that clover and alfalfa would grow successfully here with dry land farming from seeing so much volunteer clover growing in the parkways and along the highways. Mr. Seigler is familiar, by first-hand information, with the soil and climatic conditions of every section of the Southwest and he is strong in his belief that Deaf Smith County is the best adapted to all-round farming of any county in Texas. He is a booster for the summer fallowing of wheat land and says that divers-

ified farming is an absolutely safe bet here. He was one of the first to experiment with the fall feeding of cattle here and believes that this will be a most important and profitable activity as climate conditions are ideal and plenty of feed can be cheaply produced.

Mr. Seigler has about 100 Anxiety 4th breeding cows and is developing a superior type of Herefords by the careful application of the principles of science and the intelligent selection of individuals that breed true to type. The Seigler Herefords are distinguished by their unusually thick low-built bodies, loose, pliable skin and fine, thick hair. Their pedigree



T. E. Seigler's Prince Domino Diamond 1800282

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is all that is to be desired by the most particular breeder, featuring the Domino strain out of Prince Domino Mischief.

Mr. Seigler lives in Hereford, having built one of the finest brick homes in the city, and since his residence here has become one of the most active citizens. He is serving his third year as president of the Chamber of Commerce and has built it up from a struggling, ineffective organization to one of the most active bodies in the entire Panhandle. He organized the Hereford Cemetery Association, as one of his first civic activities, and has served most effectively as head of the association for the past four years.

Mr. Seigler invites correspondence with Hereford breeders and with any one interested in further information about Deaf Smith County.

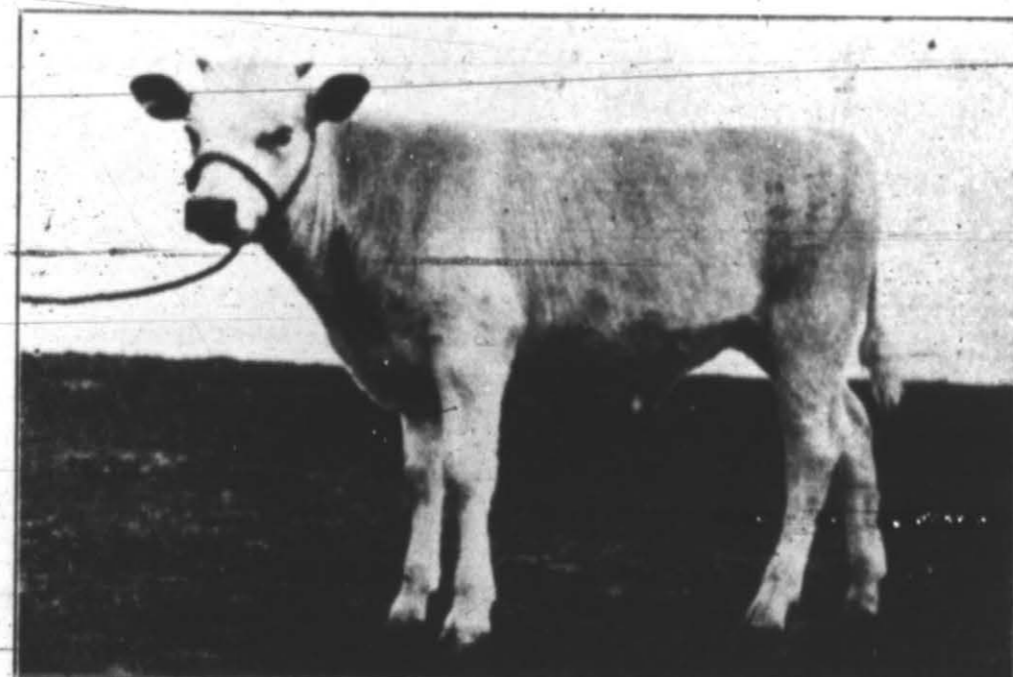


Hereford has a municipal band supported by a tax. Concerts are given during the summer months and music is available for all public occasions. Subscribe for the Hereford Brand.

## DR. C. T. KIBBE BOOSTER FOR THE DUAL-PURPOSE MILKING SHORTHORNS

Dr. C. T. Kibbe, whose people came to the Panhandle in 1891, has retired from his profession as a practicing chiropractor and is now engaged in farming and the raising of Milking Shorthorns on his half-section farm

four miles northwest of Hereford. Dr. Kibbe is a strong booster for the dual-purpose Shorthorn, and cites that the world's record for butterfat production is held by a shorthorn cow and that the largest bull on record was a Shorthorn. He is especially proud of Dale's White Prince, a registered snow-white bull calf recently bred on his place and pictured herewith.



Dale's White Prince, Registered Shorthorn, Owned by Dr. C. T. Kibbe.

## HEREFORD IS NAMED FOR BRADLY HERD BROUGHT HERE IN 1898; MRS. BRADLY NOTED LADY BREEDER

A surveyor for the Santa Fe railroad suggested the name "Hereford" for the new town established on the new railroad 32 years ago, and the suggestion was made for the reason that a herd of fine imported registered Herefords on a ranch adjoining the proposed town site was the most striking attraction in the vicinity.

That bunch of Herefords belonged to L. R. Bradley, who had purchased 19 registered cows and a herd bull from the famous C. S. Cross herd of Emporia, Kansas, in 1898, and it was the first herd of registered Herefords ever to be brought into this section. And so the town was named "Hereford," and since its establishment has maintained an important place in the Hereford industry of the Nation.

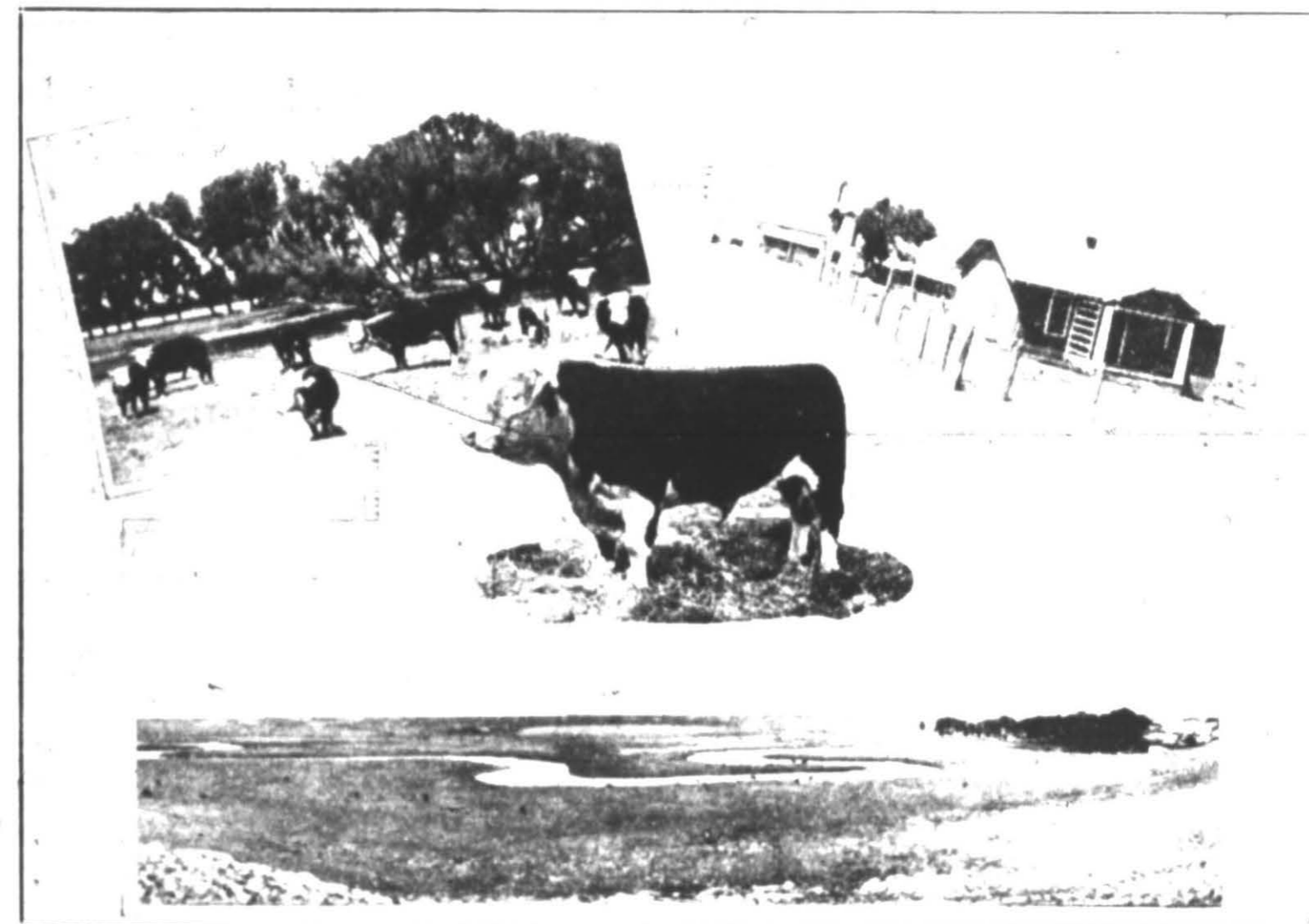
The Bradley foundation herd was composed of cows from prize-winning sires of the leading strains and with painstaking breeding with the best herd bulls which it has been possible to secure the standing of the herd has been improved until it is now recognized as having no superior in the country.

Mr. Bradley died in 1911, and Mrs. Bradley took active charge of the ranch. She continued the plans of Mr. Brad-

ly, strictly adhering to the straight line breeding, and she is perhaps the best known woman in the Hereford

Industry today. Mrs. Bradley is not only recognized for her knowledge and ability as a breeder of Herefords, but for her keen business ability. She weathered the storm that threatened the cattle industry a few years ago, refusing to become stampeded. She

is a valued director of the First National Bank of Hereford and has other business interests. She is, perhaps, more responsible than any other individual for Hereford leading its place as a Hereford center, although she modestly denies the fact.



Scenes on the Egbert Bradley Ranch. Upper left, group of straight line-bred Anxiety 4th cows and calves; upper right, the recently improved home of Egbert Bradley; center, Domino Lad 1580010; lower, view of the meandering Tierra Blanca and beautiful sub-irrigated valley which furnishes ideal grazing for the Bradley herd.

## MRS. L. R. BRADLY AND SONS OPERATE ONE OF BEST HEREFORD FARMS

The Tierra Blanca Hereford Farms of Mrs. L. R. Bradley and sons, Wesley and Egbert, lie along the Tierra Blanca and Frio creeks five miles east of Hereford. Ideally suited to diversified farming, the Plains and provides wheat and row crop farming and the sub-irrigated valley alfalfa, clover and rich grazing.

The Bradley herd consists of twenty straight line bred Anxiety 4th Herefords of best quality blood lines, and 200 carefully selected breeding cows with Anxiety blood. The herd bulls include two sons of The Prince Domino, three sons of Diamond and one Anxiety Domino, by Young Anxiety 4th, Domino Lad, 1580040, pictured on this page, son of The Prince Domino, was bred in Nebraska where he was bought as a yearling by Egbert Bradley. He followed his illustrious sire to Hereford and has developed into a most valuable animal.

There are about 3,000 acres in the Bradley farms. Mrs. Bradley maintains

her residence in Hereford, but visits the ranch nearly every day and looks after much of the detail of the ranching personally. Wesley Bradley looks after the "home place" or the original Bradley Ranch, while Egbert has improved the half section formerly known as "Gander Hall" and there looks after the straight line part of the herd. The L. R. Bradley estate was legally divided in 1929, but mother and sons still cooperate closely in the conduct of their affairs.

Anyone interested in buying Herefords of the finest type and breeding is urged to visit the Bradley farms or to write direct to Mrs. L. R. Bradley & Sons, Hereford, Texas.

Come to Deaf Smith County!

Hereford has four grain elevators.



Baby Beeves, Fed Out by Deaf Smith County 4-H Club Boys. Several of These Calves Placed at the Amarillo Baby Beef Show.



Home of Mrs. L. R. Bradley, Hereford.



A Fine Bunch of Registered Hereford Calves on the L. R. Bradley Ranch.

HEREFORD ENJOYS THE CONVENIENCES OF NATURAL GAS SUPPLIED BY THE WEST TEXAS GAS COMPANY

Hereford has all the modern city conveniences and the last to be secured, natural gas, brings more real comfort than perhaps any other. It is supplied by West Texas Gas Company and is piped to Hereford through a large main from the largest gas field in the world, north of Amarillo.

Every home in the city of Hereford has natural gas available and

to many other towns in this territory. They maintain offices and appliance sales rooms in the various communities which they serve and their general offices are at Lubbock.

Dave McCurdy is local manager for the company, and although he has only been here a few weeks, he has quickly impressed the citizens of Hereford as a progressive, clean cut young business man who is most anxious



Big Gas Main Which Serves Hereford Crossing Palo Duro Canyon

the company has made several extensions into the nearby rural districts. The rate here is so low that practically every other means of heating and cooking has been discarded for the cleaner, more convenient natural gas. Strike a match, and there you have a perfect heating or cooking flame, any time, day or night, the same dependable, inexhaustible supply.

West Texas Gas Company, in addition to serving Hereford, supplies gas

lons to create good will for his concern by the simple method of pleasing every customer.

West Texas Gas Company is one of the largest businesses in the Panhandle of Texas, and by their huge investment here have demonstrated their faith in this section. They are ready at all times to lend their best efforts toward the consummation of any movement that is for the advancement of the territory which they serve.

ED EAST HAS ONE OF IMPORTANT HEREFORD FARMS; FEATURES HIGH CLASS HERD BULLS



Prince Axtell 1383779, formerly owned by Doyle Rose, and now principal Herd Bull on the Ed East farm.

Ed East, who lives nine miles east of Hereford, has one of the important Hereford farms of the county. He bought the place about two years ago, and is building up a high class herd of registered Herefords of straight-line breeding. He now has 49 Anxiety 4th breeding cows headed by Prince Axtell, a Prince Domino Mischief bull, and Superior B, a Superior Anxiety bull, as his two main herd bulls.

Mr. East was associated with Tom Ivey for a number of years and has been interested in cattle breeding for 13 years. He is making a specialty of selling high grade young herd bulls and invites the closest comparison, both from the standpoint of excellent breeding and strong individual characteristics. He claims to have more Donna Anna breeding cows than any other breeder in the United States and cites that the dam is equally as important as the bull in securing high

DOYLE ROSE IS PROMINENT YOUNG HEREFORD BREEDER; FOUNDATION FROM BRADLY HERD

Doyle Rose is a prominent young Hereford breeder of Deaf Smith county and has a beautifully improved place eight miles east of Hereford. He is a son-in-law of Mrs. L. R. Bradley and secured his foundation stock from the Bradley herd in 1927. He has entered seriously into the breeding business and is making a decided success. He sold his entire 1928 crop of Prince Axtell heifers at \$150.00 per head and this past season sold 18 bull calves at an average of \$190.00. He sold a bull calf in January, of exceptionally high breeding and quality for \$1,250.00.

Mr. Rose imported Prince Axtell, a Prince Domino Mischief bull, bred

by Mousel Brothers, purchasing him at the C. W. Williams' sale at Aurora, Illinois. He now has 20 coming two-year-old Prince Axtell heifers and 51 breeding cows. His cow herd is out of such famous sires as Diamond, Rex, Stanway, Beau Vallant, Beau President, Jr., Bright Stanway, Jr., and others. He recently traded Prince Axtell to Ed East, a neighboring breeder, and his two principal herd bulls are Stanway D10-102 1770884 and Prince Stanway 1822192.

There are 800 acres in the Rose ranch, of which 100 acres are in cultivation. Mr. Rose raised enough feed for his cattle but outside of that devotes his interest to his Herefords.



Sulphur Park on the Tierra Blanca, Near Hereford.

H. L. RICE, THE TIRE MAN, STANDS BACK OF ALL TIRES HE SELLS

When Herefordites think of tires, they think of H. L. Rice, the tire man. Mr. Rice has been in business in Hereford for 22 years and the last 12 years in the tire business.

He is a pioneer tire dealer in Hereford, opening his first dealership here in 1918. His store is located at 112 West Third street, and a full line of Brunswick tires and tubes and automotive accessories is carried. He says, in speaking of his business, that he has been in Hereford a long time and expects to stay here the rest of his life. All of his business dealings are on the basis that if the article does not make good, he will. He says that satisfied customers are the best advertisements and that he is continually striving to add to his already long list by giving the best service of which he is capable.

Brunswick tires were among the first to be insured against all road hazards and they have met with great popularity among Mr. Rice's customers.

Mr. Rice has a complete and well equipped repair and vulcanizing department and makes all sorts of repairs on tubes and casings. He maintains road service and suggests that

the next time you have a flat call Rice's Instant Tire Service.

PHOTOGRAPHS

Most of the excellent photographs appearing in this special pictorial edition of the Brand were made by Hanna & Hanna, Hereford's expert photographers. Mr. Hanna has had many years experience in some of the larger cities of the state and has one of the best equipped studios for making all sorts of portrait and commercial photos. Many people do not know that the other Hanna of "Hanna & Hanna" is none other than Mrs. Hanna, who has been active in the studio for many years. Mrs. Hanna has personal charge of all the kodak finishing, and due to the painstaking care and excellent work which she turns out, this is one of the important features of the business.

Those desiring copies of the original photographs may secure them at the Hanna & Hanna studio.

Come to Deaf Smith County!

Deaf Smith County has more tillable land than any other county in the Texas Panhandle.

class progeny. Included in his cows are two daughters of Donna Anna 53th and one out of Donna Anna 30th.

Mr. East's location is ideal as a little of the Tierra Blanca creek and excellent, sub-irrigated grazing land. He has a nicely improved place and cordially invites those interested in better cattle to pay him a visit.

McLEAN & PITMAN GRAIN COMPANY OLD AND RELIABLE FIRM; ALL KINDS OF FARM PRODUCTS BOUGHT AND SOLD

The McLean & Pitman Grain Company, now owned by M. B. McLean and J. A. Pitman, was established more than twenty years ago. Mr. McLean has been connected with the business for 12 years and Mr. Pitman for three years.

This company sells all kinds of grain, coal, coke, cotton seed cake and meal. They also have the agency for Purina chows and Dr. Hess' poultry and stock remedies. They buy grain, cream, eggs and poultry.

In April of this year McLean & Pitman bought the Harrison elevator, the oldest and largest grain elevator here and are operating it for the first time this season. They expect to pay the highest prices for grain and to give service second to none. The elevator has a storage capacity

of 55,000 bushels, and a handling capacity much larger.

The retail store and produce house of McLean & Pitman is located on Second street, just west of Main street and the elevator is just south of the Santa Fe tracks on Main street. A picture of the elevator accompanies this article.

This firm has played an important part in the development of Deaf Smith county as a diversified farming center by providing a dependable market for all farm products and farmers in the vicinity have learned to depend on their reliability and fair dealing.

McLean & Pitman are members of the Panhandle Grain Dealers' Association and of the Texas Grain Dealers' Association, and one of the largest independent firms in this territory.



The McLean & Pitman Elevator, Hereford.

HELPY SELFY STORE IS ONE OF MOST POPULAR FOOD STORES IN COUNTY; H. A. HOFFMAN OWNER

One of the most popular food stores in Deaf Smith County is the grocery store of H. A. Hoffman, corner of Fourth and Main streets. Hereford now known as the Helpy Selfy Store.

While the Hoffman store is strictly a home-owned institution, it is able to buy through the Helpy Selfy corporation of a considerable saving and

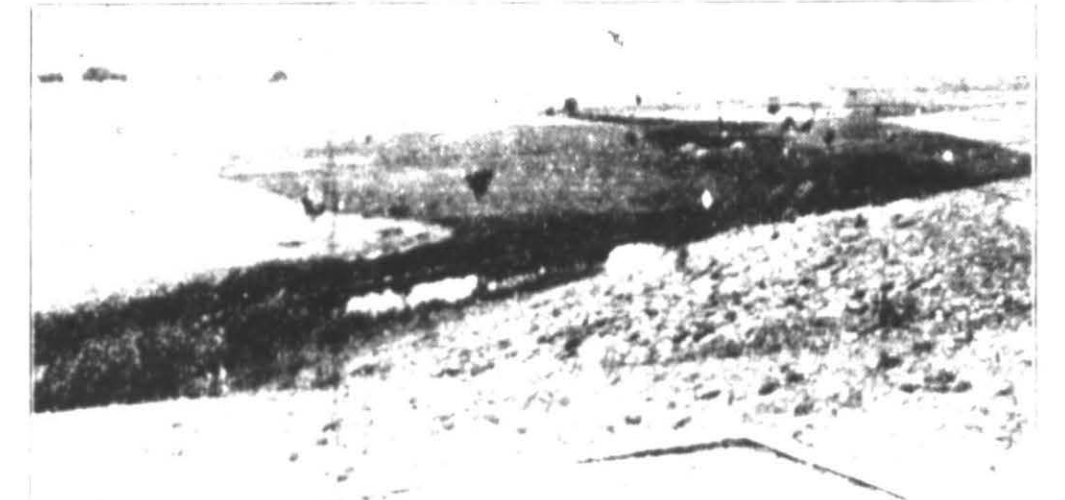


The Helpy-Selfy Grocery, Owned by H. A. Hoffman, Hereford.

Mr. Hoffman opened his store five years ago and has built up one of the largest businesses in the town. In January he changed his store to the cash and carry plan under the name and franchise of the Helpy Selfy stores. He staged the largest and most successful formal opening ever held by a Hereford grocery store, a

compliment to his business ability. This saving is passed on to the customer. The largest selection of nationally advertised food products, fresh fruits and vegetables, but-ter, eggs and cured meats is carried at all times and customers are sure of being able to buy it at Hoffman's Helpy-Selfy just a little cheaper than elsewhere.

HEREFORD OFFERS EXCEPTIONAL RECREATIONAL ADVANTAGES; SPORTY NINE HOLE GOLF COURSE



View of Hereford Golf Course, Showing Natural Water Hazard.

Prospective new comers to Hereford will be interested to know that among the many other advantages the town is especially proud of its recreational attractions. The beautiful Tierra Blanca, a fresh water stream, meanders entirely across the county and close by the town. It offers to fish lovers of Isaac Walton the best bass and perch fishing in the South west. "Those who enjoy 'the chase' do not sport with the hounds in running down the coyotes and jack rabbits still to be found in great number in the county.

Hereford has one of the finest and best equipped theatres in this section of the country and the latest, all talking pictures are presented for the delectation of those who enjoy this class of entertainment. Hereford makes the undisputed claim of having more improved parks than any city twice its size in Texas and there are dozens of favorite picnicking grounds within a few minutes drive of the city. Children reared in Hereford are not denied the fun and advantages of the real swimming holes as most children of the Plains country.

Hereford boasts one of the "sportiest" and most golf courses in the state and two of the new miniature golf courses are proving quite popular. The membership runs from 25 to 50 members and the present officials are as follows: J. D. Clark, president; John Patton, secretary; treasurer, and Eda M. Meritt, manager of greens, grounds and construction.

The Hereford Golf Club was formed in 1925 and put on a substantial and permanent basis through the efforts of Dew Meritt, local enthusiast. Mr. Meritt devoted much time, talent and energy in interesting followers of the sport to lend the necessary financial assistance for improving and maintaining the course. A plot of 120 acres was secured, adjoining the city limits on the south. It is traversed by the Tierra Blanca, which offers natural water hazards. The stream is crossed by lines in concrete holes. A full time ground keeper is employed and the grounds are kept in excellent shape. Members pay a very reasonable annual fee which entitles them to the privileges of the club. There are no green fees.

The course is also maintained as a fish and game preserve. It is stocked with bluegill, crappie, white bass, crappie and bobwhite, and the public benefits as these migrate up and down the stream. No fishing or shooting is allowed on the grounds, not even for members. This is a very strictly enforced rule.

The membership runs from 25 to 50 members and the present officials are as follows: J. D. Clark, president; John Patton, secretary; treasurer, and Eda M. Meritt, manager of greens, grounds and construction.



The City Hall, Hereford. This Houses the City Water Department, the Chamber of Commerce, the Fire Department, and There Is a Commodious Auditorium for Public Gatherings.

Mr. Hoffman and his son, Leo, are on duty at the store at all hours to see that patrons have no difficulty in finding what they want, and this is very easy to do, as the arrangement of the store permits one

to quickly select just what is wanted. He respectfully solicits a trial purchase, if you are not already a regular customer. An exterior view of the Helpy-Selfy store is presented herewith.

WESTERN NATIONAL BANK HAS PLAYED IMPORTANT PART IN DEVELOPMENT OF HEREFORD AND TERRITORY

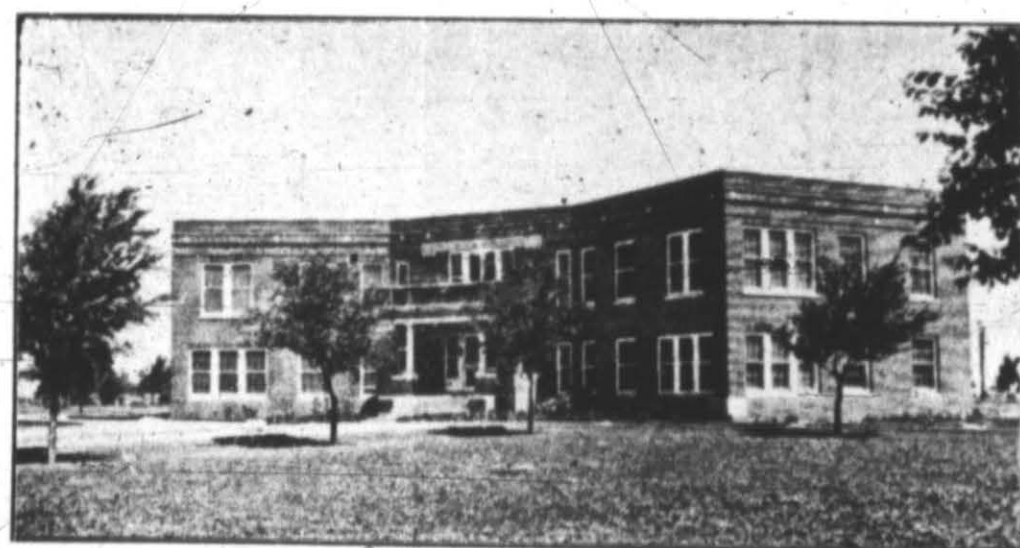
A story of the Western National Bank of Hereford revolves about the activities of its founder, G. A. F. Parker, one of the real pioneers and builders of the Panhandle.

Mr. Parker came to Texas in 1879, first settling at Houston, from which place he went to Dallas as an employee in the ticket office of one of the railroads. He later moved to Amarillo where he was most active in the early life of that now thriving metropolis.

Mr. Parker came to Hereford in 1902 and established a private banking concern. A year later he organized the Western National Bank.

When he put up the building, which is still occupied by the bank, it was the first brick structure in the town. The bank has always been a substantial, dependable institution and its life has been closely affiliated with the life of Hereford and Deaf Smith county.

Mr. Parker has always been on the side of progress and has been closely identified with every move that has meant for the development of this territory. He is one of the county's greatest exponents of diversified farming. The bank has played its part by its ability to lend financial assistance and to give timely and valuable counsel.



The Deaf Smith County Hospital.

The Deaf Smith county hospital was opened in January, 1925, being financed by a bond issue. It is as modern and complete as any hospital

J. A. BUCKNER, HEREFORD CONTRACTOR, DOES MOST OF NEW CONSTRUCTION

Many towns the size of Hereford are not fortunate to have as citizens artisans skilled in the building trades and have to import out-of-town men to erect their finer structures. This is not the case with Hereford.

J. A. Buckner came to Hereford in 1902 from Missouri, and has been identified with the building industry ever since. He owned and operated a lumber yard here for 15 years and established a planing mill in connection.

Mr. Buckner designed and built the Hereford Sales Pavilion, which is pronounced to be the most conventional building of its kind in the country. While built rather economically, it has stood the test of time and shows little depreciation, due to its correct design.

RALPH BARNETT IS A PROMINENT REAL ESTATE DEALER HERE

Ralph Barnett is one of Hereford's most prominent real estate dealers. He came to Deaf Smith county in 1904 and has spent 15 years of that time in the real estate profession.

Mr. Barnett maintains a permanent office and will be glad to personally answer any letter or inquiry made with reference to more specific information regarding the conditions here.

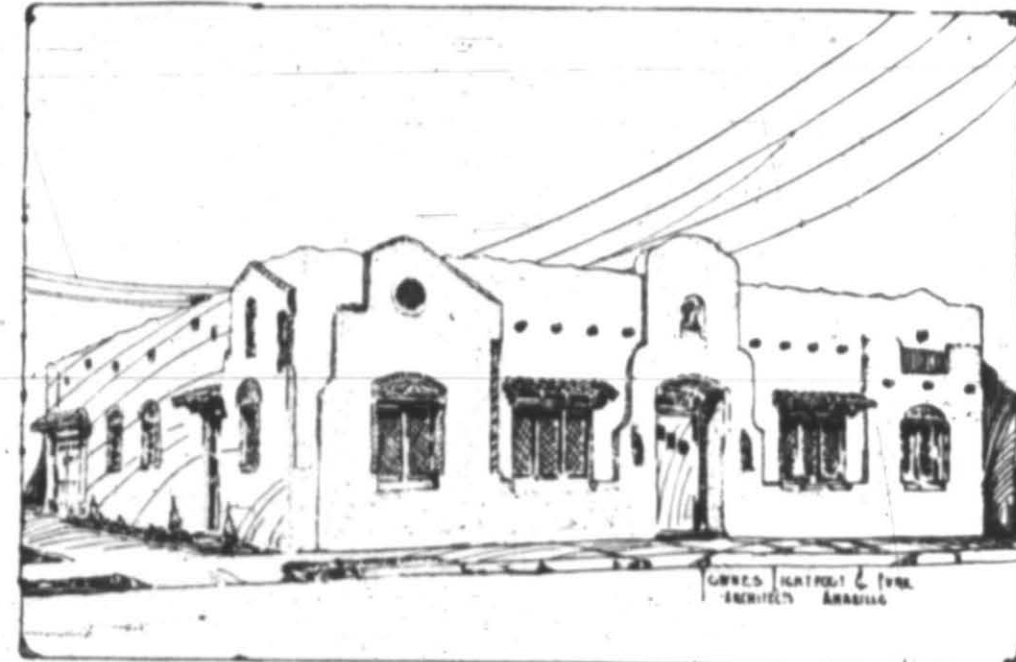
People in other sections of the country who may see this special

E. B. BLACK COMPANY GROWS WITH COMMUNITY; WILL OPEN FINE NEW FUNERAL HOME IN THE NEAR FUTURE

The E. B. Black Company, furniture and undertaking, was established 29 years ago and has been in business continuously since that time, in the same location.

Starting in a small way, this con-

foot & Funk of Amarillo. There is a large chapel with oval ceiling and trimmed in terra cotta stone. The decorated panels and other trimmings are works of art. The chapel is equipped with comfortable, leather



E. B. Black's New Funeral Home at Hereford.

cern has shown much progress and has kept well ahead of the demands in supplying furnishings for the home. The E. B. Black Company has the largest and finest stock of furniture to be found in any town the size of Hereford in the country.

The undertaking department has always been an important feature of this company and the new Black Funeral Home, pictured here, is just being completed. An announcement of the formal opening will be made soon.

BULL CIRCLES AND COW TESTING ASSOCIATION MAKING IMPROVEMENTS IN DAIRY HERDS HERE

By R. O. DUNKLE, County Agent

Through the whole-hearted cooperation of the various leading dairymen of the county, four bull circles have been established with a total of 15 high class, registered Jersey bulls now being used. The dairymen believe that the quickest way to build up improved herds is through good bulls, because a cow is seldom the dam of more than half a dozen heifer calves, while a bull may be the sire of hundreds of heifer calves.

In order to determine the value of pictorial edition of the Brand are urged to write Mr. Barnett, if interested in learning more of the possibilities and opportunities offered by this section of the Panhandle of Texas.

In addition to his real estate business, Mr. Barnett also makes city and farm loans.

upholstered chairs. The building has hard, white maple floors throughout and the wood trim is French walnut. There is a private family room, with private entrance; a private choir room and parlor and reception room. There is a garage in the rear that will house two modern ambulance-funeral cars, one of them brand new, and other features that make the funeral home complete.

Mr. Black says that it has always been his policy to render the best service in every way, and that the additional investment he is making is merely keeping faith with his client, not only to take care of the present needs, but having in mind future requirements.

J. F. WARD IS NAMED MASTER FARMER IN STATE-WIDE CONTEST

J. F. Ward, who lives one mile south of Hereford, was one of the ten farmers who won the honor and distinction of "Master Farmer" in the statewide contest for 1929. The contestants were graded on "Operation and Organization of Farm," "Business Methods and Ability," "Appearance and Upkeep of Farm and Home," "Home Life," "Citizenship."

Mr. Ward is 54 years old and has been a farmer all his life, was born on a farm in Mississippi (Panola county), and came to Texas 23 years ago, and has been in Deaf Smith County 9 years. His success as a farmer is attributable to the businesslike manner in which he plans

and executes his work, together with the help of his wife.

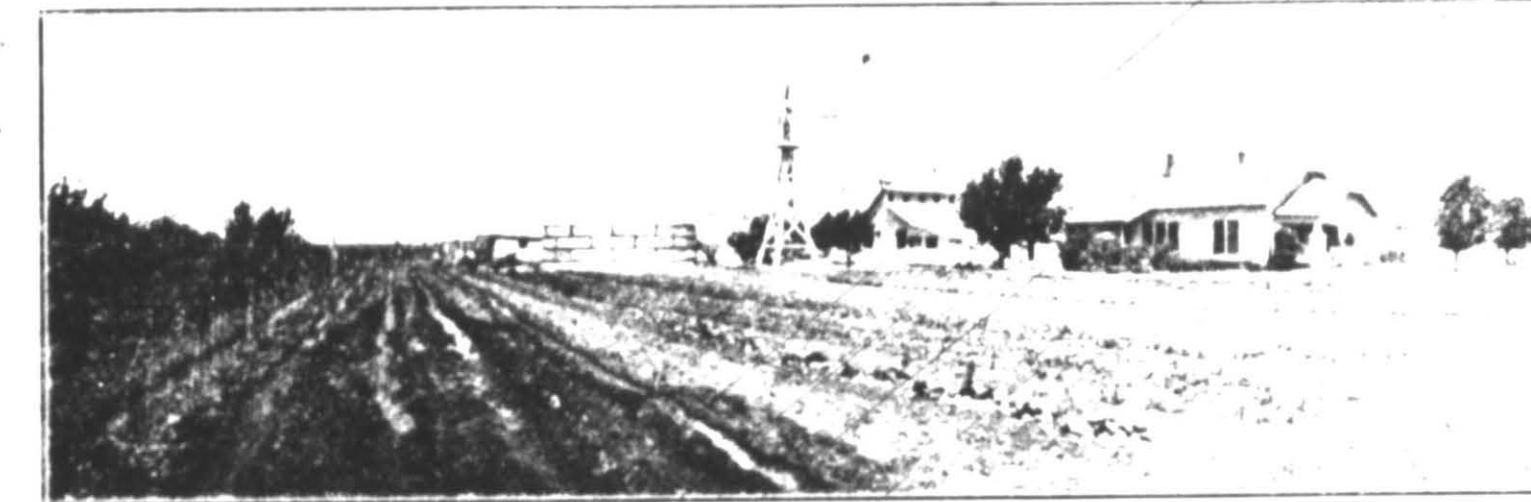
They have 196 acres in the little home tract and they make every foot of this land count for something. Only 75 acres are cultivated, the balance being covered by the home, the barns, hog houses, chicken houses, lots, pasture, etc.

Mr. Ward has demonstrated the

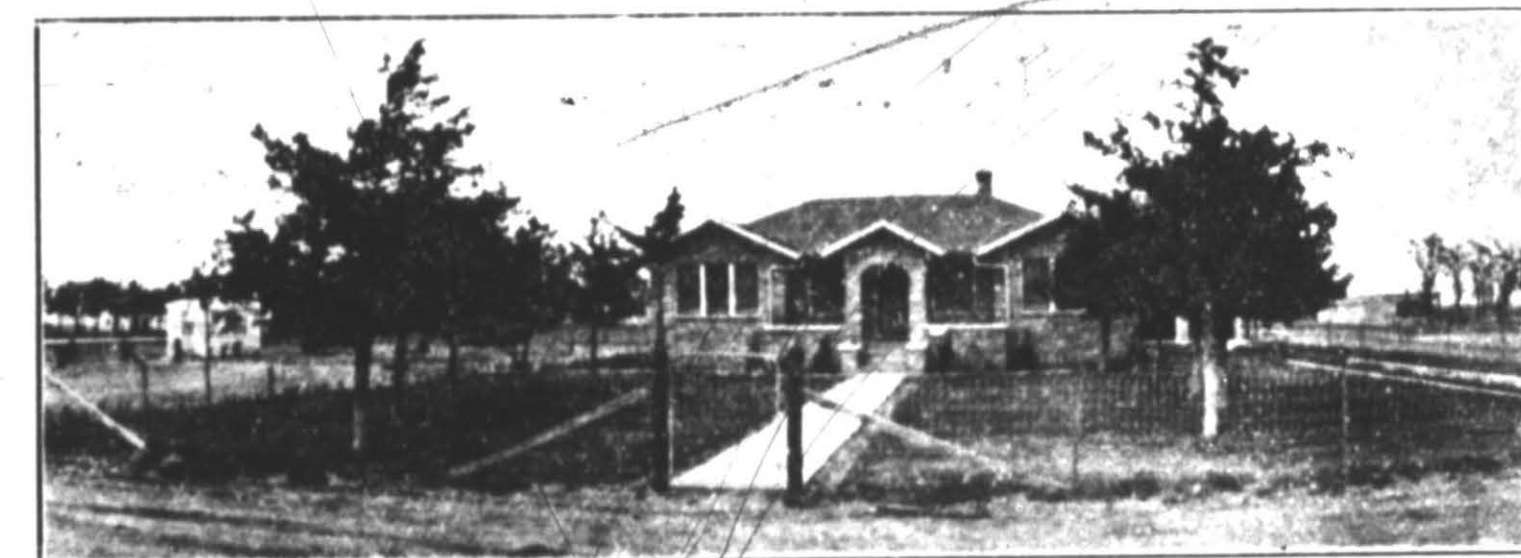
value of diversification, growing practically everything they use at home and enough surplus to furnish a nice income for his labor and investment. He keeps a dozen head of Jersey and the some of which are purebred, and all are good stock; ten or twelve good Poland China brood sows, some purebred, from which he sells about 60 hogs annually, 300 to 400 good

laying Leghorn hens that also add very materially to the income. Practically all the feed-stuff for the stock and poultry is raised on the 75 acres as well as fruits and vegetables of all kinds for home use.

Hereford and Deaf Smith County are mighty proud of Mr. and Mrs. Ward and the splendid record they have made.



J. F. Ward's Model Farm, One Mile South of Hereford.



The Palatial Country Home of R. R. Jackson, Two Miles North of Hereford.

COUNTY HEALTH SERVICE DOES IMPORTANT WORK IN PROMOTING HEALTH BY TEACHING PREVENTION

BY MISS NELL HALL, County Health Nurse

The Deaf Smith County Health Service was organized in February, 1930. The organization consists of a

county health nurse and a nursing service committee. It is financed by the State Department of Health, the Commissioners' Court, the local Red Cross Chapter, and the Independent School District.

The aim of this organization is to promote health education throughout the entire county, stressing health by prevention rather than by cure. The work is done through the schools, through Adult and Junior Health Clubs, prenatal, infant and pre-school clinics, as well as by individual work.

The work in schools consists of in-

spection of pupils of teaching health habits through daily class-room inspection, definite health teaching in connection with other classes. The children are periodically weighed and at least once a year given a thorough inspection by the physician and nurse. Any physical defects found are called to the attention of the parents, and they are urged to see that corrective action is taken. Well-balanced diets, including the use of milk and milk products.

Adult Health Clubs are given a series of twelve lessons which consist of prenatal and infant care, home care of the sick, and lessons on general health habits.

It is the ambition of the Health Service to have a well rounded health program which covers the entire county and will help to make this county one of the healthiest in the state.

CONSUMERS FUEL ASSOCIATION OF HEREFORD HAS 500 MEMBERS; EFFECTS GREAT SAVINGS

The Consumers Fuel Association of Hereford, since its organization in April, 1928, has grown into one of the most important institutions in the community. It is a cooperative concern, controlled by a board of directors, selected from the 500 members.

The Association sells gasoline, kerosene, distillate, lubricants, tires, auto accessories and coal to members at cost, plus a small amount for actual handling expense. Diamond oils and Ajax tires are features by the company.

The Hereford company was second in volume of sales of all the Consumers units in the entire Panhandle territory during 1929 and does a monthly business of approximately \$25,000. Savings to members average from 20 to 25 per cent.

age tanks and a warehouse, as pictured herewith. E. J. Grady is active manager of the Consumer station.

Many members save their initial fee the first week, according to Mr. Grady. The average motorist saves

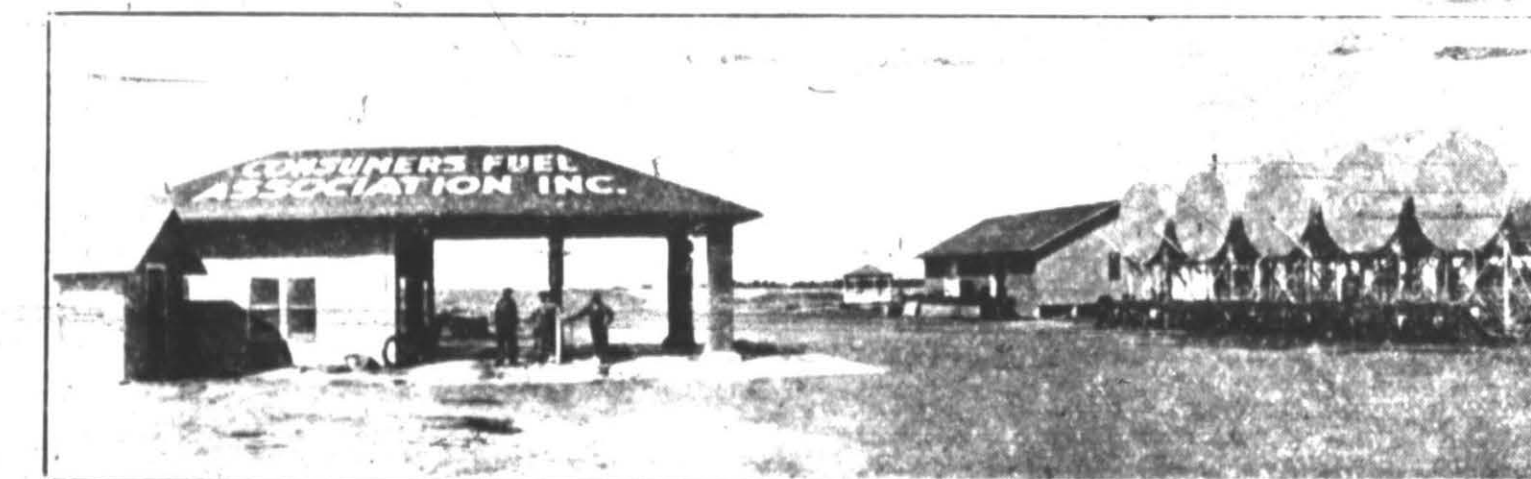
from three to five dollars per month on gasoline alone, not to mention the saving on tires and accessories, while the saving to farmers operating power machinery often amounts up into the hundreds of dollars in a year's time, he said.

The subscription of the Brand is \$2.50 per year outside of Zone 1.

Irrigation is a proven success in the shallow water belt in Deaf Smith County.

Hereford has three miles of brick pavement and 20 miles of concrete sidewalks.

The altitude of Hereford is 3,700 feet.



The Consumers Fuel Association at Hereford

DEAF SMITH COUNTY LIBRARY MEETS WITH POPULAR RESPONSE FROM LOCAL CITIZENS

BY MISS LILLIE HOSTETLER Librarian

From the very beginning of Deaf Smith County its citizens have wanted the very best for themselves and their children. They have established schools and equipped them in the best possible manner.

Twenty years ago the Woman's Monday Afternoon Club had a book shower to start a library and around 300 volumes were donated. This was the nucleus for the present Deaf Smith County Library. The Woman's clubs supported this library for six years after which time it was taken over by the City of Hereford and operated as a municipal institution until it was opened as a county free library in March of this year.

The response of the public in taking the books has been a surprise and a pleasure to all those who have been responsible for the opening of the rooms. To the first of June 949 persons in the county have taken out books and many more have been visitors and have shown appreciative interest in the work being done.

There are 2,116 books in the library and new ones are being ordered continually.

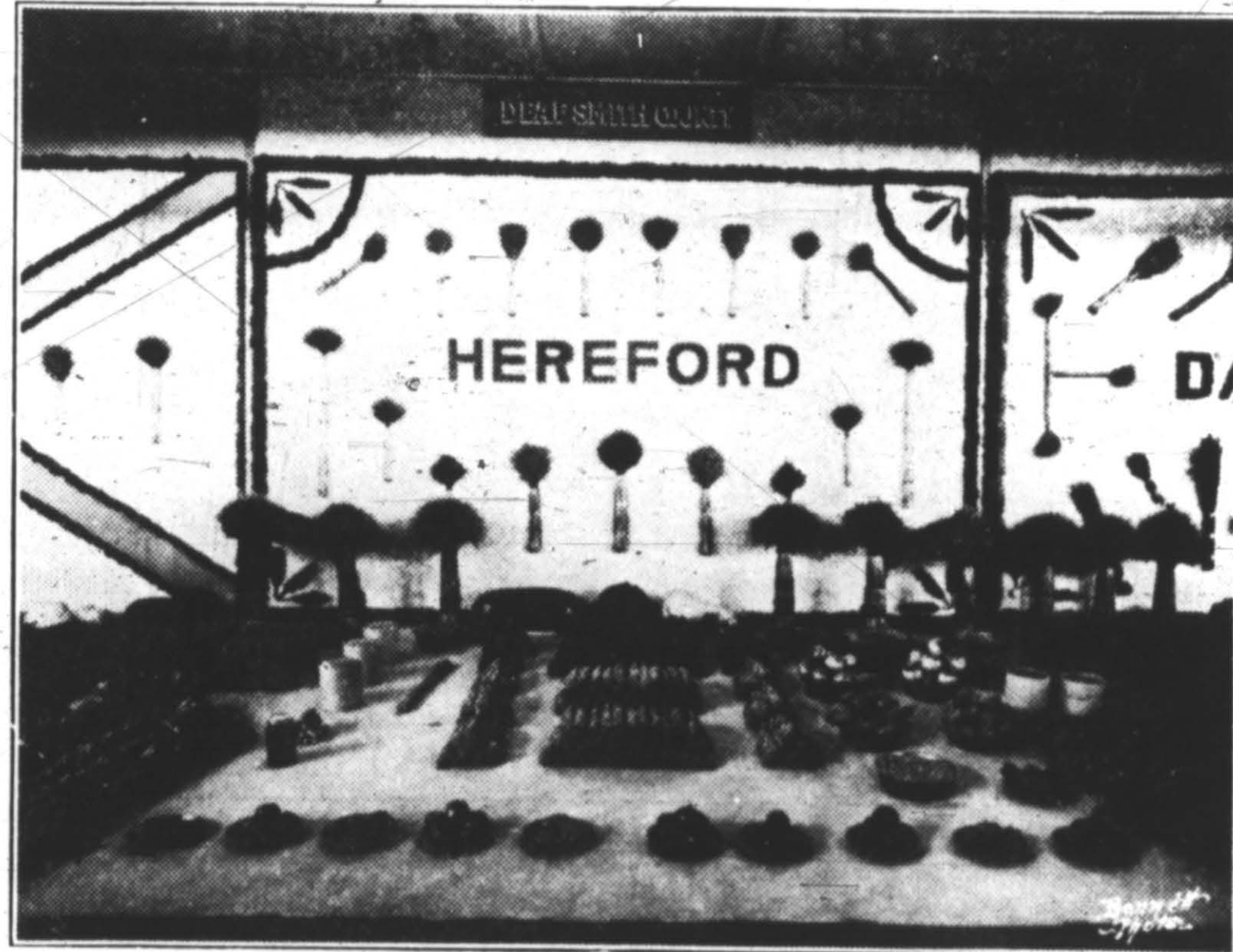
The number of books issued the first month was 1,038, the second month 2,013, and for May was 2,121. The largest number of books going out for any day was 165.

The rooms are open daily from 2:00 to 6:00 p. m. and from 9:00 a. m. to 6:00 p. m. on Saturday, so that any one from the country who does not remember the exact hours need not be delayed in getting served, as an attendant is at the desk continuously

on that day. The rooms are on the first floor of the court house and are quiet and attractive, making it a pleasant resting place. The county library was opened too

late in the spring to do much work with the schools, but plans are in progress for very close work with the teachers when the schools open in the fall. There will be a selection of books for each country school, which will be placed in the school for the use of the pupils and patrons and these will be changed as the need demands.

The desire of those in charge of the county library is to give the very best service possible both in quality and numbers of books and magazines, and it is highly gratifying to meet with the response that has already come from old and young in the use of the library.



Deaf Smith County Agricultural Exhibit at the Dallas State Fair.

DEAF SMITH COUNTY GIRL WINS A MEDAL IN FEEDING CONTEST

Elizabeth Chapman, 15-year-old daughter of Mr. and Mrs. Jim Chapman, of the Simms community, with the litter of pigs with which she

won a gold medal in competition with the club boys and girls from all over the state of Texas.

At the age of five weeks the eleven pigs shown above averaged 23 pounds in weight. After feeding them 180 days they weighed 2,849 pounds, or an average of 250 pounds. They

were fed a balanced ration mixed as follows: 200 pounds tankage, 200 pounds wheat shorts, 100 pounds cotton seed meal, 150 pounds ground oats, 50 pounds bone meal and 100 pounds ground alfalfa. This was fed in connection with milo chops, feeding one pound of the ration to

each pig every day, besides all the milo chops it would eat. The cost per 100 pounds of gain was \$5.50.

Elizabeth has been outstanding in her club work for the last two years and was awarded a trip to the short course at A. M. College as the leading club member of the Sims and Ward communities. She has a litter of eight pigs this year and will compete in the state contest with them.

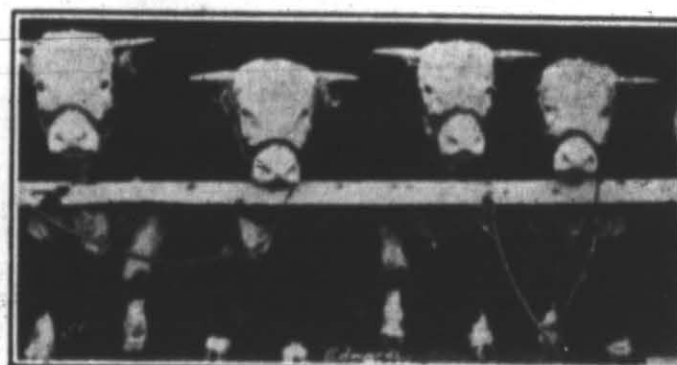
Seventy-one club boys and girls in Deaf Smith county were interested in projects during last year, including work with calves, pigs, poultry and field crops. Every boy and girl in Deaf Smith county between the ages of 10 and 20 years is eligible for club membership.

Hereford is the county seat of Deaf Smith County and has a \$250,000 court house—and it is all paid for!

Hereford has free city mail delivery.



Elizabeth Chapman and Her Prize-Winning Litter of Pigs.



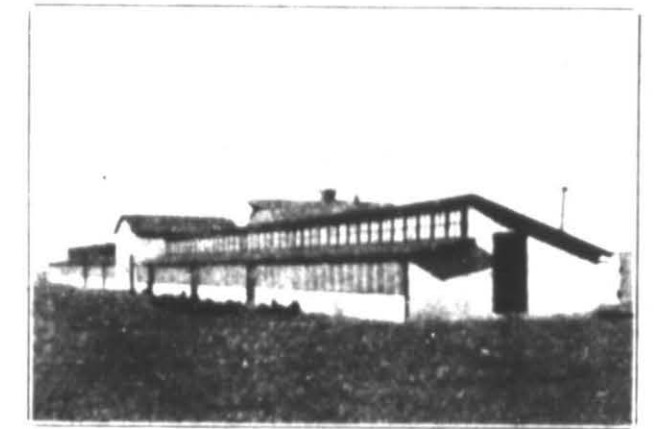
Prize-Winning Herefordites.

Poultry Raising Is Important Industry In County

Hillside Hatchery at Hereford Is Largest and Finest In Panhandle.

THE HILLSIDE HATCHERY and Breeding Farm, located just south of Hereford, is the largest and finest equipped poultry farm in the entire Panhandle country. Established four years ago, it represents an investment of \$25,000 and is owned and operated by R. P. Conway. Several pictures of the farm appear in connection with this article.

The substantial buildings, picturesquely located on the hillside, on the highway leading south from Hereford, are most convincing evidences of the importance of the poultry industry in this section. The farm, which comprises 20 acres, is centered about the large incubator and brooder barn. This building is nicely finished inside and out, and is 36 by 53 feet in dimensions. It has a concrete floor and is equipped with electrical lights and steam heat. The incubator, a mammoth Smith machine, has a capacity of 47,000 eggs and more than 100,000 chicks were successfully hatched during the past season which has just closed. This building also has the scientifically constructed brooder



Incubator, Brooder Barn and Laying Houses at Hillside Hatchery

room for taking care of the baby chicks until they are old enough to be moved to the outside brooder houses.

The brooder and laying houses on the farm are fitted with the latest type of Jamesway equipment and this famous line is sold to poultry raisers in the section by Mr. Conway. He also sells the Purina poultry chow and the Lax Line of poultry remedies. At present the farm features the

F. W. McLeod strain of the Rhode Island Red, and the White Leghorns of the Henson strain, having about 600 of the reds reserved for breeding purposes and 700 of the White Leghorns. It is planned later to stock six or seven of the most popular varieties.

The Hillside Hatchery and Breeding farm is a great factor in increasing interest in poultry raising here, and as such is applauded by the

business men and farmers are being one of this county's most important institutions. Probably more out of town chicks are received by the hatchery than by any other Hereford concern, which shows the reputation this farm is building with the poultry raisers of the Panhandle. A visit to Hereford and Deaf Smith county would not be complete without an inspection of the Hillside Hatchery and Poultry Farm.



Interior Views of the Incubator and Brooder House, Hillside Hatchery.

"UNCLE JESS" ROBERSON PROVES THAT PURE SEED PAYS ON HIS DEAF SMITH COUNTY FARM



"Uncle Jess" Roberson Bagging Some of His Pedigreed Grain Sorghums.

J. P. Roberson, affectionately known to his friends as "Uncle Jess," who lives near Hereford, Deaf Smith County, Texas, raises pure pedigree cattle and milo maize seed, sells it to his neighbors and in nearby counties, and is making such a success of the venture that orders are now pouring in from progressive farmers located many hundreds of miles away and prospects are that additional help

will have to be secured to handle the rapidly growing business.

Mr. Roberson farms only 27 acres. He made a modest start by purchasing his pedigree dwarf yellow milo and Texas black hull kafir seed from the state experiment station at Lubbock. Each year since he has carefully hand-picked the best heads and bagged them while in the boot, saving these heads for plant-

ing. From them each year he carefully selected the fine, uniform heads, discarding all others. In this manner he has built up a strain that yields an average of five bushels per acre more than that obtained from ordinary seed. If this is figured at the market price of 50 cents per bushel it is readily seen that Mr. Roberson makes \$250 per acre more from his land than if he planted "just seed."

Last year 142 farmers in Deaf Smith and surrounding counties bought 75,000 pounds of seed from Mr. Roberson, enough to plant 15,000 acres. He was unable to supply the demand, and new orders are rolling in.

so fast that additional acreage and man power is his plan for 1930.

Mr. Roberson has received the advice and advice of County Agent R. O. Dunkle and through his seed work and Mr. Dunkle is very proud of the growing popularity and success of the seed farm. Now state regulations governing the sale of planting seed makes work such as Mr. Roberson has done doubly attractive and desirable and has called the attention of farmers all over the state to the advisability of procuring seed from established and proven sources such as Mr. Roberson has established. Southwestern Stockman Farmer.



Beautiful Country Home of J. T. Gilbreath, One Miles West of Hereford

THE FIRST NATIONAL BANK OF HEREFORD IS ONE OF OUTSTANDING FINANCIAL CONCERNS



The First National Bank Building, Corner Third and Main.

The First National Bank of Hereford is one of the outstanding banking institutions of the Panhandle. It was organized in 1906, succeeding the old Hereford National Bank, which had been founded in 1900. The original capitalization was \$25,000, but this was increased to \$50,000 in 1906. Officials and directors of the First National Bank have been leaders among the citizens of Deaf Smith County and the bank has been a most important factor in the growth and development of the territory adjacent to Hereford. The experienced counsel of the men at the helm of the bank has been of inestimable value to the patrons of the bank during the past years and the bank has continued to maintain its leadership in the financial life of the community. The last financial statement showed deposits

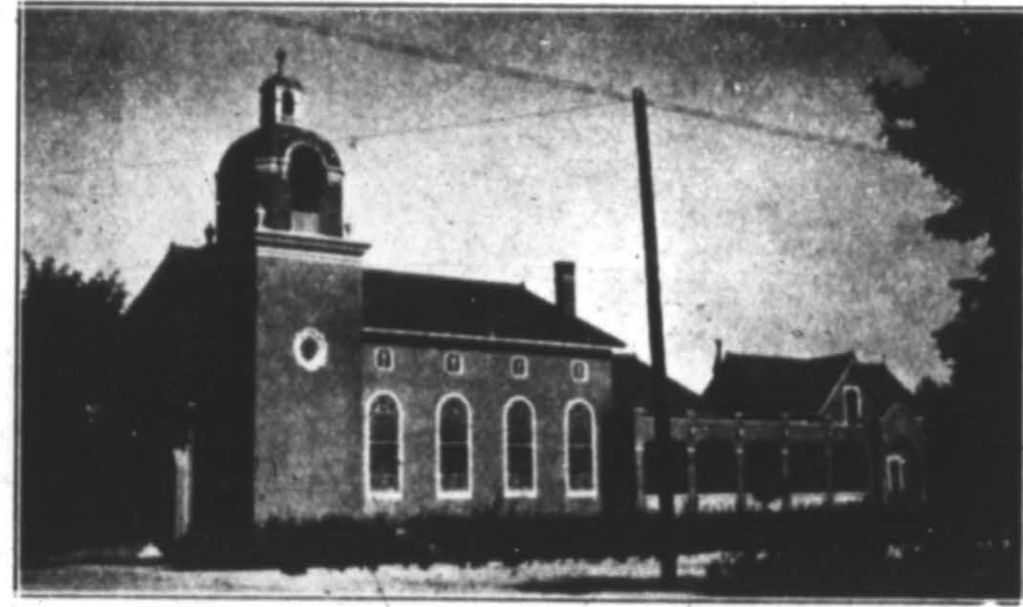
of over one-half million dollars, with combined resources of nearly \$800,000. Present officials of the bank are: George L. Muse, president; E. B. Posey, active vice-president and cashier; Cliff Estes, assistant cashier. The directors in addition to Messrs. Muse and Posey, are: Mrs. L. R. Bradley, J. L. Fuqua, F. A. Gyles, R. J. Kibbe, J. S. Orr and Criss Renfro. Mr. Kibbe was one of the original incorporators of the Hereford National Bank and has been on the board of directors continuously since the organization. Mr. Muse was elected president of the bank in 1917, and Mr. Posey has been connected with the bank since 1907, having been elected cashier in 1913. A picture of the commodious banking house of the First National accompanies this article.



Most Every Kind of Fruit Is Successfully Grown Here.

CATHOLIC PARISH AT HEREFORD SHOWS BIG GROWTH; PAROCHIAL SCHOOL HAS 75 PUPILS

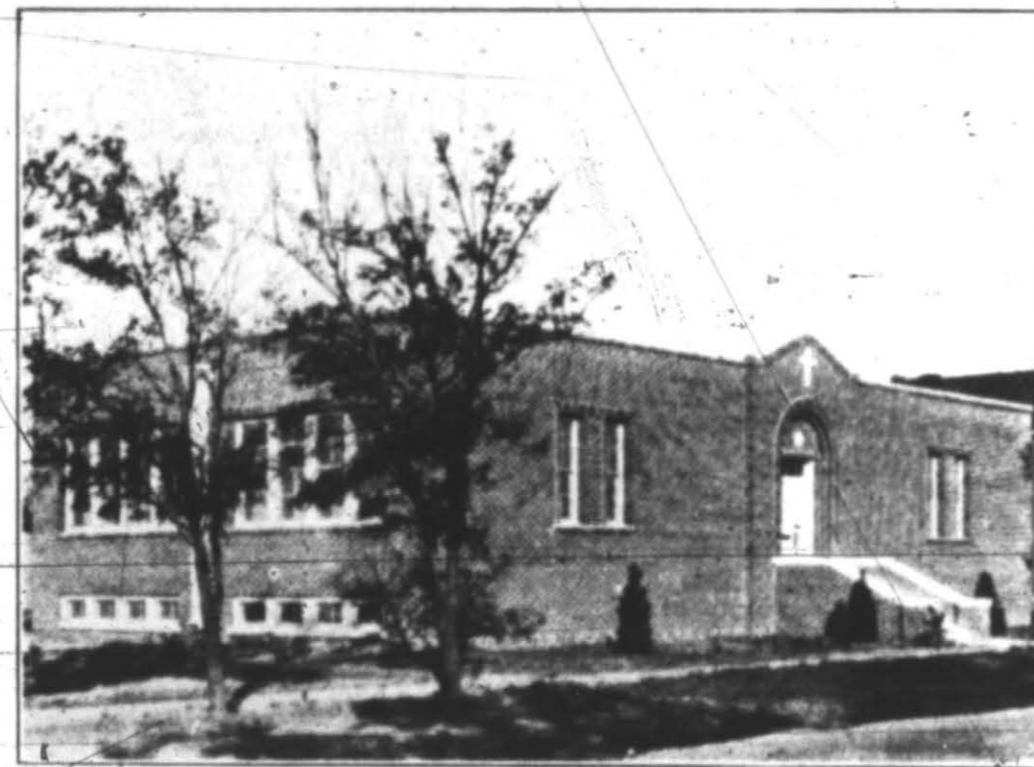
Those of the Catholic faith who may be attracted to Deaf Smith County by this special edition will find a well organized parish here under the leadership of Reverend Father Salvator Di Giovanni. Father Salvator landed in Hereford in 1920 there was a parish of sixteen families; Now



St. Anthony's Church, Hereford.

Salvator, as he is affectionately called by members of his flock and citizens of the town generally, was sent to Hereford in 1920, and the results of his unceasing labors are evident in the beautiful church and school pictured on this page. St. Anthony's church was built in

1921 and the school completed in 1927. At present there is an enrollment of 75 pupils taught by three Sisters of the Atonement. When Father Salvator landed in Hereford in 1920 there was a parish of sixteen families; Now this parish counts 50 families, with new ones continually coming in. Father Salvator is a strong booster and believer in Hereford and Deaf Smith county and says that persons looking for better homes and larger opportunities will do well to cast their lot here.



The Catholic Parochial School, Hereford.

Hereford has two National banks and one State bank, with combined deposits of \$1,154,300.

Deaf Smith County is the home of diversified farming in the Texas Panhandle.



The Hereford Cotton Gin.

Full Feeding of Cattle Successful Here

Demonstration by W. L. Johnson & Son Attracts Wide Attention

The successful feeding operations of W. L. Johnson and son, Porter, during the past season has attracted wide attention and no doubt will usher in an important new industry here. As land values increase in the territory, to where it is impractical to use it for grazing, many cattlemen will no doubt turn to the "full feeding" of cattle here, as an abundance of home grown grain is always available.

The Johnson ranch is 15 miles northwest of Hereford and comprises six and one-fourth sections. There are about 1200 acres in cultivation, 700 acres being sowed to wheat last year, with the balance in row crops.

Pictured herewith is part of a herd of 600 head of Steers recently sold by the Johnsons to Fred F. Witter, of Kansas City. These were bought as yearling steers at Livingston, New Mexico, and full fed for five months on ground, threshed maize and kafir, and ground snap corn. They showed a net gain of 3.0 pounds per head and were sold on foot at home for



Part of a Herd of Herefords Fed Out On the Johnson Ranch.

\$11.50 showing a nice profit. In fact, the results were so satisfactory that Mr. Johnson says that he intends to continue the practice as the

major activity of his ranch. He will full feed from 1000 to 1500 head each year.

Mr. Johnson received the highest price ever for beef cattle in the American territory last year when he top ped for market with a herd of 100 head.

CORNER DRUG STORE ONE OF OLDEST AND MOST POPULAR INSTITUTIONS IN CITY OF HEREFORD



New Fountain of Corner Drug Store

The Corner Drug Store, located at the corner of Third and Main streets, Hereford, is one of the oldest and most popular institutions in the city. It is owned by Rex A. Tynes and Hubert L. McEntire, both graduate, registered pharmacists and very popular in the business circles of the town.

Mr. Tynes has been active in the drug business in Hereford for the last 25 years, while Mr. McEntire became associated with him in the ownership of the Corner Drug Store in October, 1929. The latter is a graduate of the Hereford high school and of the Danforth school of pharmacy.

The Corner Drug Store features the Rexall line of products as well as many other nationally advertised articles, such as Eastman Kodaks, Schaeffer's fountain pens and pencils, Nunnally's chocolates, Mac Foster's cosmetics, and many others. A full stock of school supplies is also carried.

Not the least important feature of the Corner Drug Store's service is their new and modern soda fountain,

pictured in connection with this article. The fountain is just as efficient and sanitary as it is beautiful and drinks from the Corner fountain have a distinctive goodness about them. The fountain is cooled by Frigidaire. New comers to Hereford, as well as those already here, are invited to "try the Corner Drug Store first."

BASKIN LAND COMPANY OLD ESTABLISHED FIRM

The Baskin Land Company, 111 Main Street, Hereford, is the oldest real estate firm in Deaf Smith County in point of continuous service, having been in business in the same block for twenty-four years. \* L. Baskin, the manager, not only deals in all kinds of ranch and farm lands and city property, but is an extensive farmer and land owner. He specializes in close-in farms and acreage tracts, and irrigated farms.

Mr. Baskin is one of the best informed men in the county as to practical farming possibilities and has

HEREFORD LAUNDRY AND DRY CLEANING COMPANY IS IMPORTANT INSTITUTION

ESTABLISHED IN DECEMBER 1929, the Hereford Laundry and Cleaning Company has quickly become one of the city's most important institutions. Not only services Hereford with the highest class of laundry and dry cleaning work, but does most of the work in this line in the nearby range communities of Donnelly, Dumas, Vega, Drown and Bow. Two motor trucks are maintained, one for the city delivery and the other for the outside territory.

The laundry is located in its own modern building, piped floors, and is equipped with the latest type of machinery, including a 300-122 inch flat iron, two air-driven shirt presses and four washers and two dry tumblers, water softener and

equipment, which insure a cleaning comparable to that of the best dry cleaning establishments. P. J. Flannigan, a landowner of 212 acres, nears, a resident who is thoroughly interested in the plant, is active manager and Gene Clark is manager of the city cleaning department. Mr. Flannigan is well posted with the latest in the laundry business, having a steady increase each week. No pains or expense are spared to turn out as good a class of cleaning as can be had anywhere, and people of this section are demonstrating their appreciation of this service by their patronage. Visitors are welcome at the plant on East Second Street at any time, says Mr. Flannigan.



The Hereford Laundry Plant and Group of Employees.

taken an active part in civic matters for many years. Now comers to Deaf Smith county could not find a more reliable man to assist them in finding the kind of farm or home they want. Mr. Baskin will also give prompt attention to any communication addressed to him relative to further information concerning the various tracts which he has for sale.

Hereford has an active Chamber of Commerce with a full time paid secretary and a bi-monthly semi-monthly luncheon are held regularly by the body, with large attendance.

**D. L. McDONALD IS DISCOVERER OF SHALLOW WATER BELT; IS BIG BOOSTER OF HEREFORD**

D. L. McDonald came to Hereford and Deaf Smith county 22 years ago from Ohio, and has been most active in boosting the resources and advantages of the section ever since. He is generally conceded as being the discoverer of the shallow water belt that traverses this section, and is a most ardent exponent of irrigation.

Shortly after coming here Mr. McDonald began farming and was the first to attempt irrigation. He dug his own wells and it was considered remarkable when he produced 1,500 gallons per minute from one well. By intensive study and experimentation he learned the secret of getting the maximum production from water wells and has become the most famous water engineer in this part of the state. He drills water wells for the Santa Fe railroad, the Rock Island railroad, the major oil companies and has dug wells for many cities and municipalities in the Panhandle. He has for a slogan and business rule, "No Water—No Pay, Is a Pretty Safe Way," and guarantees to produce

water in the desired amount on every job he undertakes.

While Mr. McDonald maintains his residence and office in Amarillo at the present time, he still retains his interests in the Hereford vicinity. His son, Dave, is in active charge of the McDonald farm three miles north of town. They farm a section of land which is practically all under irrigation, being watered from three wells. They have 84 acres in alfalfa, from which five cuttings are made each season, producing about four tons per acre. They also raise barley, oats, wheat and row crops. There is a silo on the place with a capacity of 220 tons.

Mr. McDonald, for many years has been one of Hereford's most active breeders and now has a herd of about 80 of the finest registered Herefords. He was the principal sponsor of the annual sale held in January and made a world's record sale when Donna Anna 66th, 15-months-old heifer, brought \$3,200. He also sold the mother at the same sale for \$2,000.



Donna Anna 66th, 1746203. Bred by D. L. McDonald and Sold at the January Sale for \$3,200.

any town in the Panhandle.

The plant is located just south of the Santa Fe tracks and consists of three wells with two rotary pumps placed 50 feet below the surface, and one centrifugal deep-well pump, three booster pumps for giving pressure in the mains and lifting the water to the elevated tank, an underground storage tank of 100,000 gallons capacity, and an elevated steel tank

of 75,000 gallons capacity. There are more than seven miles of cast iron mains, not counting the lateral and service pipes, reaching every part of the city proper. There are 500 individual water consumers.

The investment represented in the various city properties are as follows:

Water Department	\$114,228
Sewer Department	72,554
Fire Department	15,073
City Hall and Fire Station	36,348



One of the Famous McDonald Water Wells.

**HEREFORD HAS ABUNDANT SUPPLY OF PURE WATER; THE PLANT IN MUNICIPALLY OWNED**

Hereford is abundantly supplied with pure water by its municipally-owned water plant. Being in the very center of the great shallow water belt, oceans of water underlie the entire section and remain simply to be tapped with wells and proper pumping equipment to produce an inexhaustible supply.

Three wells are more than adequate to furnish the demand for water in Hereford at the present time, although there are more gallons used per capita than perhaps in any small city in Texas. Water is supplied

free to the city parks, of which there are a number; the fire department, cemetery and churches. The rates are exceptionally low, being from 15 cents down to nine cents per thousand gallons, after the minimum three thousand gallons is used at the rate of \$1.50. A charge of 50 cents per month is added to this as a sewer fee. It is estimated that no less than 400,000 gallons of water are used each day during the summer months and this accounts for the fact that Hereford is noted for having the most beautiful lawns, parks and trees of



Irrigated Corn Field On D. L. McDonald Farm.

**COUNTY FAIR**

The Deaf Smith County Fair is held each year just previous to the Amarillo Tri-State Exposition, and is one of the outstanding county fairs in this territory. Livestock and agricultural exhibits selected from the winners at the county fair have always gone high in the larger fairs where they have been shown.

Hereford is located 50 miles southwest of Amarillo and 40 miles east of the Texas-New Mexico boundary line.

Hereford is on the main line of the Santa Fe railway and on U. S. Highway 306.

Hereford has one of the sportiest nine hole golf courses in Texas.



Wheat Field that Produced 35 Bushels Per Acre, On D. L. McDonald Farm.

**O. L. RUTHERFORD SHOWS DIVERSIFICATION PAYS**

O. L. Rutherford is one of the substantial proofs of the advantages of diversified farming in Deaf Smith County. Pictured herewith is a view of his modern farm home and out buildings, together with three members of his fine registered Guernsey herd.

Mr. Rutherford came here seven years ago, after trying farming in several sections of the United States, including the West Coast. He believes that conditions are more ideal here than in any place he has ever lived. The Rutherford farm is located on the north edge of the city limits and is equipped with all city conveniences. There are 25 acres in this tract and it is devoted mostly to dairying. Grade "A" milk is produced on this model farm and sold wholesale to one of the retail dairymen. Mr. Rutherford has about 500 acres farther out from town which



O. L. Rutherford's Farm Home Near Hereford. His Prize-Winning Herd Sire and Two Registered Guernsey Cows Are also Shown in the Picture.

he cultivates, using all power farming machinery.

Mr. Rutherford is one of the original boosters for the Guernsey breed of dairy cattle in the county and imported the herd sire, Shuttlewick

Strongheart from a famous Ohio herd three years ago and is owned by him in partnership with Prof. Goss, P. Groot, noted dairy authority of Portland, Ore. This bull was grand champion at the Amarillo and Lub-

bock shows in 1925 and has attracted much attention to Hereford and Deaf Smith County by his high record. There is a modern poultry house on the Rutherford farm with a fine flock of chickens.

**WELCH MACHINERY COMPANY HANDLES FULL LINE OF ROCK ISLAND AND RUMELY TOOLS**



Rumely Tractor and Sanders Plows Sold by the Welch Machinery Company, Hereford, Texas.

THE WELCH MACHINERY COMPANY, 108 Main Street, Hereford, is contributing its share in the agricultural development of this section by distributing a most complete line of power farming equipment. In fact, they handle every machine and implement necessary for the cultivating and gathering of crops which are grown successfully here.

They have the full Rock Island line, which includes the Rock Island tractor, the Woods combine, OK feed mill and Sanders soil and one-way plow. Each one of these machines has established an enviable niche in the hall of famous farm equipment and special mention should be made of the Sanders plow, pronounced the greatest improvement in farm equipment during the past decade.

The Welch Company also has the agency for the Rumely tractors and combines, very popular in this section.

Mr. Fred B. Welch, manager of the concern, has lived in the Plains country for thirty years and is thoroughly familiar with the needs of farmers in this section. He has been an active farmer himself for many years and does quite a bit of farming at the present time, along with his business activities.

The service department of the Welch Machinery Company is no little feature of their service. One of the largest stocks of parts to be found in the entire Panhandle is carried by Mr. Welch. There is a full basement under the commodious building which they occupy, and thousands

**COMMUNITY MILL OWNED BY J. L. ROGERS AT HEREFORD MANUFACTURERS FLOUR; DOES ALL KINDS OF GRINDING**

The Community Mill was built in 1925 and is owned and operated by J. L. Rogers. Mr. Rogers is an ex-

perienced miller and has been in Deaf Smith County for 21 years. The Community Mill is considered a great asset by the people of Hereford and surrounding territory as it fills a distinct need here. Mr. Rogers not only does all kinds of custom or



Community Mills, Owned by J. L. Rogers, Hereford, Texas.

public grinding, but markets a full line of flour, meal, whole wheat flour, and breakfast food under his trade name "Flavor". All grocery stores in Hereford handle the "Flavor" products. The mill has a capacity of 25 barrels of flour per day and has high speed equipment for the grinding of bundle, stall, year, corn, heads, and threshed grain.



L. F. Borden Home, Hereford. 150 Trees On This Spacious Lawn.

of parts has hold spare parts for every machine sold. Repairs are quickly made by the competent mechanics in the Welch service department. In selling a machine, Mr. Welch assumes full responsibility for seeing that it gives the purchaser the service he has a right to expect.

Hereford is located on the Tierra Blanca creek, a fresh water stream fed by never-failing springs. Excellent fishing is to be had within half a mile of Main Street.

A million dollars' worth of logs were shipped from Hereford in 1929.

# Hereford, The Home of Herefords

Deaf Smith County Has More Registered Herefords Than Any County In Nation.

By J. H. SHEPPARD  
Field Correspondent of Western Livestock Magazine

HEREFORD: The city of good schools, churches, paved streets, pure water, electric lights, sewerage, good homes, splendid business houses, fine men and finer women. The home of registered Herefords. Good roads, truck lines, railroad outlets. Population 3,000. County seat of Deaf Smith County, the county of cattle, poultry, hogs, fruit, vegetables, alfalfa, corn, cotton, wheat, oats, barley, the kafirs and sorghum grains. The country that has 874,000 acres of tillable land, 250,000 of which is underlaid with shallow water and can be irrigated. The country that raises everything but trouble. Altitude 3,810 feet. Good climate. No mosquitoes, no malaria. Big opportunities.

The citizens of Hereford, Texas, claim that Deaf Smith County is the home of more registered Hereford cattle for breeding purposes than any county in the state, or the United States, as far as that. This is a broad claim, but no one has arisen to challenge the claim in recent years.

Deaf Smith County shipped more than \$2,000,000 worth of beef cattle in 1928. That's nine year Dr. Chas. Harris bought Prince Domino from W. T. Womble for \$10,000.

A representative of this publication attended the annual auction sale held in the big heated pavilion at Hereford, and many animals sold at record prices. Hundreds of others from many states attended this big sale on January 30th. Two world records were set at this sale, sponsored on this occasion by D. L. McDonald.

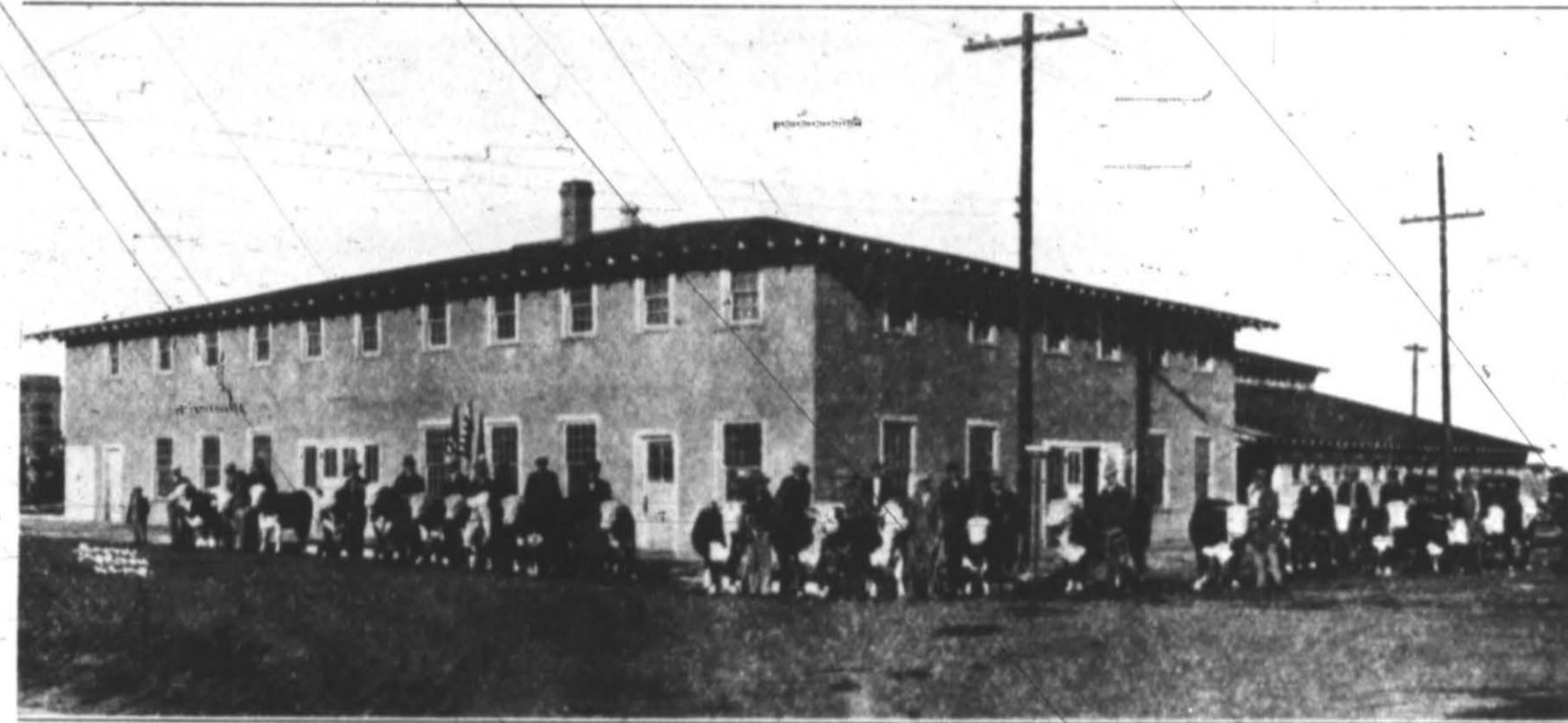
and Tom Ivey, Donna Anna 66th, a 15-months old daughter of The Prince Domino and Donna Anna 55th, owned by D. L. McDonald, brought the record-breaking price of \$5,200, paid by D. F. Urschel & Sons of Strong City, Kansas. Bidding was spirited until it passed the \$3,000 mark when it narrowed down to J. P. Osborne of Miami, Texas, the Urschels and and

W. D. Corley, Jr., of Colorado Springs, Colo. Corley dropped out with a bid of \$5,000 and a few minutes later the heifer was bought by the Kansas firm. This is believed to have established a world's record for Hereford females under two years old.

Five minutes later, Donna Anna, 55th, mother of the record-breaker and a mature matron of 11 years, was

led into the ring, with a bull calf at foot by Super Superior, and was bought by W. D. Corley for \$2,000. This is believed to be a world's record for Hereford cows of that age in recent years.

Seventy-four cattle went through the sales ring, bringing an average of \$401.46, bulls averaged \$331 and 28 females, \$502. Beau Diamond 27th, led into the ring, with a bull calf Tom Ivey, topped the bull sale, when he brought \$625. The purchaser was T. B. Cagle, of Big Spring, Texas.



The Hereford Sales Pavilion at Hereford. Largest, and Most Complete Sales Pavilion in the Southwest. Also Used as the Exhibit Hall by the Deaf Smith County Fair Held Each Fall.

## EIGHTEEN RURAL SCHOOLS IN COUNTY ADEQUATE IN EVERY PARTICULAR; CONVENIENTLY LOCATED

BY Judge EARL W. WILSON, County Superintendent

Deaf Smith County has eighteen rural schools, all conveniently located in seven common school districts in such manner that all rural children have access to a good school. The schools are so classified that no child is deprived of the privilege of attending the school nearest his home, regardless of whether or not that school is in his own district or in some

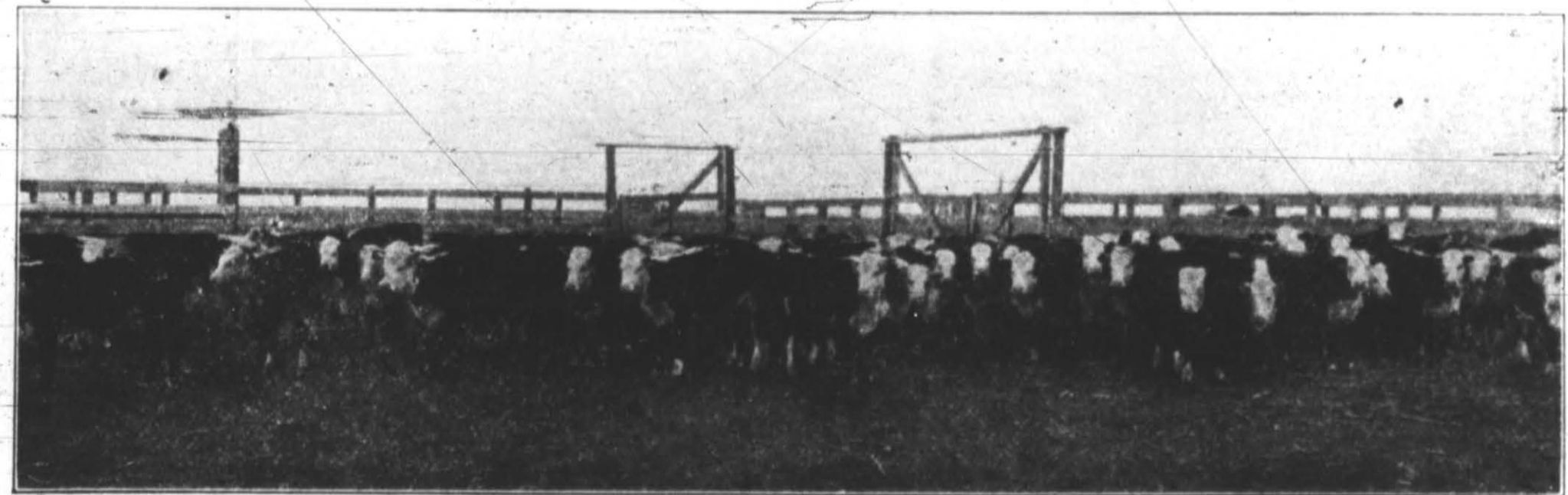
other district. All children of free school-age are invited to attend any school of his choice without cost. All teachers are employed with the understanding that they must be qualified to teach all the grades from one to eleven inclusive. All trustees make an effort to employ a sufficient number of teachers for each school to take care of the situation. Parents are encouraged to send their children

in the tenth and eleventh grades to better equipped schools, but this is not compulsory.

There are two four-teacher schools, one five-teacher one three-teacher, eight two-teacher and six one-teacher schools and with one or two exceptions all are housed in modern, well equipped buildings. The larger schools each have a teacherage, three have bus transportation, most all have good water wells which furnish good, fresh drinking water to the children. There are 600 scholars in the rural schools and the school term is nine months. Every child in the county whether in school or not is under the regular

supervision of an efficient health nurse and all physical defects are immediately discovered and steps taken to prevent disease and physical handicaps. This service is free to all children.

The standard of work done in the rural schools is such that in most instances it is accepted in the affiliated schools and the child goes right on to graduation and thereby getting credit for all the work he has done in the rural schools. Teachers are urged to make the work thorough and not to promote children to higher grades unless that child has done all previous work required.



White Faced Beauties from Hereford that Topped The Kansas City Market.

## SEWARD & SPEEGLE ARE LIVE REAL ESTATE MEN; OFFER REAL BARGAINS

Messrs. H. E. Seward and J. E. Speegle, who compose the real estate firm of Seward & Speegle, located in the Star Theatre building at Hereford, opened their office here in March, 1929. They came from Western Oklahoma and in looking for a new location picked Hereford as offering the greatest opportunities of the many towns they visited.

Mr. Seward, who has lived on the Plains country for 25 years, in speaking of Deaf Smith county, says that in all his experience he has never seen a country that was more ideally adapted to diversified farming and that offered greater opportunity to the man of limited means. He says that he feels that he is doing a real service in influencing and assisting a new comer to settle in Deaf Smith county.

Seward & Speegle have a most comprehensive listing of city and farm property for sale. Much land has been bought in the past two years, but they still have some good Plains land suitable for large scale wheat raising that can be bought for as low as \$25.00 per acre.

Anyone who may be attracted to the opportunities offered by Hereford and Deaf Smith county by this special edition is advised to get in touch with Seward & Speegle either in person or by correspondence.



Gregg Park, One of Seven Beautiful Parks Maintained by the City of Hereford

## A. O. THOMPSON OPERATES RELIABLE ABSTRACT BUSINESS; TITLE INSURANCE AND FARM LOANS

The abstract and loan business now owned and operated by A. O. Thompson, with offices in the court house, is one of the oldest established concerns of its kind in this section of the state, having been founded in 1908. The firm name is now Thompson & Ireland, but Mr. Thompson has just recently purchased the interest of Mr. Ireland.

Mr. Thompson came to Hereford in 1902 and is one of its most popular and active citizens. He has had much varied and valuable experience that particularly fits him for his present business and he is in a position to give the best of service in the preparation of accurate abstracts of title to any tract of land in Deaf Smith county. He also sells title insurance, which by the payment of one very reasonable premium, guarantees the perfection of your title for all time.

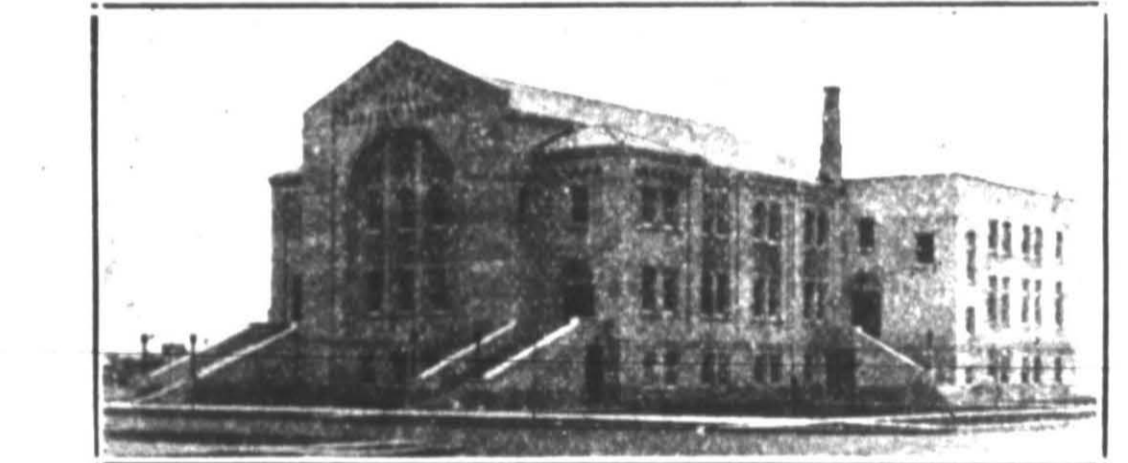
The making of farm loans is one of the most important features of Mr.

Thompson's activities and he is secretary-treasurer of the Hereford National Farm Loan Association, a local organization operating under the supervision of the Farm Loan Board, and now having more than \$1,000,000 loans in force in Deaf Smith and adjoining counties.

Mr. Thompson is perhaps one of the best informed men in the county with reference to property values, description and ownership of land and general conditions. He served as county and district clerk for six years and has always been most active in the church, social and civic life of the community.

Hereford has as fine church edifices as are to be found in any city of similar size. Practically every denomination is represented. The Presbyterians are planning a new structure for the near future.

Come to Deaf Smith County!



The First Baptist Church, Completed in 1929.



The First Methodist Church, Hereford.



The First Christian Church, Hereford.



# Dairying Shows Growth In Deaf Smith County

Farmers' Creamery Association Responsible for Increased Activity In Vicinity.

The dairying industry is showing a steady growth in Deaf Smith County, according to data compiled by County Agent R. O. Dunkle, and much of the credit for this increased activity is given the Farmers Creamery Association and the directors, who are all active dairymen.

The Farmers Creamery Association, Inc., was opened here in July of last year and shipped two car loads of butter in the thirty-day period, or approximately \$500.00 per day. The company is a cooperative organization that provides a dependable market for cream and assures the producer of getting what it is worth. Being manufactured into butter, which is sold on the local and foreign market, profits from the butter make up for variances in the price of butterfat. Farmers who produce and deliver cream to the plant own approximately 90 per cent of the stock of the Farmers Creamery Association, while business men of Hereford own the other 10 per cent.

The building occupied by the creamery was constructed especially for the purpose and is ideal in every particular.



The Farmers Creamery Building at Hereford.

Exterior and interior views of the creamery accompany this article.

S. O. Wilson, prominent dairyman of Hereford and owner of one of the largest herds of high grade and pure bred Jersey cattle in Deaf Smith County, is president of the creamery association. Herman Schulz, pioneer dairyman of the county and

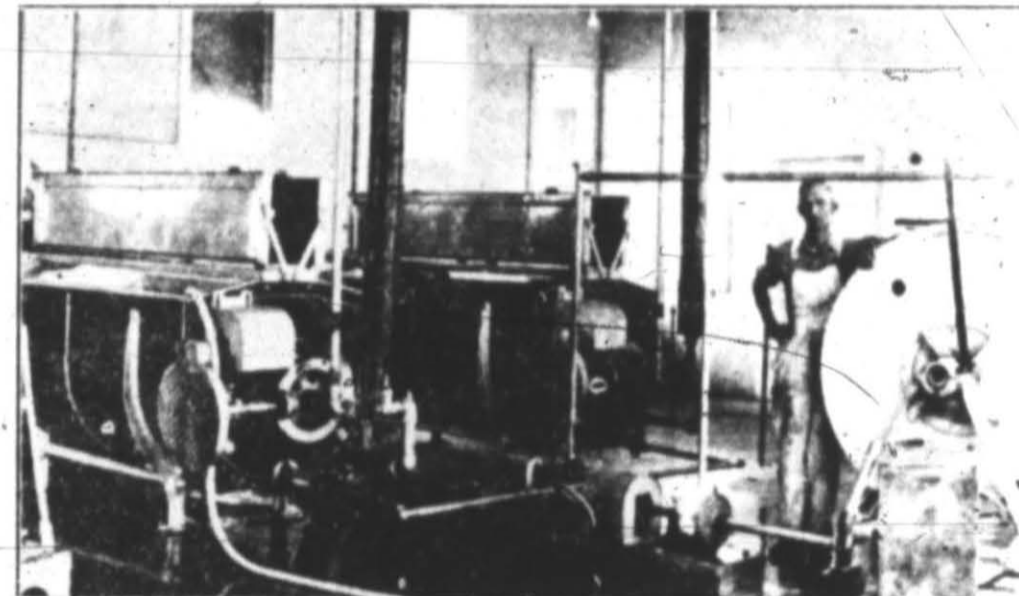
one of the leaders in the establishment of the creamery is active manager and vice-president. Other directors of the Farmers' Creamery Association are: Mrs. Bess Turrentine, operator of a dairy farm five miles west of the city; Fred Pittner, owner of one of the finest herds of Guernsey cows in the Panhandle-Plains country; J. L. Lookingbill, Lester

Galley and George Lewis, operators of large dairy farms near Hereford.

By a recent arrangement the Hereford Creamery will buy all the cream of the Curry County, New Mexico, Creamery Association, on a profit-sharing basis. The increased volume will enable the creamery to make regular car load shipments of butter from Hereford.



First Load of Butter Shipped from Farmers Creamery.



Interior of Farmers Creamery, Showing Churn and Pasteurization Vats.

## FRED PITTNER KEEPS ADVANCED REGISTRY RECORD OF GUERNSEYS

Fred Pittner, Deaf Smith County Guernsey breeder, is the only man

in the Panhandle keeping advanced registry records on a herd of Guernseys. Mr. Pittner is also the first breeder to begin the advanced registry work wherein the cow being tested is milked three times a day. In this way the actual milk and butter-

fat production is established under supervision of the cow testing association and cows that qualify under the "advanced registry of merit" are definitely established as valuable animals and their progeny is correspondingly valuable.

The cows under test on the Pittner farm have passed by a safe margin the minimum requirements for advanced registry, and Mr. Pittner's herd ranks among the highest in the state. At the Amarillo live stock show last year he had the grand champion cow, the senior champion heifer and the junior champion bull. Mr. Pittner's place is one and one-half miles southeast of Hereford, where he will be glad to show those interested in fine dairy cattle his group of registered Guernseys.

There are four Jersey bull circles among the dairymen of Deaf Smith county, with a total of 15 registered bulls. Eight dairymen are members of the cow testing association and keep accurate records on feed and production of their herd.



Fred Pittner's Guernsey Farm and Group of Prize-Winning Registered Guernseys.

## COX & PINCKERT RUN HEREFORD AIRPORT AND FLYING SCHOOL

C. C. Cox and Ovid Pinckert, local aviation enthusiasts and flyers, maintain the Hereford Airport and also conduct a flying school. They own a hangar located on the T. A. T. landing field one mile north of town and have the agency for the famous Eaglerock planes. A number of local men have completed the training and Mr. Pinckert goes to Littlefield each week where he has several students.

Mr. Pinckert has had a number of years experience as a successful pilot and he studied the principles of aviation in the Heath factory in Chicago. He is also an experienced wing walker and parachute jumper and puts on exhibitions flying from time to time. Many Hereford citizens who have had rush calls to distant points have secured the services of Cox and Pinckert and been transported quickly and safely.

## PANHANDLE LUMBER COMPANY HAS ONE OF THEIR LARGEST AND FINEST YARDS HERE

The Panhandle Lumber Company, which owns about sixty lumber yards in the Panhandle of Texas, has one of their largest and finest yards in Hereford. It was among the first to be established by the company and has supplied much of the building material used here during the past several years.

Under the direction of D. H. Alexander, local manager, the Hereford yard was recently rebuilt with the satisfying results shown in the accompanying photograph. It is without doubt one of the most attractive builders' supply stores in the Southwest.

Mr. Alexander, who has been with the company for eight years, has been the Hereford manager for one year. He has become a valued citizen here and has shown a steady increase in business done.

In addition to carrying the largest and most complete stock of all kinds of building materials, paints, builders' hardware, cement, brick, tile, glass, sand, gravel and fencing, the company handles a full line of Wallis tractors, Massey-Harris combines and modern power farming equipment.

They also have a well equipped planing mill with a skilled crew of workmen and the finest sort of mill work is turned out right here in Hereford.



The Panhandle Lumber Company at Hereford.

## TEXAS UTILITIES COMPANY SETS PACE FOR CITY IN PUBLIC IMPROVEMENTS; BIG FACTOR IN GROWTH

As no city, town or community can grow beyond its public utilities, the directing heads and officials of the Texas Utilities Company have set a pace in Hereford since their acquisition of the plant in 1925 that has seldom if ever been equaled in any city.

From the president and general manager down to the lowest employee the thought of service to the public has been inculcated and the Texas Utilities Company at Hereford has indeed become "a partner to the public."

Believing that nothing was too good for the citizenship of Hereford, the company erected one of the most

modern plants and utilities buildings on the corner of Third and Miles streets. This building, located just at the street from the City Hall, is centrally situated and easily accessible to the public at all times.

The Texas Utilities has not only met the requests of the city at every turn, but during the past five years has made eight voluntary reductions in rate. No move of progress has been started in the city that has not had the full cooperation of the Texas Utilities and Hereford is proud of its connection with this corporation, which has at its head men with vision who are looking towards the time when the great Panhandle of Texas

shall verily become an empire of its own.

Quoting a prominent citizen of Hereford in speaking of the policies of the Texas Utilities Company: "I have dealt with many corporations and public utilities in my career in the civic and commercial life of various towns and communities, yet I have never dealt with an organization that has so unselfishly and insistently gotten behind every move we have started, as has the Texas Utilities at Hereford. Judge Keiser and the other officials of the company have met us more than half way on everything we have started, and in my opinion no organization in our city has been more of a factor in our development than has this splendid company."

## GEO. S. McCONNELL IS LICENSED AND BONDED ELECTRIC CONTRACTOR

Geo. S. McConnell has been in the electrical contracting business in Hereford for the last five years. Mr. McConnell is a graduate of the Sweeney Automotive and Electrical School of Kansas City, and a practical electrician of seven years' experience.

Electricity is the greatest of all modern conveniences, but to receive the greatest enjoyment and benefit from its use your home must be properly and adequately wired, according to Mr. McConnell. He can offer suggestions that will not only add to the convenience, but can check up on the safety of your present wiring.

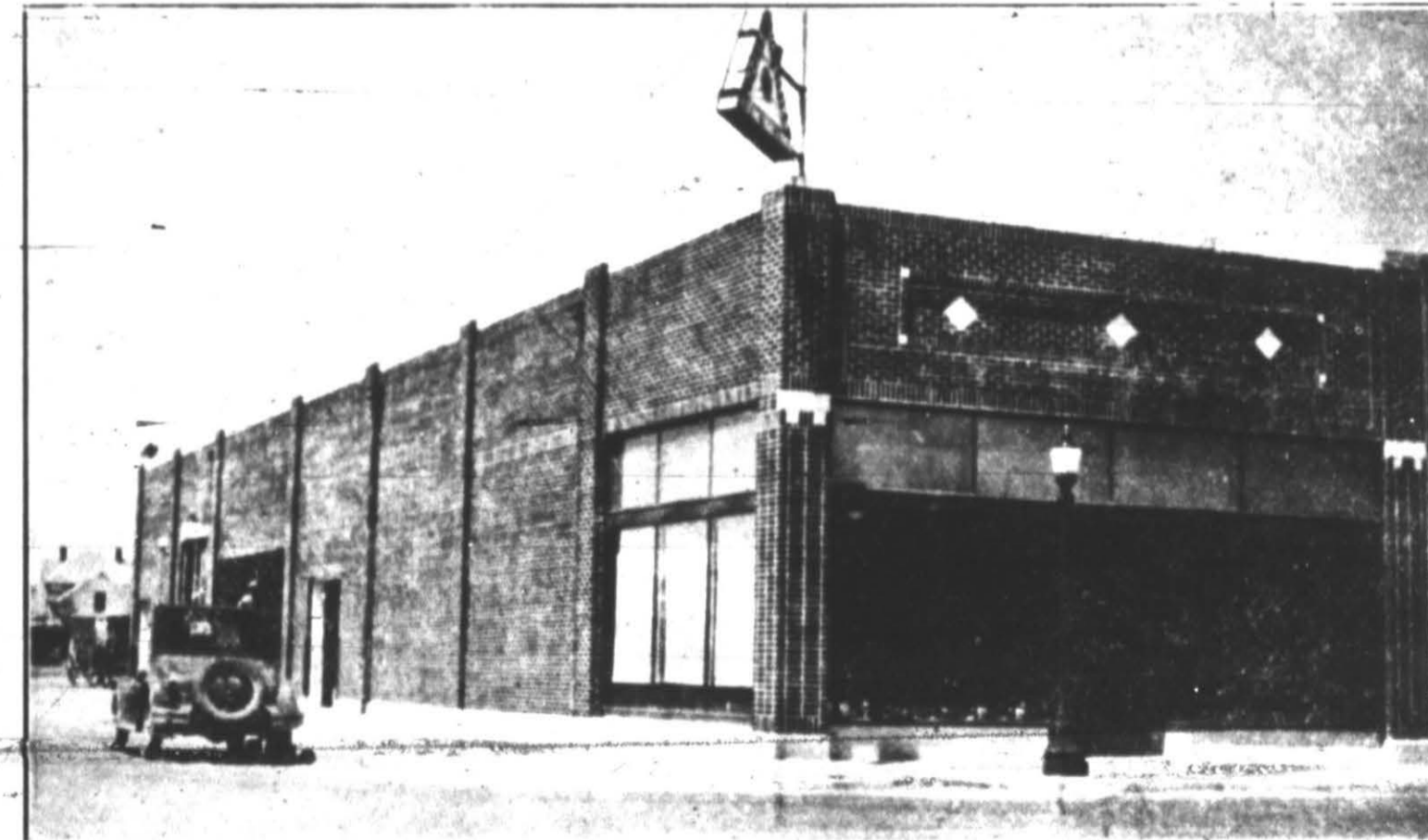
Mr. McConnell has done the wiring on most of the new construction in Hereford during the past five years. Some of his recent contracts were: The Farmers Grain Company, Come's Elevator, Great West Mill and The Vator, and the Black Funeral Home. A picture of the latter building appearing elsewhere in this issue.

In addition to offering the highest class in electrical wiring, being a licensed and bonded contractor, Mr. McConnell handles a complete line of electrical fixtures. He also sells the famous "Energite" electric fans and irons.

If you have an electrical wiring problem, write to get in touch with Mr. McConnell. His telephone number is 7223 W.

Hereford has more improved city parks than any city of its size in Texas.

Come to Deaf Smith County!



Office and Sales Building of the Texas Utilities Company at Hereford.

FIRST STATE BANK IS STRONG INSTITUTION WITH COMPETENT AND FRIENDLY OFFICIALS

There are no institutions that are more closely identified with a community's progress and development than are the banks.

Hereford is fortunate in having banking institutions that are alive to the opportunities of the section and ready to lend assistance in developing the natural resources of the territory.

The First State Bank of Hereford has been one of the most important financial concerns of the town since its organization in 1908.

The last financial statement made by the bank shows deposits totaling almost half a million dollars and deposits approaching the million-dollar mark at the height of the harvest season.

of the nursery in Hereford has been responsible for the exceptional number of trees and shrubs that beautify the homes and streets of the city, making it about the prettiest town in the Panhandle.



View of Hereford Nursery, Largest and Oldest Nursery in the Panhandle.

HEREFORD NURSERY IS LARGEST AND OLDEST IN PANHANDLE-PLAINS

Hereford has the largest and oldest established nursery in the entire Panhandle-Plains country.

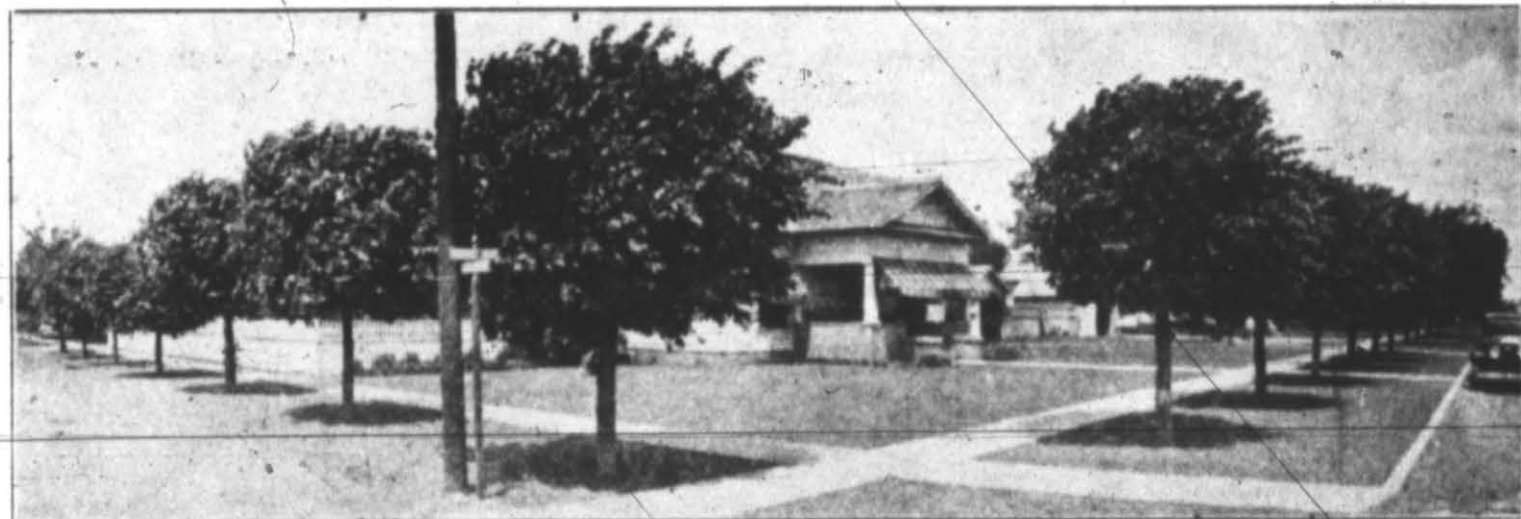
More than 50,000 trees are grown and handled annually.



Mr. and Mrs. L. P. Landrum and Express Shipment of Nursery Goods from Hereford.

demonstrated his ability as a lumberman and has become one of Hereford's most popular and valuable citizens.

Among the cultural organizations of the county are Music Study Club, Bayview Club, Mother's Club, Junior Music Club and the newly formed Hereford Choral Club.



Home of C. P. McCollough, Corner Third and Ross Avenue, Hereford, Showing Typical Foliage on Residential Streets.

ROCKWELL BROS. & COMPANY OLDEST ESTABLISHED LUMBER YARD HERE; JOHN H. OLSON IS MANAGER

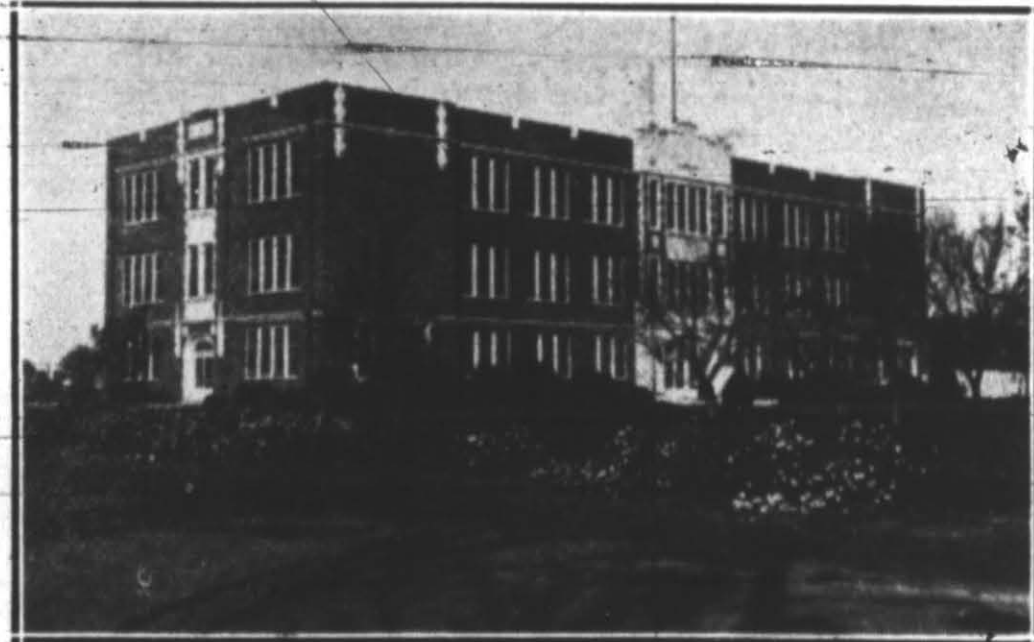
When the Santa Fe railroad built into Hereford in 1898, J. M. Rockwell, already a prominent lumberman in the Panhandle, put in a lumber yard here, and it is one of the very few, if not the only business concern that has remained continuously in business here since that time.

In the course of 32 years' business this firm has been of great service to the town and vicinity.

It has been said that the way to build a town is to start laying bricks.

Builders of Hereford have never been handicapped for the lack of building materials as Rockwell Bros. & Company carry a full and complete line, and whether for a small chicken house or a large business or public building, the materials can be supplied by this yard right here in Hereford.

J. M. Rockwell, owner of the Rockwell Bros. & Company, now lives at Houston and is one of the most prominent independent lumber dealers in the state.



Hereford's New \$125,000 High School Building

Hereford Is Most Important Hog Market On The Plains

G. W. Brumley Buys and Ships More Than Million Dollars Worth of Hogs Annually.

Hereford is the most important hog market in the Panhandle-Plains area, and this is due principally to the efforts of one man—G. W. Brumley.

Mr. Brumley, coming to Hereford in 1910 as a common day-laborer, has built one of the most important businesses in the county.

Mr. Brumley's business is unique in that he has no competition and that it is not necessary for him to solicit business.

BRUMLEY CHEVROLET COMPANY OCCUPIES THEIR NEWLY REMODELED SALES AND SERVICE BUILDING

The Brumley Chevrolet Company, in Hereford, has just recently occupied the completely remodeled sales and service building.



New Home of the Brumley Chevrolet Company.

M. D. WOMBLE HANDLES FAMOUS OLIVER FARM EQUIPMENT IN HEREFORD

The greatest single factor in the agricultural boom in the Great Southwest is without doubt the perfection and increased use of modern power farm machinery.

A power plant on wheels, capable of pulling worth-while loads was first called a "tractor" by the Hart-Parr company, back in 1901.

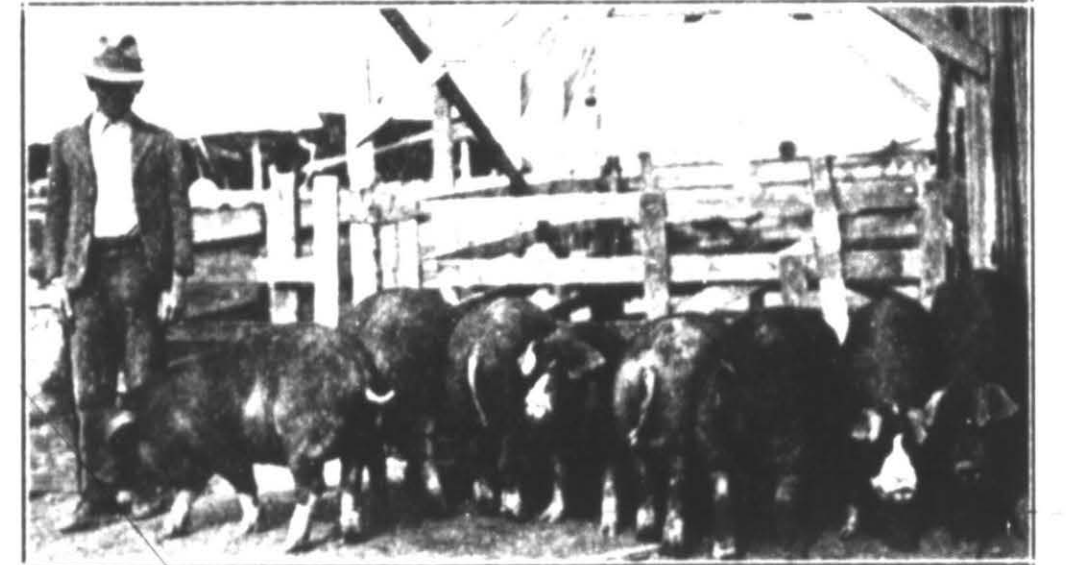
The Hart-Parr "Row-Crop" tractor, together with the full line of power farming equipment manufactured by the Oliver Farm Equipment Company and allied companies, is

them and get their check without even asking what they are going to get for them.

Friday is "Hog Day" in Hereford and throughout the year hogs are assembled at the Brumley hog lots east of town, on Fridays and shipped out on Saturdays.

Among Mr. Brumley's other activities, he farms in partnership with his son, B. E. Brumley, nearly 3,000 acres, 1,850 acres of which they own.

They plan to put in 2,000 acres of wheat this fall. Mr. Brumley is president of the Brumley Chevrolet Company.



James Lusk and His Husky Litter of Eight Pigs Which He Sold In June for \$166.20, Showing a Profit On His Club Project of \$75.70.

and service building pictured on this page. This is now one of the most modern and complete automobile buildings in the Panhandle.

The building is 75 by 120 feet in dimensions and provides a large and

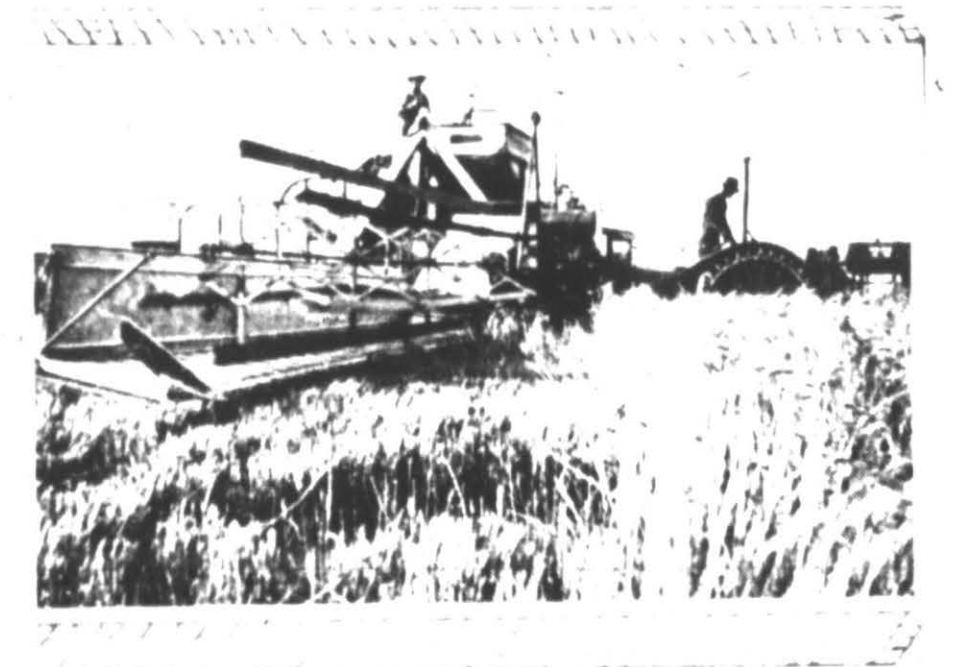
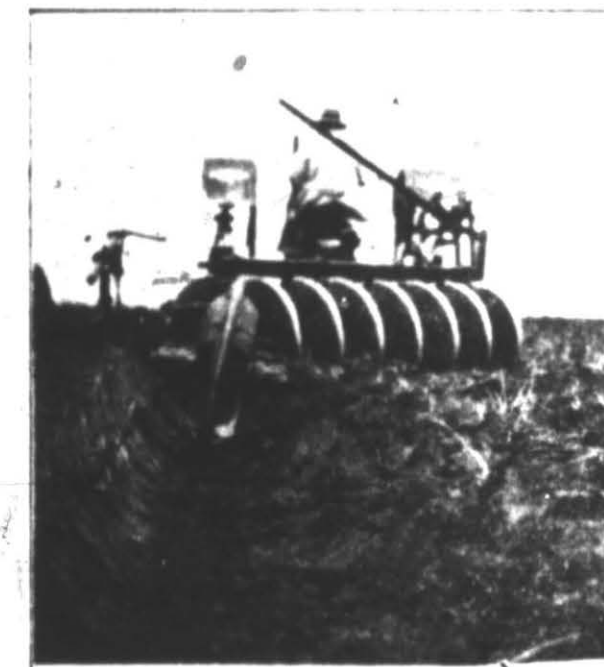
beautifully finished show room, private offices, rest rooms, parts department, used car department, DuPont and service department.

The Brumley Chevrolet Company was organized in 1926 with G. W. Brumley, president, A. T. Downs, vice-president and manager, and W. F. Bell, secretary, treasurer and manager of the used car department.

Parr tractors, Nichols & Sheppard combines, Oliver plows and American Seeding Machine Company's Superior deep-furrow drills.

Mr. Womble has been in Deaf Smith county for 10 years and in business in Hereford for the past seven years.

tured by the Oliver Farm Equipment Company and allied companies, is



The new Oliver Hart-Parr Row Crop Tractor pulling Oliver one-way plow, and a Nichols & Sheppard Combine and Hart-Parr tractor on the Jack Rose place, four miles east of Hereford.

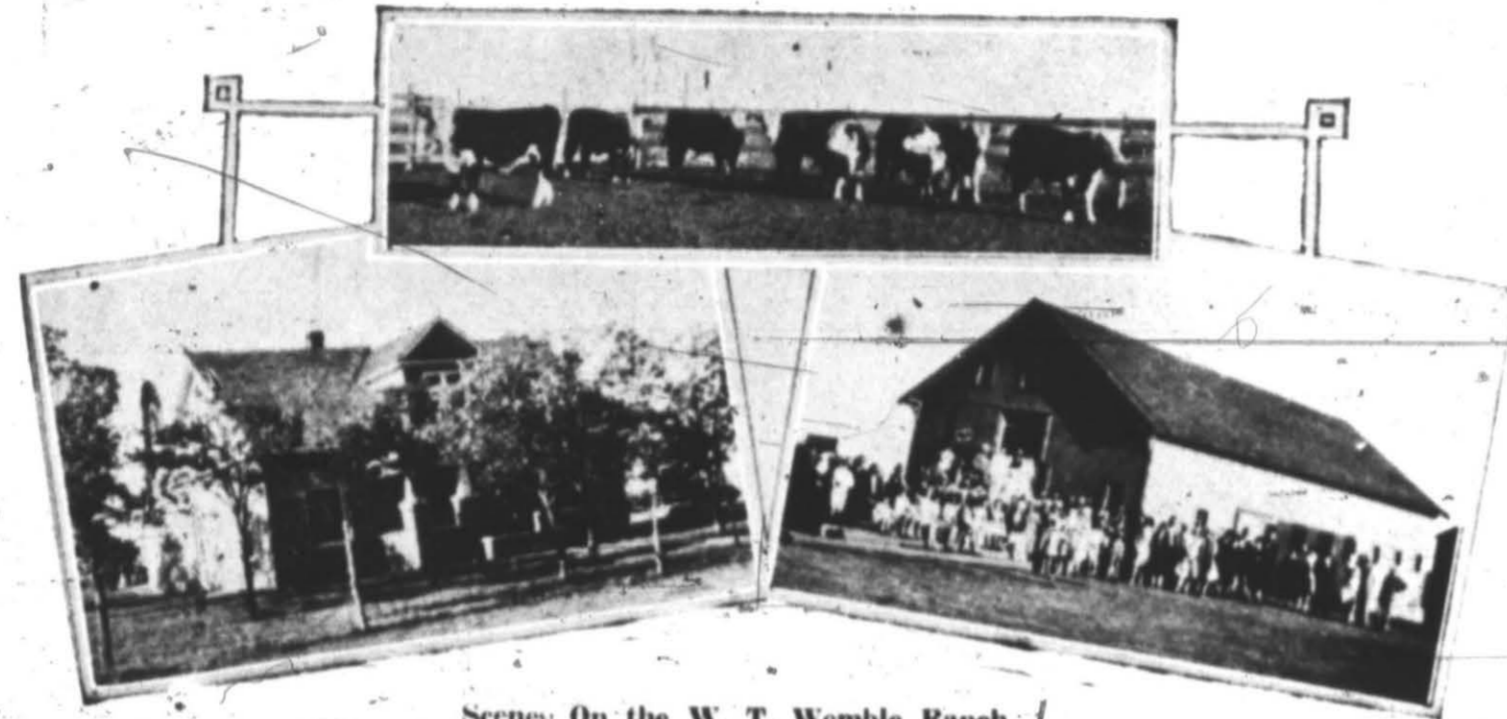
W. T. WOMBLE & SONS HAVE MODEL HEREFORD RANCH; SELL HIGHEST GRADE RANGE BULLS

The W. T. Womble & Sons Hereford ranch, twenty miles northeast of Hereford, is a model for completeness and is one of the finest examples of successful and prosperous cattle breeding anywhere.

section, which proved to be one of the most popular herd bulls ever brought here. This animal was sold last year to Dr. Charles H. Harris of Fort Worth for \$10,000, but much

of the progeny of the Prince Domino remains to enrich the various herds in the Hereford territory. This was the highest price paid for a single Hereford since 1920. All of the young bulls on the Womble ranch at the present time were sired by The Prince Domino. A heifer sired by The Prince topped the Hereford sale held

in January at \$5,200. Normally about 400 head of registered Hereford are maintained on the ranch, but these are constantly added to and sold out. High class range bulls are a specialty of the ranch. About 1,200 acres are in cultivation and all feed stuff used is raised right on the ranch except the "cake."



Scene on the W. T. Womble Ranch.

Upper, Group of Prince Domino Yearling Bulls; Left, New Brick Veneer Home; New Barn Recently Dedicated with Big Barbecue.

STAR THEATRE IS ONE OF MOST UP-TO-DATE IN THE PANHANDLE; RECENT IMPROVEMENTS MADE

Hereford has one of the best and most up-to-date theatres in the entire Panhandle and Mr. J. C. Parker, owner and manager, has spared no expense to keep his place well in advance of the town.

solately the last word in moving picture projection and the first machines of their type to be installed in this part of the state. He also installed a new, silent and powerful cooling device and 400 new, comfortable, upholstered chairs.

that it is the best they have ever heard.

The latest and biggest feature productions are shown in Hereford as soon as they are released and Mr.

show nothing objectionable but only pictures that will meet with the entire approval of his audiences. Three to four changes are made in the programs each week and patrons are



Hereford's Center of Entertainment, The Star Theatre.

Parker selects his offerings with the assured of always seeing a good show greatest care, having in mind when they go to the Star.

A. C. THOMPSON, PIONEER LUMBERMAN OF SECTION, HAS ATTRACTIVE YARD HERE, INVITES VISITORS

As one drives into Hereford, the attractive and well kept lumber yard of A. C. Thompson, on the south side of the highway, compels your attention. A picture of the yard is presented below.

and has stocked a most complete line of new building materials that are best adapted to this community.

New comers to Deaf Smith County, as well as the old timers, who contemplate any sort of building will do well to consult with Mr. Thompson.

Mr. Thompson, who has resided continuously in the Panhandle since 1889 and is a lumberman of 22 years experience, 11 years as manager of a local yard, opened his new yard in June, 1929. He put his accumulated experience into designing a yard that would best serve the purpose,

The Thompson yard handles the Acme line of paints and varnishes and a complete line of builders' hardware. A full stock of ready-built built-in features is also carried. Be sure to visit the Thompson lumber yard when you are in Hereford.



The A. C. Thompson Lumber Yard, One of the New Structures in Hereford.

CITY DRUG STORE IS ONE OF LARGEST AND MOST COMPLETE PHARMACIES IN PANHANDLE

The City Drug Store, at 312 Main Street, was established more than 20 years ago, and was acquired by the present owners, George F. and L. L. Le Grand in 1922.

The City Drug Store, on account of the faithful way in which it has served the trade of the town has grown into one of the largest institutions of its kind in the entire Panhandle and it carries one of the largest and most complete lines of drugs and drug sundries to be found in a single store anywhere.

tion is given to the prescription department which is the most complete and up-to-date in this part of the state.

The store features the Owl Drug products and many other nationally advertised lines, such as Eastman Kodaks, McKesson and Robbins package goods, Whitman's and Panburn's candies, Parker fountain pens, Du Barry's and Dorothy Perkins' beauty preparations and Krauk's complete line of toiletries.

The City Drug Store was the first in Hereford to install electric refrigeration in their fountain and this feature of their service is modern in every particular, with running hot and cold water, electric mixers, etc. A cozy ice cream parlor is available to patrons of this department. When in Hereford, be sure to stop at the City Drug Store.



Interior View, the City Drug Store, Hereford.

THE C. E. STONE COMPANY IS ONE OF HEREFORD'S MOST POPULAR STORES; PANHANDLE INSTITUTION



C. E. Stone Company, One of the New Business Enterprises in Hereford.

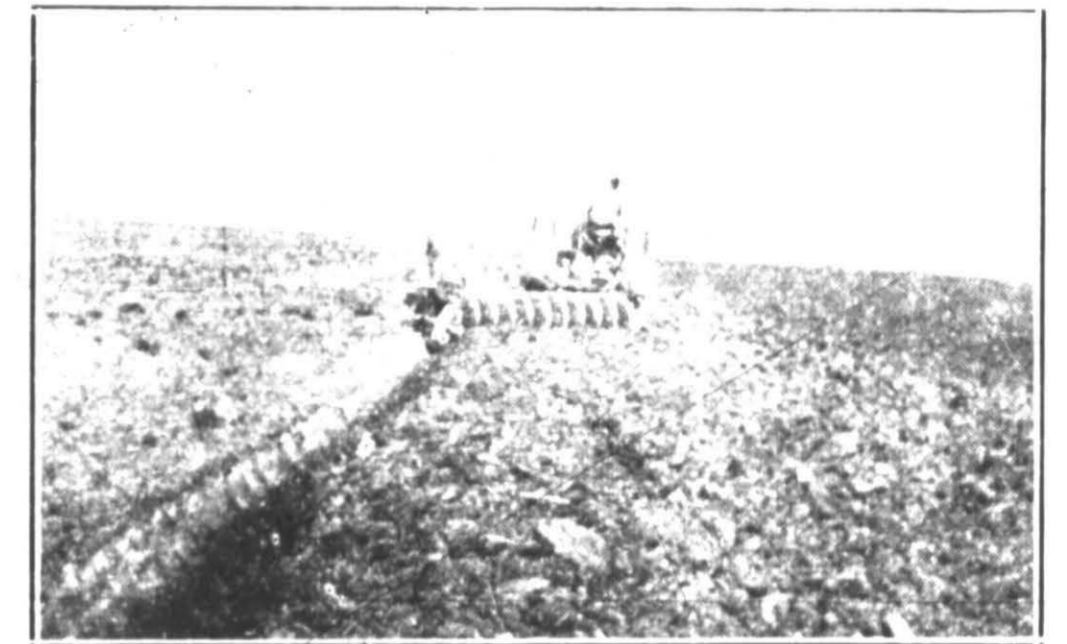
The C. E. Stone Company has one of Hereford's finest and most popular stores, handling a full line of dry goods, millinery, ready-to-wear, shoes and work clothes.

C. E. Stone opened his first store in Wellington, Texas, in 1911. He operated this one store until 1916, when he opened another store in Shamrock, Texas. By the first of 1928 he had in operation 12 stores in Texas and Oklahoma and during the year opened 28 others. In the

following year, 1929, the balance of the 52 stores, now owned by the company, were opened in Texas, Oklahoma, and one in New Mexico.

Mr. Stone is a Texas Panhandle man, living in Wellington, Texas, until 1924, then moving his office and wholesale house to Wichita Falls, and later to Dallas, where he is now living. The success of the stores is due, no doubt, in a large extent, to the personality of Mr. Stone and the loyalty of his employees. Fifteen

TWIN CITY TRACTOR AND IMPLEMENT COMPANY HANDLES COMPLETE LINE OF FARM MACHINERY



Twin City Tractor Pulling Moline Wheatland Plow, Breaking 10-Year Old Sod Full Eight Inches Deep, Near Hereford.

The Twin City Tractor and Implement Company opened for business in Hereford on January 1, this year, in the modern sales and service building shown in the accompanying photo. S. C. McAdams, a resident in the Panhandle for 23 years and with four years experience as an implement dealer, is owner and manager of the concern.

A full line of the Minneapolis Moline Power Implement Company's products are handled, which includes the Twin City Tractors, Minneapolis combines and Moline plows. By a merger of several leading implement concerns last season, this complete line is now under a centralized control which means a more economical sales organization and more efficient service to the ultimate buyers.

these famous farm implements and will welcome the establishment of a reputable dealer here where a full stock of parts will be available and expert service may be had. Mr. McAdams knows the implement business and is here to see that his customers get the best of service from the machines he sells.

In addition to the farm implements mentioned, he has the agency for a popular make of home lighting plants and windmills.

Tru Armstrong for many years connected with the Moline factory at Moline, Illinois, and who helped design the "Wheatland" disc plow, one of the most popular plows on the market, is service manager for Mr. McAdams. He is said to be the best plow man in Texas and farmers are urged to consult with him on any plowing problem.



Sales and Service Building of the Twin City Tractor and Implement Company, Hereford.

people now employed in the general office and as managers of the various stores were formerly residents of Wellington, including Lee Cason, the popular manager of the Hereford store. Mr. Cason, who has only been here a short time, was established here as being a capable young business man and he is an active member of the newly formed Lions club.

All the managers of the C. E. Stone Company, and many others of the employees, are stockholders, and through out the entire list of stores it is the policy to employ local help where possible.

Henry Behrens, Hereford, keeps an accurate record through the Extension Service Department, A & M College, College Station, Texas, as assisted by R. O. Dunkle, county agent, on his flock of 529 S. C. Wyandotters from January 1 to October 31, per month, the 529 hens laid a total of 70,993 eggs, an average of 145 eggs each. Eggs sold on the local market, \$1,529.79. Gross income, \$3.48 per hen. Feed cost was \$86 per hen. Net profit, \$2.59. The average price received for eggs was 24c per dozen. No males are kept on this farm. The hens are comfortably housed and fed a balanced ration.

# IRISH POTATO 21 ACRES B ON GREEN

An entire new industry will be added to the irrigated farms of the shallow water belt if the Irish potato field on the Green Valley farm has a turn out up to expectations. Twenty-one acres have been planted to this crop on a former alfalfa land. The vines are now knee high and better, and from a dozen to 50 potatoes, ranging in all sizes up to large eggs, are in the making.

It is costing at least \$100 an acre to produce the potatoes, including \$30 for seed and \$12 for irrigation. Last year the yield was 15,000 pounds to the acre and should the crop be no better this year, the gross income will be \$300 to the acre.

Joe Ballinger from Idaho, experienced in potato culture of that state, is entrusted with the raising of the potatoes on the Biggs farm, and he is devoting most of his time to the job. Every week he floods the field with water, and each irrigation requires two full days. He has a specially made "hiller", attached to a lister frame with which he hills two rows at a time and keeps the weeds and grass down.

The Green Valley Farm potatoes will be ready for market in September and the expected price, said Mr. Ballinger, is two cents a pound. A regular potato digger is on hand to unearth the spuds mechanically.

About half the 21 acres was planted in Bliss Triumph and these may come on the market in August. They were planted April 5. The other acreage was put in Russet Burbanks about April 15. Mr. Ballinger has been in the Panhandle about four years and has been experimenting with potatoes during that time. A heavy loss was suffered last year on account of waiting until a freeze came before harvesting. He said this year's crop would yield 25,000 pounds to the acre, if it should turn out what is termed a good crop.

## Demonstration In Terracing Set or July 23

An important terracing demonstration is announced for July 23 by R. O. Dunkle, county agent. The running of the lines and throwing up of terraces will be done on the farm of W. R. Schelbagen, three miles west of Hereford on the Clovis highway.

The importance of the demonstration lies in the fact that the slopes into a lake bed will be treated with terraces, said Mr. Dunkle, as an experiment of preventing the lake catching the water and of holding the moisture for the terraced acres. The growing of alfalfa in this manner may be tried.

M. R. Bentley, agronomy engineer of A. & M. College, and A. K. (Dad) Short, soil conservationist for the Federal Land Bank of Houston, will be here to conduct the terracing instruction to which the public is invited.

## Most Hereford Businesses Are Closing On 4th

Observance of July 4th in Hereford will end with a flourish of fireworks over the Transcontinental Air Transport field north of town, beginning at 9:30 tomorrow night. The fiery display will be shot from airplanes. Something new in lighting the skies, the latest kind of fireworks, is promised the spectators. There will be no admission charge.

A petition was circulated, under the sponsorship of the chamber of commerce, to find out the will of the business men on closing out of respect to July 4th, Independence Day. Those who made the calls at the stores say the sentiment is practically unanimous for closing and there will be no general business here tomorrow. Drug stores, cafes and elevators, however, will remain open as necessary accommodations.

JULY, 1930

### THE HEREFORD BRAND

#### T. C. IVEY BREEDER OF FINEST HERD BULLS ON HIS SPRINGVALE FARM, 8 MILES EAST OF TOWN

When anyone wants a really fine registered Hereford herd bull, they usually buy him from the T. C. Ivey Springvale farm, or at least they look over what Mr. Ivey has, as he has the reputation of having bred the

highest class Herefords produced in this section and he makes a specialty of selling high class herd bulls. The Ivey farm is about the most ideal from the breeder's standpoint of any location on the Tierra Blanca. It has two and one-half miles of creek and wide fertile meadows. It is located eight miles east of Hereford just south of the Amarillo-Hereford



View On T. C. Ivey Ranch, Eight Miles East of Hereford.

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est specimen of the true Anxiety 4th bull in this section and is willing to prove his claim by pointing out the superior individual characteristics and tracing the ancestry. Timberline is a direct descendant of Anxiety 4th, seven generations removed. He is the greatest bull ever sired by Superior Anxiety, who in turn was the best bull ever sired by Superior Mis-

chief. Superior Mischief was the greatest offspring of Beau Mischief and the latter was the greatest son of Beau President. Beau President was the outstanding son of Beau Brummel, who was the most famous bull sired by Don Carlos. Everybody agrees that Don Carlos was the best bull ever sired by that inimitable king of Herefords, old Anxiety 4th himself. Any breeder who does not agree with Mr. Ivey in his deductions is privileged to do so, but he is invited to come out and look Tim-

berline and some of his progeny over.

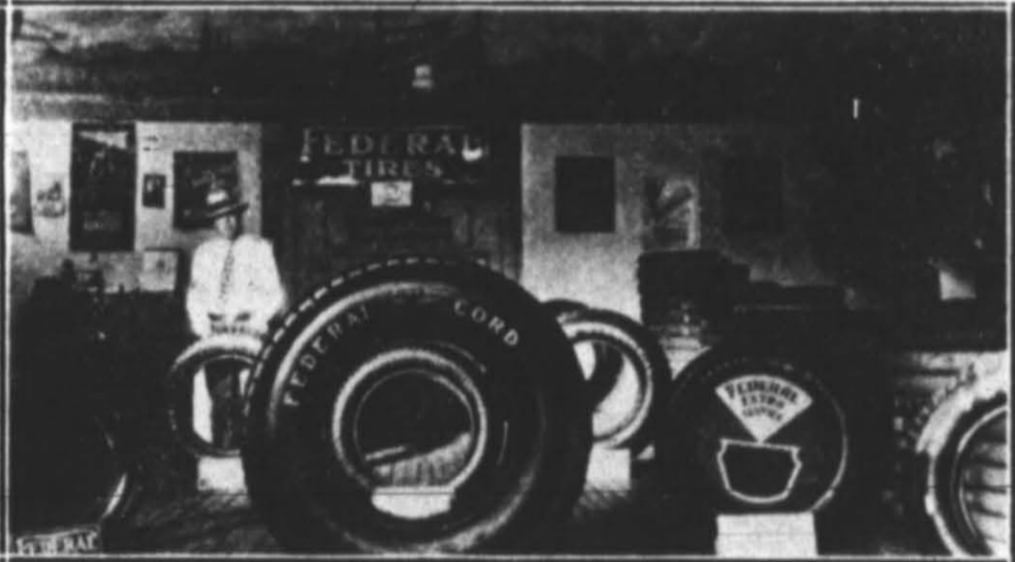
Superior Diamond 1298174 and Advance Domino Jr. 1860151, a promising young bull and recent addition, are two other herd bulls used by Mr. Ivey. Advance Domino Jr. is out of a Beau Mischief, Mousel Bros. cow and was sired by Advance Domino, chief sire of Mousel Bros.

Mr. Ivey gives the same careful attention to his breeding cows and sells many fine heifers. He is the breeder of the dam of Donna Anna 66th, record-breaking heifer.



Group of Registered Hereford Cows On Tom Ivey Farm

#### WESTERN TIRE STORE HANDLES FEDERAL TIRES IN HEREFORD; G. A. PAYNE IS POPULAR MANAGER



Interior of the Western Tire Store, Federal Tire Dealers, Hereford.

Federal tires are handled in Hereford by the Western Tire Stores, of which G. A. Payne is the manager. The store is located at Second and Main streets and carries one of the largest stocks of tires in the county.

Federal tires have rapidly forged ahead as being one of the most popular tires on the market today. In an effort to give wearing qualities to balloon tires many manufacturers have added weight until the very purpose of the balloon tire has been counteracted. Federal engineers have devoted their energies and talents to developing a tire that gives the full air-cushion effect of the true balloon, thus assuring more riding comfort. The Federal tire actually has a 12 per cent large cushion of air with no superfluous weight, and with no resultant loss in mileage. The Federal De Luxe has a life expectancy of 50,000 miles and mileages of 25,000 and over is the common experience of Federal Double Blue Pennant owners. Every tire sold by the Western Tire Store is guaranteed to give satisfac-

tion, and Mr. Payne makes the adjustments, right here in Hereford.

Due to the liberal trade-in allowance which Mr. Payne makes on used tires, he has at all times a large stock of good used tires and if he has your size in a used tire, it is a real bargain.

Mr. Payne, who has been a resident of Hereford for nearly a year, has made many friends and has established a record as a tire man. His store is declared to be the neatest and best arranged of any of the associated stores in his company. An interior view of the store accompanies this article.

Deaf Smith county has a home demonstration agent, having employed Miss Emma Gunter, who began this important work June 16. Miss Gunter is busy now organizing clubs in the various rural communities and expects to have her work well under way by this fall. The office of the Home Demonstration Agent is maintained in the court house.

#### VOGELE MILLINERY AND FASHION DRESS SHOP HAVE STYLISH MODES

The Vogele Millinery Parlor and Fashion Dress Shop, occupying the same building, offer the ladies and misses of Hereford and vicinity the latest and most exclusive line of merchandise to be found anywhere.

Mrs. Vogele opened an exclusive millinery business in Hereford twenty years ago and was an experienced milliner at that time. Her's is one of the real pioneer establishments and she has always carried a line of hats that reflected her trained taste for choosing the most stylish and becoming modes. She has just returned from the Eastern markets, where she goes nearly every season, and has made large purchases for the fall and winter showings.

Mrs. Gillis opened the Fashion

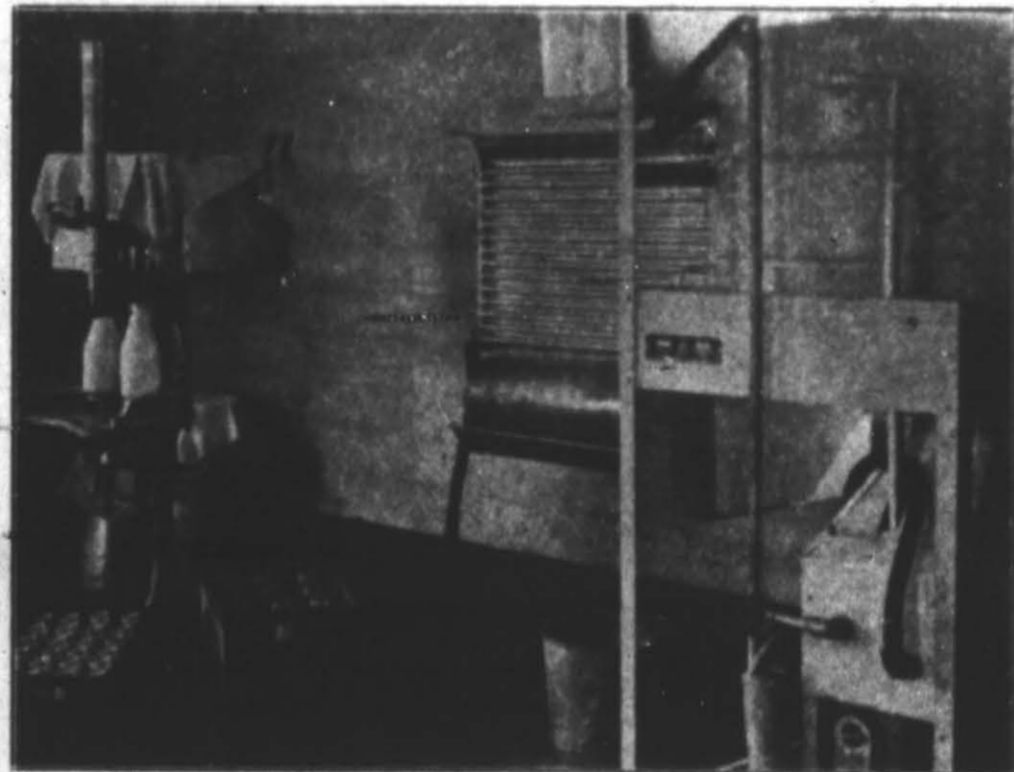
Dress Shop a little more than a year ago and has built up a nice business by selling a choice line of ready-to-wear, hosiery and lingerie at most reasonable prices.

It is not necessary to go to the larger cities to buy wearing apparel that is absolutely right from the standpoint of style and materials. Women come from many miles around to do this shopping with these ladies and say that the merchandise is equal in style and price to that found in any of the best shops in Amarillo or other shopping centers.

Subscribe for the Hereford Brand.

There are no "chiggers" or red bugs in Hereford. They simply do not thrive at this altitude.

Subscribe for the Hereford Brand.



New Automatic Milk Cooling Device and Bottler at S. O. Wilson Dairy.