

WEATHER

Thursday	85	71
Friday	85	65
Saturday	97	62

Moisture this month: 1.30
Moisture this year: 11.23
Moisture last year: 10.26

The Sunday Brand

76 pages

Our Slogan, "More People — More Farms"

Published Every Sunday

Including 22 Colored Comics

VOL. 16 — NO. 3

HEREFORD, TEXAS, SUNDAY, JULY 21, 1963

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Airport Open House Sunday Part Of Festival

Dimmitt Beauty Festival Queen

A 17-year-old Dimmitt High School senior Miss Suzie Davis, daughter of Mr. and Mrs. J. G. Davis Jr., was chosen as queen of the fifth annual Hereford Harvest Festival.

Named as first runner-up in the contest was Miss Sharon Tinnin, 16, daughter of Mr. and Mrs. Dale Tinnin. Second runner up was Miss Joyce West, 19, daughter of Mr. and Mrs. Clinton West.

Abundant Land Story Described

This issue of the Brand includes a 48-page tabloid section dedicated to the proposition that this is "The Abundant Land". Included are many stories and pictures about the agriculture of the area and the services which assist farmers in this area to become even more productive.

But even 48 pages wasn't enough, so additional stories and pictures are included in the two regular news sections of the paper.

Bessie Patterson of Hereford did the interviews and wrote the stories, with most pictures by the Brand staff.

Extra copies of the tabloid will be available at the Brand office for 10 cents.

Around Town

BY H. A. TUCK
All at once, summer is more than half gone, signaled by the arrival of the Harvest Festival. It seems unbelievable, but only about five and a half weeks remain before school starts.

The Lions always have a lot of fun out of their carnival, even when things don't go as planned. And this year was no different. Glen Nelson spent several hours Thursday night and Friday rigging up a new trigger for the dunking gun. He used a solenoid as a tripping device and, after considerable adjustment, had the thing just like he wanted it. But in actual operation it didn't work quite right. It was too sensitive and a baseball thrown within four or five feet of the target would trigger the solenoid and some young lady would go "kersplash" into the tank. Emergency repairs Friday night made it a little less responsive, so that the ball has to hit the target again to gain the desired result.

Nora Varela, however, thinks the carnival is just perfect. She was the last customer at the number dart game booth ... and hit the right combination for the \$50 bill just as the lights were going out. Bruce Miller and John Gilliland were running the booth at the time and we understand they had visions of anteing up \$5 bucks each. But the club pays for the prizes and has another half-hundred bill up again.

Wain Miller, the youngster who spent more than two years working for the Brand while in high school here, has scored again. Competing with papers from all over the United States, he took honorable mention in the news photography contest of the National Editorial Association. His honor came for the picture he took at the swimming pool last summer when young Ray Streu first cried after being dragged out and pumped empty of water. Only two other papers in Texas managed to win anything in any of the categories. Wain now is working for the Lubbock Avalanche Journal and will enter Texas Tech this fall as the recipient of two journalism scholarships.

For an afternoon of entertainment and variety, we suggest (Continued on Page 10)

Trophies and the traditional bouquets of red roses were presented to the queen and her two attendants by members of Hereford Jaycees.

Miss Davis was crowned as Harvest Festival Queen by Miss Sharon Hill, who took second in the queen's contest a year ago.

Master of ceremonies of the contest was Dan True of KFDD-TV with interlude music by the Charlie Bell Combo. Stage decorations were furnished by Western Flower and Gift Shop.

General chairman of the contest was Wayne Fuller, Jaycee president.

Miss Davis is 5-3 1/2 and weighs 110. She lists her hobbies as flying, swimming and water skiing. She was also first runner-up in the Miss Grain Sorghum contest held a year ago.

Miss Tinnin, who will be a Junior at Hereford High School, is 5-2 and weighs 110 pounds. Her hobbies are music and water sports.

Second runner-up, Miss West, will be sophomore at Texas Tech this fall. She is 5-4 and weighs 120 pounds. She lists her hobbies as music and playing the piano.



SUZIE DAVIS, daughter of Mr. and Mrs. J. G. Davis Jr. of Dimmitt, was named Hereford Harvest Festival Queen at the 5th Annual Harvest Queen Contest held at the Hereford High School auditorium on Thursday, July 18. She is being crowned by Sharon Hill, left, a 1962 Harvest Festival Princess. Miss Davis was sponsored by the Dimmitt Jaycees. Each of the 12 contestants appeared in a bathing suit and a formal, and was interviewed by Amarillo J. V. weatherman, Dan True. The winner was selected by a group of Amarillo judges, Marcia Ann Harvey, Miss Amarillo, Jack Fuqua, Carroll Pouncy, and Fred Hockett. (Staff Photo)

Airplanes, Ferris wheels, cotton candy, floats, bands, bucking horses and smoky barbecue — these are just some of the ingredients for the remainder of the fifth annual Hereford Harvest Festival.

With a queen chosen Thursday night to reign over the celebration, the rest of the events are now underway or getting their last-minute touches.

An open house is slated for Hereford Municipal Airport at 2 p. m. Sunday, July 21. It is being sponsored jointly by the Chamber of Commerce's aviation committee and by Whiteface Aviation, airport operator.

Included during the afternoon, all free of charge, will be spot-lighting contests, demonstrations of low-level aerial spray applications, exhibits of the latest

in private airplanes and an exhibition of model airplanes. There also will be demonstrations of model airplane contests.

At reduced rates, pilots will take up passengers for rides around the city.

"We hope that a large number of persons will visit the airport during the afternoon," commented Carroll Newsom, aviation committee chairman. "We will have a lot of interesting things going on that will appeal to adults as well as children."

One of the more unusual exhibits will be a new Cessna Skymaster, a six-place private plane with one engine mounted at the front of the fuselage and another at the rear for a "push-pull" effect.

Annual Lions Club Carnival started Friday night and continued Saturday. It will resume Monday, July 22, and continue through Saturday, July 27, from 7 p. m. until midnight.

Included at the carnival are the usual thrill rides, both for children and adults, plus booths for games of skill and refreshment stands. The carnival is set up adjacent to the County Bull Barn.

Lions club members themselves sell all the tickets and operate all of the booths.

Starting a three-night run Thursday will be the Hereford Riders Club Rodeo, in its lighted arena south of the Bull Barn. Professional stock will challenge the skills of the area's best amateurs in riding and roping. The rodeo will start at 8:15 p. m. each evening with the colorful Grand Entry.

And at 5 p. m. Saturday, Kiwanis Club members will start dishing out hot barbecue dinners in Dameron Park.

(Continued on Page 10)

New Queen Is Really Flying High This Week

Hereford Harvest Festival Queen, Miss Suzie Davis of Dimmitt, not only won the beauty contest this week, but a distinctive title for herself in Dimmitt.

By making an early morning solo flight Sunday, she became the first licensed woman pilot in Dimmitt.

According to Miss Davis, she began taking flying lessons more or less as a joke less than three weeks ago.

She recalled that while sitting in her father's office, she casually commented that she would like to learn to fly during a discussion with some friends.

One was licensed as an instructor and agreed to teach her — starting as soon as they could get a small single-engine private plane in the air.

With her mother's consent, flying lessons began. One of the first incidents which the 17-year-old daughter of Mr. and Mrs. J. G. Davis Jr. recounts was an experience during her first lesson.

"The instructor told me to go ahead and work the controls to learn what they did," she commented. "As I did, I started pulling on a red lever on the instrument panel."

The instructor hastily told her not to move the lever — it was the fuel mixture control.

Miss Davis soloed in eight and a half hours of dual instruction. She reported to the Dimmitt airstrip every morning after getting up at 5:30 a. m.

Early last Sunday, the Dimmitt High School senior won her wings by soloing the small Piper Cub.

"When I got it off the ground, I closed my eyes and just yelled — I was so thrilled."

\$1500 LOSS ESTIMATED

Damages Heavy In Two Wrecks

Two accidents within the city Wednesday and Saturday caused heavy damage to four vehicles. A truck involved in one of the accidents received only minor damage.

In both of the accidents, no injuries were reported even though damages from both totaled an estimated \$1500.

The first accident occurred about 8:45 p. m. Wednesday at 709 Grand Ave. as a late model pickup truck collided with a parked automobile.

Force of the collision shot the sedan forward into another parked sedan which smashed into a tree.

Driver of the truck was Ted Lynn McWhorter, 16, 210 N. Texas. Damages to the one-

Seek Funds For More Research On Milo Midge

A fund raising campaign for an expanded research program to combat sorghum midge is being launched by the grain sorghum industry under the sponsorship of Grain Sorghum Producers Association.

Goal of the drive was set at \$50,000 during an industry-wide meeting held recently at the Lubbock Experiment Station.

At the meeting, representatives of the industry earmarked \$18,000 of the total goal for continuing the current study and to match funds set up by a legislative appropriation.

Remainder of the funds donated is to be used to meet research and control work beyond this initial study as the midge problem develops.

The research project is to operate on the same basis as the screwworm eradication program in which state and private funds were used to combat the parasite.

During the last session of the Texas Legislature a \$15,000 grant was approved for midge research studies during the coming two years.

The appropriation carried the provision that the amount is to be matched by private funds.

Under sponsorship by Grain Sorghum Producers Association, the meeting of industry representatives was called after preliminary research by the association.

It was revealed by Earnest (Continued on Page 10)

Little League Wins 3-2; Carson Co. In Dumas Next

Hereford's tough defense Friday night netted them a 3-2 victory over Canyon in the Area 4 Little League tournament and a successful repetition of their title last year. In first round action Thursday night, Hereford downed Amarillo Air Force Base Little Leaguers 3-0 and Canyon whipped the Castro County All-Stars 7-2.

The Hereford team now advances to the District One

tourney, which will be held in Dumas on Monday and Tuesday, July 22 and 23. In first round action, Hereford will meet Carson County at 8 p. m. Monday. Childrens will play South Berger at 8 p. m. Winners will play Tuesday at a time to be decided Monday night. Carson County is the Area 3 winner, having defeated Dumas 4-0 in the finals.

Childrens represents Area 1 and South Berger Area 2.

The tournament will be played at Pioneer Little League Park in the southeast part of Dumas. B. K. Grider of Dumas is District 1 administrator. Hereford got its three runs in

the first two innings and then played flawless baseball to stave off a last-ditch rally by Canyon.

With two out in the bottom of the first, David Hockett slammed a homer over left field for Hereford's first score. (Continued on Page 10)

Hereford Host For Baseball Tourney

Hereford will be host to a five-day baseball tournament starting Monday for six Pony League teams. The tournament will include two games each day through Friday and could include one more game on Saturday.

First game is set for 4 p. m. Monday with Childrens playing Littlefield. Otton will contest Hereford in the second game, slated for 8 p. m.

Third game will match Anton-Shallowater against Berger at 4 p. m. Tuesday. Fourth game, at 8 p. m. Tuesday will match winners of games one and two.

Wednesday's slate calls for the losers of games three and two to play first with losers of games one and four competing in the second game.

Thursday will continue the action with winners of games six and five first and winners of games three and four in the next game.

Friday afternoon the winner of game seven will meet the loser of game eight. Second game will pit the winners of games nine and eight.

In the double-elimination tournament, an additional game might be needed. If so, it will be played at 8 p. m. Saturday.

Joel Hodges of Hereford is tournament director, assisted by Bill Phillips. B. F. Cain is president of the host league.

Tickets are being sold for the District 2 tournament by members of Boy Scout Troop 52. (Continued on Page 10)

Magazine Sales Without License Costs Man \$50

A door-to-door magazine salesman forfeited a \$50 cash bond this week as he failed to appear for trial in Corporation Court, Henry Benson presiding.

The man, Dale Lewis Stringer, 20, Tulla, was arrested by Hereford Police Department on Tuesday after a resident called the station reporting that the man was attempting to sell subscriptions.

Stringer did not have a city license for door-to-door sales.

After the report was made, officers arrested the man in the 100 block of Emma St. in the northwest section of the city. He then posted the bond.



DAMAGES WERE HEAVY but no injuries were reported as a late model pickup truck rammed into the rear of a parked car at 709 Grand Ave., shooting it forward into another vehicle which smashed into a tree. Driver of the truck was Ted Lynn McWhorter, 16, 210 N. Texas. The

accident occurred about 7:45 p. m. Wednesday. Damages to the 1962 model sedan were placed at \$450; to the pickup, \$450, and to a compact sedan, \$200. (Staff Photo)

Fondling Charge Filed Thursday; \$2000 Bond Set

Fondling charges were filed here Thursday against a 47-year-old Latin-American. As the man was arraigned in Justice of the Peace Court, C. B. Miles presiding, bond was set at \$2000.

Charged with the offense alleging the fondling of an 11-year-old girl is Alfredo Beltran, 47, 310 Ave. A. He was arrested Wednesday as a complaint was filed with Hereford Police Department by the girl's father.

The alleged offense occurred as the man was driving the child home from an area potato field, according to Marshall Padgett, Chief of police.

HERE And THERE

With Mrs. Merita Kaul
The Westway Community held a picnic Friday night at the community center. Games of volleyball and baseball provided entertainment. Those present included Mr. and Mrs. Bill Drake, Mr. and Mrs. G. C. Merritt Sr., Mr. and Mrs. C. A. Saulcy, of Hereford, Larry O'dell of Wichita Falls, and Mr. and Mrs. Joe Severance, Mr. and Mrs. Joe Wagoner and Joe Bob, Mr. and Mrs. Paul Rudd, Mr. and Mrs. W. W. Thomas and Jeanie, Mr. and Mrs. John David Owens, David, Danny, and Dean, Mr. and Mrs. Olin Baird, Olin and Ross and Ernest, Teresa, Susan, and Paul Rudd, Mr. and Mrs. M. C. Kaul and Larry, the Rev. and Mrs. Kenneth Lowry, Steven, Danny, and David, Mr. and Mrs. Herbert Owens, Mr. and Mrs. Homer Rudd, Colleen, Rebecca and Elizabeth.

Mr. and Mrs. Larry Robertson and son Andy left this week for Fort Collins, Colo., where Larry has received a scholarship to work on his Ph. D. Degree in Agriculture. He has been going to school at West Texas State University and his wife has been working as assistant librarian at the helium plant west of Amarillo. Mrs. Robertson is the daughter of Mr. and Mrs. Joe Severance.

Mr. and Mrs. Guy Lawrence entertained Mr. and Mrs. Wayne Little at a luncheon at Bud's Steak House last Thursday. The Littles have returned to their home in St. Paul, Minn.

Mr. and Mrs. W. W. Thomas and Mr. and Mrs. Bill Combs and Rhonda attended a reunion of the Class of 1959 of Shallowater High School last Saturday night. The reunion was held at the Shallowater Club House. Of the 19 members graduating from the class, 13 were present for the reunion.

Melodey, Denise and Tracy Caraway, daughters of Mr. and Mrs. Obed Caraway of Stratford, are visiting this week in the home of their grandmother, Mrs. W. P. Caraway on Lake Street. They will visit other relatives in this area before returning home. The girls are also granddaughters of Mr. and Mrs. Elmer Reynolds.

Invitations have been received here for the graduation of Miss Doris Willoughby from the School of Nursing of the Methodist Hospital in Lubbock. Graduation exercises will be held on Monday, Aug. 12 at 8 p.m. in the First Methodist Church in Lubbock. Doris is a graduate of Hereford High School. She is the daughter of Mr. and Mrs. Irving Willoughby.

Mr. and Mrs. G. C. Merritt Sr. were recent visitors in Midland, Seminole, and Andrews. At Andrews they visited his mother, Mrs. W. W. Merritt, and his brother, Barney Merritt; in Midland they were guests of his sister, Mrs. Nora Woody and girls; and in Seminole they visited her parents, Mr. and Mrs. S. A. Pence, and her sister, Mrs. J. E. Springer and daughter Jan. They brought plums and peaches home with them from down in that area.

Mr. and Mrs. Merlin Kaul were hosts at a picnic Monday evening honoring Mr. and Mrs. Ray Pierce and family of Anderson, Calif. Those present included Mr. and Mrs. Pierce, Randy, Becky, Gene, and Connie, Mrs. Martha Pierce, Mr. and Mrs. Ulys Pierce and Laura, Shirley Pierce of Lubbock, Mrs. J. C. Morrison and Judith; Mr. and Mrs. Joe Landers, Mr. and Mrs. Guy Lawrence, R. M. Gunn, Mr. and Mrs. Paul Rudd, Larry Kaul, Mrs. Nannie Stoner of Hiawatha, Kan., and Mr. and Mrs. Kaul.

Mr. and Mrs. Marlin Pierce, Debra, Donna and Danny of Dumas were visitors Saturday and Sunday in the home of his mother, Mrs. Martha Pierce. They came to be with the Raymond Pierce family, who are visiting here from Anderson, Calif.

Mr. and Mrs. Glenn Pierce and daughter of Amarillo were guests Monday in the home of his parents, Mr. and Mrs. Ulys Pierce. Other guests included the Raymond Pierce family, Shirley Pierce of Lubbock, and Mrs. Martha Pierce.

Shirley Pierce is moving here to the home of her parents from her apartment in Lubbock. She will remain here until time to return to her school teaching duties at Gallup, N. M. She is a fourth grade teacher in the Gallup Schools.

Mr. and Mrs. Gene Roach and children Wallace and Martha of El Paso have been guests this week in the home of her mother, Mrs. Bess Werner.

They were guests at a cook-out supper Tuesday night in the Maurice Tannahill home. Mrs. Roach received her Master's degree at Western State College this summer.

Mrs. Nannie Stoner of Hiawatha, Kan., is a guest this week in the home of her daughter, Mrs. Merita Kaul. Mrs. Stoner is in route to California where she will visit other relatives.

Mr. and Mrs. Virgil Walker, Mr. and Mrs. Howard Hunter and family, Mr. and Mrs. Dwan Walker, Mrs. Edna Doak, and Mrs. Dallas Fry of Jefferson spent last week end at Conchas Lake in New Mexico.

Mrs. Dallas Fry of Jefferson has been visiting her sister, Mrs. Edna Doak, and Mr. and Mrs. Virgil Walker the past few days.

Mr. and Mrs. Buren Sowell spent last weekend in Amarillo visiting in the homes of their children, David Sowell and Mrs. Margaret Cunningham, and their families.

Recent visitors in the home of Mrs. Ruth Kerr were Mr. and Mrs. Harry Wallace and daughter Suzy of Norman, Okla. Mrs. Wallace is the former Paula Mathers. Her parents were the late Mr. and Mrs. Paul Mathers.

Mrs. Irene Boardman has been acting as Camp Nurse at the Ceta Glen Camp for Presbyterian Church Youth during the past week.

Mrs. Nora Gillis and Mrs. Glenn Snyder are leaving this week to join a group from Canyon and this area for a tour of Mexico. The group is headed by Dr. Ples Harper, head of the Spanish Department at West Texas State University. They will visit many Mexican scenic points, including Acapulco and Mexico City.

J. A. Patterson of Merkel was a guest last weekend in the home of his son, the Rev. Clesby Patterson, who is pastor of Wesley Methodist Church.

Mr. and Mrs. C. E. Watts have returned from a two-week vacation spent in New Mexico and Colorado Springs, Colo.

Mr. and Mrs. H. R. Davies, Aleda, Bonnie, and Leslee of Mariboro, Ohio, were guests last weekend of Mr. and Mrs. George Terry and Mr. and Mrs. Bruce Terry.

Mrs. Mae Franklin of Big Spring and Mrs. Viola Tucker of Clovis, N. M., were guests last weekend in the home of Mr. and Mrs. John McIver. Mrs. Franklin is a niece of Mr. McIver and Mrs. Tucker is a cousin.

Mrs. Marlin Pierce of Dumas brings news of the Norberto Hernandez family who formerly lived in the Westway Community. Norberto is farming on a large scale in the Sunray area. Yolanda graduated from High School, took a business course in Amarillo and was employed in Amarillo prior to her marriage this spring. Her husband is in business in Sunray. Norberto (Bert) Jr. and Manuel, who graduated from high school this spring, will be attending school at West Texas State University this fall.

The N. P. Sykes family reunion was held Saturday and Sunday at Follett in the new home of Mr. and Mrs. Leon Tabor. Mrs. Tabor is the former Billie Sykes. The Tabor family have bought the old Methodist Church building in Follett and a Church of Christ has been started. On Sunday morning the Sykes family, numbering 43, attended the church with Don Sykes, the youngest of the Sykes children, doing the preaching. The Sykes family formerly lived in Hereford and in the Westway community.

Those attending the reunion included the Mr. and Mrs. Ulys Pierce (Wilma Nell), and daughters Shirley and Laura of Hereford, Mr. and Mrs. Leon Tabor (Billie) of Follett, Mr. and Mrs. Claudelle Sykes, Bob, Lenna, and Jenny of Portales, N. M., Mrs. Clay Blue (Belinda) and children of Portales, N. M., Mr. and Mrs. Jack Sykes and family of Hollis, Okla. (Jack is superintendent of Westview Boys Home in Hollis) Mrs. Glenn

(Continued on page 8)

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ROUND or T-BONE STEAK
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Franks HORMEL All Meat LB. **49¢**

ARMOUR STAR (Sliced)
Spiced Luncheon LB. **39¢**

THOMPSON SEEDLESS
GRAPES LB. **19¢**

Yellow Squash
Home Grown St. Neck LB. **10¢**

PECOS
CANTALoupES
Firm-Sweet Ripe Large size **5: \$1**

12 Oz. Aerosol Can
GULF SPRAY **79¢**

Dixie Cups
25 COLD DRINK 9 Oz. **29¢**

Bath Size **CAMAY** 10c Off **3:39¢**
Cascade Free 10c Coupon Inside **49¢**

Bath Size **ZEST** **23¢**
Giant Size **JOY** **65¢**

Personal **IVORY** **4:29¢**
Giant Size **IVORY LIQUID** **65¢**

Giant Size **Mr. Clean** **69¢**
Giant Size **CHEER** **79¢**

PRESERVES Food King 18 oz. jars **3: \$1**

Margarine PLYMOUTH Lb. Pkg. **6: \$1**

Baby Food GERBER'S STRAINED Fruit & Vegetables **3:29¢**
Salad Dressing SHURFINE Quart Jar **39¢**

Toilet Tissue AURORA 2 Roll Pkgs. (Asst. Colors) **4: \$1**

Gladiola FLOUR 10 LB. Print Bag **99¢**
Reg. or King Size Coca Cola 6 Btl. Ctn. **39¢**

Whipping Cream 1/2 Pt. Ctn. **29¢**

BORDEN'S 1/2 Gal. **Buttermilk** **39¢**
BORDEN'S - 12 Oz. Ctn. **Cottage Cheese** **19¢**

BORDEN'S - 1/2 Gal. **ICE CREAM** BORDEN'S 1st Quality All Flavors **59¢**

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SUGGESTED RETAIL PRICE EA.	ITEM	PIGGLY WIGGLY DISCOUNT PRICE EA.
.75	Breakfast plate-8"	.59
.65	Cereal Soup	.49
.29	Dessert Dish	.29
.35	Round Veg. Lgn.	.29
1.25	Round Veg. Med.	.79
2.10	Platter-Oval 13"	1.29
1.50	Creamer	.99
2.35	Covered Sugar	1.49
2.00	Gravy Boat	1.39
1.35	Gravy Boat Tray	.99
2.90	Divided Pickle Tray	1.19
.95	Salt Shaker	.49
.95	Pepper Shaker	.49
6.25	Coffee Server	3.49
6.25	Covered Casserole	3.49
.70	Coffee Cup	.49
.50	Saucer	.29
.90	10" Dinner Plate	.49
.55	6" Salad Plate	.29
.70	Coffee Mug	.49
2.35	Covered Butter	1.59

DINNERWARE

Here's How
The Plan Works!

With each purchase of \$5 from Mon., July 22nd through Saturday, July 27, you are entitled to buy one DESSERT DISH for 9c. With \$10 purchase, 2 Dessert Dishes and so on. For each following week (for 15 weeks) you will be entitled to buy a piece of Dinnerware for 9c with each \$5.00 purchase at Piggly Wiggly. See us for details.

DESSERT DISH THIS WEEK

Each Piece Only

9¢

With Each \$5 Purchase This Offer Good Only Thru Oct. 19th

PIGGLY WIGGLY



By Melvin Young
The annual Hereford Harvest Festival is now in high gear, and a young lady from Dimmitt has been named Queen of the event. The Lion's Club Carnival started Friday and we understand they are having excellent attendance... lots of business for the rides and games. This will continue through the 27th of July. However, we cheated the Lions this year. We sent our youngest daughter to Hale Center with her grandmother and we plan to ship the other one off to New Mexico with her Camp Fire group.

Also slated for the annual Harvest Festival is the rodeo sponsored by the Hereford Riders Club, the barbecue sponsored by the Hereford Kiwanis Club and the parade scheduled for Saturday, July 27, at 4 p.m. All in all, it looks like another successful event.

Included in your Brand today is a forty-eight page tabloid section dealing with the farming industry in our tri-county area. We have tried in this report to cover all aspects of the agricultural industry; however, agriculture being as large and as varied as it is, that task is almost impossible. We do believe that this is one of the best we have ever seen. Of course we

want to give credit for this tremendous undertaking to the gal who compiled the information and wrote the stories. Bessie Patterson is known to most of the folks around the Hereford area, and certainly needs no introduction. She started work on the agricultural section some three weeks ago and copy has been rolling into this office by the ream every since. We think she has done a mighty fine job... and if you see her, be sure to pass on your compliment also. Writers just naturally like to be remembered for their labors.

Actually, we did not plan this special edition to coincide with the annual Harvest Festival... it was conceived as a salute to the farmers of the area. And undoubtedly, they are the best in the world. However, the timing was such that it is being published just as the Harvest Festival begins to roll, and perhaps this is fitting. We know, as do the folks along Main Street, that agriculture is our greatest industry... and all the industry that we enjoy here is directly dependent on, or related to the agricultural economy of our area. So without further fanfare, we will pay our respects to a fine group of farmers.

The R. G. Peeters are taking off on another trip, but we believe that they will remain on the North American continent this time. They plan to drive from Hereford up through the middle west, circling back through Canada and down to Spokane, Wash. From there they will take other transportation and go on to Alaska. Should be an interesting trip.

Everyone seems to be going to Alaska this year. Perhaps that is because it has been so hot down in this neck of the woods and, just maybe, it's a little cooler up around the Arctic Circle.

It looks as though we will take our vacation this year by going south. Way down south... to Monterrey, Mexico. And frankly, if our cooking gets any worse, we may leave ahead of schedule.

Mr. and Mrs. Claude McClure and Mr. and Mrs. Baker Womble are also leaving on an extended vacation. Claude tells us that they plan to go to Yellowstone National Park for a few days and then back home. However, they're not in any hurry he says, and plan to take all the time they need to see all the scenery that's available.

Ol' Leonard Click is giving us trouble again. Leonard, it seems, has more trouble than most people... he says. But this time it really wasn't our fault. The folks over at Southwestern Bell Telephone Company apparently has Leonard's house number listed wrong in the new directory... It should be 209 Ranger Drive. We tried to convince Leonard that we didn't print the directory, but to no avail. We think maybe he just wants to pick on us anyhow. Oh well, you can't win them all.

Dedication of a \$225,000 sanctuary for the First Christian Church of Hereford will begin today at 11 a. m. The Rev. Gilbert Davis, former minister of the church, will fill the pulpit.

Also scheduled for Sunday is an Open House at Municipal Airport. The event will take place Sunday afternoon with demonstrations, contests, model air planes, new aircraft, etc. Admission is free.

One thing crystals about parenthood is that the way you treat your children will turn out five years from now to have been completely wrong.

Shaw Fans 14 As LL Stars Beat Amarillo AFB, 3-0

Sidney Shaw pitched a one-hit shut-out Thursday afternoon as the Hereford Little League All-Stars eliminated Amarillo Air Force Base from the Area 4 tournament. Shaw's teammates provided just enough scores to win 3-0, but were flawless in the field.

The tall, 12-year-old pitcher fanned 14 batters during the game. He walked five and hit one. In the top of the first, Shaw struck out two in the first. Hereford got one run. John Stagner beat out a surprise first-pitch bunt down the first base line. Tom McGowen grounded out to first after Stag-

ner had stolen second. Frank Huckert singled and Shaw lifted a blooper into left field that got lost in the sun and fell for a single as Stagner scored. Huckert was erased at third on a fielder's choice by Jimmy Loerwald and Shaw was out at third on a close call, trying to steal.

Shaw struck out two in the second, then gave up a scratch single by Reynolds into short left field. He hit the next batter, named Batter, but worked hard to strike out the next AAFB player.

Hereford went down in order in the last of the second on a strike-out, a fly ball to left field and a grounder to second. Shaw struck out two more in

the third with the other grounding out to third.

With two strike-outs in the last of the third, Hereford saw McGowen get on by error. Huckert walked but Shaw hit to third for the force-out.

Amarillo missed its best chance to score in the top of the fourth as Shaw walked the first two batters. He struck out one with the next hitting to third for the force-out. He then struck out another to get out of the jam.

Loerwald singled to open the last of the fourth. With one out, Vines laid down a bunt and got on by error. That scored Loerwald, who had

moved around on passed balls. Russell Phillips drew a walk. The runners advanced on a passed ball, but couldn't get another run for the inning. In the fifth, the lead-off hitter grounded out to second base, but Shaw walked the next two. He then struck out one, walked another to load the bases, but worked hard again to strike out the next batter.

McGowen singled to open the last of the fifth, Huckert followed suit with another single and McGowen scored on Loerwald's fielder's choice that failed. With one out, a bunted third strike foul made it two away with one run in. A fly ball to second base closed out that inning.

The first batter in the top of the sixth hit a routine fly to left field, where it was ga-volled in. Shaw then struck out the next two hitters, including a called third strike whizzed past

the batter to end the game. All of Hereford's six hits were singles. Stagner got one, McGowen one, Huckert two, Shaw one and Loerwald one. Hereford did not have an error while Amarillo had two. Schmidt went the distance on the mound for the losers. He allowed three runs on six hits, walked one and struck out seven.

IN AMPHIBIOUS EXERCISE

Marine Private First Class Jesse D. Stevens, son of Mrs. Ruby Stevens of 604 Schley, is serving with the Third Battalion of the Third Marine Division, A unit which recently participated in a joint U. S. - Republic of Korea amphibious exercise dubbed "Operation Flagpole" and conducted near Seoul, Korea. The training exercise involved 67 ships plus numerous Marine air and ground units of both nations.



ON THE BOTTOM was Hereford's Tom McGowen as he slid home safely on a fielder's choice from second base. McGowen's tally from third in the fifth inning was the last run as Hereford beat Amarillo Air Force Base Little Leaguers 3-0 in the opening round of the Area 4 tournament. The AAFB catcher was Todd. The tournament was held Thursday and Friday in Canyon. (Staff Photo)

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Established 1948
Published every Sunday at 236 Main St. Hereford, Texas

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

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B-11-1-9c

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Christian Church Begins Sanctuary Dedication Week

Dedication of the new \$225,000 sanctuary of the First Christian Church will begin at 11 a. m. on Sunday, July 21. The Rev. Gilbert Davis, former minister of the church, now pastor of King's Highway Christian Church in Shreveport, La., will bring the sermon entitled, "A Time to Remember." He was pastor in Hereford from 1957 to 1962. Mrs. Gilbert and their sons, David and Mark, accompanied Rev. Davis to Hereford. Davis will also deliver the Vesper Service on Sunday evening, July 21, at 5 p. m. Christian Churches throughout the Panhandle have been invited to attend this service. The Rev. Joe Frederick, minister of the

First Christian Church in Perryton and president of District I Christian Churches, will bring the dedication prayer, and the Rev. Herschel Thurston, pastor of the First Methodist Church of Hereford will read the scripture.

There will be a worship service each evening at 8 p. m. from Monday, July 22, through Friday, July 26, with Dr. John Knowles, of Texas Christian University, speaking. He was minister of the First Christian Church of Houston from 1950 to 1962, where he succeeded his father, who was minister for 23 years. Knowles is a graduate of TCU and Brite College and was given an honorary Doctor of Divinity degree by TCU. His theme during the week will be "Great Convictions of Disciples."

A reception honoring Rev. Davis and Dr. Knowles will follow the Sunday evening vesper service. It is being given by the Christian Women's Fellowship of the church. At this time, guests are invited to tour the rest of the building.

In addition to the sanctuary, the new building includes a prayer room, church office, minister's study, choir room and overhead choir loft.

Ministers from many of the churches in Hereford will participate in the dedication services. On Monday, July 22, Francis Hardwick of the First Presbyterian Church will substitute for the minister, the Rev. Russell Wingert, who is on vacation. On Tuesday July 23, the Rev. B. L. Davis, pastor of the First Baptist Church, will be present.

The Rev. Joel Treadwell, rector at St. Thomas Episcopal Church, will attend the services on Wednesday, July 24. The Rev. Jerry Franz, assistant minister at the First Methodist Church, will assist with the services on Thursday, July 25. On Friday, July 26, the Rev. Bill Ware, pastor of the Temple Baptist Church and president of the Hereford Ministerial Association, will be present.

Other special guests from different towns have been invited to take part. On Monday, July 22, the Rev. Arthur Digby, minister of the First Christian Church of Plainview will be present. The Rev. Bill Robinson, son of Mr. and Mrs. John Robinson of Hereford and pastor of the First Christian Church in Rosenberg, will attend the services on Tuesday, July 23. On Wednesday, July 24, the Dale Harter, minister of the First Christian Church in Canyon will attend the service. On Thursday, July 25, a former pastor of the Hereford church (1946-52), the Rev. Roy Ford, minister of the Lubbock View Christian Church in Lubbock now, will be there. On Friday, July 26, James Looney, associate minister of the First Christian Church



Rev. Gilbert Davis



Dr. John Knowles

in Hereford, and a student at Texas Christian University in Ft. Worth will assist.

The final service of the week will be on Sunday morning, July 28, and will be presented by the Rev. Glenn Ricketts, minister of the First Christian Church of Artesia, N. M., the son of Mr. and Mrs. Ira Ricketts of Hereford.

Both Bill Robinson and Glen Ricketts grew up in Hereford and were members of the First Christian Church.

The 11 a. m. service and the 5 p. m. service on July 21, will be broadcast on KPAN. The Rev. Davis' dedication address will be rebroadcast on KPAN at 2:30 p. m. Sunday, July 21.



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Mr. And Mrs. Charlie Holt Take Denver Wedding Trip

Mr. and Mrs. Charlie Holt left for a wedding trip to Denver, Colo., after their wedding on Thursday evening, July 4. They were married in the home of Mr. and Mrs. Edgar Ireland in Sweetwater. The double ring ceremony was read by the Rev. Dallas Denison, minister of the Sweetwater First Methodist Church.

Mrs. Holt, the former Mrs. Elizabeth Garner, is the daughter of Mr. and Mrs. E. S. Ireland of Hereford. She is a teacher in the Hereford school system. For the wedding she wore an off-white silk suit with pearl and crystal buttons and pearl and crystal jewelry. Her accessories were brown and gold and her corsage a brown orchid.

The wedding ceremony was performed before a gold floor candelabra containing crystal votive cups and trimmed with greenery and a spray of white gladioli and carnations held by white and gold ribbon. Gold draperies formed the background. The couple entered to the strains of the "Bridal Chorus" from Lahengrin. Background music was a recording

made by the Austin College Choir, of which Mrs. Holt's son, Mickey Bonesio, is a member. Mrs. Nettie Rachel Akers and Mrs. Rachel Henslee, sisters of the couple, served the wed-

ding cake and punch from a table laid with a white linen work cloth and silver appointments. The centerpiece was a tiered epergne of silver and crystal containing white agapanthus and Royal daisies with leather leaf fern. On the coffee table there was a crescent arrangement of white gladioli, daisies, and miniature Calla lilies in a footed crystal compote.

Those attending were Mickey Bonesio, son of Mrs. Holt, Mr. and Mrs. E. S. Ireland, Mrs. Donald D. Henslee of Lubbock, Mr. and Mrs. J. H. Early of Lubbock, Mr. and Mrs. Edgar Ireland and son, Paul, of Sweetwater, and, all from Cordell, Okla., Mrs. Gertrude Jackson, Miss Gayla Jackson, Miss Debra Jackson, Mrs. Sally Akers, Miss Belinda Holt, Mrs. Vernon Cook, Mrs. Imogene Holt, Ed Holt and son, Eddie, and Mrs. Nettie Akers. Mr. and Mrs. Holt are now living near Hereford, where he has farmed since 1946.

Hospital Notes:

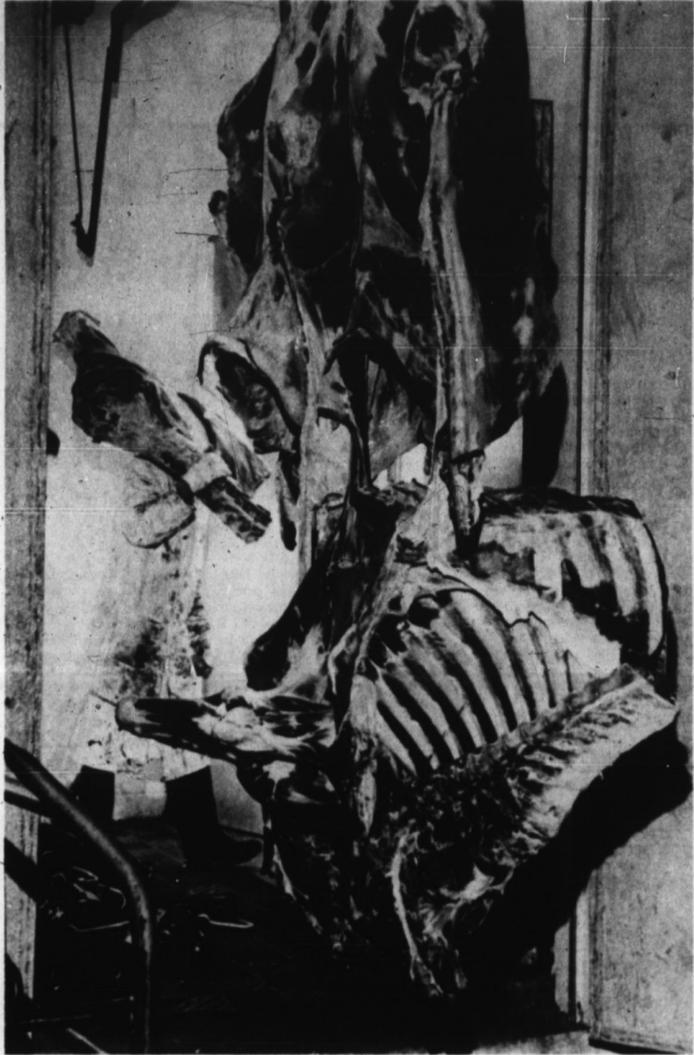
Patients in Hospital

Mrs. Mollie Thomas, 715 Southwest Side, Littlefield; E. F. Sevier, 111 Blevins; Guadalupe Valdez, General Delivery; Mrs. Byrle Hall, Box 8, Route 2; Mrs. Eva Williams, King's Manor; Mrs. Lura Schelthagen, 128 Avenue J; Mrs. Homer M. Boozer Jr., Route 4, Dimmitt; Jacky Darrel Messer, Route 1; Francisco Pineda, 131 South Main; Mrs. LeGrand Morton, Route 3; Mrs. Tirso Carrillo, General Delivery; Glynn Joseph Yosten, Route 3; Mrs. Cora Greason, Box 32, Summerfield; John W. Hall, 905 East Second; Mrs. Ross Terry, Box 734, Friona; Mrs. Bobby G. Ramey, 332 Avenue J; Mrs. James E. Wilson, 704 West Etter, Dimmitt;

Miss Jessie Myers, Box 113, Vega.

Dismissals

Mrs. Luther E. White, 7-13. Mrs. Ernest Garza, 7-14. Mrs. Arnold Eugene Fangman, B. H. Kirby, Tommy Bezner, 7-17. Elzie Kennedy, Kerry Janine Hacker, Mrs. Larry Cannon, Mrs. Antonio Padilla, Val Matthes, Mrs. Ruben Garcia, Mrs. L. Shultz, Mrs. Ricardo Valdez, 7-18. Mrs. Juan Flores, Charlie A. Turner, Harlon Leon Barber, Wynn Buck, Mrs. Robert L. Ramey, Raul Lopez Jr., Mrs. Elisio Rivera, Gracielo Vallejo, 7-19.



Beef quarters loaded out from Caviness plant

Caviness Packing Plant Is New Market For Area Cows

A readily available market for some 25,000 head of butcher cows is being furnished area cattlemen by Caviness Packing Co. of Hereford. The business, which opened here on Nov. 1, 1962, is owned by E. E. "Peje" Caviness, himself an experienced rancher, feeder, and buyer.

Housing the business is a neat white building of concrete block which was bought from a local slaughtering firm. It has been remodeled completely and meets government specifications, according to Jack Allen, manager. In addition to the usual business offices, the plant includes a freezer room, two chill coolers, one holding cooler, and the slaughter room. Holding pens provide space for some 200 animals.

At present the plant employs 16 people in addition to the owner. It handles approximately 500 head of cattle per week, running about 100 per day on a five-day week.

Allen explains that it is strictly a cow operation, handling only boning cows which are sold to commercial boners and sausage houses. The supply is from herd reduction and replacement in commercial herds.

Cattle are bought from throughout the High Plains area both at auctions and from the country. One of the chief sources is from cattle auctions, such as those in Clovis, Amarillo, Dalhart and Tulla. Although Caviness is a cattle buyer of some 20 years' experience, most of the buying is done by order buyers. He does all the independent buying for the plant himself.

Common carriers are used to

transport the cattle to the plant and to the market. Hugh refrigerated trucks back down a loading ramp and are filled from the chilling rooms. Average load is around 70 carcasses, Allen said.

The local packing plant does a bustling business from the time the cattle are unloaded until the meat is hanging in the coolers. The plant manager said they like to kill the cattle the day they are brought in so that no feeding operation is necessary at the plant.

Each animal is brought from the pen into the slaughter room where it is killed, skinned, and the viscera removed after it is hung. A federal inspector, Dr. G. L. Cline, carefully inspects each carcass through all phases of the operations from killing to shipping. Each half-beef is hung separately and trimmed before it goes into the chilling cooler. The edible offal — such as liver, heart, tongue, and ox-tails — is boxed in compact cartons and frozen to await car lot shipment or special orders. The carcasses are hung on big hooks which can be moved through the coolers by attached iron wheels operating on suspended rails. The experienced workmen — always dressed in white smocks and white safety hats — make quick work of loading the waiting refrigerated trucks.

Some men keep the beef halves rolling along the rails from the hold cooler while others load them into the truck, which is also equipped with rails. This makes it possible to hang the beef in quarters so that it can be refrigerated satisfactorily. As the carcass reaches the

workman who is supervising the loading, he "rips it down" as the waiting helper shoulders the fore quarter and steps into the truck. Another man hangs the hind quarter as they are brought in.

Since the days of the trail drives, one of the cattlemen's chief problems has been marketing. Caviness Packing Co. is a welcome addition to the growing farm-ranch economy and its ever-expanding associated industry.

Caviness was reared on a New Mexico ranch and is a graduate of New Mexico Agricultural and Mechanical College, Las Cruces, N. M. After several years in the armed services, he returned to his native state where he became a rancher, buyer, and feeder. For the past 17 years he has been associated with a large packing company in Amarillo, working there and in Roswell, N. M. With his wife and two sons he moved to Hereford about a year ago. The Cavinesses also have a married daughter.

Service On July 14 In Denton, Tex.

In a double ring ceremony in Denton on the afternoon of July 14, Miss Dana Joy Prideaux became the bride of John Henry Gandy. The wedding rites were read by the Rev. Noel Bryant in Cole Chapel of the First Methodist Church.

Given in marriage by her father, the bride wore a street-length dress of white embroidered imported fabric. Her veil fell from a crown of white camellias, and she carried a white Bible topped with an arrangement of white camellias and daisies.

Mrs. Michael B. Seaton of Waco was her sister's matron of honor. Best man was Gary Minor of Hereford, and Milner Duvall of Denton was groomsmen.

Following a wedding luncheon at Denton's Steak House, the couple left for a wedding trip to Carlsbad, N. M., and points of interest in Texas.

Mr. and Mrs. D. S. Prideaux of Denton are the parents of the bride. She is a graduate of Denton High School and attended North Texas University. The bridegroom is the son of Mr. and Mrs. James G. Gandy, 414 Star, and is a graduate of Hereford High School. He will be a junior at North Texas University this fall.

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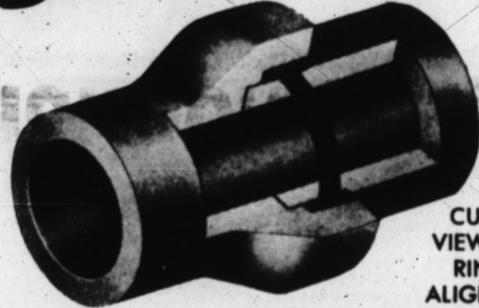
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Progressive Community Has History Review At Reunion

(Editor's Note: This early history of the Progressive Community was presented by Mrs. C. C. Bowman at the Annual Progressive picnic which was held this year on Sunday, July 14, at the Hereford Community Center. Mrs. Bowman prepared this history with the help of Miss Lucille Park and other residents of the community.)

Progressive was founded as far back as 1902 by courageous pioneers who blazed the trails, suffered hardships, endured blizzards, drouth, dusters and prairie fires. Theirs were the days of the horse and buggy, the kerosene lamp and the coal burning stove. The treeless farms were often surveyed in a "do-it-yourself" method, where a rag was tied to a wheel, each revolution measuring 13 feet. Rich grazing lands and oceans of underground water ushered in our cattle industry and irrigation projects of today.

The pioneers were sociable and neighborly. There were community dinners, ice cream socials, and even oyster suppers. People came in wagons from miles around to attend the oyster supper in the Charles Hodges home. Another annual gathering was the strawberry festival held in the Russell home.

In 1908, money was raised to build a one room schoolhouse. It was named Berve for the man who donated the land, Mr. Berve. Three families were first to patronize the school whose first teacher was Elizabeth Hesser. The number enrolled increased from year to year. Also in 1908 Everette Brubaker became superintendent of the first Sunday School organized in the community. George Smith, father of L. A. Smith, was the teacher of the adult class. Miss Bess Ridgeway, now Mrs. Werner, was in charge of the young people. Mrs. Doran Brubaker taught the children and Mrs. Jim Miller was the song leader.

Among those attending the Berve school were the Ratcliffs, Russells, Shanes, Parks, Bowmans, Wombles, Van Gorders, Hassers, Wedels, Cocanoughers, Nutters, Beans, Ridgeways, Carrolls and Hodges. After a long, continued drouth, several families moved away and Berve Sunday School was discontinued for awhile. Those remaining drove to the Askern Community and joined their Sunday School. Mr. Galley was their superintendent.

Good times came and the community prospered. Diversified farming paid off and the dairy business, gardens and poultry provided for the tables.

The Berve schoolhouse was moved to the Higgins place and in 1918, the community built a new schoolhouse. This nice two room building became the center of community activity for many years. Perry Smith offered an oyster supper to the one who selected a name for the new schoolhouse. Several names were submitted and C. C. Bowman was chosen as the winner. The name then

Worthy Matron At Meet Of Grand Chapter

Mrs. Dorothy Noland, worthy matron of the Hereford chapter of the Order of the Eastern Star, last week attended a meeting in Dallas honoring all worthy matrons of Texas. She was accompanied by Mrs. Mary Lee Colglazar, who is now serving as worthy matron of the Canyon chapter of the Order of the Eastern Star and is a resident of Amarillo.

The hostess for the occasion, attended by 126 persons, was Mrs. Molly Goodpasture of Brownfield. Now serving as associate grand matron of the Grand Chapter of Texas, Order of the Eastern Star, Mrs. Goodpasture will be installed as the worthy grand matron of Texas at the next meeting, which will be in Dallas on October 1.

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became... PROGRESSIVE. Among those entering the two room school were the Russells, Ratcliffs, Caldwell, Ricketts, Nortons, Sharps, Thompsons, Walkers, Forsons, Massies, Hodges, Heshays, Jacobs, Parks, and Bowmans. W. C. Russell, J. L. Park and C. C. Bowman were the first trustees. Later A. S. Higgins served as a trustee for many years.

Literary was organized with Mrs. Rayzor as the first president. Since the programs were educational, people came from far and wide to hear them. Many debates and plays were presented. A new Sunday School was organized and among the superintendents and teachers were O. L. Sharp, A. S. Higgins, Dodsons, Ricketts, Neals, Blakemores, Millard Gregory, the Her-

Funeral Services Slated For Brother Of Hereford Woman

Carl Litsch, brother of Mrs. Frank Annen of Hereford, died in Swisher County Hospital in Tulsa at 11:50 p. m. on Thursday, July 18. Litsch was a lifetime resident of Nazareth.

Funeral services will be in the Holy Family Catholic Church of Nazareth with Msgr. Wilmer Reichel officiating at 9 a. m. Monday, July 22. Burial will be in Holy Family Cemetery under the direction of Wallace Funeral Home. Rosary was read at Wallace Funeral Chapel at 8:03 a. m. Saturday.

He is survived by two sons, Gerald, of Tucuman, N. M., and Francis, of Los Angeles, Calif.; two daughters, Mrs. Ralph Dial and Mrs. Alfred Dial, both of Estancia, N. M.; three brothers, John of Nazareth, Pete and Rudolph, both of Chicago, Ill.; six sisters, Mrs. Frank Huseman of Nazareth, Mrs. Everett Braddock, of Boulder City, Nev., Mrs. Frank Annen of Hereford, Sister Thomasine, of Fort Smith, Ark., Mrs. Floyd Dolsart, of Enid, Okla. and Mrs. Aaron Gandler, of Los Angeles, Calif.; and eight grandchildren.

shays, Mrs. Massey and Dick Kimmons, Sunday night singings which were frequently held caused much interest from outside communities. The Singing Conventions included many quartets from far away places. It was through these conventions that our own Gregory and Edwards quartets became well known.

While Mr. Dunkle was the County Agent, a Canning Club was organized. Ray Hershay canvassed the community and was instrumental in its organization. Mrs. Ira Ricketts and Mrs. J. David Thompson obtained a booth in the Hereford Fair in 1924 and the community won \$100 on its canned food exhibition.

When the Canning Club was organized in 1924, Mrs. Jasper Cokrell and Mrs. J. David Thompson were in charge. Four beeves were canned and fruit and vegetables were canned by the hundreds. In 1926, a group met with Mrs. Blagg and a Community Club was organized. Mrs. Ira Ricketts was the president of the club and Olive Perkins was the secretary. Later Miss Perkins became president and Mrs. Haskell Benson was the secretary. The second meeting was with Mrs. J. L. Park. This club later became the Home Demonstration Club and many persons have served it as officers.

Mrs. Helen Parsons and Mrs. Junita Hershay were elected women of the community recently.

The following is a list of teachers: Miss Hesser taught the first school in 1908, Miss Mable Dawson 1909 - 1910.

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Then Bess Ridgeway taught two terms followed by Miss McDuff. Miss Tidwell Smith taught three terms. Miss Jessie Sisk, one term. Mrs. Smith then another term. Miss Mary Smith taught the last term in the Berve schoolhouse. Miss Marian Erwin, was the first teacher in the new school using only one room. Mrs. A. E. Burns taught 1919 - 20. Mrs. W. H. Rayzor taught two terms. During

her administration, the Literary Society was organized.

By 1922 - 23 the community could afford a two - teacher school. Miss Eleanor McGowen and Miss Eunice Rutherford were the first two teachers. 1923 - 24 Miss Ornie Walker and Miss Victoria Wilson taught. In 1924 - 25, Miss Waldron and Miss Wilson, in 1926, Miss Jarnigan, and Miss Ewing. In 1926 - 27, Miss Ida Mae

Hastings and Miss Nola Brunley. Then the Misses Samuelson taught three terms. Followed by Lawrence Boyd and Miss Lois Samuelson. Then Mr. Boyd and Miss Lilith Boyd. Then Miss Short and Miss Hicks. Next came Miss Agnes Boyer, Ralph Arceneaux, Mrs. Jessie Mae Dodson and Miss Bird were the last teachers when the school consolidated with the Hereford schools.

World War II took two of our boys but the spirit of Progressive lived on. There was never a dull moment at Progressive. Many families moved there in 1930 - 40 - 50. There are too many to mention who helped build the Progressive Community. It has a glorious heritage that the early patriots would be proud of.

There have been many community gatherings at Progress-

ive and there were many who opened their home to social activities. A few of them were the Donovans, Carmichaels, Lynn Powelsons, Harveys, Kemps and Watts.

And as Progressive meets here year after year, in these reunions, she is fulfilling a destiny that indeed is hers. Her history from 1902 to 1963 is one that any community would be proud of.



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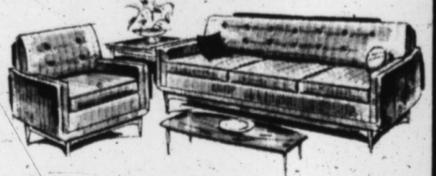
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Here and There...

(Continued from page 2)
 Pierce and Dana of Amarillo (Dana is the only great-grandchild) and is the granddaughter of Mr. and Mrs. U. V. Pierce; Mr. and Mrs. Barry Sykes, Donald and David of Belleville, Ill. (Barry is employed by the FBI, Mr. and Mrs. N. P. Sykes, Jr. of Oklahoma City, Okla., and Mr. and Mrs. N. P. Sykes Sr. and son Don of Portales, N. M.

Three of the children were unable to attend and are Bobby, Sacramento, Calif., Moy Dudley of Reno, Nev., and Kathryn Kalkin of Gallup, N. M. Kathryn is secretary of the superintendent of Schools in Gallup which boasts the largest school district in the United States. This is due to the fact that the Indian reservation is included.

Visitors in the John Hill home

near Bippus last week included her sister and husband, Mr. and Mrs. T. E. Eason of Dallas, her niece and family, Mr. and Mrs. Babe Crist, Kevin and Laurel of Covina, Calif., and their son, Gilmore Hill. Gilmore has completed his first year on his Ph. D. Degree from the University of Wisconsin and this summer is working as a geologist for University of Oklahoma. Continuing in the Hill home this week is her cousin, Mrs. Charlie Hill of Amarillo. Mrs. Charlie Hill has been very ill at the

hospital in Hereford for several days. Thursday guests of the Hills were Mr. and Mrs. O. B. Stone Melrose, N. M.

Mr. and Mrs. T. B. Thomas J., Dan and Debora and Ben Thomas and Sandie were visitors in Raton, N. M., last weekend. They attended the race on while there.

Guests in the John Kalka home last Sunday were Sidney Dodson of Muskogee, Okla., DeLores Sanders, Mr. and Mrs.

Paul Stewart, Gary, Jimmy, and Lisa, all of Hedley, Gary, Jimmy and Lisa Stewart have spent several weeks in the Kalka home. They returned home with their parents Sunday.

Mr. and Mrs. Charley Hale have returned here from their farm at Kit Carson, Colo. They have had good rains there, they report.

Mr. and Mrs. Andrew Ker-shen, Lois and Margie went to see "Six Flags Over Tex-

as" last week. Their daughter Kay, who is a nurse and employed at Brooke Medical Center in San Antonio, came to Fort Worth to see the exhibition with them. When she returned to San Antonio, Lois and Margie went

The Sunday Brand, Hereford, Texas, Sunday, July 21, 1963

with her and are spending the week there. They will return home the first of the week.

Mr. and Mrs. Van Coltharp, Rondal and Kendall of Amarillo were guests Sunday in the Joe Waggoner home. Van is a former employee of the Hereford Brand. The daughter of the family Pamela, graduate from Amarillo High School last spring. She is now taking her basic training at Ft. McClellan, Ala. in the WACs. After basic training she will be sent to the Army Medical Center in San Antonio.

Mr. and Mrs. Larry Wilson and daughters Robin, Peggy, and Patty Rae of Faith, S. D., left Friday morning to return to their home after spending the past two weeks here with her parents, Mr. and Mrs. Buck Brownlow, and other relatives and friends. Larry is a brother of Mrs. Bud Hopson and Elvin Wilson of Friona.

Mr. and Mrs. Buster Holt and Kenneth of Clifton were vis-

itors last week in the home of his brother, Raymond Holt, on Harrison Highway. Their son, John Douglas Holt, who graduated from Clifton High School last spring, is spending the summer here with the Raymond Holt and trucking for his uncle.

Legal Notice

Notice to all persons interested in the property located at 509 East Fifth Street, being the East 70' of lots 5 and 6 in Block 3 Whitehead Addition to the Town of Hereford, Deaf Smith County, Texas. There will be held before the Board of Adjustment on the Zoning Ordinance in the City Hall at 2:30 p. m. on July 24, 1963, a public hearing for the purpose of considering an appeal from certain zoning regulations applicable to the above property.

Dudley Bayne
City Manager,

B-3-1c

CHEVROLET

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Can you think of any business that needs reliable trucks more than Public Utilities?



Telephone your Chevrolet dealer for any type of truck.

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HEREFORD, TEXAS



AMONG THE MEMBERS OF THE Hereford Garden Club who are in Glorieta, N. M., this week for the pilgrimage are Mesdames Emmett Hale, Mrs. A. O. Thompson, O. G. Hill Sr., Roy Calvert, A. L. Manjeot, and W. J. Hacker, who left Wednesday after-

noon. Glorieta was chosen this year for the annual pilgrimage by the club because of the tuberous begonias grown there. Several other members of the club will join this group.

(Staff Photo)

You're
Invited.....

to the big

OPEN HOUSE



Today, Sunday, July 21st, 1963

Come on out Sunday afternoon we're going to have some fun with demonstrations, contests, model airplane show and many other activities.

And while you're here, we invite you to discuss aviation with us. See the new model planes that we have on display, and just generally have a good time. Be sure to come we're looking forward to your visit.

WHITEFACE AVIATION

Olin Parris

Bob Doughman



(Editor's Note: This is the third in a series of articles by Brand Publisher Jimmie Gillentine about the trip he and his son, Buz, are making to Alaska. They are traveling in a van to which they have added sleeping and cooking facilities.)

By Jimmie Gillentine
WEST YELLOWSTONE — This is an amazing place. Population 150 in the winter, and something like 3,000 in the summer. I was especially interested in the place because of the fishing stories "Old Tack" used to release through the Amarillo news.

You never saw so many motels, restaurants and bars in your life. They are nice ones, too. West Yellowstone gets a tremendous overflow out of the park, but if your time and visit around the people are very nice, indeed. Help, they say, is no problem. Scores of stranded tourists are always looking for work, and from this source comes most of the clerks, waitresses, and even cooks. Prices are pretty well in line with our part of Texas — up to 10 per cent higher in some of the nicer food places.

Dexter Lillie, manager of the new Holly beet sugar plant under construction in Hereford, was telling me that this is the fishing mecca for all of Montana, from whence he hails.

Consequently, we go all set for some real fun. A nice "old timer" gave us some inside dope on where to go, sold us some "salmon flies," which he said are tops in the territory, whereupon we filled up the gas tank, planked down three bucks each for some Montana licenses and cranked up to "get with it."

Just as I shifted into low and started rolling out, Buz let out an Indian war whoop you could hear a mile: "HEY! My billfold is gone!"

With usual fatherly "tolerance," I started giving him trouble about being careless, and this went on for some 30 minutes while we unpacked everything in the van and went through the bedding with a finetooth comb. By this time, we were both in fairly ill humor, and Buz kept yelling that we go back into the park, where we spent the night and let him find the billfold. I insisted that it probably wasn't lost there, in the first place and if it was, someone would by now have found it and already spent his money — in the second place.

Finally, we compromised and drove back to the park entrance — and it dawned on me that I had wilfully thrown away the permit slip (good 15 days) after we finished breakfast. In this line of cars we encountered our first Negro ranger. He was nice, but said we would have to see the officer in charge, so why didn't we pull into the parking area.

"Well," said the big boy, "if you go back into the park, you pay another \$3, and that's that." He didn't care if it was only

14 miles, he wasn't going to send a ranger with use, and we could pay the \$3 again. Besides, he was a busy man (twiddling his thumbs and being important). He was downright nasty about the whole thing, and seemed to take the attitude that we were trying to personally cheat him out of \$1,000 — or more.

I do not think writers should ever take advantage of their position to criticize public officials, especially appointed ones, but this old boy was a first-class heel about the whole thing. He could have been halfway civil, even if he does have to stay there and fight mosquitoes: the rest of his life. I don't remember his name, but he was the officer on duty at the West Yellowstone gate at 10 a. m., July 5, and I think I will write my congressman about him when I cool off a bit.

Meanwhile, Buz and I are at each other's throats like a couple of wolves, and Mr. Smart Alec hadn't helped the situation one bit.

We compromised again—and paid the \$3 to get back into the park. What's more, that Negro ranger was the one we paid — and he was the only one who treated us half-way decent. The thing that kept puzzling me was why would a nice fellow like the Negro would want to integrate with anything like the character in the office?

I also got to wondering if this type of autocracy and bureaucratic high handedness wouldn't be what we can expect everywhere in the United States a few years from now, if Mr. Kennedy gets his medical, school and other socialistic reforms through. These rangers are fairly well educated characters, but if they had much ambition I doubt if they would want the jobs in the first place. At least, in the Army, Navy and Air Force, a fellow has a chance to really get somewhere — and I figure a lot of these boys are looking for a chance to take things easy and throw their weight around.

All of the 14 miles, I am telling Buz how silly we are to come back up to the park, anyway. I personally policed things when we left earlier this morning — and the odds are 1,000-to-1, he won't find the billfold. I even made him a deal that I will pay the \$3 if we find it, and, if we don't, he will pay me back when we get home.

Finally, we come to the spot where we spent the night and, sure enough, Buz hops out — and picks up his billfold. It is intact to the last penny.

All of which proves that some people talk too much. I didn't lose my billfold, I have a poor experience with a bureaucratic snob — and am still out three bucks. Can you beat it?

Now we are all happy again. Smiles and cheerful words reign once more. As we drive back to West Yellowstone, our thoughts once again turn to a

day of pleasant fishing. We pull out of town, careful of directions — and get lost!

Somewhat, somehow, we landed on the beautiful shores of the Madison Arm of Hebgen Lake, and it is a beautiful sight to behold. We are in the midst of a small trailer court, complete with showers, store, boats, camp tables — and a heck of a lot of nice people. We go into the store to ask directions and the man takes out an 8½ - pound German Brown, which was hooked this morning, by a little old Sunday School teacher lady from Maine, who never before had a pole in her hand.

What would you do? Buz asked the man if they had any mosquitoes, and when he replied, "No," we made a deal right quick.

I'm telling you, Slim Wester would love this place to stay right here until the snows came. Everybody caught a bunch of fish — except us. At night, so many people were frying fish that it sounded like the inside of a doughnut factory. We were different, though, we had Irish stew, and consoled ourselves with the fact that we were tired of fish, anyway. We bought a lot of fancy tackle, and listened to a lot of good advice — then decided to do some stream fishing, which provided one of the most interesting legs of our journey, when we followed the Madison into the Raynolds

Pass country out north of West Yellowstone.

This turned out to be the area where the big earthquake hit back in August, 1959, and it is still a terrible thing for the folks who live out there today. This portion of Hebgen Lake is around 250 feet higher than before the quake, while the other end is about that much lower. Some places the shift was as great as 700 feet — and it seems to be permanent. At one point you can see a home, mostly submerged. Millions of dollars worth of roads had to be abandoned, and they are now in the process of rebuilding U. S. 287. Boat docks are hanging some 250 feet above the water in spots, and a complete new lake, "Quake Lake," was created by the upheaval; you can see trees sprouting out of the lake all along the way, and the same is true of streams along the route. It sure looks funny to see a tree growing out in the middle of one of those rushing torrents — and they do rush in this country, believe me.

The area has been set aside by the government for "geological study and dedicated to public use." The little point where 250 refugees huddled through the night could not have been more than 40 feet square. Most marvelous of all, however, is the mountain where approximately 350,000 tons of soil was moved in one sudden shift of the land. We talked with five or six people who

went through the ordeal, and they all tell the same story.

"I just cannot describe it. You would have had to be there to realize what happened." Where upon, they would shake their head and calmly charge us 15 cents for a coke. All of them still seem a little bit dazed when they start talking about the big quake. One family runs a lakeside store yet. They say that the quake helped business for a year or so as people came by to view the ruins, but these days the other road is faster (though longer around) and fishermen pretty well provide most of their income. Fortunately, they are located on the "Narrows," which provide some of the best fishing on Hebgen.

The Madison, renowned as a fly fishing area, was also considerably upset by the quake. Fishing it, you run across fallen trees and scattered boulders which were tossed about like marbles during the quake. The stream is tremendously wide and rapid. It is also deep in spots. I would not wade it for \$1,000 — cash in advance — and even if I made it, I think I would make arrangements to stay on the other side. Once again, we didn't catch any fish. Not even a strike! But we were more than a little awed at the scope of the earthquake, and the fact that it is still having such a tremendous impact on the people who live in these parts. Many of them lost

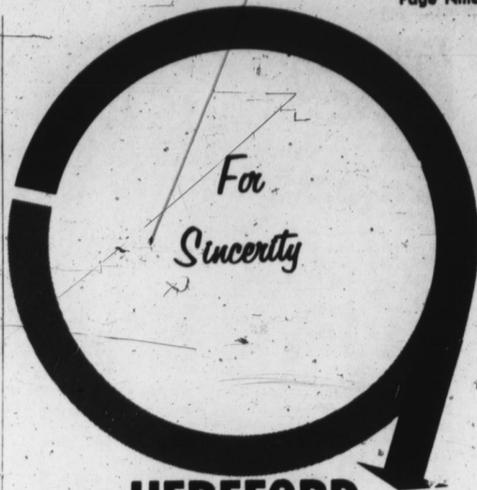
friends and relatives — some, how, I keep getting the impression that they are about ready to give up.

They did restore my faith in rangers, however. I have now decided that there are a few good ones, after all. They say that the rangers parachuted in with food and medical supplies during the disaster and, as soon as possible, took the refugees out in helicopters. However, I feel quite sure that old Smarty Pants at the West Yellowstone gate wasn't one of them.

While off the beaten path, we took a strictly local circle through Ennis, Virginia City, Sheridan and Twin Bridges. This is the "pay dirt" agricultural section of Montana. Beautiful houses, adequate buildings for machinery, plenty of irrigation and a bunch of hard working people, especially in Sheridan and Twin Bridges.

No. Twin Bridges didn't get the name because Mrs. Bridges had twins! Instead, the town was named because some of the early settlers erected toll bridges on each side of the town — and charged a slight fee to all who passed along the route. They grow potatoes, alfalfa even more and better than Charlie Holt — and a few scattered other crops. What's more, every farm we passed was active with mowers and balers, despite the fact that it was Saturday afternoon — and the wind-

(Continued on page 11)



HEREFORD INSURANCE AGENCY

and
DEAF SMITH COUNTY ABSTRACT CO.

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Elizabeth Witherspoon
Don Baugous
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FIRST FEDERAL SAVINGS & LOAN ASSN. OF AMARILLO.

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Fun For Old and Young Alik

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7 to 12 p.m. each night at

the Bull Barn

DON'T MISS A NIGHT....IT'S THE GREATEST !!

Sponsored By The Hereford Lions Club

PREMIUM FEATURES NEW, LOW PRICES

GENERAL NYLON SPECIAL

TRACTOR TIRE

- Nylon Cord—for strength and moisture proofing.
- More Rubber—where it counts to cushion shock.
- Double Cured Cleat—keep clean—dig deeper—pull better.

PLUS
36 Months Field Hazard Guarantee protects your investment.



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36 MONTH GUARANTEE
The General Tire & Rubber Company guarantees its original premium quality All Grip Traction Nylon Special and All Grip Traction Nylon Special tires against failure resulting from breaks and tire tread cracking, skidding, or cutting for a period of 36 months from date of purchase when used in normal form service.



MR. AND MRS. W. H. THOMPSON'S ten children were all present for a family reunion held near Oklahoma City on Friday, July 5. They are, from left, first row, Mr. and Mrs. W. H. Thompson, of Hereford; Pauline Snow, of Oklahoma City, Okla.; Milton A. Thompson, of Vallejo, Calif.; second row, Leona Thompson, of Hereford; Tawana Hindman, of Kemp; Ruth Irwin, of Yukon, Okla.; Gladys Cox, of Hereford; Wade Thompson, of Lubbock; Florene Gregg, of Guthrie, Okla.; Twenty-four of the 26 grandchildren and three of the five great-grandchildren were present. (Personal Photo)

Seek...

(Continued from page 1) Montoya, research assistant at Texas A & M College, that a possible heavy midge infestation was facing sorghum producers in the High Plains area.

A HEALTHFUL HINT FROM YOUR PHARMACY



HAVE A YEARLY EXAMINATION! A physical check-up, made while you're well, can keep you that way! See your doctor once a year! SEE US FOR MEDICINES

McDowell DRUG EM 4-1313

CROWE-GULDE READY-MIXED CONCRETE



WHATCHA DOING MISTER?? WHY?? HE'S 'CURIOUS, CURIOUS ABOUT CONCRETE... ABOUT THE BIG WHITE TRUCKS WITH THE FUNNY CROW ON THE SIDE... CURIOUS ABOUT EVERYTHING... THE CONCRETE FINISHER WILL EXPLAIN!!! SERVICE AND QUALITY FROM CROWE-GULDE, AMARILLO, CANYON, HEREFORD.

Little...

(Continued from page 1)

Ashley doubled for Canyon in the second with one out and Leach drew a walk. A call of catcher's interference loaded the bases but pitcher Jim Rakestraw struck out the next batter. Third baseman Huckert took a ground ball and fired to Sid Shaw at home to force the runner and retire the side.

Hereford then struck for two more runs in the last of the second. Rakestraw was hit by the pitcher and took first. Denny Brown and David Vines connected for singles. With one out, Dusty Duncan doubled to drive in the second run. That was Hereford's scoring.

Canyon went down in order in the third. Huckert singled for Hereford in the third, but was left on first.

The Canyon Stars got their first run in the fourth. Tucker singled but was tagged going to second on a fielder's choice call by Ashley. He came in after Leach's single as a throw went wild. Leach was thrown out at home on a perfect peg from left fielder Dusty Duncan to Shaw.

Huckert singled with two out in the last of the fifth, but was forced at second to retire the side.

Then Canyon staged a rally that almost upset Hereford. Williams opened with a line drive down the left field line that Huckert backhanded for the out. Jim Albracht singled and ended grounded out to first to make it two away.

But Ashley singled and Leach singled to drive in one run and put runners on first and third. Johnson's grounder went down the left field line, but Huckert grabbed it and put it first for the out to preserve the victory.

Jim Rakestraw, a big, 12-year-old righthander, went the distance for the victory. He allowed two runs on seven well-scattered hits, struck out six and walked just one.

Salmon took the loss for Canyon. He gave up three runs on six hits, walked none and struck out four. He also hit one batter.

Neither team was charged with an error. Hereford had played errorless ball on Thursday night in winning over Amarillo AFB.

Huckert was the top hitter with a homer and two singles in three trips. That gives him a perfect batting average as he hit twice in two trips up on

Thursday night.

Box score table with columns AB, R, H for Canyon (2) and Hereford (3). Total score: Canyon 2, Hereford 3.

Hereford...

(Continued from page 1) which will get half of the proceeds. Tickets also may be purchased for each game at the gate.

The tournament will be held in the Hereford Pony League Park, which is located in Veterans Park.

Pony League All-Star teams are comprised of boys 13 and 14 years of age.

L. B. Russell is coaching the 15-player Hereford team of Pony All-Stars. Members of the team include: Gene Duvall, Felix Albari, Phillip Cain, Jerry Fowlkes, Robert Wagner, Lee Robinson, Mike Horton, John Gilmore, Gene Sparks, Bill Watts, Jimmy Allison, David Evans, Lane Hallows, Brad Johnson and Roger Beasley.

Last year, the Hereford Pony Leaguers won the district tournament here and advanced to the finals of the area tournament before being eliminated.

Uruguay Discussed By Pete Plank For B&PW Club

Meeting in the Community Room of the First National Bank on Monday night, July 15, the Business and Professional Women's Club members saw slides and heard a discussion of conditions in Uruguay.

Pete Plank, who spent six months in Uruguay as an exchange student in 4-H club work presented the program. As he showed the colored slides, he told the club members that almost all the country was farmland. As each child marries, he is given a portion of the farm, resulting in smaller and smaller farms. The main source of money is the sale of eggs to Argentina. The people farm mostly with oxen, and plant seed and harvest by hand labor.

The vice-president, Mrs. John F. Hickman, was in charge of the business meeting. Mrs. John N. Jacobsen Jr. presented the program, and the hostesses were Miss Mary Bourn and Mrs. Brucie Rose. Others present were Mesdames

Airport...

(Continued from page 1)

Presiding over all the events will Miss Suzie Davis, 1963 Harvest Festival Queen, and her attendants, Miss Sharon Tinnin and Miss Joyce West.

grain heads emerge. Recommended control measures call for destruction of the adult before eggs are laid in sorghum heads since midge destruction is caused by larvae. Insecticides recommended for control are Toxaphene, Endrin and Servin.

Warren Bros. Motor Co. EM 4-1423 1219 E. 1st. WARREN BROS. MOTOR CO.

New and Used Cars "USED CAR SPECIALS"

- THIS WEEK'S SPECIAL: 1961 FORD V-8 1/2 ton pickup, 4 speed, wrap around hitch, sharp sea foam green. Fully guaranteed, good terms. \$1195. 1963 PLYMOUTH FURY 4 door sedan. Power steering and brakes. Beige finish with Cocoa interior. 5,500 miles. This car has a great discount in price and just like new. 45,000 mile guarantee still in effect. Check this beauty. 1961 OLDS 88 4-door, factory air and power, sharp beige finish, near new white-wall tires. Enjoy the comforts of home in a moderate priced luxury car. Good terms, good trade. Guaranteed. 1961 RAMBLER Station Wagon. Factory air, standard transmission with overdrive. Local owned, 25,000 miles. See this miser-minded wagon. 1961 FORD Galaxie Sunliner 2-door Hardtop. Overdrive transmission, air conditioned. White with red interior. Try this sporty hardtop and check the price and terms and warranty, fool! 1960 CHEVROLET Pickup. 6-Cyl., long wheel base, 4 speed, fleetside bed. Good tires, mud and snow on rear. Rear hitch. Fully warranted. 1959 CHEVROLET Impala 2-door Hardtop. Standard transmission. Red with red and white interior. 348 engine with performance to spare. Bank rate financing.

Trade in the Shade under the big Carport at Warren Bros. 15 Years Of Customer Satisfaction

Around...

(Continued from page 1) get attending the Open House at Hereford Municipal Airport east of town Sunday, July 21, at 2 p.m. There will be all sorts of exhibits and demonstrations... all free to the public. It's just part of the mammoth Harvest Festival calendar.

For those of you who prefer baseball, there is plenty scheduled during the week.

The Latons amateur team will host the Sudan Dragons at 1:30 p.m. Sunday with proceeds going to Dr. Lena Edwards for use at the Labor Camp maternity clinic.

On Monday afternoon, the first of ten Pony League tournament games will get started at the Hereford Pony League field. Games are slated for 4 p.m. and 8 p.m. Monday through Friday with five visiting teams and Hereford competing for the district title.

And Monday night at 8 p.m. the Hereford Little League All-Stars will face Carson County at Dumas in the first round of the District I tournament. Also in the tourney are Childress and South Border.

Cub Scouts of Pack 51 in Hereford will make a day-long outing at Camp Don Harrington.

Ralph Sears, Sue James, Guyne Carter, C. Ora Cockrell, and W. D. Askew and Miss Bea Barrett.

More Livestock Profits with the

Neumatic Stock Oiler advertisement with image of a cow being oiled and text: KING SALES \$79.50

ton on Sunday, July 21.

Day by day we notice more new faces in Hereford. Most of them are construction workers, some are new employees, a few are operating new businesses here while others are summer visitors and tourists. I hope that you will join me in speaking to each of them and bidding them welcome. This is a crucial time for a town that has always been proud of its warm hospitality... but certainly not the time to withdraw and forget its manners.

Whether for a day or a week you're here, may we greet you warmly to our town and hope you'll decide to stay around.

YOU ARE INVITED to compare before you select a new home by

AWARD HOMES AND JUSTICE REALTORS EM4-1757

Maryland has won the soccer title all nine years of the Atlantic Coast Conference.

North Carolina has won the Atlantic Coast Conference cross country title the last two years.

When Virginia won the 1962 Atlantic Coast Conference lacrosse title the Cavaliers snapped Maryland's string. Maryland had won seven straight years.

Michigan State's football game with North Carolina will mark the first time since 1950 that the Spartans have played a member of the Atlantic Coast Conference.

Shine up those freshly washed windows with clean white crumpled tissue paper!

Wash a nylon pastry brush in warm, not hot, water. Never dip the brush into butter (or other fat) that is being melted on the surface unit of the range. Have the butter melted and cooled before you put the brush into it.

You don't have to wash a flour sifter every time you use it. But keep it in a shallow container - an aluminum foil pie plate is fine - so particles of flour won't mess up the shelf on which the sifter is kept.

Plains Insurance Agency advertisement with image of a man in a suit and text: FARM & RANCH OWNERS POLICY Since 1926 Jno. H. Patton W. H. Patton Robert Lemons

BEST WISHES TO V.D. POWELL - J. FRANK FORD PIONEER NATURAL GAS ON THE BEAUTIFUL NEW HOME AT 111 STADIUM DRIVE OPEN HOUSE - SUNDAY, JULY 21 FENCES ADD A PERSONAL AND PRIVATE TOUCH TO EVEN THE MOST ELEGANT OF HOMES FENCECRAFT OF HEREFORD JUST EAST OF DEAF SMITH COUNTY ELECTRIC

SEE HI-PLAINS SAVINGS and LOAN ASSOCIATION 128 E. 3rd FOR HOME LOANS TO BUY OR BUILD REMODEL REFINANCE

FRIO NEWS

Carol Robbins Wins Castro County's 4-H Dress Revue

By Mrs. Owen Andrews and Mrs. Charles Self
Carol Robbins won county honors on her dress in the Castro County 4-H Dress Revue held last Monday, July 14, in Dimmitt. She is now eligible to enter the district competition in Amarillo on Saturday, July 27.

Sammie Ann Vinson and Diana Adams tied for first place in the blouse competition. Edlana Vinson, Jana Cole, Mary Ann Vogler, Cheryl Cole, Linda Manley and Genie Robbins received blue ribbons on their entries in the dress revue and Janet Wylie received a red ribbon.

Mr. and Mrs. Jeff Terrill and family of Longview visited the Frio Baptist Church Sunday morning, July 14, then visited with Mr. and Mrs. Edgar Vinson and family Sunday afternoon.

Rita Struve, Rita Hall, Darlene Sparkman, Mrs. J. D. Stringer, Jana Cole, Edlana Vinson, Carol Robbins and Mrs. Clark Andrews attended the Intermediate Girls Auxiliary Camp at the Plains Baptist Assembly near Floydada last week.

Mrs. K. H. Cox and Larry, of Lubbock; and Mrs. Charles Self and Brent and Darlene Sparkman, of Frio met Mrs. Luella Sykes, of Bellflower, Calif., in Clovis, N. M., Monday evening, July 15. Mrs. Sykes is the mother of Mrs. Cox and she plans to visit relatives in the area until about August 1.

Mr. and Mrs. J. D. Stringer, Mike and Debbie attended the Stringer family reunion in Ada, Okla., last weekend.

Jane Shearhart of Vinita, Okla. and David Cole, of Chicago, Ill., are visiting Mr. and Mrs. Floyd Cole and family and other friends and relatives in Frio. Jana Cole attended a party at the home of Sandra Huckle, of Hereford on Thursday evening, July 11.

Mrs. Larry Dobbs was honored at a pink and blue shower on Thursday, July 11, at 2:30 p. m. in the home of Mrs. T. L. Sparkman Jr. Mrs. Tommy Sparkman, Nancy French and Bonnie Sparkman served refreshments. Those attending were Mrs. Martin Wagner, mother of the honoree, Mrs. Jim Brooks, Alma Andrews, Mrs. Henry Dobbs, Mrs. Frank Robbins, Mrs. Clark Andrews, Jana Cole, Carol Robbins, Mrs. Floyd Cole, Mrs. B. H. Baldwin, Mrs. H. M. Mobley, Mrs. James Dobbs, Mrs. G. L. Manley, and Mrs. Owen Andrews.

Mr. and Mrs. Gene McClennen and daughters of Duncan Okla., were visiting Mr. and Mrs. Jim Brooks and family last weekend. Mr. and Mrs. D. O. Benson, of Hereford and Mrs. Era McClennen, of Comanche, Okla., were dinner guests of the Brooks on Tuesday, July 16.

Mr. and Mrs. Charles King, of Amarillo, and his sister Mrs. George Ward, of Seattle, Wash., visited Mr. and Mrs. Glenn Andrews and family on Sunday, July 14. Also eating dinner with

them were Mr. and Mrs. T. L. Sparkman Jr., Alma Andrews, Mr. and Mrs. Owen Andrews, Mr. and Mrs. Clark Andrews, and family, and Mr. and Mrs. Herbert Bruns.

Mr. and Mrs. Arthur Schmidt and family, of Burlington, Colo., were visiting their relatives, Mrs. Ernest Harder, Leonard Schmidt and Herb Schmidt and their families last weekend.

Billy Joe Wall spent Sunday with Jerry Don Blackburn. Mr. and Mrs. Harold Wickard and their children, Buddy, Janie and Patty, of Murietta, Calif., and Mrs. Bill Burkhead, of Escondido, Calif., were visiting John Simpsons last week. Mrs. Wickhard is Mrs. Simpson's sister. They also visited the Robert Simpsons, the Bill Cottons and other relatives.

On Saturday they all went to Conchas Lake and visited other places in the area. Mrs. Sam Lindley, Wesley and Lloyd, of Brownwood and Mrs. Elmer Gardner, of Clovis, N. M., also spent the weekend visiting at the Simpsons' home.

Visiting Mr. and Mrs. Arthur Clark last weekend were his parents Mr. and Mrs. Austin Clark, of Rye, Colo., and his brother and family, the H. S. Clarks, of Pueblo, Colo. Brian, the son of Mr. and Mrs. Arthur Clark, returned to Colorado with his grandparents for a visit.

Mr. and Mrs. Arthur Clark are attending a Golden Wedding Anniversary celebration for her aunt and uncle, Mr. and Mrs. V. D. Allen, in Lubbock, this Sunday.

Mr. and Mrs. H. H. Yandell family, from Seminole visited his brother, David Yandell and sister, Mrs. Joe Autry and family last weekend.

Mr. and Mrs. T. D. Arnold and family, from Lubbock were visiting her brother and family, the Joe Autrys last weekend.

Mr. and Mrs. D. N. Gamblin and daughters, Karen, Kathy and Karla, of Sunray were visiting the Floyd Coles on Sunday afternoon, July 14.

Recent visitors of Mrs. Spicer Gripp were Mrs. Sam Ratcliff, Mrs. Joel Hodges, Mrs.

Earl Holt, Mrs. Claudia Ola Brown, Mrs. O. G. Hill, Jr. and Mrs. Fred Mercer. All these women are teachers in the Hereford Public Schools.

Visiting Mr. and Mrs. Spicer Gripp were Mr. and Mrs. Bob Shama, Mrs. Diana Wood and Mr. and Mrs. James Vernon, of Tucson, Ariz.

Mrs. A. G. Gripp of Conway visited in the homes of her sons Spicer and Glenn. Gale the daughter of Mr. and Mrs. Glen Gripp, went home with her grandmother for a short visit.

Nancy Gripp spent Thursday night, July 11, with Patty Nobles in Hereford, while her mother, Mrs. Spicer Gripp, went to Panhandle to visit relatives.

Visiting the Bill Warricks are her sister and family from Little Rock, Ark.

Mr. and Mrs. David Yandell and Mr. and Mrs. H. M. Mobley ate dinner with Mr. and Mrs. Henry Dobbs on Sunday, July 14.

Mr. and Mrs. Walter Jay, of Elk City, Okla., and Mr. and Mrs. Jim Cassels, of Dimmitt were visitors of the James Dobbs, on Sunday, July 14. Mrs. Jay had been in Frio about 10 days visiting her daughters, Mrs. James Dobbs and Mrs. Dwayne Cassels.

Attending an informal party in the home of Mrs. Glenn Andrews were Mesdames Earl Harkins, Joe Autry, Buster Thomason, G. W. Eine, Joe Andrews, Bill Warrick and Richard Hutson. The Hutsons moved to Frio from Oklahoma. They are farming for the Thomasons.

The Buster Thomasons and his parents, Mr. and Mrs. Earl Thomason, were in Lubbock last week to visit his aunt who is in the hospital. The Earl Thomasons are now living on Dr. Cavness' farm in the Jumbo Community.

Linda Manley visited with the Floyd Coles from Sunday to Tuesday while her parents, Mr. and Mrs. Grady Manley, were in Littlefield visiting his mother who is in the hospital.

Mr. and Mrs. D. C. Miller spent last week vacationing in New Mexico and Colorado.

Mr. Gillentine Writes...

(Continued from page 8)
ing streams were beckoning from every direction. This is like Hereford in that irrigation reigns supreme, and the surrounding territory is almost a waste land. This was part of the famous Lewis and Clark Expedition trail, but I doubt if those two old boys ever dreamed it would be developed to such an extent. Lots of Swedes, a few Germans and practically no Irish at all — if you judge by the people with whom we've been settled 100 years or so. Virginia City was having a Centennial parade and guys with real six guns made us detour around the town. We should have stopped, but we didn't. It would have been a natural for Buryl Elliston — but we didn't know what to do with so many horses, even if we had been able to get out of town with them.

I was also quite glad that mama doesn't like this sort of thing. They have more antique shops in the area than you ever saw anywhere, any time — and the darn stuff looks lousy enough that she would sure have wanted to buy at least "a few little things." We are now headed for Helena, and we are prepared. We

kept on saying it "Helleena", but folks would stare at us in dismay. Finally, a kind hearted old man told us that it is pronounced "just like the girl's name, with an 'ah' added." All you have to do is say "Helleenah". This is the state capitol and, we hope, the gateway to better fishing. It has been so long since Baz and I tasted fish that we are about ready to buy some in a restaurant.

Meanwhile, we have also come to the conclusion that it is about time to take a bath — and a good shave wouldn't hurt either of us. Since today is Clara's birthday, we also want to give her a call and wish her many happy returns.

FROM NORFOLK, VA.

For the past two months Mrs. Richard Pate and her daughter, Laura Kay, of Norfolk, Va., have been visiting in the home of Mrs. Pate's parents, Mr. and Mrs. Charles Digby, and with Mr. and Mrs. Bud Pate of Denver City. Before their return to Norfolk by plane on July 17, they were honored by friends and relatives with a going-away party at the Hereford pool. Mrs. Pate, who is the former Miss Janet Isbell, is expecting her husband in from the Caribbean this week.

BARBECUE FOR ELLISON'S

Mr. and Mrs. Bob Ellison and family of Lamesa visited recently in the home of Mrs. Ellison's parents, Mr. and Mrs. L. J. Kuper, and with other relatives. A barbecue held in their honor in the home of Mr. and Mrs. John Dupnik was attended by Mr. and Mrs. J. L. Kuper, Mr. and Mrs. Charles Digby, Edith Bennett, Mrs. Richard Pate and Laura Kay, Virginia Blanton, and John Holcomb.

COOL 'n QUICK FOODS

at Pantry Packin'
LOW PRICES



Want to "get away from the kitchen" and have more fun in the sun? It's no sooner wished than done. With these COOL 'N QUICK foods on hand, you can whip up marvelous meals in a breeze — and how your family will "go" for their good-tasting goodness. So pack your pantry and fill your freezer with these tasty-tasty DELIGHTS. They're all LOW-PRICED to take the heat off your budget while you play it cool at mealtime.

LIBBY'S 303 Cans
FRUIT COCKTAIL 5 for \$1

LIBBY'S 46 Ounce Cans
TOMATO JUICE 4 for \$1

WELCH'S 20 Ounce
GRAPE JELLY 35¢

MORTON'S FROZEN DANISH 10 Ounce
PEANUT TWIST 49¢

MINUTE MAID FROZEN - Grape - Lemon
PUSH UP BARS 29¢

LIBBY'S W.K. or C.S. - 303 Can
GOLDEN CORN 6 FOR \$1

REG. or KING SIZE CTN.

NORBEST TURKEYS 35¢
10 TO 16 POUNDS AVG. LB.

COCA COLA 39¢
BORDEN'S GOLDEN-VANILLA Regular Flavors

ICE CREAM 59¢

DUNCAN HINES - Box
ANGEL FOOD CAKE MIX 49¢

FLUFFO 3 lb. Can
SHORTENING 59¢

BANQUET Beef - Turkey Chicken
COOKING BAGS 25¢

LIBBY'S 14 Oz. Bil.
CATSUP 6 for \$1

LIBBY'S 22 Oz. Jar
SWEET PICKLES 39¢

GROUND BEEF 59¢
FRESH LEAN LB.

BOLOGNA 39¢
ALL MEAT LB.

CALIFORNIA VINE RIPE TOMATOES 21¢
LB.

SANTA ROSA PLUMS 19¢
LB.

Sunbeam steam or dry iron
LIST 17.95
\$10.95

COSTUME JEWELRY 1/2 OFF
FINAL CLEARANCE
Big Assortment — SAVE!

LUX LIQUID DETERGENT 22 OZS. 59¢	VEL BEAUTY BAR COMPLEXION SIZE 2 FOR 35¢	INTRODUCTORY OFFER MACLEANS TOOTHPASTE World's Largest Seller REG. 75¢ 49¢
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Double Gunn Bros. STAMPS WEDNESDAY With \$2.50 or More Cash Purchase

COOPERS'S

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-SPECIAL DIET FOODS-
★ ALLERGY ★ DIABETICS ★ REDUCING
Salt Free and Low Sodium.
NATURAL VITAMINS - MINERALS - ORGANIC FOODS JUICERS & BOOKS.
NATURAL FOOD CENTER
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ONLY GAS COOLS SO MUCH BETTER FOR SO MUCH LESS!
that one GAS unit will cool and heat your home and provide dependable year 'round air conditioning year after year after year. GAS systems are engineered to be safe, clean, quiet and completely carefree.
For sales, service or information, call **PIONEER NATURAL GAS COMPANY**

HARMAN'S SALE DAYS

SPECIAL REDUCTIONS, SPECIAL PURCHASES, SPECIAL VALUES ON EVERY FLOOR AT HARMAN'S!

FREE! FREE!

SALE STARTS MONDAY MORNING 8:30

STRAW HAT CLEARANCE!

SAVE ON SUMMER SUITS!

ONE - RACK

Summer dresses

1/2 PRICE

ALSO SPORTSWEAR
JAMAICA SHORTS
KNEE CAPPERS
T-SHIRTS



SKIRTS, BLOUSES, SLIM JIMS - ALL HALF PRICE



MONDAY, JULY 22nd

TO THE FIRST 50 CUSTOMERS

\$5.00 FREE

IN GREEN STAMPS

ONE FULL GRAB TABLE

Items From All Over The Store **\$100**

EXTRA SPECIAL!

PLAIN EDGE WHITE

FLOUR SQUARES

Size 28x29

5:99c

EXTRA LARGE

BEACH TOWELS \$1.99

BOY'S SPORT SHIRTS



ALL WASH & WEAR

Ideal For Back To School **\$1.67**

Men's Famous Higgins

Entire Stock MEN'S & BOY'S DRESS or WESTERN 1/2 Price

SLACKS CLEARANCE

Styled by Higgins

10.95 Value	7.37
12.95 Value	8.67
14.95 Value	9.97

SPORT SHIRT

Spectacular!

ALL OF OUR MEN'S BETTER SPORT SHIRTS

2:500

2.98 & 3.98 VALUE

UNDERWEAR

Fine combed cotton knit shirts, cotton knit briefs, and cotton broadcloth shorts in the group.

Knit T-shirts	57
Athletic shirts	47
Boxer shorts	52
Cotton knit briefs	57



Styled by Rose and Clothcraft Values - 49.95

to 59.95 While They Last **1/2 PRICE**

SWIM TRUNKS MANY PATTERNS!



1/2 PRICE

Large Assortment Men's Knit

SHIRTS

Values to 2.98 **\$1.87**

Boy's Boxer **SHORTS**

2.98 Value **\$1.47**

Boy's Boat-Neck **KNIT SHIRTS**

1.98 Value **\$1 ea.**

MEN'S RUFF OUT WORK SHOES 2.99 pr.

Men's White **HDKF'S** 10 for \$1.00

Men's Sanitized **KHAKI-WORK PANTS**

\$2.00

ENTIRE STOCK SUMMER **MILLINERY** **1/2 Price**

ENTIRE STOCK Ladies & Girls **SWIMSUITS!** **1/2 Price**

SUMMER **HAND BAGS** **1/2 PRICE**

GROUP GIRLS **SPORTSWEAR & SWIMWEAR** **1/2 PRICE**

DELUXE KITCHEN **TOWELS** 25x33 - Borders 4 for \$1.00

GROUP LADIES GIRLS SUMMER **SLEEPWEAR** **1/2 PRICE**

FULL SIZE **DACRON PILLOWS** 5.95 Value **4.88 ea.**

TRIPLE ROLL **BOBBY SOCKS** 2 pr. for 99c

ADVANCE DISCARD PATTERNS 9c ea.

FAMOUS - Guaranteed 100 Washings Fitted or 81x108 **GARZA SHEETS** **\$2.19**

36 INCH **OUTING** 3 yds. for \$1.00
White, Pink & Blue

FABRIC sale
Beautiful Assortment of Better Summer Cottons & Irish Linen - Values to 2.98 **\$1.00** Yd.

LADIES SEAMLESS **NYLON HOSE** NEW SHADES 2 Pr. **99c**

Large Selection Men's & Boy's Cowboy Boots All Popular Priced **NEEDLE TOE DOGGER HEEL** **GOODYEAR WELT** **\$14.95 UP**

LADIES NYLON **FULL SLIPS** ASS'T. COLORS AND WHITE FANCY TRIMS **\$2.88**

LADIES NYLON **HALF SLIPS** REAL VALUES! **\$1.69**

MEN'S CAMP MOCCASINS



\$3.99

Men's Dress OXFORDS



Large Selection of Styles - SLIP-ONS & LACE **\$8.77**

GIRLS SUMMER



SHOES

Dressy - Styles Mostly White **\$1.00**

EXTRA SPECIAL OVER 300 PAIR PURCHASE

FLATS

COLORS
● BLACK
● WHITE
● BONE



DON'T MISS THIS BARGAIN

Values To 4.98 Narrow & Medium Widths

SALE PRICE \$3.00

JULY SHOE CLEARANCE

STYLES! SIZES! SAVINGS FOR ALL!

FINAL CLOSE OUTS

Ladies Entire Stock Mid and High Heel

STYLE SHOES

● Jacqueline ● Connie
● Fashion 'Craft' Values To 14.99



\$3.00

If We Have Your Size This Is A Give-Away Price

AAA to B Widths

HARMAN'S

Miss Betzen, Mr. Jasper Wed In Catholic Rites



Mrs. Edwin Schroeter
nee Miss Charlotte Ann White
(Koen's - Lubbock)

Twilight Vows Read In Dallas

Miss Charlotte Ann White of Hereford High School and Dallas became the bride of Edwin Morris Schroeter in a twilight ceremony on Sunday, July 14, in the pastor's study of the Ross Avenue Baptist Church, Dallas. Dr. Robert H. Taylor, pastor, read the double ring ceremony.

The bride is the daughter of Mr. and Mrs. Fred R. White of Temple, Okla. A graduate of Granite City, Okla., High School, she attended Southwestern Oklahoma College and Texas Technological College and is now employed by Southern Union Gas Company of Dallas.

Mr. and Mrs. A. J. Schroeter of Hereford are the parents of the groom. Now with Employers Casualty Insurance Group, Dallas, he is a graduate

Wedding vows were exchanged Saturday afternoon, July 20, at Saint Anthony's Catholic Church by Miss Cieta Elizabeth Betzen and Herman Frances Jasper. The Very Rev. Angelus Delahunt, S. A., read the double ring marriage service before the main altar, which was decorated with white gladioli.

The bride is the daughter of carnations.

Carrying a basket of rose petals, the flower girl, Ruth Betzen, godchild of the bride and daughter of Mr. and Mrs. Arnold Betzen, wore a pink carnation hairband, mauve cotton blend full-skirted dress, and white gloves and shoes.

The bride's brother, Joe Betzen of Kansas City Mo., was best man. Ushers were Charles Jasper, brother of the groom, and Tim Betzen, nephew of the bride.

The Sunday Brand Women's Section

Dale Stevens, Society Editor

The Sunday Brand, Hereford, Texas, Sunday, July 21, 1963

SECTION TWO

Mr. and Mrs. William Betzen, 135 Avenue C. A graduate of Hereford High School, she attended West Texas State University. Her husband is the son of Mr. and Mrs. Leo N. Jasper of Cawker City, Kan. A 1961 graduate of Kansas State University, he is with the John Deere Company of Kansas City in Plainview.

Given in marriage by her father, the bride wore a formal gown of net-covered satin with inserts of Chantilly lace. The short-sleeved bodice featured a sweetheart neckline trimmed with sequins. She wore elbow-length gauntlets of net and lace. A lace-trimmed veil flowed from a crown of seed pearls. She carried a white prayer book and a bouquet of orchids surrounded by stephanotis.

The organist, Mrs. Gwen Hacker, accompanied the bride's nephew, Ken Betzen, as "Ave Maria," and "Mary, Thy Feet Is Kneeling."

Miss Lois Mazurek of Amarillo was maid of honor. Wearing a street-length dress of mauve cotton blend, a cloche hat, and white accessories, she carried a crescent bouquet of white

Mrs. Betzen, mother of the bride, wore a pink and tan chambray dress with pink accessories. The groom's mother, Mrs. Jasper, wore a navy blue linen dress with white accessories.

A reception in the parish hall followed the ceremony. Guests were registered by Mrs. Mary Jo Peters. There were about 75 out of town guests.

Mrs. Gertrude Weinzirl of Kansas City cut the three-tiered wedding cake, which was decorated with pink roses and topped with a miniature bride and groom. Pink gladioli between silver candlesticks containing white candles centered the table, which was covered with white linen. Assisting were Misses Phyllis, Carmen Beverly, Kay, and Mary Betzen, Carolyn and Linda Kuper, Margie Kershen, and Linda Loderwald, nieces of the bride.

For the wedding trip to East Texas, the bride chose a dress of pink and white jersey with white accessories. After their return to Plainview on July 27, the couple will live at 112 St. Louis Street.



Mrs. Herman Frances Jasper
nee Miss Cieta Elizabeth Betzen
(Angel Photo)

Wedding Planned For September 1

The engagement of Sandra Ann Wester, daughter of Mr. and Mrs. H. E. Wester, 111 Wells Bradley Street, and James L. Cotton has been announced by her parents. Cotton is the son of Mrs. James W. Cotton, of Mineral Wells and the late Mr. Cotton.

Miss Wester, who is a 1962 graduate of Hereford High School, is now with an insurance



Miss Sandra Ann Wester
bride-elect of James L. Cotton
(Personal Photo)



Miss Willa Sue Channer
bride-elect of Daniel David Williams
(Irving Ceko Studio)

Will Be Wed In Dallas Ceremony

In wedding vows to be exchanged in Dallas on September 20, Miss Willa Sue Channer will become the bride of Daniel David Williams.

Dr. and Mrs. John H. Channer have announced the engagement and wedding plans of their daughter. A graduate of Hereford High School and the Methodist Hospital School of Nursing,

Nuptials Will Be Read In Kansas

Mr. and Mrs. C. W. Edwards of Dodge City, Kan., have announced the engagement and approaching marriage of their daughter, Regina, to Daryl Birney, son of Mr. and Mrs. Harold Birney of Bucklin, Kan.

Miss Edwards, who attended Adrian and Hereford schools before moving to Kansas in 1959, is a senior at Fort Hays State College. Her fiancé is a graduate of the college and is now working toward his master's degree there.

The wedding is scheduled for August 23 in St. Cornelius Episcopal Church.



Miss Regina Edwards
bride-elect of Daryl Birney
(Personal Photo)



Miss Judith Carol Price
bride-elect of Gary Lynn Roland
(Personal Photo)

Miss Judith Price Is To Be Married

An August 4 wedding in Temple Baptist Church is scheduled for Miss Judith Carol Price and Gary Lynn Roland. The Rev. Bill Ware will officiate.

Announcing the engagement and approaching marriage of their daughter are Mr. and Mrs. LeRoy Price. She is a 1962 graduate of Hereford High School and attended West Texas State University.

Mr. and Mrs. Emerson Roland of Littlefield are the parents of the bridegroom - to-be. A 1960 graduate of Hereford High School, he will be a senior this fall at West Texas State University. His major is industrial arts.



THE YOUNGSTERS ON GLEVINS Street find that one of the best ways to beat the heat is to indulge in an ice cream treat from Mrs. A. G. May. Mrs. May says she enjoys her job of selling ice cream very much, especially to the children who are always so excited when she comes by. (Staff Photo)

Services For Mrs. Mathies Held Here

Funeral services for Mrs. C. T. Mathies, a former Hereford resident, were held in Rose Chapel of Gilliland Funeral Home on Friday, July 19, at 2 p. m., with the Rev. Hershel Thurston, pastor of the First Methodist Church, officiating. Burial was in West Park Cemetery.

Survivors include a son, Elmer Mathies, of Amarillo; a daughter, Mrs. Cassie Dowell, of Reeda; a sister, Mrs. El L. Kelley, of Lawton, Okla.; two grandchildren and three great-grandchildren.

VISITS IN OLTON

Mrs. Sam Nafser and Mrs. Earl Springer were recently in Olton this week with Paul Nafser and Mrs. Margaret Fent. They are the children of Mrs. Nafser.

VISITS GRANDPARENTS

Kevin Downing, son of Mr. and Mrs. Ron Downing of Abilene, is staying with his grandparents, Mr. and Mrs. Joe Story, while his parents are vacationing in Las Vegas, Nev.

BUSINESS TRIP AND VISIT

Jim Conkwright has recently returned from a business trip to Lubbock and a visit to Ross-ton.

A. O. THOMPSON ABSTRACT CO.

Mr. & Mrs. A. J. Schroeter,
Mgrs.
Courthouse
P. O. Box 73
Phone EM 4-1504
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KILLS FLIES
LIKE MAGIC!
PURINA FLY BAIT

- NO MIXING
- NO MEASURING
- JUST SCATTER
- SUGAR BASE

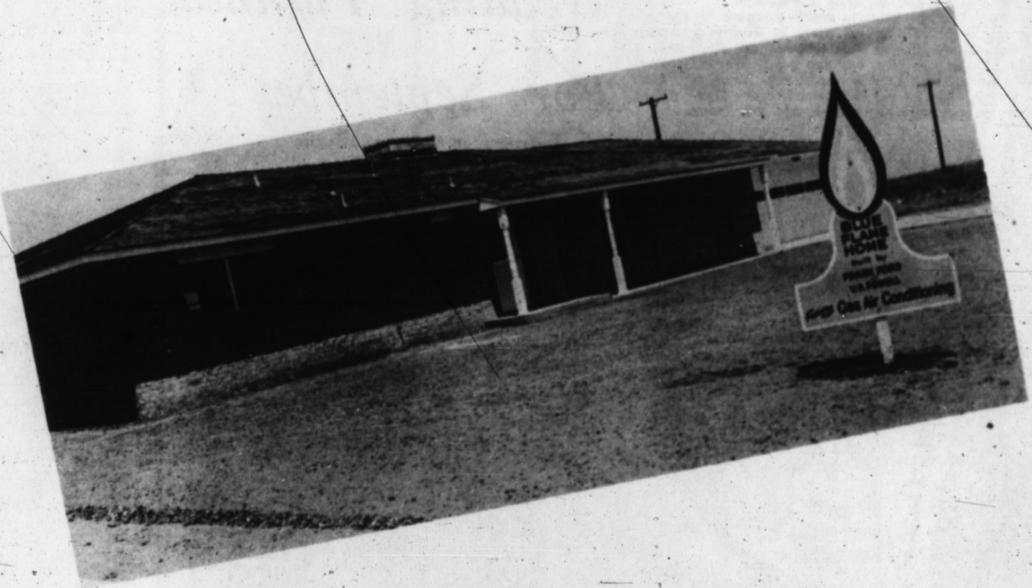
HERTEX 
MILLING COMPANY

NOTICE!
Effective Monday, August 5th
"Pete" Cowert
will open for business at 138 Sampson Street

I plan to start moving my equipment and setting up at the new location, Monday, July 22nd and will open for business Monday, August 5th under the firm name of

**WESTERN ALIGNMENT
And BRAKE SERVICE**
138 Sampson

It Takes
Fine Workmanship
PLUS
**QUALITY
BUILDING
MATERIALS**



to construct a fine home such as this one at

111 STADIUM DRIVE

**OPEN HOUSE
TODAY**
Sunday, July 21st
1 P.M. Til ?

Sure, we're proud of the new home recently constructed by V. D. Powell at 111 Stadium Drive. We would like to take this opportunity to invite each and every one of you to inspect this home today, Sunday, July 21st, during the open house.

CARL MCCASLIN LUMBER CO.
A COMPLETE BUILDING SERVICE

1 Block East of the Courthouse

Phone The Lumber Number EM 4-3434

HIGH SCOUT HONOR

Miller Awarded God And Country

Bruce Miller Jr., 15-year-old son of Mr. and Mrs. Bruce Miller, Harrison Highway, was awarded the Episcopal Boy Scout God and Country Award here Sunday.

It was the fourth such award to be presented in recent months and the first given through St. Thomas Episcopal Church. The award was made by the Rev. Joel Treadwell, vicar of St. Thomas. A lapel pin for the honor was presented by Nolan Grady, Scoutmaster of Troop 50, to which Miller belongs.

Miller worked about 18 months for the award, learning about the history and beliefs of his church and taking an active part in its various activities. The God and Country Award is given upon completion of criteria established for the church by its young members who belong to Boy Scouts of America.

John H. Gammon At Fort Polk La.

Army National Guard Pvt. John H. Gammon Jr., whose parents live on Route 1, Friona, is scheduled to complete eight weeks of advanced infantry training under the Reserve Forces Act program at Fort Polk, La., on Aug. 9. The 24-year-old soldier is a 1957 graduate of Lazbuddie High School and a 1963 graduate of Oklahoma State University in Stillwater, Okla.



GOD AND COUNTRY Award, one of Boy Scouting's highest honors, was presented to Bruce Miller Jr., center, during 11 a.m. services, at St. Thomas Episcopal Church. Making the presentation was the Rev. Joel Treadwell, left, vicar. At right is Miller's Scoutmaster, Nolan Grady. (Staff Photo)

SEE ME BEFORE YOU BUILD OR BUY YOUR NEW HOME

Free Estimates
Your Plans or Ours
FHA - VA, Convt. LOANS
Col. Tom Hughes
EM 4-1520
We Build Anywhere

Capt. Rugh Is Ending Duty

Captain John H. Rugh of 2122 Oxford, St., Albuquerque, N. M., has retired from the United States Air Force after more than 21 years of active duty. Prior to his retirement, Captain Rugh was a production control officer at Sidi Slimane AB, Morocco.

His wife, Annis, is the daughter of Mrs. Mary C. Hamilton of 25 Mile Ave. in Hereford.

QUALITY NURSERY STOCK

Armstrong

305 W. Park EM 4-1868

Continuous Daily from 1:45

STAR ENJOY COOL COMFORT!

NOW SHOWING THRU WEDNESDAY put a wall in front of these men...and they'll tunnel under it...put a risk in front of them...and they'll take it...put a great adventure on the screen and you will never forget it!

THE MIRISCH COMPANY PRESENTS JOHN STURGES

THE GREAT ESCAPE

STEVE McQUEEN JAMES GARNER RICHARD ATTENBOROUGH
JAMES CHARLES DONALD JAMES
DONALD BRONSON PLEASANCE COBURN

JOHN STURGES JAMES CLAVELL & W. R. BURNETT PAUL BRICKHILL
MUSIC BY ELMER FREY

COLOR BY LIBERTY PANAVISION

STARTS THURSDAY WONDERFUL FAMILY PROGRAM

YOU'LL HAVE TO SEE IT TO BELIEVE IT!

METRO-GOLDWYN-MAYER presents

FLIPPER

the fabulous dolphin

The story of a little boy and his underwater friend!

in METROCOLOR NCM

TOWER DRIVE-IN

Tonite & Monday

ELVIS PRESLEY HAS TO CHOOSE BETWEEN FAMILY AND COLOR!

FLAMING STAR STARRING BARBARA EDEN STEVE FORREST

GIRL meets BOY... (with 7 moons) (with CHAMP)

Walt Disney's **MOON PILOT**

STARRING TOM TITON BRIAN O'BRIEN EMORY DAY DAWY SAAVAL

TUESDAY & WEDNESDAY

JUNGLE Terrors...Taboos...Love!

ELEPHANT WALK STARRING ELIZABETH TAYLOR DANA ANDREWS

WHERE SHOULD A GIRL STOP IN ROME?

'ROME ADVENTURE' STARRING TROY DONAHUE ANGIE DICKINSON ROSSANO BRAZZI SUZANNE PLESCHKE

also starring CONSTANCE FORD - AL HIRT

TECHNICOLOR PRESENTED BY WARNER BROS.

Come to the 5th Annual HEREFORD

HARVEST Festival

Queen Contest
THURSDAY, JULY 18, 8 p.m.
HIGH SCHOOL AUDITORIUM
ADULTS (12 & up) 75c
STUDENTS (6 to 12) 25c
SPONSORED BY THE HEREFORD JAYCEES
DAN TRUE EMCEE

Carnival
JULY 19, 20, 22 - 27
7 to 12 Each Night AT THE BULL BARN
FREE GATE - NEW RIDES - GAMES - EATS
SPONSORED BY THE HEREFORD LIONS CLUB

Bar-b-que
JULY 27, 5 p.m., BULL BARN
\$1.25 Per Plate
"Prepared By Master Chefs"
SPONSORED BY THE HEREFORD KIWANIS CLUB

Amateur Rodeo
JULY 25 - 27, 8:15 each night
Produced By M & R Rodeo Co. of Tahoka, Texas
Calf Roping - Bull Riding - Bulldogging
Bareback - Saddle Bronc - Girl's Barrel Race
SPONSORED BY THE HEREFORD RIDER'S CLUB

PARADE SATURDAY JULY 27
4 p.m. BANDS HORSES
Don't Miss It!

THURSDAY thru SATURDAY

JULY 18 thru 27

HEREFORD, TEXAS

Decorations By The B & P W Club



THE SUNDAY BRAND

Editorials

Page Four The Sunday Brand, Hereford, Texs, Sunday, July 21, 1963

County Known As Leader In Diversity Of Products

A community becomes known, or unknown, for what it does . . . or for what it doesn't do. Hereford has become known for its leadership in agriculture.

The accompanying editorial cartoon is appropriate as it depicts the strength of Deaf Smith County agriculture. For, ultimately, we have no other source of income or wealth than our land and its products.

College Athletics Extremely Costly

It is apparent, to even the most casual observer, that big time college athletics must be expensive, when you look at the uniforms, the equipment, the traveling, the coaching salaries, etc., that it requires to put on a big time football show in the fall.

We didn't realize just how expensive it is to "keep up with the Jones" until we read the other day a report on Hardin Simmons, the Abilene school which has played a major schedule in years past but which has had difficulty in winning a football game for the past several seasons.

This university lost more than \$900,000 on athletics over a nine-year period, which accounts for its decision to de-emphasize football.

The figures were carried in the Range Rider, a magazine published by the university, along with a statement from the school about why it has decided to limit athletic scholarships to tuition, general fees and books and to play a virtual minor schedule.

In 1954-55 the athletic department lost \$49,000. As expenses mounted and competition for the spectator dollar grew more fierce, the deficit reached \$129,000 in the 1962-63 school year.

President James Landes said everything had been tried to maintain teams that could compete with those from the large schools of the area. It was discouraging to note that even in the years of championship teams, a sizeable deficit existed in the athletic department.

Two years ago the board of trustees decided to curtail athletics but the alumni protested mightily. So the board said scholarships would be awarded only to the extent that funds were contributed.

The Hardin Simmons alumni were not so strong with their cash as with their vocal cords, because last year less than \$10,000 was contributed, hardly enough to cause a ripple.

The school authorities have decided to keep athletics on a reduced and less expensive scale. They are working on forming a conference where scholarships are limited and have found quite a bit of interest among smaller private schools with the same financial problems.

If something can be worked out, this may mark the beginning of an era, or perhaps the end of another one.

Big time college football today is played by paid gladiators, trained, nourished and dressed in the best fashion that money can buy. Football players in the nation's major colleges are bigger, stronger, better trained and fiercer than ever before. They are products of the coaching, training and equipment evolution of several decades.

The college football player in the major college is kept apart from his fellow students to a great extent. He lives with his fellow players, eats the specially prepared food with them, learns early that his college schedule is arranged so that football

But the people who work the land make it valuable. Deaf Smith County is one of the few Texas counties that doesn't have at least one producing gas or oil well. Other counties can count on petroleum income, lease money or some type of industry for income. We have only our land and our people to create jobs, provide income and develop new growth and prosperity.

For that reason, we feel it is appropriate to salute our farmers and ranchers for their contributions through the years. For more than 60 years, Hereford has been acknowledged as a front runner in new agriculture practices, new crops, more diversification, higher yields and better conservation.

Hereford came into being as a little headquarters for ranchers and cowboys. But soon, the prairie sod was broken and farms began to spring up everywhere. At first, the farms limited production to wheat, a hardy crop and one easy to grow.

But those of us who grew up in this country know only too well that drought or storms can wipe out a wheat crop in short order. Even newcomers realize this after this spring, when wheat production was very low.

But the pioneers had the vision to try other crops, some of which were failures. But most of them were successful and upon these our present diversification was built.

Instead of cattle, our real foundation, and wheat, we now have many, many crops. With the advent of irrigation, the farming risks were minimized and no year ever is a complete failure now. Harvest starts early in the spring on one crop or another. It continues through late spring, the summer and into the very late fall.

Only in the coldest part of the winter does the county find itself without some crop to harvest. And the sugar beet refinery, when completed, will fill most of that gap as it processes beets through most of the winter months.

The Hereford area claims so many titles that it really doesn't know which is most appropriate. It can be a cattle hub, a vegetable center, a meat producer, a grain king and more.

With such widespread agriculture diversity, Hereford has a strong foundation, upon which has been built a good community, and upon which will be built an even better future . . . thanks to our past and present pioneers, who are always willing to try something new.

With such widespread agriculture diversity, Hereford has a strong foundation, upon which has been built a good community, and upon which will be built an even better future . . . thanks to our past and present pioneers, who are always willing to try something new.

Relax And Enjoy Annual Festival

This is a special invitation to attend part of the fifth annual Hereford Harvest Festival.

One of the major events already is finished—that of selecting the Queen—and another has had two days of its eight-day run. That one is the fun-filled Lions Club Carnival.

But still ahead is an Open House at the airport, plus the usual three nights of rodeo, a parade and a barbecue.

The farm and home show of past years has been dropped from the busy Festival week for a couple of good reasons. One is that the people who would like to put an exhibit up are involved with other parts of the Festival. The second is that cooler weather, such as the fall, seems to be more desirable as far as exhibitors are concerned.

But there still remains a lot to do and/or see. The Festival isn't designed to make money for the merchants. In fact, most of them can count on poor sales. But they invest their money in various Festival activities, knowing that any trade center must have one or two such events a year in order to maintain good relations and to get new people (potential customers) to come to Hereford.

In the midst of a busy day, it is enjoyable to take off a few hours and relax watching something different . . . or just strolling through the midway.

So, plan now to take in some of the Festival events. Most of them are free, or very modest in cost. And the money you spend will stay at home to help with worthwhile civic projects all during the year.

We'll be looking for you!

comes first and that the off season schedule of weights, running and other physical development is just as required as is work during the season.

The college football exhibition each Saturday is just about the same as the ones on Sunday afternoon between the professional teams, except that the spectators are more full of the "college spirit". Both teams are professional, only to a different degree.

If Hardin Simmons can return football to a pure amateur status, it will indeed mark a milestone in the annals of higher education. We are all for that.

—Ochiltree County Herald (Perryton)

Our Rock Of Gibraltar



Hereford Girl Describes Visit Through 14 States

By Mrs. R. L. Criswell
Kay Brogdon, daughter of Mr. and Mrs. James P. Brogdon of Hereford, has recently returned from a tour of several northeastern states. She made the trip with Mr. and Mrs. Allen Page and daughter, Lynn, of Enid, Okla. Page is the manager of KGWA radio station there.

"We traveled some 3,500 miles through some 14 states in

20 days," said Kay, "and saw much beautiful scenery, including many beautiful mountain chains."

She continued, "The first night of our trip was hectic, because we lost our reservations and had to keep traveling. As we continued, it began to rain. The longer we drove, the harder it rained, it was really coming down when we neared a forest. The forest was so dark

it was frightening, but our alarm increased as we began to smell smoke. We had visions of a forest fire but our fears were alleviated as we drove into a small town.

"Luckily for us, the town had a small motel which had a vacancy. It was eerie, unloading our bags in the dark and getting set for the night in such a strange place as Van Buren, Mo.

"The next day we drove on to Brandon to see the setting of the book *Shepherd of the Hills* by Harold Bell Wright. The setting is wonderful and the play which is written for the present, depicts the time and place of now, and the events as they are happening now.

"As we entered Kentucky, we were delighted at the sight of so many white fences which enclosed the beautiful blue grass meadows which are dotted with thoroughbred horses.

"We also visited the Spendthrift Farm, which is owned by Leslie Combs II. From this farm came such stallions as Man O'War and Nashua. This line of horses are known for their extremely long lives.

"At the place where the Mississippi and Ohio rivers merge, is located the ancient Buried City of the Dead. This is the ancient city that the Indians told Daniel Boone was not of their building, but was there when they came to the Blue Grass Country.

"In Virginia, we saw the wonderful Natural Bridge that Thomas Jefferson once owned and George Washington surveyed. Washington's initials can still be found on a stone lying under an arch which served as his bench marker. In colonial days, molten lead was dropped from the top of the bridge into the creek to make bullets for the settlers.

"We also took a tour of Jefferson's home, Monticello. Many of Jefferson's personal belongings and inventions are still found in the house today.

"In Washington D. C., we visited the tomb of the Unknown Soldier. As we stood in front of this grave we felt feelings of mixed emotion, but mainly we felt a pride in being from a country in which freedom is so highly prized.

"We also visited the National Museum while we were in Washington. Wax replicas of the First Ladies in the fashions of their day with matching hair-dye were very interesting.

(Continued on page 5)

Panhandle Paragraphs

RAINS FAIL TO DELAY DAM BUILDERS

Recent rains washed out an access road on the upstream side of the Canadian River dam site but did not slow work on the project, Bob Sears, office manager for H. B. Zachary Company, dam contractors, said today. The road, used to bring materials from the north, consists of pipe covered with earth. The heavy rain run-off washed one of the large pipes loose. Sears pointed out the dam is well past the 40 per cent completion mark. The office manager said the company plans to start placing bedding by August 1. The bedding along with rip-rap material, will be set in the approach channel to the flood control outlet, just north of the entrance to the flood control and spillway section. Approximately 1,700,000 tons of the material will be placed. The bedding consists of small rocks three inches in diameter. This will be laid first. The rip rap rocks, a cubic yard in size, will follow to help keep down erosion.

—THE BORGER NEWS HERALD

—PP—

WATER CONSUMPTION NEARS 1 1/2 MILLION GALLONS

According to City Water Superintendent Orville Housden, water consumption in Clarendon has been nearing the one and one-half million mark each day, which is a record for recent years. He reported that over a million gallons had been consumed every day since the first of July. Mayor C. J. Lohoefer stated that the water tank at the depot has been a life-saver and that water would have possibly been rationed if it had not been for this additional storage. We had planned to start moving operations on this storage tank to help alleviate the water pressure problem, but if we disconnected this tank right now it would definitely mean rationing of water. We will hold off until the situation is improved, he concluded. Housden stated that at times throughout the day and night that all seven city wells were in operation. We have at least four wells going all the time to supplement the water storage which is built up in the tanks during the night hours, he added.

—THE DONLEY COUNTY LEADER (Clarendon)

—PP—

AIRPORT OFFERED AS SITE FOR STATE SCHOOL

Members of the Levelland City Council and Hockley County Commissioners Court agreed Tuesday morning to offer Levelland Airport as a potential site for a state school and hospital for mentally retarded persons. The agreement opened the way for Levelland Area Chamber of Commerce officials to push hard for the state school which has been designated for location somewhere in the West Texas area. All five members of the city council and four members of the city commissioners court agreed to sign a joint resolution authorizing offer of the land to state officials.

—LEVELLAND DAILY SUN NEWS

—PP—

2,000 ATTEND TULIA'S FIRST WATER CARNIVAL

A near record crowd, estimated at 2,000, turned out for Tulia's first water show Sunday. Everyone, even Mother Nature, cooperated in giving a perfect day with the sun shining and a gentle wind to help Ewell Parker fly his kite. The highlight of the show was when Dale Southard skied around the lake on his bare feet and Ewell Parker concluded the show with a breathtaking kite-flying act by flying approximately 80 feet in the air. The show took approximately two hours to perform with Larry Bird describing the details over the loud speaker. There is no age limit on enjoying these sports—young and old can both enjoy them.

—THE TULIA HERALD

—PP—

THE BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his hindwood farm seems a little miffed this week, but he'll get over it.

Dear editor:

While it never has bothered me, some farmers I've been reading about are worried over the public image they present to the rest of the country.

As I understand it, some city people think farmers are getting rich because the price of food at the grocery store is so high, and some farmers think they ought to hire a public relations outfit to correct this and tell the true story.

Well, I've never had much trouble along this line myself, don't ever recall having a city man come out here to this hindwood farm asking for a loan, not even a newspaper man, but there is one image of the farmer some people have that ought to be corrected.

According to an article I ran across in a newspaper last night, Interior Secretary Udall toured a farm area a while back and reported later he was shocked by the flabby handshakes of farmers.

This is what I'm talking about. Us farmers are still considered by some to be horny-handed sons of toil who're getting soft if we don't shake hands like a grizzly bear, whereas actually of course we're scientists producing food so fast that if the space scientists were up on our level the missile gap between Russia and the U. S. would be reversed.

In fact, if our space scientists were as far advanced ahead of Russia as our agricultural scientists, we'd have already been to the moon twice and raised our debt ceiling four times to pay for it.

How a farmer shakes hands ain't no index to the complicated farm planning going on inside his head, and a farmer sitting on his front porch in deep thought can be as constructive as an Einstein doing the same thing.

This is the image the public ought to have of us farmers—dedicated, underpaid scientists, and I have pioneered in trying to bring it about. I've done my part. I've been sitting on my front porch for years.

Yours faithfully,

J. A.

THE Sunday Brand

Established 1948
Published every Sunday at 336 Main St.
Hereford Texas



NATIONAL EDITORIAL ASSOCIATION

James M. Gillentine, Editor and Publisher
Melvin Young, Managing Editor
H. A. Tuck, News Editor
Bill Penn, Adv. Mgr.
John Anders, Shop Foreman

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Classified advertising rates: 6c per word per word first insertion (60c minimum; 4c per word each additional insertion.)

Odd Fellows And Rebekahs Install 1963-64 Officers

The joint installation of officers was held Monday night, July 15, at the IOOF Hall by Hereford Rebekahs and Odd Fellows. Installed as Noble Grand of the Rebekahs was Mrs. Sam Smith. The newly installed Noble Grand of the Odd Fellows is Sam Smith. Also installed were Mrs. G. A. Brown, Rebekah Vice Grand, and Ed Clark, Odd Fellow Vice Grand.

Installing the officers were the district deputy grand master of District 4, Floyd E. Houston of Muleshoe, and the district deputy president of District 5, Mrs.

Mayme Birdwell of Dimmitt. A sold supper preceded the installation service. Among those present were Mesdames Cordye Birdwell, Nell Copeland, Polly Bell, Connie Ivey, and Sarah Blackwell, all from Dimmitt, Mrs. Wallace Shelton, Mrs. Pat Patterson, Mrs. Ben Conklin, Miss Mary Brady, Mrs. Louie Olson, Mr. and Mrs. Arthur Rogers, Mr. and Mrs. Ed Clark, Mr. and Mrs. D. T. Stewart, Mrs. Thelma Reid of Needmore, Mrs. Thelma Gage of Needmore, Mrs. Ona Berry of Muleshoe, Mrs. Anna Mae Houston of Muleshoe, Mr. and Mrs. Sam Smith, Mr. and Mrs. Quail Duggan, Mrs. Henry Murrell, Mrs. James Vines, Mrs. G. A. Brown, Ed Clark, Mr. and Mrs. Gene

Young Farmers Hold Meeting

The Hereford Young Farmers Club held its regular monthly meeting on Tuesday, July 16, at 8 p. m. at the Hereford High School. Committees were appointed to outline activities for the coming year.

Herb Bruns, soil chemist from the Tierra Blanca Soil Conservation District showed slides and explained the purpose of soil surveys to the 16 members present. He explained that the soil survey for Deaf Smith County in complete but it will be some time before it will be published and available for distribution.

Hereford...

(Continued from page 4) "The National Episcopal Cathedral, which is still in the process of being built, has many beautiful sacred statues. We were surprised to see that the sanctuary floor is just half tiled because the construction has been so slow.

"While we were in New York," Kay continued, "we took a cruise around Manhattan Island, visited Yankee Stadium, toured the United Nations Building and the Statue of Liberty and went through Radio City Music Hall. We also saw some entertainers and a Broadway play.

At an art exhibit, we saw Walter Keane's painting of 17 lost waifs. These represented the children he saw while he was in Europe after the war. The exhibition showed works of all the Keane family.

"One of the most impressive sights that we saw during our entire trip was a view of the Empire State Building at night. As we gazed at the top of this gigantic building, we realized what a large and beautiful city New York is."

CARD OF THANKS

We wish to take this means of thanking the good doctors and nurses for being so patient and so kind to our husband and father while he was in the hospital. We also want to thank the rest of the hospital staff and particularly Dr. Hicks for the efforts he made. And we don't want to forget the little Pink Angels. He now is in Room 248-2A, Veterans Hospital, Amarillo.

Mrs. C. E. Williams B. J. and Julie Carol Williams Wayne Williams, Mr. and Mrs. Ray Williams and Billy Wayne

CARD OF THANKS

We wish to express our thanks and deep appreciation to everyone for their prayers, food, flowers and other kindnesses extended to us at the passing of our loved one.

Mrs. S. P. Bass and family

MRS. CONKWRIGHT RETURNS Mrs. Colby Conkwright has returned from visiting with friends and relatives in the Gainesville and Sherman area. While in Rosston, she attended a bridal shower for Miss Janice Berry, bride-elect of Jim Conkwright, in the home of Mrs. Bobbie Dill.

Bishop, Mrs. Clarence Beauford, Mrs. Ada Hollabaugh, and Mrs. Alta Davis.

VISIT RELATIVES

Mrs. Opal Hutcheson and daughters, Marchetta, Carolyn and Kathy, have recently returned from a two weeks visit with Mrs. Hutcheson's son and wife, Mr. and Mrs. Karl Hutcheson, in Memphis, Tenn.

VISIT STORIES

Mr. and Mrs. Brian Quick, from Cuba, Ill.; Mr. and Mrs. Walter Weiland, of Amallo; Mr. and Mrs. Dan McDowell, of Lubbock; Ron Yeager, Scharyl Linegar, and Roy Mustian visited Mr. and Mrs. Joe Story and family last week. Their daughter, Nancy, was also visiting them.

GIRL BORN

Mr. and Mrs. Robert Silver of Alanta, Ga., are the parents of a girl born Wednesday, July 10. Mrs. Silver is the former Mary Katherine Huckert, daughter of Mr. and Mrs. Frank Huckert of Hereford.

OPTOMETRISTS

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Breast Cut Fresh Daily All White Meat **50c**
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Parts Economy, Wings and Backs **2 Pkg. 39c**

GRAPE JUICE Soft-Air Frozen 3 12-oz. Cans **\$1.00**

CHARCOAL Satchels Long Burning 10 lb. Bag **49c**

COTTAGE CHEESE Lucerne Quality 2 8-oz. Cans **35c**

POOCH DOG FOOD 12 16 OUNCE CANS **\$1.00**

FLOUR Harvest Blossom White 10-lb. Bag **79^c**

COFFEE Folgers Rich Flavor 1-lb. Can **59^c**

CATSUP Heinz Fancy Ketchup 4 14-oz. Botts. for **\$1**

VELKAY All Purpose 3-lb. Shortening Can **59^c**

Snow Star Rich ICE CREAM 1/2-Gal. Ctn. **59^c**

Mrs. Wright's Layer CAKE MIXES 5 19-oz. Pkgs. **\$1**

PEACHES CALIFORNIA RED HAVEN LB. **19^c**

CALIFORNIA CUKES LONG GREEN SLICERS LB. **19^c**

CALIFORNIA SUNKIST LEMONS LB. 19^c	TEXAS CLIP TOP CARROTS 2 1-lb. Pkgs. 29^c	CALIFORNIA CELERY HEARTS Pkg. 29^c
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STA FLO STARCH 1/2-Gal. Bot. **49c** | STA PUF RINSE 6-oz. **45c**

Ajax Cleanser 21 OZ. CAN **25c**

Florient 7 OZ. CAN **79c**

Choice Soap BATH SIZE 2 BARS **49c**

Fab Detergent GIANT BOX **79c**

Bayer Aspirin 30-Ct. Bot. **43c**

Bayer Aspirin For Children 30-Ct. Bot. **39c**

Apple Sauce MUSSELMAN'S 25 OZ. JAR **35c**

HYDROX COOKIES PKG. **49c**
Peanut Sandies Supreme Pkg. **49c**
Supreme Saltines Crackers 1-lb. Pkg. **31c**
Supreme Cookies Choc. Drop Cookies Pkg. **49c**

MIRACLE WHIP Kraft's Famous Salad Dressing Qt. **49c**

TOMATOES Gardenside Brand 5 No. 2 1/2 Cans **\$1**

BEVERAGES Crummet Assorted Flavors 8 1-Qt. Botts. **\$1**

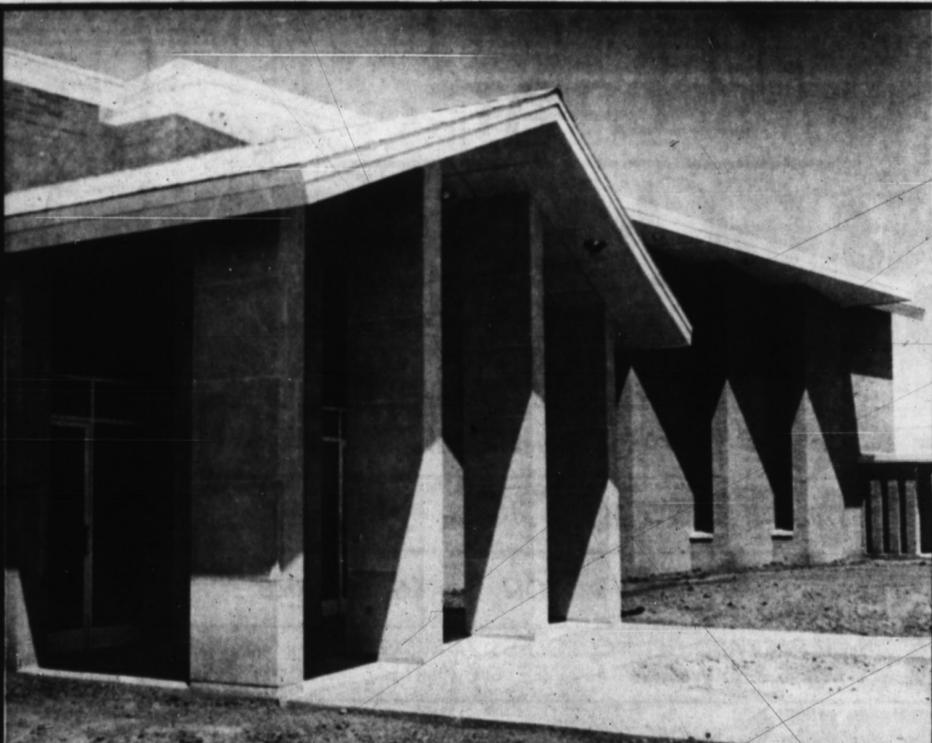
BABY FOOD Gerber's Strained Baby Food 3 3 1/2 Oz. Jars **29c**

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SUNDAY, JULY 21, 5 P.M. MR. GILBERT DAVIS, Preaching

MONDAY Thru FRIDAY, JULY 22-26, 8 P.M.
DR. JOHN KNOWLES, Preaching

SUNDAY, JULY 28, 11 A.M. MR. GLENN RICKETTS, Preaching

KPAN RADIO BROADCASTS

SUNDAY, JULY 21, 11-12 A.M. 2-2:30 P.M. 5-6 P.M.

Water Conservation Gains Support From Area Farmers

Farmers in Deaf Smith County are recognizing the need for water conservation, and many are doing something about it. The need has and is being pointed out by various governmental and volunteer agricultural agencies. A natural leader in the field is the High Plains Under-ground Water Conservation District, No. 1, with headquarters in Lubbock and a branch office in Hereford.

"We should have no delusions about the fact that we are depleting our ground-water supply," wrote W. L. Broadhurst, chief hydrologist with the conservation district. "However, the water creates wealth only when it is pumped to the surface and put to beneficial use."

Consistent drops in the water table are indicated in measurements from test wells throughout the high plains area as published in the March, 1963, issue of "The Cross Section," official publication of the water district. Figures are given for 1953, about the time when large-scale pumping was begun, and for 1962 and 1963, showing current water levels.

Drops ranging from 20 to 40 feet are noted in the area, and test wells in Deaf Smith County generally follow the area pattern. Since the wells are identified by code numbers only, their location in the county is not easily available, but it is assumed they are spaced to give a picture of the water table throughout the county.

Selected at random from 87 test wells in Deaf Smith County, which were included in the report, the county trend, with drops ranging from 20.57 to 41.18, is shown in the following figures: Listed in order are 1953 and 1963 measurements and drop in water table: 201.80, 222.37 - 20.57; 111.07, 136.26 - 25.19; 110.78, 143.34 - 32.56; 102.11, 141.09 - 38.98; and 86.92, 128.10 - 41.18.

The picture is not altogether bad, however. An article from the June, 1963, edition of the conservation publication and written by Broadhurst reveals, "As a matter of interest, and intensive study in 1961 failed to find a single farm throughout the entire 43 counties within the High Plains Under-ground Water Conservation District that had reverted entirely to dry-land farming because of a depleted water supply."

At one time irrigation water running down bar ditches was little noted, and prairie lakes were looked on as only a part of the landscape. In the past decade, however, increasing demand for irrigation water for a multi-million dollar agricultural industry has put new value on any source of water. The need for conservation has partment of Texas Agricultural and Mechanical College and the United States Department of Agriculture reveals that there are some 200 "tailwater" installations in this county and that of 900 surface lakes in Deaf Smith County, 70 are being pumped for irrigation.

J. G. Evans is among the farmers who are licking the run-off problem with "tailwater" installations. On 640 acres Evans owns jointly with F. L. Eicke 15 miles north of Hereford, they have constructed a dam across a draw at a cost of \$350. All tailwater from the farm is channeled into the reservoir created by the dam. A six-inch centrifugal pump is installed on a scaffold in the reservoir. A pipeline to a point on the farm where the tailwater enters a 12-inch concrete irrigation pipeline was constructed. From there the water may be carried to any part of the farm. The total cost of the installation was \$1950. The salvaged water is lifted a total of 26 feet from the pit to the irrigation pipe.

The second installation designed by Evans is on a farm he owns 19 miles north and three miles east of Hereford. It is somewhat simpler than the other project. This land has only a four-foot range in elevation from the highest point to the lowest. A pit approximately 50 by 200 feet and eight feet deep was dug at the lower end of the land. A six-inch centrifugal pump powered by a 10 H.P. electric motor was installed at the sump. A 12-inch concrete pipeline was installed below the

land surface from the sump to a point where it joins an open ditch about one-half mile from the reclamation pit, or sump.

Evans declares that the "tailwater" installation recovers water previously lost in amounts equal to the output of a strong 6-inch well. He adds that production cost of pumping the "tailwater" is about one-fourth that of operating one of the farm's deep wells. He is confident that his initial investments pay for themselves at least every five years.

Not only does Dick Godwin, Deaf Smith County farmer whose land is located about 20 miles northwest of Hereford, recover run-off water from his own land, but he salvages "tailwater" that comes from nearby farm land. He accomplished this by placing a large earthen pit at the lowest corner of his land. A length of 12-inch concrete pipe is installed at either end of the pit. Each extends the

few feet from the pit to the county road bar-ditches, one on the south and one on the east of the farm. Under-ground pipe installations carry the water from the pit as it is pumped to the upper part of the farm. Godwin states that he feels a genuine concern for conserving ground water.

"A tremendous capital investment was made to enable me to utilize my irrigation tailwater. However, with a minimum amount of assistance from the county road maintenance crews, we now can take care of our own tailwater and reclaim tailwater from the farms of several neighbors. We think the system will pay for itself in a short period of time," he said.

C. D. and Tommy Carnahan who own and operate three sections of land 17 miles north and two west of Hereford feel they have the equivalent of another good 1,000-gallon per minute well in their "tailwater" pit installation. With a maximum lift of 48 feet, water can be pumped from the reservoir to any part of the farm. Because of this minimum lift, the cost of operating the centrifugal pump is only a fraction of the cost required for pumping the same quantity of underground water from one of the deep wells on their place.

One area farmer estimated that on a recent operation his "tailwater" system saved 30 per cent of the ground water pumped. Translated into cash, the 4.6 acre-feet of water he saved, at a conservative estimate of \$50 per acre-foot, amounted to \$225. In addition, he realized a saving on fertilizer, as he was using ammonium nitrate directly in the irrigation water. Previously the water lost to the bar-ditch or dry lake bed took with it its share of the fertilizer.

The water district is urging all persons who have a lake on their land to pump that water for irrigation in lieu of well water. As is true of lakes over the area, the approximately 900 lakes in Deaf Smith County now contain a gold mine in irrigation water, with less than one-tenth of the lakes now being used by their owners for irrigation. Recent statistics reveal that there are approximately 70 lake-pump installations in the county.

In pointing out the advantages of using lake water, the conservation specialists say that lake water can generally be pumped and used for irrigation more cheaply than ground water. Since the lift is less, less

power is needed to pump a given amount of water. They also point out that lake-pumping equipment costs only a fraction of the price paid for deep-well pumping installation. Other benefits include the salvaging of water lost through evaporation, elimination of mosquito-breeding environment, and recovery of grass or crop land usually lost by drowning under lake water.

Agriculturalists also suggest that lake water, with its warmer temperature at this time of year and higher bacterial activity, probably is more compatible to growing plants than underground water.

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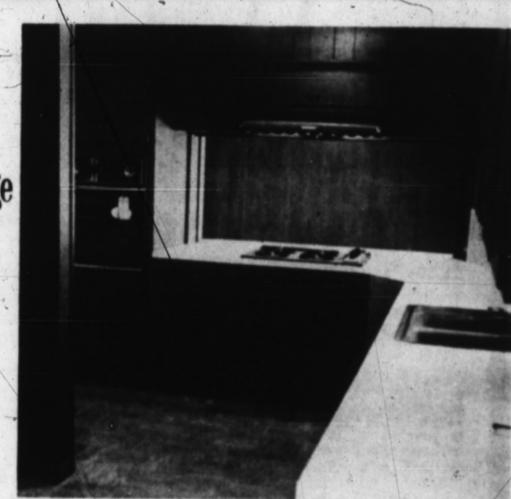
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Legal Notice

Notice is hereby given that a meeting of the Board of Equalization of the Hereford Independent School District is called for July 15, 1963, at 10:00 a. m. in the school tax office for the purpose of reviewing and equalizing tax assessments for the year 1963. Any one owning taxable property within the District is invited to meet with the Board and present any claim for adjustment of the appraised value of their property to which they believe they are entitled.

It is the purpose and desire of your Board of Equalization to as nearly equalize values as it is possible to do so. If you feel you have a just claim for an adjustment of your assessment, please bring your problem to the Board.

L. B. Barnett, President,
Board of Trustees,
Hereford Independent School District

Larry Robertson Gets Fellowship

Larry Robertson, a 1963 graduate of West Texas State University, has been awarded a National Defense Education Act Fellowship to study genetics at Colorado State University, in Fort Collins, Colo. This fellowship of \$9,000 will cover a three-year program, leading to the Ph D. degree.

Robertson was also named outstanding agronomy student at W. T. and was a member of Alpha Chi, National Honor Society and Who's Who in American Colleges and Universities in 1963.

Larry and his wife, Ann, came to Westway from Gooding, Ida., to farm with his father-in-law, Joe Severance.

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service bulletin



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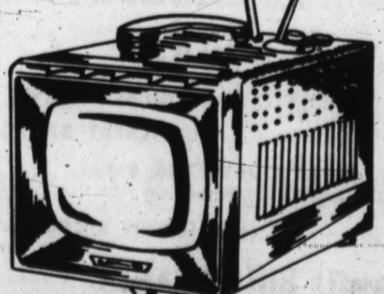
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8" TV SCREEN

BRING THIS AD TO GO-LOW TO GET THESE SUPER BARGAINS



RONNIE ROBERTS OF Plainview was out by Watts in the top of the sixth inning. The a fraction of a step on a close play here Plainview Babe Ruth team won the practice Thursday night; Jim Allison stretched for game 9-5. out to take the throw from shortstop Bill (Staff Photo)

Airman V. Clark At Keesler AFB

Airman Vernon R. Clark Jr., son of Vernon R. Clarke Sr. who lives in Friona, has recently completed basic military training at Lackland AFB and is being reassigned to Keesler AFB, Miss., for technical training as a United States Air Force radio and radar maintenance specialist.

He is a graduate of Phillips

Wheatley High School in San Antonio. He attended Trinity University and St. Philip College.

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	WRIGHT'S ALL MEAT lb 49c	
	PORK CHOPS	
	RIB CENTER CUTS lb 69c	END CUTS lb 59c
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	FLOUR GLADIOLA 5 Lbs. 49c	
	CLOVERLAKE ICE CREAM 5 PINTS \$1	
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Cookies TENDERCRUST Lb. Cello Pkg. 49c	OLEO PARKAY Lb. 25c	
HUNTS 32 Ozs. 5 FOR \$1	SHURFINE 7 Ozs. 2 FOR 23c	
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Dog Food 4 FOR 29c	FOLGERS 10 Ozs. \$1.09	RANCH STYLE BEANS 300 Can 2 FOR 29c
Instant Coffee \$1.09	Kraft Cheese Slices AMERICAN or PIMENTO 8 OZS. 29c	
NAPKINS NORTHERN 2 Pkgs. 25c	TOILET TISSUE LYDIA GREY 10 Roll Pack 89c	HAIR SPRAY AQUA NET \$2 SIZE 89c Plus Tax
Cantaloupes lb. 10c	POTATOES 20 Lb. SACK 79c	
LEMONS lb. 19c	GRAPES THOMPSON SEEDLESS lb. 23c	PLAY BASEBALL TRIPLE WINS \$10
PLAY BASEBALL SINGLE WINS \$1.00		

KEY TO MIDGE CONTROL: TIMING

Proper timing is essential to sorghum midge control. Here's how to get one-shot control with low-cost endrin.

Once sorghum midge adults lay their eggs in the heads, it's too late to prevent damage. Protected by the spikelets, the eggs and hatching larvae are out of reach of insecticides.

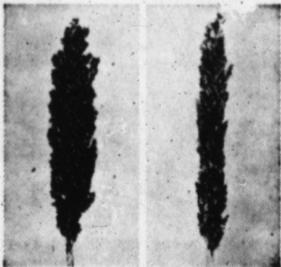
One properly timed endrin application will knock out the adults before they can lay their eggs—and keep midge populations below harmful levels for the rest of the season.

Note: Endrin also controls sorghum earworms and all other major sorghum pests.

How to time your endrin application

Sorghum midge adults lay their eggs in the spikelets or seed husks soon after the head emerges from the boot. Within a few days, the eggs hatch and the young larvae begin to feed on the juices of the developing seed. Infested heads quickly become blighted. They produce practically no grain.

Application recommendation: for maximum kill, make endrin application within 1 to 4 days after 90% of the heads



Sorghum head (left) was protected with endrin shortly after emergence from the boot. Head (right) was unprotected. Sorghum midge larvae destroyed its ability to produce again.

have emerged from the boot. Do not apply endrin within 35 days of harvest.

Endrin saves you money

Powerful endrin saves you money because extremely low dosages do the job. Just 1 1/4 pints of the popular emulsible concentrate formulation is all it takes.

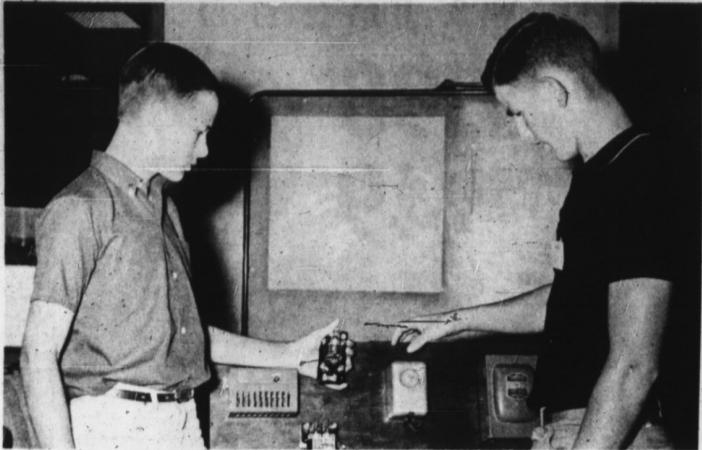
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TAYLOR & SONS FOODS

LOW, LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS **CASH AND SAVE**



DAVID BLOCK AND ARVELL WILLIAMS, right both of Hereford, attended a Farm Electrification Conference for FFA members on July 9, 10 and 11, in Amarillo. Five major courses were offered during the three days, covering farm wiring, electric controls, farm motors, lighting applications and heating. The FFA member judged outstanding in each

of these subjects was awarded a trip to the National FFA Convention in Kansas City. This was the first workshop on farm electrification for FFA members ever held and it was sponsored by the Southwestern Public Service Company.

(SWPS Photo)

Young Homemakers Elect New Officers And Area Delegates

Meeting on the evening of July 16 in the lounge at Hereford High School, Texas Young Homemakers heard the Area I vice-president, Mrs. Edward Weild of Hale Center, discuss area and state activities, including the scrapbook competition. The club was asked to send suggestions to the State Young Homemakers for the motto, creed, and handbook.

During the business meeting, with Mrs. George Zetsche as the presiding officer, the group elected Mrs. David Brumley to complete the 1962-63 term of Mrs. Bob Hicks as Area I secretary-treasurer. Mrs. Brumley also was selected by the club to be a candidate for Area I president in the 1963-64 elections.

The Hereford chapter has been asked to be in charge of the installation service for the New Area I officers to be installed in September. Voting delegates to represent the Hereford chapter at the Area I convention in Plainview in September are Mrs. George Zetsche and Mrs. Howard Hunter.

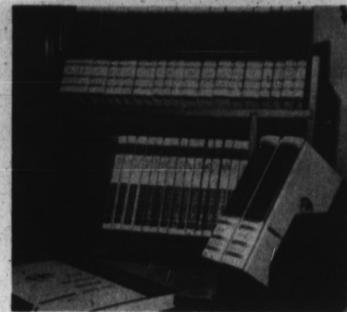
Officers elected by the club the coming year are Mrs. Kenneth DeHart, president; Mrs. Clark Andrews, second president; David Brumley, secretary-treasurer, and Mrs. Howard Hunter, historian-reporter. They will be installed in September.

Hostess for the meeting was Mrs. Clark Andrews. Others present were Mesdames Larry Dobbs, Kenneth DeHart, James Dobbs, Earl Rea, Jess Robinson, George Zetsche, Layton Sawyer, Howard Hunter, and J. J. Durham. Mrs. Durham is the club advisor.

Adrian Graduate Now In Germany

Army Pvt. Harold E. Whaley, son of Mr. and Mrs. John W. Whaley, Adrian, participated in a five-day training exercise in combat tactics in Germany in mid-June, with other members of the 8th Infantry Division's 68th Infantry.

He is a tank gunner in Company A of the division armor's 1st Battalion in Germany. He is a 1962 graduate of Adrian High School and completed his basic combat training at Fort Polk, La.

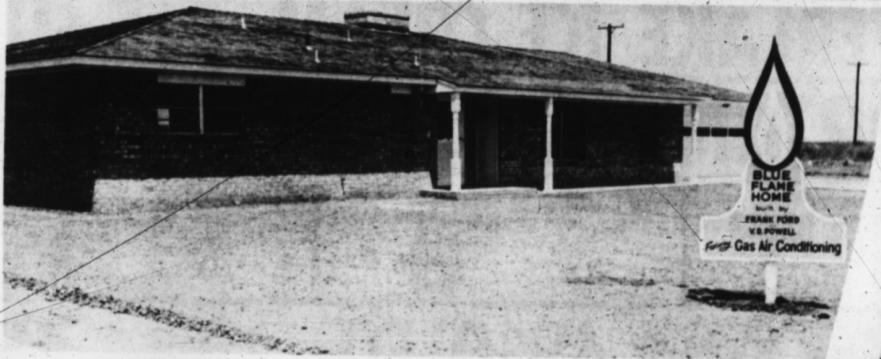


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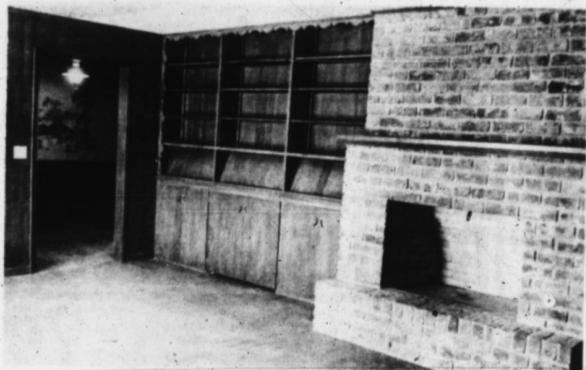
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The front exterior of the Blue Flame Home built by V. D. Powell. Year-round Gas air conditioning provides perfect climate control.



The family room, resplendent in beautiful fruitwood and showing the mural on the wall of the breakfast area.



The Caloric Built-in gas range assures the housewife in the beautiful kitchen perfect meals with the burner with a brain and the keep warm oven control.

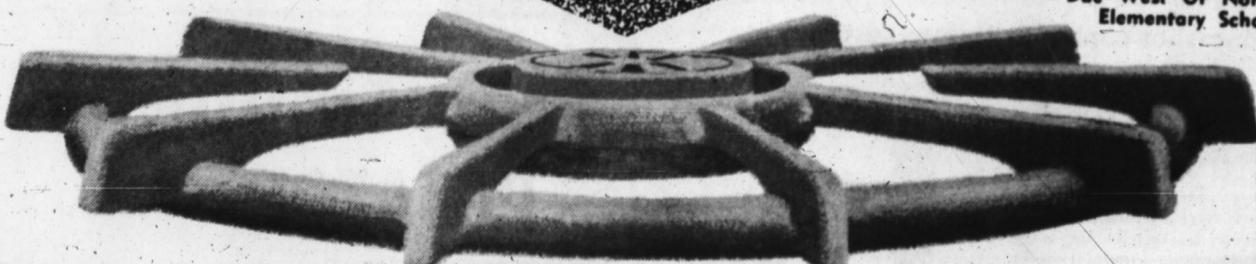


Large, luxurious and oh—so livable . . . here is a home that will fulfill all your desires for prideful ownership. Built to the highest standards of craftsmanship it incorporates a world of functional refinements within its imaginative design. From the attractive turquoise entry through the paneled family room and right out onto the patio. This beautiful Blue Flame Home speaks a warm greeting of West Texas hospitality. Equally suited for entertaining or carefree living it's a home to be enjoyed. Women will be charmed by the crystal chandelier and matching wall sconces set within classic French Provincial frames. The large, beautifully finished family room has a large wood-burning fireplace and incorporates the wall mural of the breakfast nook into its decor. The kitchen of fruitwood cabinets, which also matches the paneling and built-ins of the family room, also features a full complement of Gas equipment. The utility area has been incorporated into the spacious kitchen but can be closed off when not in use by louvered folding doors. Completing the beauty of this lovely 3 bedroom, 2 bath home is the perfect year-round climate control provided by the Arkla Servel Gas year-round air conditioning unit which guarantees the perfect heating or cooling atmosphere required. See this lovely home today—it is a masterpiece.

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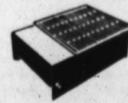
CLOTHES DRYER GAS EQUIPPED



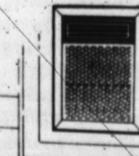
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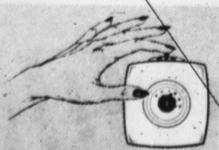


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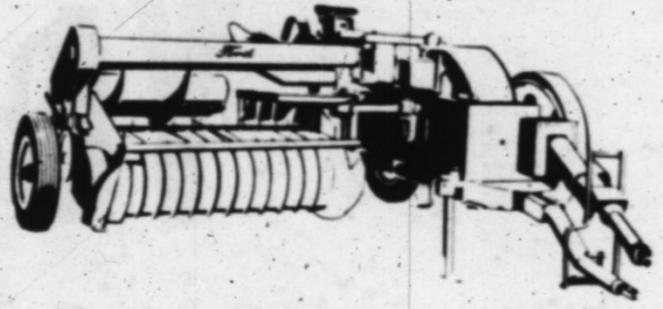
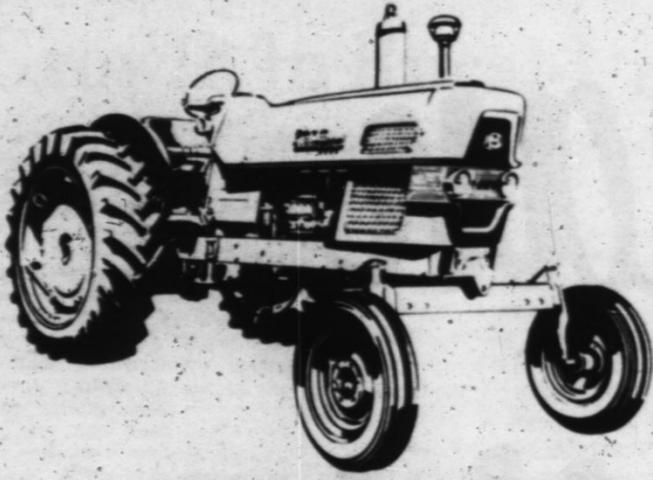
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Ford boasts today's most advanced pto. Engage, disengage on-the-go. Dual power range matches power to the job. Exclusive POWR-STOR hydraulic system provides full, instant response smoother control at all operating speeds. Years-ahead convenience—power steering power disc brakes stand-up steering wheel and much, much more! more!

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The Sunday Brand

Hereford, Texas, Sunday, July 21, 1963

AGRICULTURAL
SECTION



The Abundant Land!

Wheat Still Major Crop In County's Bountiful Harvest

There is a saying that "there is nothing new under the sun," and the scanning of the pages of the Hereford Brand since its first issue in 1901 confirm that Deaf Smith County's thriving diversification has found few, if any, crops of which early pioneers did not dream as they beheld the gratifying results from each new crop as it was introduced during the first decade of the twentieth century. They dreamed, but many would be astounded at the manner in which crops under irrigation have outstripped their wildest predictions, especially since irrigation was added to the soil and sunshine of the area.

With 300,000 acres planted at one time during the 1930's wheat was the kingpin of the county, proving that this area need not always remain dominantly cattle country. Within the past few years first wheat, then grain sorghums claimed top honors acreage-wise, although both have declined due to allotments and diversion programs. Wheat topped grain sorghums in acreage planted in 1963, with 172,945 acres. Grain sorghums were down to approximately 139,081 acres.

Although Deaf Smith County suffered less from hail than some surrounding areas, acreage harvested was cut by freezing and other damage. Yields were spotted in the 1963 wheat crop, ranging from some not tall enough to cut to more than 60 bushels per acre, with test weights from the low forties to 63 pounds. Factors in the disappointing crops were rust and some loose smut, causing exceptionally low yields with shriveled grains in many fields. The county average, both on dry and irrigated land, was far below average.

About October 1, 1963, a gaily decorated carload of wheat rolled from Hereford on its way to a miller in Dallas, and Deaf Smith County was on its way to becoming a leader among High Plains counties in the production of the golden grain.

J. N. Askren, well known stock farmer and broom manufacturer (according to the Brand of Oct. 2, 1903) sowed nearly 100 acres of wheat on his farm nine miles northeast of Hereford. It produced more than 16 bushels per acre — 700 bushels in excess of his feeding needs.

"Now Mr. Askren is, one of those kind of men who, when they see a good thing, grasp once and thus do good for themselves, their country, and their fellow men. So, after noting the success made in raising wheat in small quantities for home consumption, Mr. Askren came to the very sensible conclusion that there could not be too much of a good thing—in wheat, especially — and broke land and sowed wheat of the Mediterranean blue stem variety with the result that after the threshing was done, he found that the had enough wheat left to fill a car, after having provided for his individual purposes.

"Again he showed the agility of his business qualities, and instead of selling his excess wheat to various parties in small quantities, he laid the matter before one of Hereford's enterprising grain firms — Higgins and Rice — who immediately bought all he had to sell and stored it into a car bound for Dal-

as, there to be received by the Century Milling Company, which company will convert it into flour — that indispensable hunger — satisfying staple, and who knows but that before the winter is over this same Deaf Smith County raised wheat will find its way into the stomach of some hungry citizen of the county in which it was raised?" J. Ray, editor of the Brand, commented.

Cattlemen protested the extra work of raising wheat, but that staple was here to stay. By 1906 and 1907 the local paper was recording efforts to secure a "flouring mill." Enthusiasm had grown from yields such as that of Robert Humphrey who reported 28 1/2 bushels per acre on his farm north of town in 1905.

Editor Ray dreamed . . . instead of 700,000 bushels being shipped from Hereford, that amount and possibly more would be ground at a flouring mill located in Hereford, which amount would be increased from year to year until not only Hereford, but every railroad town in this section would have a similar institution and the value of lands would be increased from \$3 to \$10 an acre to \$100 an acre according to location.

Great West Mill and Elevator Co. built the county's first elevator with a unit of 10,000 bushels, later increased to 40,000 bushels. "Sonny Boy" flour was produced by a local flour mill, Packard Milling Co., opened on South Main in 1931 by H. M. Packard and H. E. Danforth.

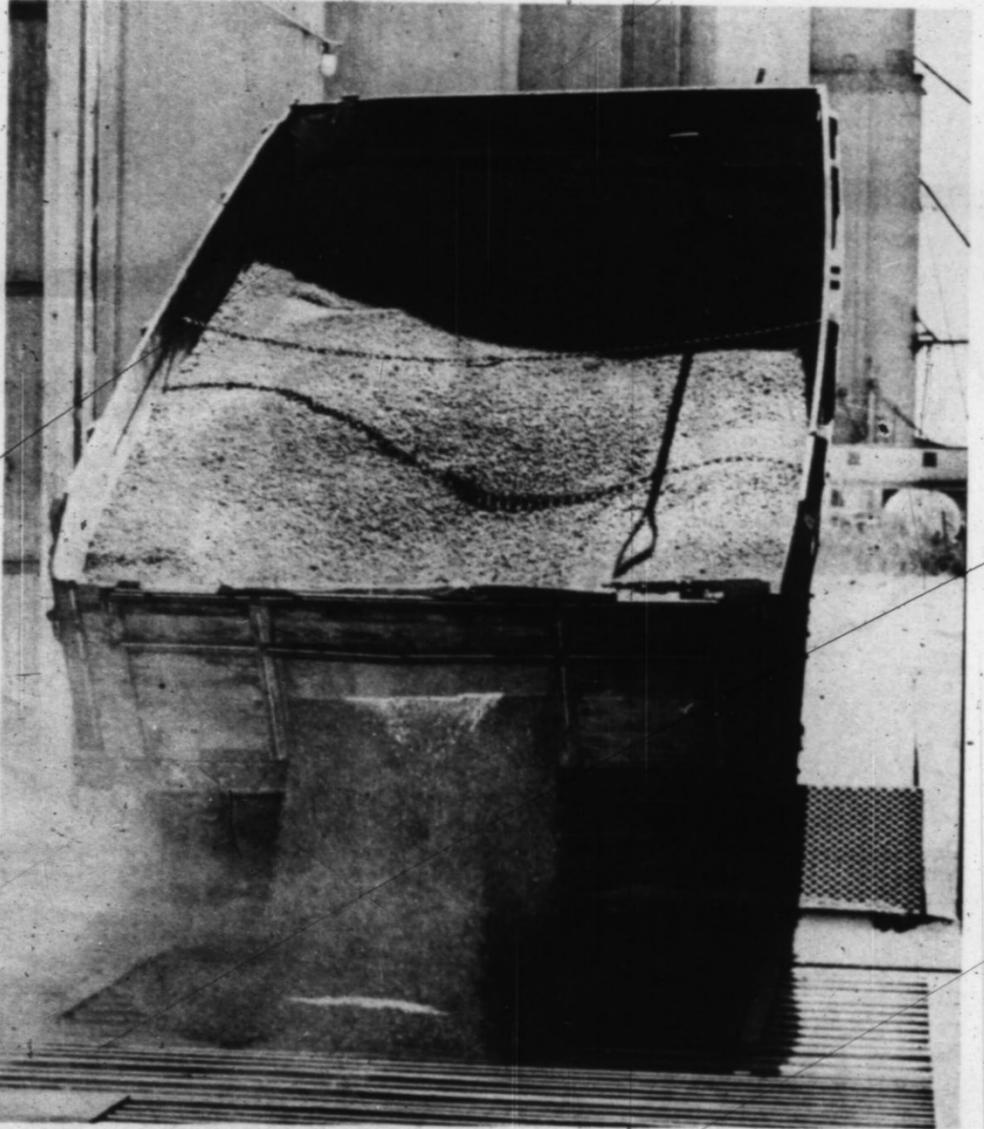
Instead of measuring wheat shipped out of Hereford in thousands, it now is measured in millions of bushels, and Pitman Elevator Co. has been known as the world's largest nonterminal elevator, as it handles the county's wheat and grain sorghum crops.

Prices on wheat went as low as 26 cents per bushel during the dust bowl days of the 1930's, when more wheat was plowed up than harvested. With the advent of extensive irrigation yields soared, and the price climbed to \$2 and more. In 1949 J. V. Pickens, on a two-acre plot, set a record yield of 92 1/2 bushels per acre under irrigation. Under favorable conditions some dry land wheat has yielded 50 bushels per acre, but on the average it has remained constant.

Editor Ray would really be surprised to know that land prices have so far outstripped his predictions. Even grassland prices are estimated and actually running \$80 to \$50 per acre and dryland crop land from \$100 to \$140, according to Gene Campbell, local realtor. He estimated irrigated acreages \$400 and ranges from \$275 to \$600 per acre. He pointed out that the latter price was on a quarter section and that the price on small tracts especially may be boosted by improvements. It is generally agreed, he commented, that land prices now are based in part on speculation and investment rather than on what the land will produce.

Despite freezing damage Floyd Cole "harvested" a part of his 1963 wheat acreage twice. His first profit from the crop was wheat pasture. Later he harvested 66 bushels per acre with a test of 63 from a part of the

(Continued on page 8)



Wheat trucks crowd elevators in the spring

BEEFMASTER LIQUID FEED

STIMULATES RUMEN FUNCTION THESE WAYS:

- 1 Starts a natural sweet fermentation
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NO ADDED COST!!**

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Photo shows thrifty steers on stalk field and BEEFMASTER Liquid Feed, using

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Wheel-type self-feeder
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You can Believe this...

**we had faith in the
Hereford area and its
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Center when we moved here**

**AND YOU CAN
BET YOUR BOOTS**

that we still do!

Potatoes - Onions and Cattle

that's our business

JACK RENFRO

Power Use Is Barometer Of Growth In Rural-Urban Area

Hereford's growth as an agricultural - industrial area is shown graphically by the increase in power supplied the area by Southwestern Public Service Company. According to figures prepared by Edward G. Weber of the Amarillo office, the Hereford district of the company has shown a 40 per cent increase in customers in the entire service area.

"There has been a 33 per cent increase in commercial customers, a good barometer on Hereford's growing role as a business center," he said.

The electrical growth of Hereford in the last ten years is one of the brightest growth pictures in the entire service area of the Southwestern Public Service Company, one of the nation's fastest growing electric light and power companies, Weber revealed.

Hereford is a "main line" community, electrically speaking, with the Hereford Interchange being one of the largest transmission system substations in Southwestern's service area.

Three 115,000 volt transmission lines can bring power to the Hereford area, one of these lines being the major transmission link between the two largest generating stations on the Southwestern Public Service Company system.

These two stations are Nichols Station, north - east of Amarillo with a capability of

225,000 kilowatts and Plant X near Earth, with a present capability of 277,500 kilowatts, but with an additional 210,000 kilowatts now under construction.

These two generating stations — only two of 12 in Southwestern's 45,000 square mile service area — provide a dramatic portrayal of the growth of this region. And, it is only as an area grows, that the electric light and power company serving it will grow, according to Weber.

Nichols Station and Plant X combined have five times as much generating capability as the company's entire system had 20 years ago. When the new addition at Plant X goes into service in 1964, the generating capability of these two stations will jump to seven times the total two decades ago.

The Hereford Interchange Station is the take - off point for a 69,000 volt transmission line which provides service in the Dimmitt, Hart, Olton and Springlake areas of Castro and Lamb Counties.

Southwestern Public Service Company is also the wholesale power supplier for the Deaf Smith Electric Cooperative, providing the co - operative with nine points of service, with an additional one to be added soon.

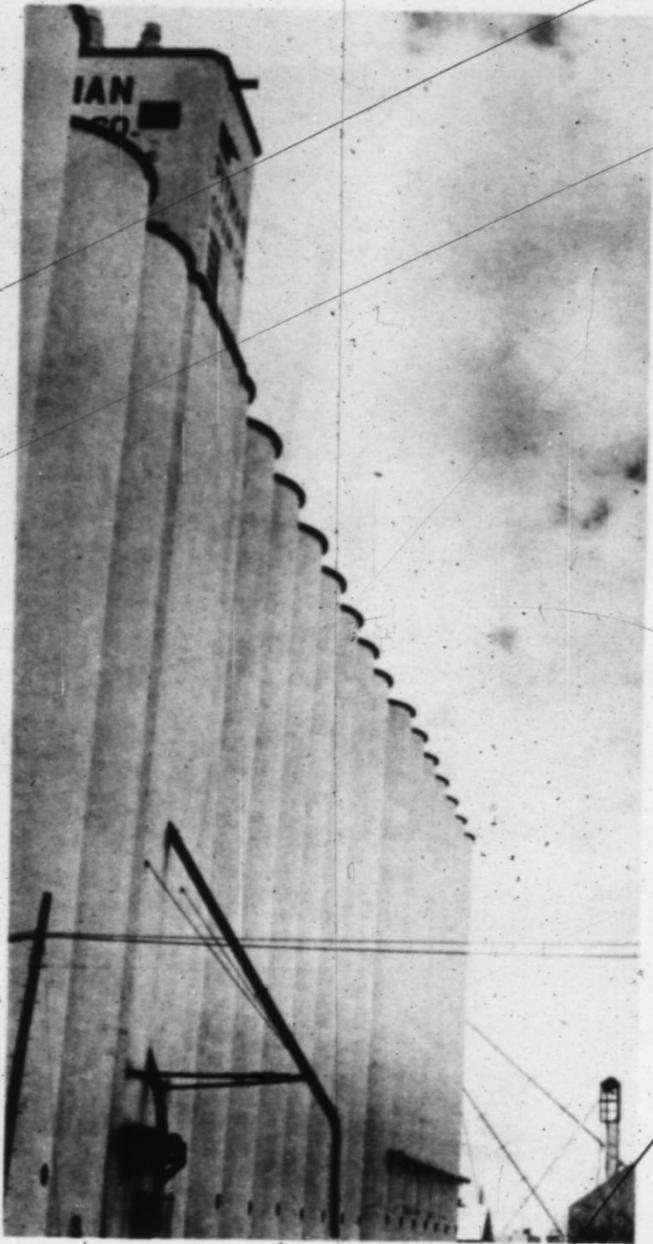
A factor in the ability of REA to serve the rural area economically is that Southwestern's wholesale rate to the Deaf

Smith Cooperative, as well as the others that it serves, is some 25 per cent lower than cooperatives in other parts of Texas are paying to government-financed wholesale suppliers, Weber said. This is a major factor in the rapid spread of rural electrification in this region.

Still another indication of the Hereford area's growth is the recent completion here of a new Company storeroom and service center. A new line crew also has been added to speed service to an ever - increasing number of consumers.

Since most of Hereford's economy is related directly or indirectly to agriculture, Southwestern's entire service might be considered "rural" in this area. However, the company does serve 140 rural homes and supply power for 84 irrigation wells. Many of the local industries supplied by the company serve the rural area directly.

During June rural customers served by the Hereford office of Southwestern, including homes and irrigation wells, used 127,674 KWH of power paying the company \$5,441.97 in revenue. A spokesman for the company pointed out that the irrigation wells had been run only a fraction of their usual amount during June because of the heavy rains during the last of May and the first of June.

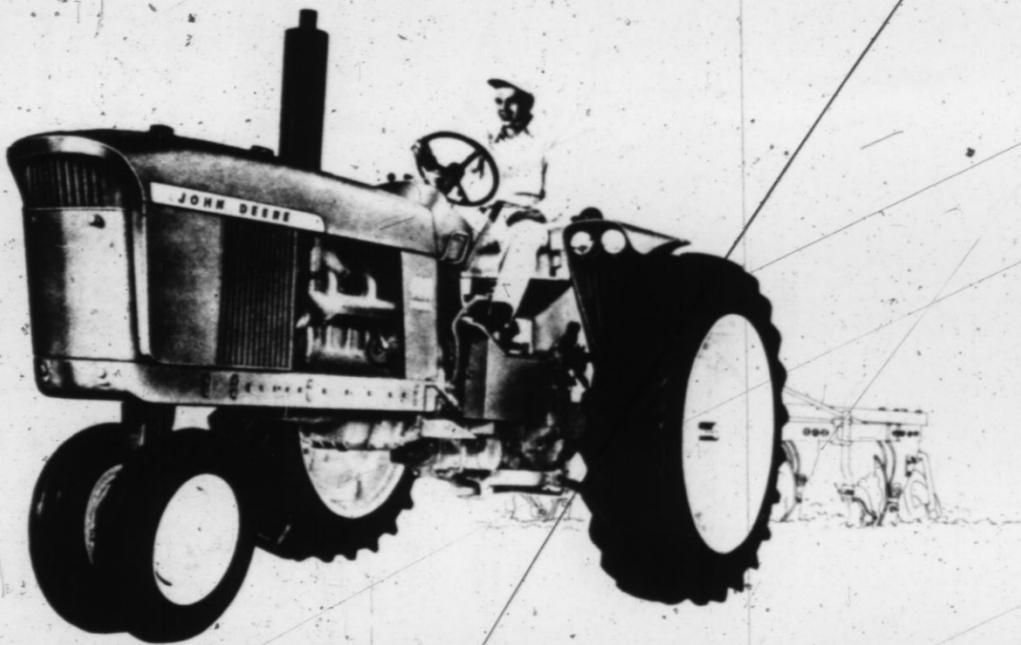


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WE ALSO BELIEVE

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Sound like we're boasting? Frankly, we are. Certainly we're convinced that the farmers of this section are surpassed by none when it comes to "know-how" in agriculture. They have made a name for themselves throughout the nation.

And we're just as convinced that John Deere has made the finest row-crop tractor on the market. We're proud of the performance record of the 4010 and you will be too, the day you put one to work in your field.

Come in soon and let us show you WHY the 4010 is THE BEST TRACTOR ON THE MARKET.

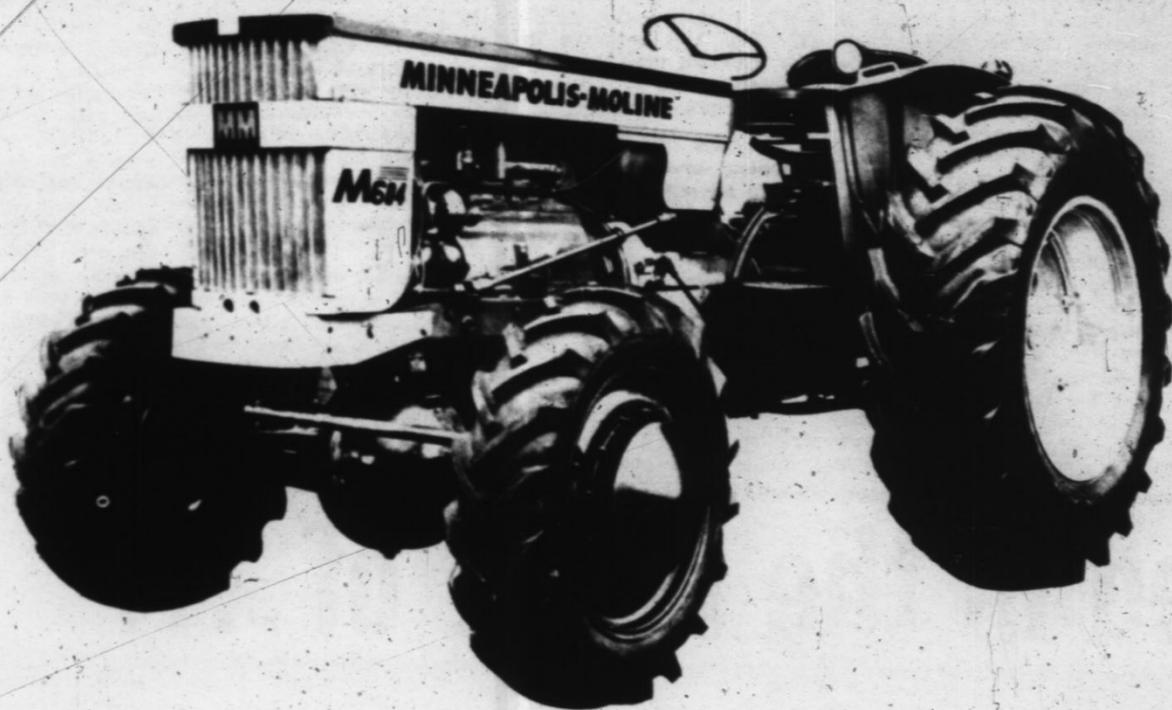


H&W IMPLEMENT COMPANY

RAYMOND WHITE

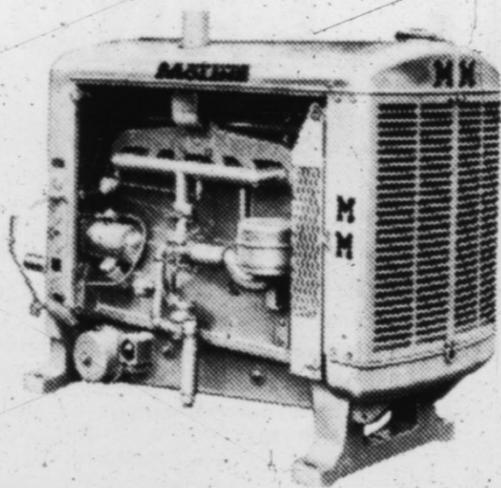
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DAVIS IMPLEMENT CO.

Natural Gas Has Important Role In High Plains Farms

No one will question the fact that the coming of the natural gas pipelines to the High Plains of Texas has been an important factor in the development of the area. Not only has it helped to reduce the farm wife's drudgery, but its use in irrigation, according to figures supplied by Pioneer Natural Gas Company, has boosted farm income by supplying a source of inexpensive power.

It was about 1930 that Hereford housewives were able to install gleaming enameled gas ranges — with eye-level ovens — and asbestos and clay backed gas stoves to eliminate forever the tasks of bringing in fuel and carrying out ashes. Within a few years some even bought gas refrigerators.

A little over two decades later — just about the time intensive diversification caused a boom in farm irrigation — gas company engineers working with farmers devised a plan to make natural gas available to High Plains farmers for irrigation.

Pioneer Natural Gas Company, which now serves this

area, was formed in 1953 by the combination of four operating companies and their parent company into one. Almost immediately it was approached by farmers seeking economy in irrigation to offset the high cost of water pumping.

Pioneer Natural's engineers soon learned that laying small pipelines to individual wells would be prohibitive in cost; so they decided to lay feeder pipelines spaced eight miles apart across the farming belt, supplying 10 to 14 wells per mile of pipeline. They encouraged farmers to form groups to build their own lines from the company's irrigation feeder lines. They estimated that savings in power would pay back the original cost to the farmers in five years. The farmers went for the idea.

In September, 1953, Pioneer Natural constructed 80 irrigation feeder lines. Farmers quickly formed their own groups and ran lines to their farms. Gas company information points out that natural gas used in the pump engines slashed costs and allowed farmers to grow lower-profit crops on the land.

One farmer, they report, found that an unirrigated acre that produced 35 bushels of wheat could produce 55 bushels under irrigation; with oats, the jump was from 40 to 106 bushels.

Pioneer Natural estimates that in the first three years farmers on the South Plains saved \$8,500,000 in fuel costs alone. In 1955 Pioneer Natural spent almost \$5,000,000 on irrigation construction, laying down 507 miles of pipe (at an average cost of \$10,000 per mile), connecting 4,700 irrigation wells to gas lines. Gas revenues that year indicated that 23 cents of every dollar was earned on sales to irrigation pumps.

The 1963 "High Plains Irrigation Survey" reveals that 32,225 irrigation wells in the area are powered by natural gas, with 19,572 using four other sources of power, including butane, 8,288; gasoline, 144; diesel, 255; and electricity, 10,895. There are some 1,100 wells in Deaf Smith County powered with natural gas.

These changes in fuel for irrigation have brought with them a small change in the

Herbicide Use Increases With Better Safety

The use of herbicides for weed control is growing in the Hereford area, according to a spokesman for Patterson Chemical Co. He said that their use is relatively new with more being used on the 1962 crops than ever before. The plant selective chemicals are usually applied commercially and support another of the area's rapidly growing agriculture-related industries. Patterson Chemical alone, dealing in fertilizers and herbicides, employs some six year-round workers with the force doubled during spring and summer rush seasons.

Herbicides have been developed rapidly with the result that there are available now selective chemicals for almost every crop. While the weed crop to be controlled is usually about the same, the chemicals have to be chosen for each crop in or-

landscape of the high plains. Many can remember when most of the irrigation wells were housed in sheds and powered by large gasoline motors. Now one sees only a compact unit at the well site from which gush fascinating streams of crystal water.

der to prevent damage to the growing plants.

Asked about savings to the farmers effected through the use of herbicides, Jimmie Brown of Patterson Chemical commented, "It can save his crop for one thing — especially in a year like this when continued wet fields allowed weeds to get ahead of conventional control."

He pointed out that weed control with herbicides could lead to economy in more ways than one. The cost of application, ranging from \$1.75 per acre for simple careless weed control to \$7.50 for multiple control may be less than the cost of repeated cultivation for weed control. Additional savings may be made in irrigation and fertilizers, since weeds are extravagant users of both.

Herbicides may be applied in either pre-emergence or post-emergence application, depending on the crop. Pre-emergence applications to maize and corn, for example, protect the emerging plants from weeds, even if the crop is hit by continued wet weather.

One chemical or combination is safe for sugar beets and cotton, while another is used for potatoes, onions, and carrots. Careful tests have been made and are being made to perfect control safe for each crop. The newer chemicals are also eliminating the danger from drifting, which has caused damage to one crop while another is being treated.

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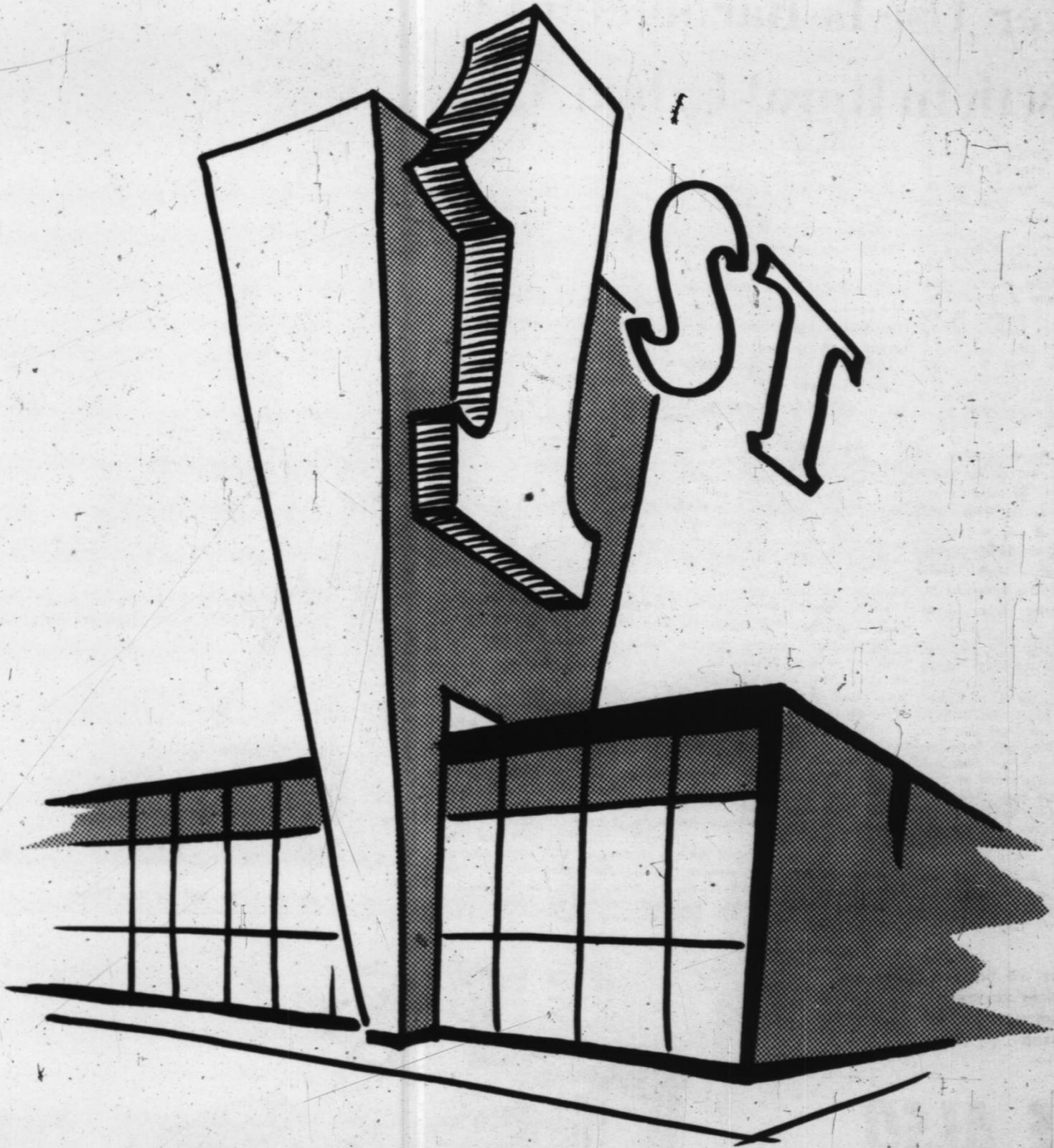
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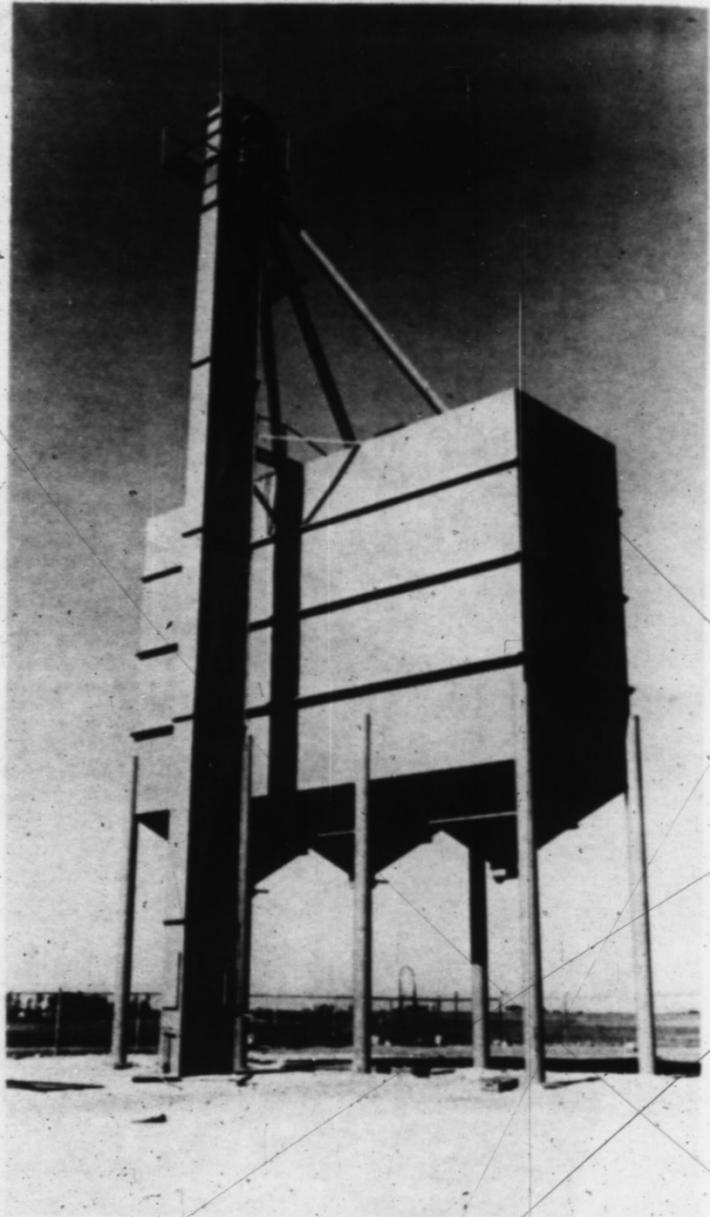
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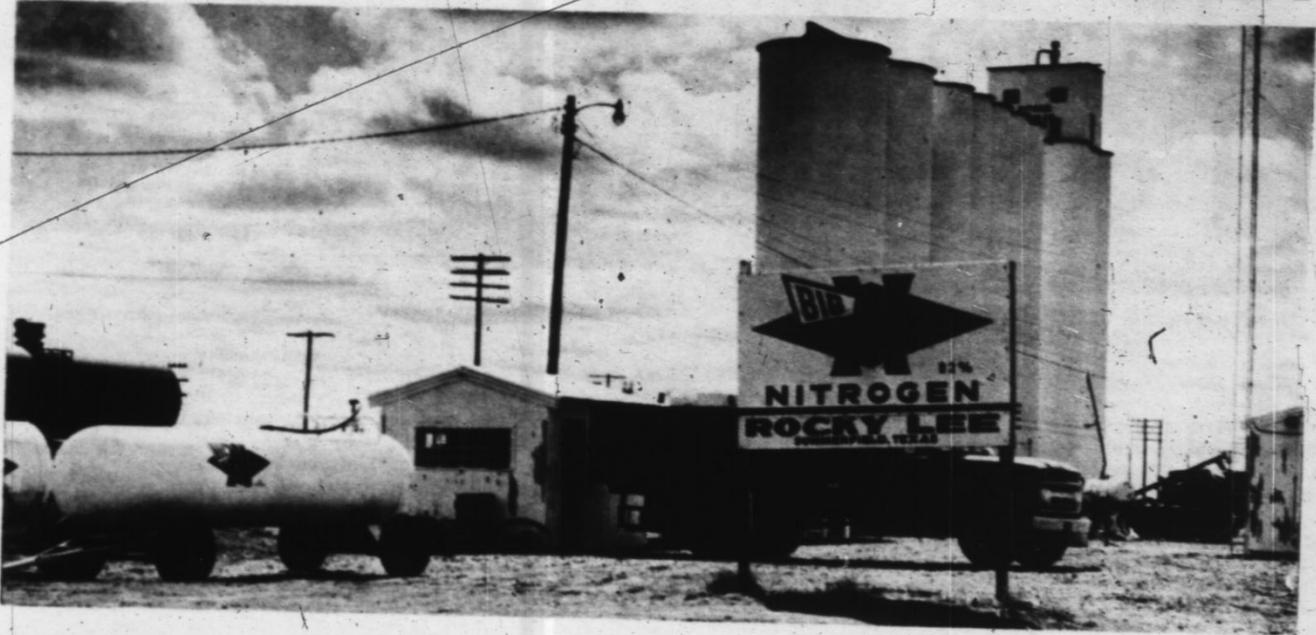
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Cattle are still important part of county agriculture

COUNTY REMAINS 40% RANGELAND

Cattle Still A Vital Part Of Economy After 60 Years

Think of superlatives in relation to cattle, and Deaf Smith County has had its share of them and more for the past six and a half decades. It is only fitting that the city which got its name from the first herd of Herefords in the county should wear and merit the name, "Hereford Capital of the Universe."

Although ranching has always been one of the major industries in the county, it has been overshadowed at times by the development of other phases of agricultural industry — first wheat, then grain sorghums, then vegetables, and currently sugar beets.

But always in the background have been the Deaf Smith County ranches, large and small, sprawling over sections of grasslands in the northwest part of the county or meandering along Tierra Blanca Creek southeast of the city. One has only to drive some 10 miles east of Hereford and get off the beaten path to the south to be in an area of ranches reminiscent of the heyday of that industry. Range land in the county was especially beautiful around the middle of June this year following the heavy rains. Well-groomed Herefords grazing on the sloping creek pastures and the willows along the creek created pictures deserving of any artist's brush.

The thing that has been constant throughout the history of cattle in this area is the presence of outstanding blood lines, especially in the Hereford herds. The effect of these bloodlines has been felt in commercial cattle.

The fight between the range and the plow has been going on since 1903 when a cowboy opined, "We didn't come here to raise wheat; we came here to sleep and let the cattle eat grass."

Some may be surprised that the range has held on to 40 per cent of the county's area, with cropland claiming 58 per cent and the remaining two per cent occupied by the city of Hereford, roads and industries. Figures released by the local ASC office list 370,682 acres in range

and non-crop use. In 1958 there were 282,622 acres actually in ranges, according to a conservation inventory.

Statistics on cattle population are rather hard to pin down. It is estimated that there are 21,000 mother cows and heifers for basic stock in the county, with 1,500 registered range bulls sold annually. From 30,000 to 50,000 head are brought in for grazing on wheat pasture each year to say nothing of the thousands raised here each year. Some estimate that a total of 100,000 are now being fed in the Hereford area, not restricted to this county, and that figure is expected to rise as cattle feeding is now the fastest growing phase of the cattle industry.

A 1959 census listed 21,588 head of cattle sold alive and 11,688 calves sold alive. Livestock sales \$7,000,000 annually.

Pioneers recall that there were still a few long-horns on the open ranges here as late as 1890. Many small ranchers were running their herds on the "strip" between the XIT spread on the west and the T Anchor on the east. Most herds consisted of grade cattle and could be bought for \$10 a head as late as 1895.

Pat Jowell and L. R. Brady brought the first registered Herefords to the county in 1896. They came from the famed herd of Gudge and Simpson in Independence, Mo. The herd consisted of 20 females and Climax 5th, a good herd bull.

From these and other purchases of good stock, ranches bought stock to improve their range herds. Mrs. L. R. Brady recalls that the use of registered bulls had so improved grade herds that by 1897 and 1898 cattle were selling for from \$25 to \$35 a head.

Hereford and Bovina were for several years in the early 1900's the world's largest shipping centers. Cattle by the thousands were driven here to go through the large shipping pens as their owners or handlers registered at local hotels or rooming houses and got their names in the paper. Many prominent cattlemen were among them.

It was not uncommon for

grass fed steers from the area to top the Kansas City beef market. In 1909 J. D. Thompson broke all records on the Kansas City market for Panhandle stuff with 14 cars of Whitefaces bringing over \$28 a head.

Prices were reported good on 50 cars of cattle shipped from Hereford in November, 1912. Shippers were George Cloyd, B. B. Arnold, Joe Collins, C. P. Arthur, J. H. Wilson, E. Hanson, Bob Higgins, Hill and Shore, and R. N. Mountz.

In 1913 and again in 1914 Hereford steers topped the KC market. Hillcrest Farm led the way with a shipment of kaffir-fed baby beeves. D. L. McDonald topped the market with 98 baby beeves fed on ensilage, alfalfa, and ground maize, all raised on his irrigated farm.

While the beef cattle were topping the market, Hereford show cattle were doing the same in the show ring. Among the winners in 1915 were cattle shown by J. R. Hoover (from the J. D. Thompson herd), Mrs. L. R. Brady, W. T. Womble, and Jowell and Jowell.

In reporting the sale of two calves at \$2,000 each by Jowell and Jowell to Mrs. Brady, the local paper commented that those two herds were "admittedly the finest in the Panhandle." The Jowells had continued to improve their stock by bringing in \$25,000 shipment of registered Herefords from Gudge and Simpson, who had supplied the original stock.

In 1916 C. C. Ferguson, a prominent cattleman here for years, sold a carload of yearling bulls to breeders in Sweetwater County at \$77.50 per head.

In October, 1916, Jowell and Jowell sold Beau Randolph for \$7000, highest price paid at that time for a bull in the southwest.

Prominent ranchers in 1917 were L. M. Shore and O. G. Hitt, who sold three ranches consisting of 24 sections and 3,000 head of high grade cattle. They cut their herds to 700 head. Prices ranged from \$42 to \$80 per head. Ray Barber sold a Stanway bull to B. H. Comer of Claude for \$2,000.

In July of 1918 local regis-

tered Hereford breeders held a public sale of registered cattle, donating the proceeds of \$4,400 to the Red Cross.

T. C. Ivey bought the Jowell and Jowell herd of "Springvale Cattle" in 1919, including Stanway 9th, a 13-year-old cow the Jowells had bought from Gudge and Simpson in 1917 at \$2050. That was one of the strongest herds in Anxiety 4th blood strain.

Jones and Dameron topped the yearling heifer class in the Buyers and Sellers market in Amarillo in March, 1919, with Ima Stanway No. 6733544 at \$810. In the same sale, Beau Paladin No. 568509, consigned by Grover Sanders, topped his class at \$1,025.

In October, 1919, Jones and Dameron sold 34 head of the famous Anxiety 4th strain of registered Herefords to Mousel Bros. of Nebraska for more than \$100,000. In 1921 Mousel Bros. sold Superior Mischief, from the Ivy herd in Deaf Smith County, for \$22,000. Herefords from Hereford averaged about \$5,500 per head in that sale.

One of the outstanding herd bulls in the 1920's was Superior Anxiety Jr., bred by T. C. Ivey. He became one of the most outstanding of the herd sires on the W. E. Dameron ranch.

Prices declined in the early 20's and a gradual come-back was noted through the 1930's. In November, 1938, the Ed East and R. L. Cocanougher sale grossed \$14,770 for 54 head, averaging \$234.

Diversified farming stole the spotlight in the 1940's, but the recurrence of such names as Cocanougher and Dameron and the appearance of Hastings, Norton, and Conkwright let the world know Herefords still were around. The Registered Breeders Association, which had first been organized in 1919 and had languished was reorganized in 1948 with Ezra Norton as president. It became inactive again by 1951.

Quality of Herefords from Hereford had not been forgotten, though, as that same year W. E. Dameron sold 30 head of open heifers to Chino Farms, Maryland, at the exceptional price of \$25,000.

Local cattlemen say some of the greatest Hereford cattle in history have roamed the pastures around Hereford. Great herd sires were Superior Mischief, Superior Anxiety and their descendants, the Super Superiors and the Super Anxieties. Their descendent, Super Superior 3rd, headed the Register of Merit in 1938 for the Wyoming Hereford Ranch.

Diamond, Beau Randolph, and The Prince Domino were other famed bulls that were here for years. Among outstanding females were Lady Stanway 9th, mother of Prince Domino, Randolph's Queen, and many others.

Many outstanding animals have been seen during the three cattle tours conducted since 1959. On the R. L. Cocanougher Ranch, visitors may have seen one of the Cavaliers, (9, 37, 385), Real Top Domino 24, Jr. Mischief 2, and others; at the Conkwright ranch Anxiety Revival 33rd, Diamond Anxiety Revival C Bar Imperial Jr. 7; at the Dameron Hereford Ranch HDR Silver Onward, Real Golden Onward, Onward Rupert and others; at Eskimo Ranch, Anxiety Square 12, Anxiety Domino C, and others of those strains; at the Howard Gault & Son ranch, Colorado Domino F1, Anxiety Peerage 4th, and Real Top Domino 20th; at the Jack Renfro Ranch, Vagabond Real, Silver Prince 34, Silver Babgabond 1st, Golden Real; at H. D. Robbins Ranch, Don Domino 70, Bruce Domino 12, CR Jr. Lamp 75; and at Walter Graham's, Silver Return 1, J. B. Real Silver A-13, JPC Real Domino, Imperial Lamplighter 123, and others.

Commercial feed lots have appeared on the cattle scene during the past six years. Among them are at least four major lots with one to be built in the near future. Numbers of farmers are feeding out cattle. Those who know predict a bright future for cattle feeding, which in turn will afford a boost to the cattle industry. Other cattle than Herefords in the area include several herds of Black Angus, Milking Short-horns, and some ten dairy heads.

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Stock Show Name, Organization New

A new name will appear in the papers when junior livestock show time rolls around next year. It is "The Golden Spread Western Junior Livestock Show," but for all intents and purposes it will be an old show with a new name and set-up, for it could have been the 18th Hereford Rotary Club Junior Livestock Show.

That energetic club sponsored the first local junior livestock show here in 1947. At the conclusion of the 17th annual in Jan. 1963, it was announced that the club would discontinue sole sponsorship of the show if another group could be formed to make its sponsoring base community-wide.

At one of several organizational meetings Colby Conkwright was elected president. Other officers named were Palmer Norton, vice-president; Bill Thompson, secretary; and Paul Coneway, treasurer. Lefty Thomas, county agricultural agent, Jess Robinson, high school agriculture teacher; and Bill Thompson, manager of the Chamber of Commerce, were made directors because of their respective offices and will ser-

ve as long as they hold their present positions.

Directors who will serve one-year terms are Henry Sears, J. C. McCracken, Bill Dameron, Colby Conkwright, and J. F. Martin. To serve two-year terms on the board are Paul Coneway, Earl Phillips, Palmer Norton, J. L. Willis, and Raymond Thompson. Three-year terms will be served by Floy Driver, Bill Waldrep, Bill Davis, Pete Buske, and A. L. Black.

Plans are being made to incorporate the show.

Although entry in the show reached a peak with 399 in the 1961 Hereford Rotary Club's Junior Livestock Show, entries were good and quality high in the 1962 and 1963 shows, when 372 and 352 animals, respectively, were entered. The reason cited for the decline was in sifting of animals before show time.

Entered in the 1963 show were 72 calves, 78 lambs, and 202

barrows. They came from 4-H and FFA boys in four counties, Deaf Smith, Castro, Parmer, and Oldham. Entries are drawn to the show year by year, because of top competition and a well-supported sale. Although the Rotary Club has sponsored the show through the years, the entire Hereford area has given its support to the program. Buyers from surrounding counties and cities have joined Hereford businessmen in furnishing financial support.

In the first Rotary-sponsored show in 1947, only 12 calves were entered, with all entries coming from local 4-H Club members. A parade, barbecue, auction, and calf scramble were featured attractions.

Some 40 calf entries as well as divisions for lambs, barrows, and poultry were included in the 1962 junior livestock show. Entries were from throughout the area, and some 2,000 people were fed at the barbecue. Future Farmers of America were winning their share of the prizes as they furnished lively competition for the 4-H Club members.

The quality of animals in the local junior show reflects the outstanding animals characteristic of county livestock which has carried famous bloodlines for more than 50 years.

Winners in the local show have gone on repeatedly to take top honors in other shows, including Amarillo, Houston, Odessa, and Denver.



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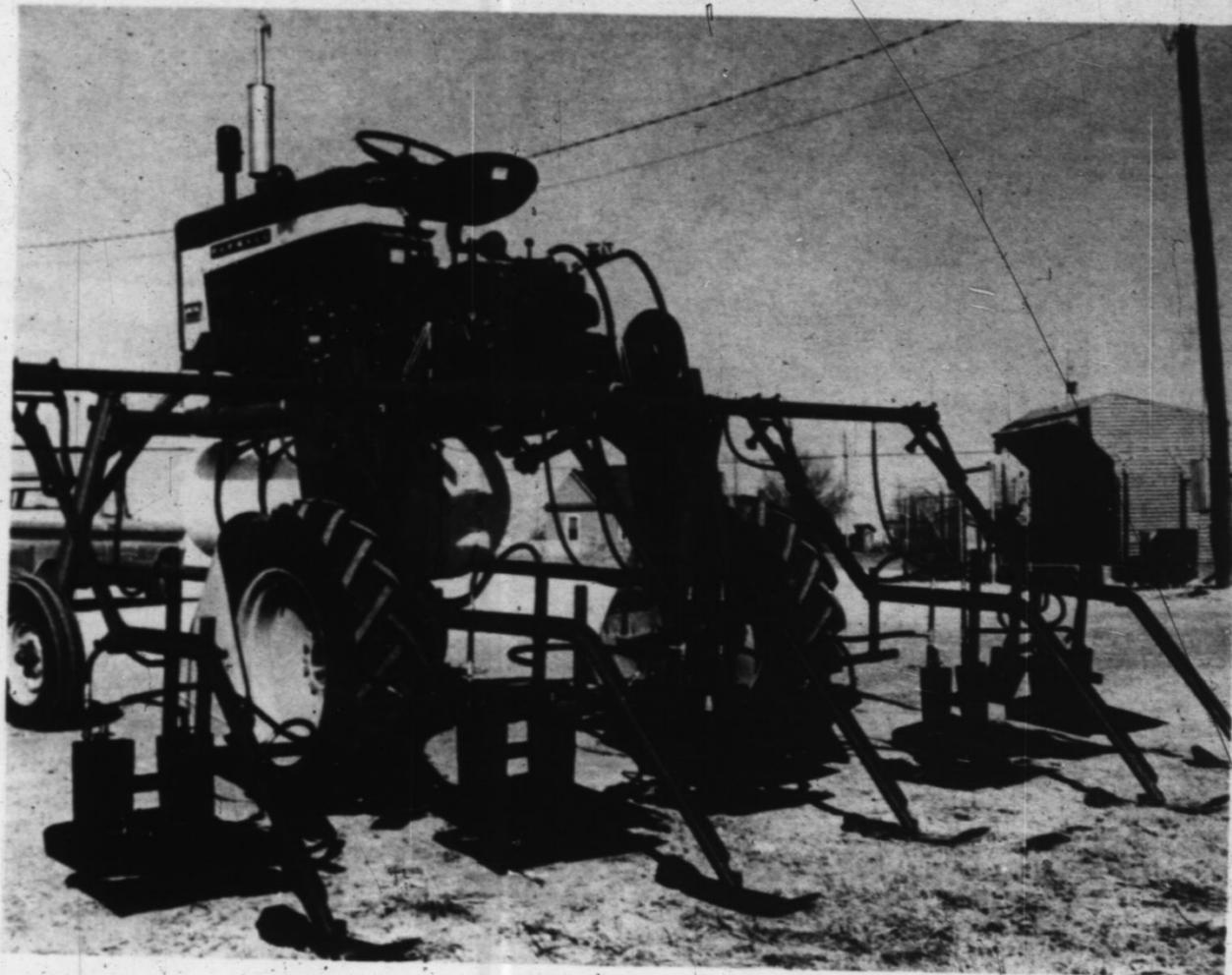
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Holly Plant Fulfills Dreams

The Merrill E. Shoup Plant, to be Holly Sugar Corporation's eleventh operating sugar mill in the United States, will be the fulfillment of a 50-year dream on its completion on the fall of 1964. With construction well under way, the \$20,000,000 project already is boosting Deaf Smith County's agriculture-based economy, and its impact is expected to be felt throughout the area.

"There is not the least doubt but that the Hereford soil, water, and sunshine are adapted to the successful culture of sugar beets... That a factory could be induced to come to Hereford is not a dream or air castle," read an article in the Hereford Brand on February 10, 1911.

The first car-load of beets rolled from Hereford in 1911, but interest lagged, and the crop did not become a factor again in the local farm picture until 1947. Observers point out that at one time a mill might have been secured for Hereford, previously had farmers agreed to plant sufficient acreage. That was before the farm surplus and acreage controls sent farmers and business men in search of a non-surplus crop to supplement the area economy.

It took more than a dream to make the Merrill E. Shoup plant a reality, as hundreds of High Plains farmers, and business leaders can testify.

"These people of the State of Texas did a job, assisted by the beet sugar industry, that people said couldn't be done," Dexter Lillie, assigned as manager of the Hereford plant, commented. "The change in the sugar act (which made possible the plan for the local mill) was brought about principally through the effort of Texas

Wheat...

(Continued from page 3) acreage. He also produced an interesting comparison on fertilizers and the effects of irrigation.

Most of Cole's wheat was planted in September. On a part of it he used 120 pounds of anhydrous ammonia, and on another part he used 100 pounds of 11-48-0 and four hundred pounds of ammonium sulfate. His soil test showed a deficiency in phosphorus. The phosphated wheat grew off much faster than the other.

When the wheat farmer turned the cattle on the crop in October, rust was rather heavy. The 470 calves weighed 260 pounds each at the time and were sold in January, delivering at 510 pounds each on March 4.

During bad weather, the calves were supplemented with corn silage and grain sorghum.

Ninety acres of this wheat, including the phosphated acreage, was grazed, weakened by rust, finally froze and was plowed up. In the same field 80 acres which had been grazed had been fertilized with 120 pounds of anhydrous and was watered just before the heavy freeze. It yielded 60 bushels per acre.

A 10-acre plot on the Cole farm had had huban clover turned under on it just before planting in late October. It was fertilized with 100 pounds of 11-48-0 and 400 pounds of ammonium sulfate. It produced 66 bushels per acre with a test weight of 63.



Beet crops will supply Holly Sugar refinery

Some 900 area farmers have indicated that they will plant sufficient beet acreage to produce that tonnage. Acreage will be contracted beginning in early 1964. The mill will handle acreage in Deaf Smith, Parmer and Castro Counties in Texas and Curry County, New Mexico. Thirty to 40,000 acres are expected to be contracted to fill the needs of the plant. The Hereford area has established an average of approximately 18-plus tons per acre yield with sugar content running 15.75 per cent. Standard sugar content of 14 per cent is the base on which the price is based, with a bonus added for each point rise in sugar content.

The plant is located on a 1,700-acre tract of land approximately two miles southwest of Hereford. The H. K. Ferguson Company is engineers and constructors on the project, working under the over-all supervision of Holly engineers and technicians.

Most of the output of the mill is expected to be marketed within a radius of 400 miles of Hereford, an area including parts of Oklahoma and New Mexico and populated by ap-

proximately 7,600,000 persons whose annual sugar requirement for home and industrial use almost equals that number of hundredweights of sugar.

Peak employment during the construction period is expected to be reached during the early fall months, Lillie predicted, with some five to 700 people being employed at that time. Starting around October 1 each year, the plant is expected to operate on a 24-hour basis employing about 300 people for 125 to 130 days. Fifty to 60 people will be employed at the plant here on a year-round basis.

Some 2,000 more people are expected to be employed during the spring months on sugar beet farms for thinning and weeding the crop. The harvest of the crop is entirely mechanized, but the seasonal employment for truck drivers will be extended into the winter months.

Only a little figuring reveals that services to the increased labor force in housing, food, services and commodities as well as in sales of farming and irrigation equipment will mean a tremendous boost to the area

economy — not including the actual profit per acre to the farmers. A conservative estimate places that boost above \$15,000,000 annually.

Another benefit accruing to the area's wealth through the location of the sugar mill here is in its by-products. Some 35-45,000 tons of molasses and dried beet pulp pellets will be produced. A ready market is expected for these products in the area's expanding cattle feeding business. Holly has included in its project here feeding pens for 7,500 cattle, but they will use only a fraction of the by-products.

Farmers can realize still further profit of \$15 to \$20 per acre from their beet acreage in the grazing of beet tops after the beets have been removed. This alone can pay a large part of the cost of production on the crop. Cattlemen usually will pay \$1 per ton per acre for the grazing rights on beet land.

"This can fill a grazing gap during the winter until the wheat is ready to graze; the two together are ideal," Lefty Thomas, local Agricultural Extension Agent, declared.

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Flame Cultivation Conservation Is More Extensive Than Most Know

Increases Tenfold

Farmers have used ten times as much flame cultivation this year as they did in 1962, according to John Hicks, owner of Hicks Oil and Gas. He said that between 150,000 and 175,000 gallons of propane have been handled by his company alone for the purpose of flame cultivation.

Flaming is done with especially designed machines mounted on tractors. The flame may be applied broadcast or in carefully controlled furrow application, depending on the crop to be cultivated and its tolerance to heat as compared to that of the weeds to be killed.

The broadcast method is used to clear and clean up fields and even on crops with high heat tolerance, Hicks said. He commented that it takes ten times as much heat to kill onions as weeds. One farmer burned onions off four times with broadcast flaming and still reaped a bumper crop. Because of the tough bark formed on the slow-growing cotton stalk, a plant eight to ten inches high will stand 15 times as much heat as fast growing careless weeds of the same height.

The controlled flame is used with a foot-like jet ejecting a specified flame to control weeds under plants and in the furrow.

Flaming is used extensively on all types of grain sorghums, on potatoes, cotton, carrots, and almost every crop grown here. Much of the work is done on a commercial basis. Among those doing such work are E. A. Goetsch, Frank Hefner, and John

B. Caraway. In most cases flame cultivation is cheaper than conventional control, Hicks said, running from \$1 to \$5 per acre, depending on the weeds to be controlled. It is most expensive in salvage jobs, such as some caused by prolonged rains this spring which let weeds get ahead of the crops.

One farmer reports that he had spent \$75,000 for labor at this time last year. He figures his saving may run to \$10 an acre with flame cultivation replacing much of that labor. His savings may mount to \$50,000.

There is absolutely no ill effect from flame cultivation, Hicks declares. The heat penetrates only some 1/16 of an inch into the soil and takes nothing out of it.

Side benefits from flame cultivation, other than weed control, include some control of insects and disease, especially on potatoes and onions. Some disease on potatoes is destroyed by the heat, and insects in the direct run of the flame are destroyed.

Flaming has been used by local farmers this year to good advantage in cleaning fields before potato harvest. One man reported he gained 20 to 25 sacks of potatoes per acre which would have been left by the pick-up crew if the field had not been cleaned by flaming.

Effects of flame cultivation tend to last longer than that of plowing, Hicks commented. Weed seeds are destroyed on the surface, and since weeds do

not germinate except at levels near the surface, a new crop of weeds is not likely until after heavy rains or plowing. Among farmers reporting satisfactory results from flame cultivation are Eddie Reinauer, Al Trautman, Charlie Shipley, Joe Reinauer, Jorde Potato Company, and George Turrentine.

While flame cultivation is relatively new to this area, having been introduced here within the past five years, it has been used in farming since the early 1940's.

"Nothing is a cure-all," Hicks concluded. "There are places for sweep and other cultivation, hoeing, and herbicides; each one has its place in the economy of the country."

Conservation procedures on Deaf Smith County farms probably are more extensive than most residents realize. Of the county's 586,650 acres of cropland some 101,387 acres on 276 farms were involved in the conservation reserve program for 1962, according to figures released by the United States Department of Agriculture and the Conservation Service.

Permanent cover was established on 4,437 acres of farm land in the county. Various grasses were used in rotation cover to retard erosion and improve the soil on 752 acres. Among the varieties used are Side-Oats Gramma, Caucasian blue-stem, Midland Bermuda, and Switch Grass.

During 1962 the local ASC office supervised special tillage on 495 acres of range and pasture land. This practice consists of furrowing or chiseling non-crop grazing land to prevent soil loss, retard runoff, and improve water penetration. Sod waterways were established on 26.9

acres to dispose of excess water without causing erosion.

Two livestock reservoirs were constructed as a means of protecting vegetative cover and to facilitate grassland management. The office authorized the construction of 1,271 linear feet

Ranchers Find Watering Grass Boosts Profits

At least one Deaf Smith County ranch is having trouble keeping up with its irrigated permanent pasture even after 100 cows. After carrying 165 head of cattle through the unusually dry spring on 85 acres of rye Fescue and western wheat grasses, they found themselves failing to keep up with grazing provided by Indian, side oats gramma, and Kaw bluestem pastures. They decided, their only recourse was to put up some hay for winter use.

Contributing to the abundance of grass, of course, was the fine condition of the range land by the end of June due to some 10 inches of rain in late May and early June.

Two years ago Norman Minks, manager and Bill Dameron owner, of the Dameron Hereford Ranch, decided to increase their cow herd. After examining records on their average grain sorghum production, they decided to use this irrigation water on grasses.

In August, 1961, they planted 135 acres of Indian, side oats gramma, Kaw bluestem, west-

ern wheat, Canadian Wild rye and chapel hill Fescue grasses.

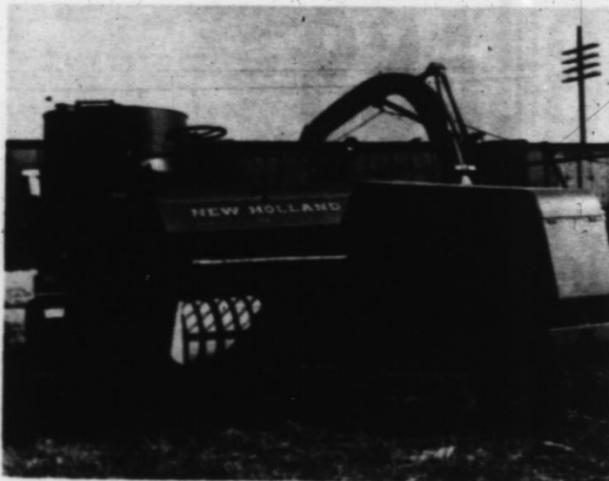
of diversion terracing for the control of run-off water. Among the largest conservation operations of the ASC office last year was in the reorganization of irrigation systems serving 8,881 acres under irrigation in the county. Its purpose was to help farmers in the uniform application of required amounts of water without erosion, excess leaching, or waste and in the maximum use of available rainfall.

Fifty-four acres were leveled for more efficient use of irrigation water and rainfall and to prevent erosion in cooperation with the ASC program in 1962. Stubble mulching was carried out on 3,514 acres, and 4,496 acres were given emergency tillage. The ASC office cooperated in special weed control operations on 113 acres in the county.

Agricultural advisers recommend that seeded grasses be allowed to grow and establish root systems for at least 12 months; so the first grazing done on the Dameron Ranch grasses was on 11 acres of Indian grass in August 1962. It carried 49 head of coming two-year-old heifers for approximately 100 days.

Plans are being made by Minks and Dameron to bale grass from about 20 acres of Indian and Kaw bluestem grasses. It is being allowed to grow until about Aug. 1 for increased yield which they hope may turn out two or three tons per acre.

3. THE HAY BALER

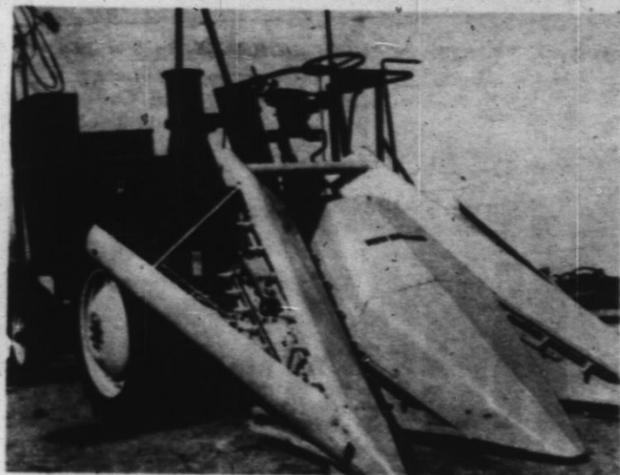


For a sure-fire way to harvest your hay, use a New Holland Hay Baler. For cutting use the New Holland Speedrower; for baling use the Flow-Action Hayliner 280; and for loading use the Haro-Bed Bale Loading Wagon.

4. THE FORAGE HARVESTER

Make easy work of your forage crop this year with a New Holland Forage Harvester. Available in size from the 616 One row power take-off which delivers 35 ton an hour to the two row self-propelled which delivers 65 ton an hour.

New Holland . . . "First in Grassland Farming."



Hereford Farm Supply

621 EAST FIRST

HEREFORD

EM 4-1120

FOUR SURE-FIRE WAYS TO AN Abundant Land....

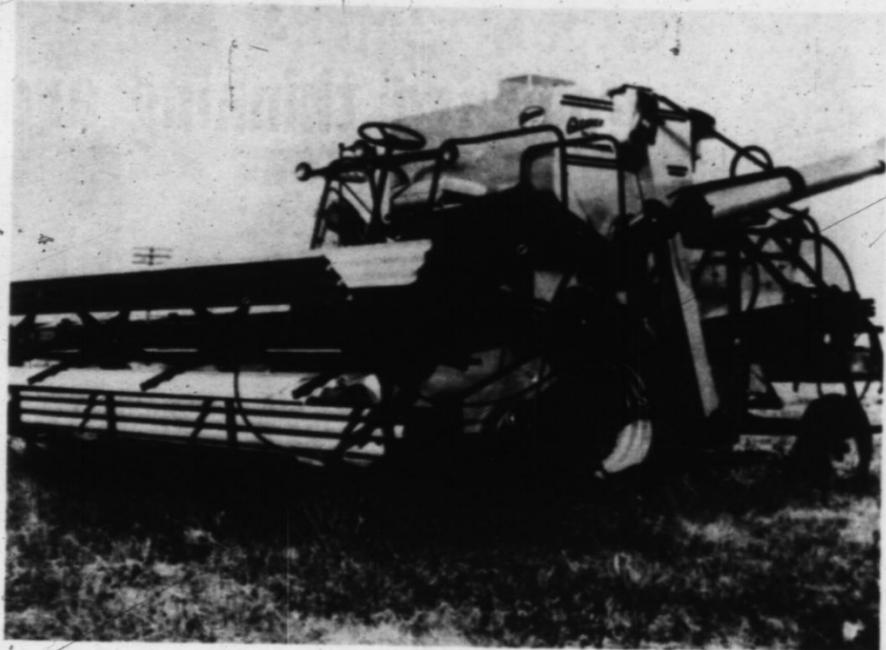


1. THE TRACTOR

To properly plow and plant your land you should have the advantages of the very latest in farm machinery . . . The Big D-19 Allis-Chalmers Tractor with a 3-point hitch as standard equipment. This big tractor makes it easier than usual.

2. THE COMBINE

The Gleaner-Baldwin Combines built by Allis-Chalmers will solve your grain cutting problems. The Gleaner-Baldwin includes such features as the strongest main frame built, TRUE center-line design, unmatched comfort and convenience, Sure-Flow feeding, better separating and cleaning and many others. See for yourself.



Hereford Farm Supply

621 EAST FIRST

HEREFORD

EM 4-1120



We're always looking for new methods and machines to assure our customers of greater production from the ...

ABUNDANT LAND

Of course, we all know that there is no tractor or combine built to compare with MASSEY-FERGUSON, but we don't just stop there. In many cases, the equipment that is best fitted for a job in this area is manufactured by one of the smaller companies for lands and situations that are peculiar to this area.

Down through the years, we have spent a great deal of time and money, in the quest of machinery outside our regular lines that will assure the area farmers greater production from the abundant soils of the high plains section, plus the lowering of costs through efficient farm operation. Many of these machines we have tested and tried on our own farm before telling other farmers what they will do, or will not do.

Come in today. We know and understand the problems of area farmers. Let us help you.

LESLEY MOTOR CO.

Irrigation Made Pioneers' Dreams Bountiful Reality

If ever a county fulfilled the fondest dreams of its pioneers, that county is Deaf Smith "garden spot of the universe" land worth \$50 per acre flour mill sugar refinery; these and many other prophecies were repeated many times in Hereford Brand stories beginning as early as 1905 when early successes with water from windmill-powered wells proved that the fertile soil of the Texas High Plains could produce almost any crop its imaginative farmers chose to try — from lettuce, potatoes, celery, to sugar beets and broom corn.

"The area covered by the shallow water belt of Deaf Smith County will exceed 100,000 acres," read an article in the Brand on June 2, 1911.

Perhaps that prophet considered his estimate somewhat liberal, but he would be surprised to know that that figure has been almost quadrupled, with an estimated 365,000 acres now under irrigation in the county on some 700 farms.

While credit is usually given to the D. L. McDonald test well in February, 1910, as the first in the county, a significant test was recorded in the Brand for February 24, 1905. Pioneer G. R. "Rat" Jowell's ranch east of Hereford was the site of the test, which was witnessed by "a large crowd of citizens."

The well was dug the previous summer and was 10 inches in diameter and 100 feet deep. The pump was a 5 7/8 inch wood pump, furnished by Prof. Hallam, hydraulic engineer from Roswell, N. M.; it was pulled by a 25-horsepower steam engine.

"It was found that from 188 to 200 gallons were pumped per minute... a total of about 5,000 gallons in 25 minutes, when there was only about 260 gallons of water in the well when the pumping was begun," the story summarized, and continued, "This is conclusive that the supply was furnished as fast as it could be pumped and goes to prove that our water supply is in a measure, inexhaustible."

The article concluded that the well could irrigate successfully 160 acres, which when placed under such irrigation "would easily be worth \$50 per acre for it is a well-known fact that there would be no limit to the crops which could be produced under such conditions."

The McDonald well drilled in February, 1910, was two miles south and one mile east of Hereford. McDonald later that year developed a well four miles north of Hereford, which has been considered by some the first commercial well in the county.

The test well south of town was 130 feet deep and was pumped by a No. 6 American Centrifugal pump. It delivered 500 to 800 gallons of water per minute and the owner announced plans to irrigate about 120 acres from the well that year.

Through the use of windmills, the underground water supply in the Hereford area had been tapped and its success in irrigation proved several years before the first irrigation well was drilled. The Brand repeatedly carried stories of large yields from gardens of vegetables irrigated from windmills. In 1910 a reliable source reported that there were 400 windmills in Hereford giving it the nickname

"The Town of Windmills."

The irrigated area in Deaf Smith County has continued to spread over an expanded acreage from year to year. At the time the water district was established in 1953, the boundary did not include all of this county. The directors felt that the north-west part of the county would never be irrigated and there was no reason for dry land farmers to contribute to the district's maintenance. A spokesman for the district commented recently that the irrigated area now has extended far more north and west than he ever expected to see. Numbers of wells outside the water dis-

trict are proving economically successful.

Since the establishment of the district in 1953, 2,677 drilling permits have been issued for this county. However, some wells have not been drilled after permits were issued and some are not now in operation; so the general estimate on producing wells in the county is over 2,300. Approximately 150 new wells have been drilled this year according to permits issued through the Hereford office of the water district.

The "High Plains Irrigation Survey" lists 2,300 wells in the county. Of that number 300 have lifts under 125 feet and 2,000 over 125 feet. There

are 150,000 acres being irrigated through underground pipe, with 450 miles of such installation on 450 farms.

With 86,941 acres, grain sorghum boasts the largest irrigated crop in Deaf Smith county, followed closely by wheat, with 76,638. Fifteen thousand acres of barley, 1,109 of corn, 5,000 of alfalfa, and 11,187 of cotton are listed among the leading field crops under irrigation. Also included are 4,000 acres of irrigated pasture, 6,000 acres of sudan, 2,500 of oats, 300 of legumes, and 24,080 of other crops, including sugar beets, castor beans, sesame, safflower, grass seed, pin-to beans, etc. With the comple-

tion of the sugar mill, the sugar beet acreage will, of course, be upped substantially.

Perhaps the greatest changes in Deaf Smith County's agricultural picture have been made with the development of the vegetable industry, depending heavily on irrigation since 1945. The 1963 survey shows 15,500 acres of vegetables produced under irrigation in the county.

Irrigation undoubtedly has been the key to the development of Deaf Smith County to the point that it now is recognized as ranking 197th among all counties in the United States in value of farm products sold.



Irrigation water is being used again and again

Elevators Stand For Farm Growth

Noting the towering white elevators dominating Hereford's skyline, one can have no doubt that the area's economy is based on agriculture and that grains have, through the years, been the backbone of that economy.

Pioneers who exported the county's first wheat in 1903 foresaw a promising future for the life-giving grain, but it would have been impossible for them to imagine expanded wheat and grain sorghum crops filling elevators with capacity to handle more than 11,000,000 bushels of grain.

Expansion during the past year has been marked by the construction of several collection centers in the area. Ray Polan owns collection points between Dawn and Wildorado with capacity of some 100,000 bushels while Taylor-Evans put up a collection point of that capacity north of Dawn. There seems to be a tendency toward smaller elevators more or less "going to" the farmers.

Pitman Grain Company operates elevators in Summerfield, Westway, and at a point 11 miles north of town. Pitman Grain Co. was born in 1931 when J. A. Pitman bought the elevator established by E. W. Harrison in 1919, which was the

first commercial elevator in the county.

During the past year Pitman Grain has bought the Westway elevator, with a storage capacity of 168,000 bushels, which was built by Associated Growers in 1959. The Pitman Summerfield Elevator operates independently and has a capacity of 485,000 bushels. Exclusive of the Summerfield elevator, Pitman Grain now has storage capacity of 4,240,000 bushels.

Uhlman Elevator Company, established at Dawn in 1940, can store some 60,000 bushels of grain.

Hereford Grain Corporation was founded in 1953; it is a consumer-owned cooperative and has storage capacity of 1,373,000 bushels. Sears Grain Co. was sold to Hereford Grain in 1958.

Built in 1952, the Dawn Grain Co-op Elevator has storage facilities for 1,600,000 bushels.

Continental Grain Co. of Hereford was established in 1956, with a total capacity of approximately 1,800,000 bushels. The Vega Wheat Growers Cooperative has bought the Ford Grain Co. which was built in the north-west part of the county in 1957. It has a capacity of 592,000 bushels.

Hereford Cattle Tour A Success

Proclaiming Hereford as the "Hereford Capital of the World" the first Hereford tour was originated by the Live Stock Committee of the Deaf Smith Chamber of Commerce in 1959 with W. S. Dameron serving as chairman of the committee. It was first planned as an annual event, and a second tour was held in 1960. The tours were very suc-

cessful and attracted outstanding Hereford breeders from almost every part of the country.

It was decided, however, that the tours were drawing the same people and the herds did not change rapidly enough to warrant an annual tour; so the event became biennial, with 1961 being skipped. The 1962 tour drew the largest crowd ever, with some 600 people attending and observing over 3,000 registered Herefords. The 1959 tour had drawn 400 cattlemen and interested persons, and the 1960 tour jumped to 500 in attendance.

Visitors to the 1960 tour were told that there were 42 registered Hereford herds in Deaf Smith County. Jay Taylor of Amarillo was featured speaker. He observed that more cattle were being slaughtered, cattlemen were still building up their herds but at that time prices were on a steady decline.

People from 14 states were on hand for the 1962 tour, when Charles Chandler of Baker, Ore., president of the American Hereford Association, was guest speaker.

"You are doing a great job here," he commended local Hereford breeders. "Keep telling people this is the Hereford Capital of the World because it looks to me like it is." The 1960 and 1962 tours included the Howard Gault and Son, R. L. Cocanougher, Walter Graham, Jack Renfro, H. D. Robbins, and Son, Colby Conkright and Son and Dameron Hereford Ranches. Jack Frost's Eskimo Ranch was included in the first tour.

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Sometimes we run everything backwards....



But Nevertheless

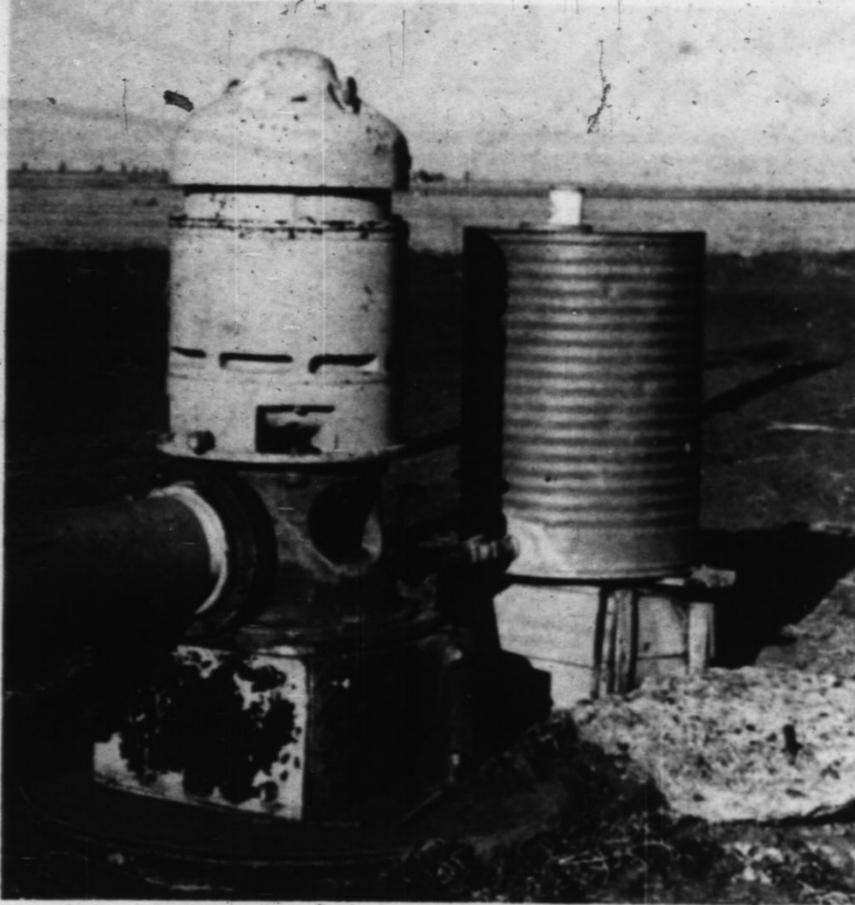
we're happy to be a part of this
forward thinking area.

We know that the farmers of this three county area are the best in the nation, attested by the bountiful crops that they grow on our "abundant land" year after year.

We too, are thankful for the fine farms and farmers and we're proud to be a part of a section that has progressed so rapidly.

Hereford Growers & Shippers, Inc.

the abundant land....



*....is more productive
thanks to*

POMONA PUMPS

Just as the farmers of this area have added much to the production of each crop by knowledge gained through experimenting, Pomona Pumps have also learned much about irrigation through the old trial and error method. However, our trial and error experiments are done at the company level and when a pump is put on the market in this area, we know it will do the job for which it was designed. You'll do better too, with Pomona Pumps.

CLOWE and COWAN, INC.



Live Graciously...

in the luxury of Brick and
Tile... Manufactured from our

Abundant Land!

Hereford Tile & Brick

EAST HIGHWAY 60 — HEREFORD

SURE..... we're old fa

Old fashioned enough to know that
of the area comes from a healthy
economy.

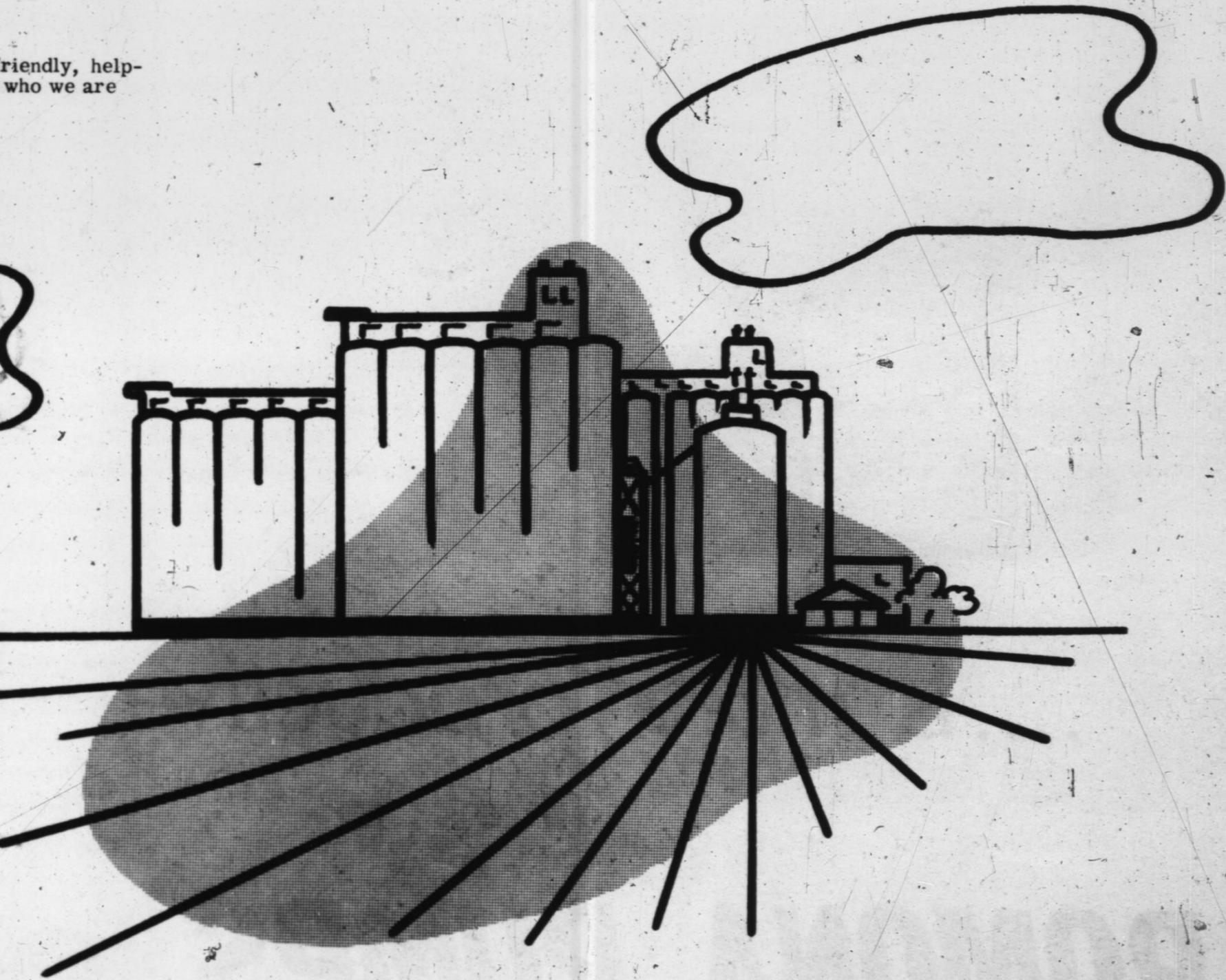
Old fashioned when it comes to f
ful service to the many farmers
proud to call our friends.



ashioned.....

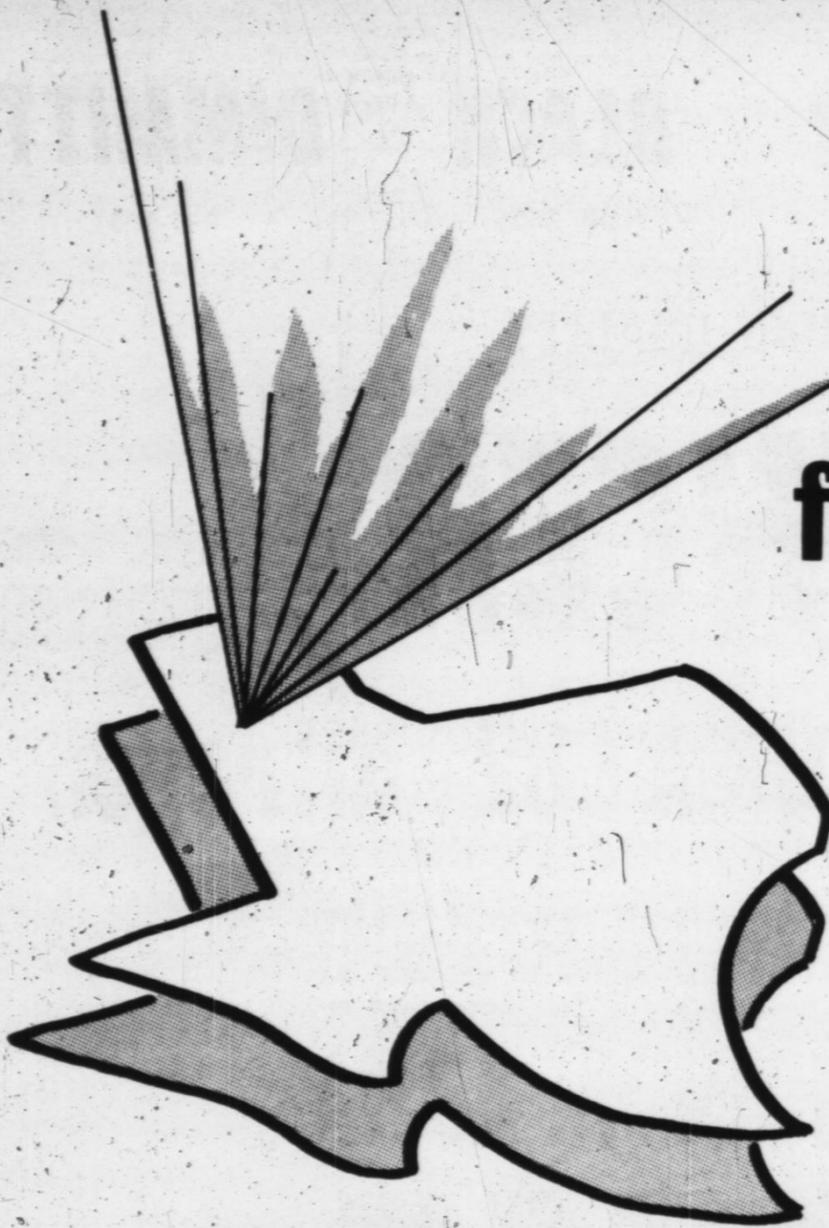
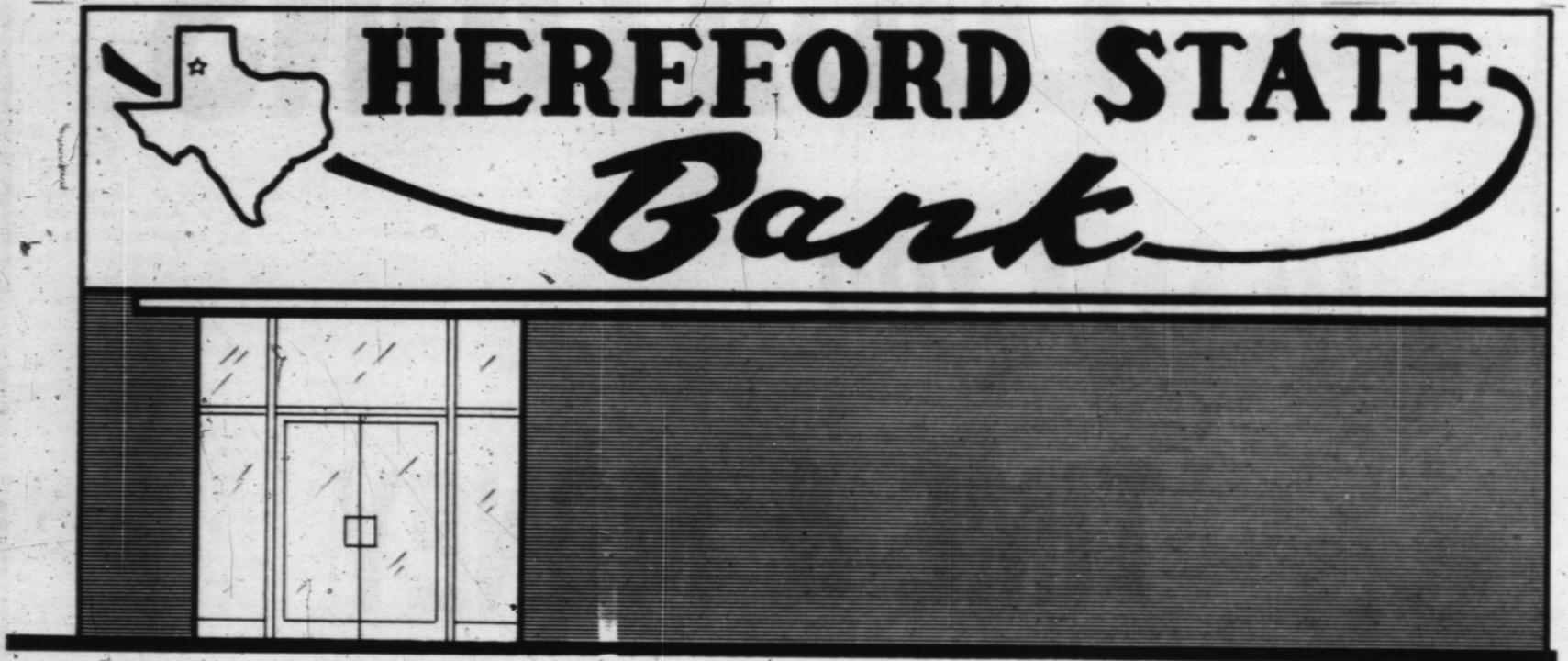
at the wealth
y agricultural

riendly, help-
who we are



Pitman Grain Company salutes the farmers
of the Tri-County area. Without a doubt,
you are the tops in the nation.

PITMAN GRAIN CO.



friendly....

as Texas itself. Sure that's the folks
at the Hereford State Bank.

(The economy of Hereford is directly tied
to our agriculture.) Farmers of this area
are surpassed by none in the nation.
We salute the agricultural industry and the
folks who farm our "abundant land".

HEREFORD STATE BANK

Member F. D. I. C.

The Sunday Brand

SUNDAY, JULY 21, 1963

THE SUNDAY BRAND AGRICULTURAL SECTION

Grain Sorghum In 'Big 3' Among Top County Crops

Especially since the introduction of grain sorghum hybrids on a commercial scale in 1957, "milo" has challenged cattle and wheat as Deaf Smith County's leading product. Actually, the diversification which mushroomed in the area beginning in the early 1940's has created an agricultural symphony, but the three products mentioned still play "first chair" despite the challenge of the much-publicized vegetable industry.

Grain sorghum acreage is scheduled to be down some 20 per cent for the 1963 crop according to figures released by the local Agricultural Stabilization and Conservation office. This is due to crop diversion in keeping with the government farm program, according to Faust Collier, ASC manager. The current crop should be a-

bout 138,000 acres compared to some 172,601 acres in the county in 1962.

Grainmen estimate that from 8-10,000,000 bushels of grain sorghums are harvested in Deaf Smith County each fall. Despite diversion practices, increased yields maintain an abundance of milo. Yields of 5,000 pounds per acre from milo once made the news; now the new hybrids and improved use of fertilizers and weed and insect control make yields of twice that figure possible.

Increased yields are the main reason that farmers have been switching rapidly from the old stand-bys, such as Martin and Combine 7078, to hybrids since seed became available in 1957.

Sorghum hybrids were long recognized as a possibility for this purpose, but their development was delayed by problems of seed production, according to information from the Texas Agricultural Experiment Station. Discovery of genetic male-sterile sorghums in 1929, 1935, and 1943 led to the eventual mass production of hybrid sorghum seed.

By the summer of 1955 enough male-sterile milo had been produced to plant 25 acres of parental crossing blocks and almost 200 one-acre apprentice seed-grower crossing blocks. The Texas Experiment Station chose seven hybrids for production, and seed growers in Texas planted 12,000 acres of crossing fields in 1956. Production from this acreage was about 16 million pounds of hybrid seed. Production of hybrid sorghum seed in 1956 was estimated at 24 million pounds. This amount of seed probably planted some 3 million acres of hybrids in the United States in 1957. Texas produced hybrid sorghum seed on about 25,000 acres in that year.

Grain sorghum arrived in Texas as early as 1857, when the Indian Service sent seed of Chinese Sugarcane for cultivation on the Comanche and Brazos Reserves in Throckmorton and Young Counties.

development.

Ten regular employees now are working from the cooperative's office in Hereford.

Members of the board of directors of West Texas Rural Telephone Cooperative, Inc., are: H. M. Benson, president, Dawn; Charlie Burk, director, Westway; Raymond Milner, secretary, Hub; Louis Welch, vice-president, Parmer; Vernon Estes, director, Tharp; Bert Williams, director, Oklahoma Lane; and Earl Holt, director, Frio.

It had been introduced into the United States from China by way of France in 1853. Forage sorghums were a staple crop in pioneer days as agriculture spread westward in Texas in the 1880's and 1890's. One authority says grain sorghums probably originated in Africa, where one variety has become the most popular cereal.

As early as 1902 milo made news in The Hereford Brand, despite the paper's proclamation that "The Panhandle of Texas is essentially a stock country and must remain so." That was in February, and in March the paper declared, "The success of kaffir corn and milo maize in this country has long passed the experimental stage, and we are already producing as fine crops of both as can be produced anywhere."

While the primary use of grain sorghums in the United States has been for feed for poultry, cattle, sheep, and other

livestock, local farmers have worked with The Grain Sorghum Producers Association in promoting not only new outlets for sorghums as feed but also in their industrial use.

It was during World War II that grain sorghums first were used for industrial purposes. The starch content of grain sorghum is about the same as that of corn, and the starch is similar to corn starch. The seed coat of sorghum contains a wax similar to carnauba wax that is used in making polishes for furniture and shoes and in making carbon paper, sealing wax, electrical insulation, and other products. After processing of sorghums for grain alcohol began during the war, the alcohol industry used two billion pounds for that purpose in 1945.

A wet-milling plant at Corpus Christi, with a yearly capacity of six million bushels of sorghum gran, manufactures starch, dextrins, dextrose, dextrose sirup, edible oil, several

by-products, and two livestock feeds. Plants at Plainview, Tex., and Dodge City, Kan., are using a dry-milling process to produce a livestock feed and a low protein flour which can be substituted for starch in some uses.

The mushrooming cattle feeding industry in Deaf Smith County is furnishing a growing market for locally produced grain sorghums, which are reported as desirable as corn for cattle finishing.

It may come as something of a surprise to Texans, where grain sorghums have not been used extensively for food, that about 75 per cent of the world crop still is eaten by humans. In parts of India, Africa, and China sorghum grain is the most important cereal. Hereford residents who sampled cookies made from grain sorghum flour and served at a meeting of the Grain Sorghum Association may have felt they were pioneering. Now they discover that they are only "catching up."

Rural Telephone Aids Convenience Of Farm Living

Rural telephones may not be considered the factor in rural development that rural electrification has been, still they have added their bit not only to the comfort but to the well-being of rural families in the Deaf Smith County area.

In step with the area, West Texas Rural Telephone Cooperative, through its manager, Vernon Inmon, has announced plans for expansion and improvement of its service to rural homes. During this year and 1964 the company plans to increase its facilities to provide five-party telephone service to all its rural customers.

To undertake this project it will necessitate the increasing of its present facilities to almost twice its present equipment and lines. The increasing of central office equipment will provide better service to its customers.

Some \$600,000 will be disbursed in the counties of Deaf Smith, Parmer, Castro, and Bailey for the planned increasing of facilities, Inmon said. Contracts to provide new central office equipment for the exchanges of Frio, Hub, Dawn, and Westway were let by the RTA board of directors. They anticipate the letting of the bid contract for the construction of the outside plant requirement in the near future.

The cooperative is attempting to provide enough equipment and facilities in the rural area for future potential growth in customers and industrial deve-



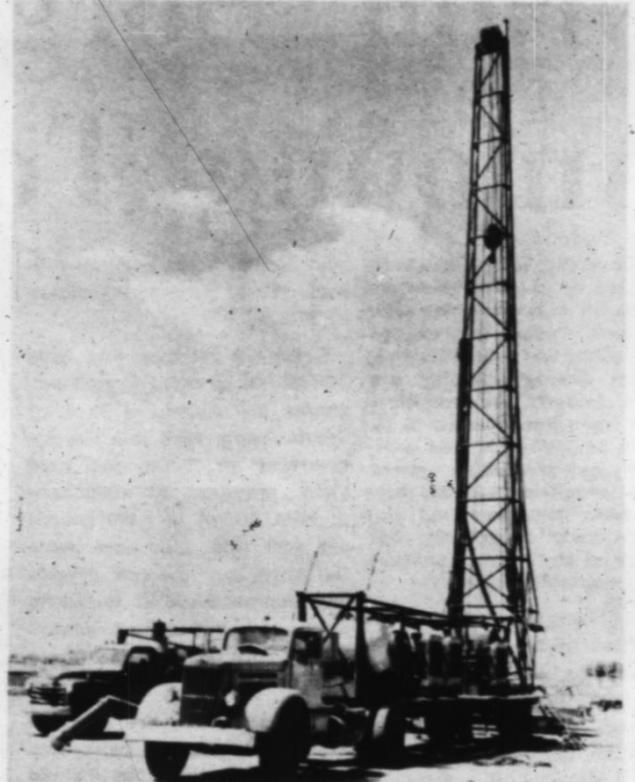
Grain sorghum crop interests visitors

Our Specialty....

WELL DRILLING

IN THIS

ABUNDANT LAND



We feel that we have been a part of the development of this Abundant Land.

With Well Drilling our specialty, and wells the livelihood of this country we have teamed up with many farmers in turning a sun-baked land into an irrigated crop producer.

We take pride in our work because we know that it is an important work. And . . . we take pride in our customers because we know they are important customers. We take pride in this land because we know that it is a free land . . . an Abundant Land.

West Texas Drilling Inc.

WEST HIGHWAY 60

"11 YEARS IN HEREFORD"

J. D. KIRKLAND, Mgr.

4 LOCATIONS

TO SAVE YOU

TIME & MONEY

HEREFORD

EM 4-2853

EASTER

BR 6-4469

BLACK

HUB 2655

DIMMITT

647-3071

FEATURING QUALITY

SPENCER

ANHYDROUS AMMONIA - 82% Nitrogen

In this fast moving agricultural economy of ours we certainly need to save time and money. But not only that, we also need quality merchandise. We have that quality to go with the other needs and we offer them to you at four convenient locations.

EASTER

FERTILIZER COMPANY

YOUR SPENCER FERTILIZER DEALER

Agriculture-Based Firms Encompass Many Services

With the economic structure of Deaf Smith County admittedly agriculturally based, one special edition can not possibly cover every facet of the complex picture. Farmers employ new and scientific information and equipment to fulfill the food and feed needs of the nation. As the farm industry grows, a maze of related businesses mushroom to fill the farmers' needs.

A basic need for farm operation today is the commercial seed house. No longer do most farmers hold back their own seed needs, nor do they usually turn to their neighbors for them. Especially in the grain sorghum business a farmer depends on his seedsman to keep abreast of the latest developments, which, in this instance, have revolutionized production figures in the past six years with the development of hybrids coupled with fertilization know-how.

The yellow pages in the telephone book list eight seed houses, and in addition some of the elevators supply seeds. At least one of the home-owned seed houses has developed and tested its own hybrid milo strains.

WAC Seed, Inc., features WAC 750 and WAC 700. The former proved a top yielder in 1961 at the High Plains Research Foundation with 8,852 pounds per acre. The company is owned by three local farmers, Wilbur Axe, Chester Wiggains, and Troys Carmichael. Hugh Clearman, a former local county agricultural agent, is manager.

Miller Seed Company is managed by a grass specialist, George Warner. It features range grass and lawn-grass seed, field and legume seed, and custom cleaning.

Other seed companies include Cliffs Frontier Hybrid Seed Co., Delmo's Farm & Garden, Ferry Morse Seed Co., L & O Seed Co., Miller Seed Co., Packard Co.

Irrigation creates several needs, which in turn support industries. Among those making a business of pump sales and maintenance are Big T Pump Co., Clowe and Cowan, Inc., Kenny Gear Machine Works, Reddell Water Well Service, Turner Well Service, Winget Pump Co., and West Texas Drilling.

The furnishing of farm equipment and supplies is another

business thriving on farm trade. Among the firms selling all kinds of tractors and other machinery to keep the agricultural wheels rolling are: B. & B. Oliver Co., Consumer's Fuel Co-Op Association, Davis Implement, Delmo's Farm and Garden Supplies, Farm and Home Supply, Inc., Gebo Distributing Company, H & W Implement Co., Hays Implement Co., Kirby Sales Co., Lesly Motor Co., Lockwood Graders of Texas, Inc., Massey-Ferguson Farm Equipment, Owens and Hollingsworth, Rowell & Doan Farm Supply, and WAC Seed Inc.

Several local garages also feature farm equipment repairing and pump maintenance. Jacobsen Bros. and Loerwald Bros. specialize in welding and farm equipment repairing.

Much of the business handled by local realtors is in the never-ceasing buying and selling of area farms.

Other companies have grown through the sale of irrigation pipe, irrigation tubes, and related products.

Well drilling contractors are a necessary part of the area's continually growing irrigation

Mill Featuring...

(Continued from page 4)

A series of tests run to determine the relative protein content of milo produced in controlled plots with and without irrigation and fertilization reveal that unfertilized dry land milo contains up to twice the amount of protein in irrigated and fertilized plots: Three one-acre plots yielding 1,800; 2,000; and 3,500 pounds per acre, res-

pectively, were found to contain 14.3, 13.2, and 12.5 per cent protein in that order. Lowest protein was found in a plot producing 7,000 pounds per acre and containing 7.6 per cent protein. It was irrigated three times and was fertilized with 150 pounds anhydrous ammonia. Highest protein content on irrigated and fertilized wheat was on a plot producing 9,000 pounds watered three times and fertilized with 600 pounds of 16-20-0. Its protein content was 10.6 per cent.

Among those specializing in this field are Reddell Water Well Service, Texas Water Well Drilling Contractors Association, Turner Well Service, Walco Drilling Co., and West Texas Drilling of Hereford, Inc.

Several commercial trucking firms furnish a needed service especially in the transportation of cattle. They bring the cattle in for grazing on wheat and native grass, then transport them to market. Among those companies is the Burke Inman Trucking Co. Other firms specialize in trucking in relation to the vegetable industry, supplying refrigerated trucks and other needs of that industry.

Perhaps there are other fringe industries just as vital in the farm economy. This article indicates, however, the vast turn-over in payrolls occasioned by the diversified farming and ranching business in the county.

Hereford's "Town Without a Toothache" slogan was originated by a magazine writer in 1942 when he made a report on a survey conducted here by the state health department. It revealed on a limited study of natives of the county the lowest rate of dental caries then known in a civilized region.

"Foods grown in Deaf Smith County were astonishing high in phosphorus... wheat ran 600 per cent above normal. Calcium was also high," the article revealed.

Although much of the credit for the health-giving quality of locally grown produce is given to elements built up over a long period of time, one soil chemist has stated that it is possible through controlled fertilization after soil analysis to produce the same results with commercial fertilizers.



OUR FUTURE HOME AT 4th & SAMPSON STREET

The Abundant Land!

We Realize That The

Strength of our Economy

depends on

AREA AGRICULTURE!

Hi-Plains Savings and Loan Association, founded just six short years ago, has now grown to one of the strongest savings and loan associations in the entire area. This growth, is due to the healthy agricultural economy of this area. We realize that the "Abundant Land" of Deaf Smith and surrounding counties, coupled with the underground water for irrigation, plus a corps of master farmers, has made this area one of the most productive in the nation.

We're glad we're here and we're here to serve you! If you're looking for a loan for a new home, remodeling the old homestead, building a new business, etc., then may we suggest that you consult the folks at HI-PLAINS SAVINGS AND LOAN ASSOCIATION.

Come in soon.

HI-PLAINS

SAVINGS & LOAN ASSOCIATION

We're Young



to the Hereford Area But Certainly
Old Enough to Know That We Chose The

RIGHT PLACE

to engage in the oil business!

Sure, we're newcomers to the Hereford area, but it didn't take us long to decide that we had picked the spot we've been looking for right in the heart of the nation's MASTER FARMERS.

The farmers are the best and we're real happy to be able to serve you. Visit Boyd Humble Wholesale for all your Humble Oil Products.

JAMES M. BOYD

BOYD HUMBLE

Wholesale



Aerial view of county's several new feed lots.

Cattlemen Hail Feed Lots As A 'Natural' For Area

Interest in cattle feeding has been growing among local cattlemen and business leaders here for years, and since 1960 commercial feeding has begun really to show what it can do in the Texas Panhandle. It is estimated that some 100,000 cattle are being fed out in this area of the High Plains.

When the six larger commercial lots in the immediate Hereford area reach capacity feeding, they alone will account for some 75,000 head. Numbers of farmers and ranchers have added feeding on a small scale to their routine. At least two local feed yards had been established before accelerated interest in cattle feeding became evident in 1960. Western Feeds Yards began its operation about six years ago, and Easley Feed Yards has been in business over three years.

About 100 local cattlemen and businessmen attended a cattle feeding school at Hotel Jim Hill here in March of 1960. The school was arranged by the commercial cattle committee of the Deaf Smith County Chamber of Commerce under the chairmanship of Dr. L. B. Barnett. Appearing on the program were Dr. F. W. Blamey, Cardwell Webster, and Webster Swearingen — manager, head of the livestock department, and buyer for the Lincoln Packing Division of American Stores Company of Pueblo, Colo. They discussed the economics, methods, and possibilities of the feeding industry.

"Deaf Smith County has the potential to become one of the most outstanding feeding areas in the country," Dr. Blamey declared.

Not one to talk without acting, Dr. Barnett began an experimental cattle feeding project, working with Don Guseman, another cattlemen.

In July, 1960, Dr. Barnett announced that 166 head of cattle he fed for 116 days had gained an average of 2.32 pounds per day. They produced a gross income of \$67.75 per head, netting

\$29.25 each. During the feeding period each animal was fed approximately one ton of maize, indicating the potential market for grain sorghums in a developing feeding industry.

The advantages of this area for cattle feeding were recognized by a Nebraska feeder, Paul Engler, when he came to Hereford on a buying trip in 1960.

"When I first saw this country, I couldn't understand why there were not more feed lots. You people have the ideal location... plenty of cattle, feed, good climate, space... what more does a cattle feeder need?" Engler demanded.

Joe Reinauer, the local cattlemen with whom he was talking, suggested that the ingredient lacking was an experienced cattle feeder like the Nebraskan. The idea took hold, and Engler became head of the Hereford Feed Yards, Inc., organized here in early 1961.

Local cattlemen were not ignoring the possibilities, and Oscar Easley and his son, Joe, were starting Easley Feed lots about the same time. Joe agrees with the others that this country apparently is a "natural" for cattle feeding.

"I feel we have all the advantages," he declared. "What we have lacked has been the know-how and management to go with our cattle, grain, and climate: We're getting that now as experienced men are moving in."

Western Feed Yards was established and is operated by Jim McAndrews, who feeds out about 6,000 head a year. With a capacity of some 2,000 head, McAndrews likes to keep his yards full and turn the cattle three times a year.

Easley-Feed Yards has a capacity of about 4,500 head and runs some 12,000 head per year. They like to turn their stock about three times a year. They do custom feeding and also feed some of their own stuff.

Hereford Feed Yards began operation in the fall of 1961 with a capacity of 10,000 head with

plans to enlarge to 18,000. A part of the original plant was a modern feed mill designed to produce rations to fit the specific needs for feeding through four feeding rations, including one starting, two intermediate, and one finishing ration. New pens built since that time have brought their capacity now to 12,000. They will feed out some 25,000 head per year.

Charles Skelton operates a small yard and feeds some 2,200 head per year. Numbers of farmer-feeders feed out one or two hundred cattle or more per year. Among them are Paetzolds, Virgil, Marsh, Mike Betzen, Al Smith, and John Pitman.

Outside Deaf Smith County but still in the Hereford area and helping to furnish a growing market for area feeder cattle is the new Friona Feed Yard, owned by a corporation and located between Black and Friona. It began its operation in 1963 with an intended capacity of 15,000 animals.

A big boost to the feeding industry will be the completion of the Holly Sugar plant in 1964. A by-product of the plant will be some 40-50,000 tons of molasses and pelleted beet pulp which are considered ideal for cattle feeding purposes.

Holly plans to install its own lot with a capacity of about 7,500 head and an annual output of 15,000 head. They will feed only a small per cent of the pulp and will package the rest for use by other feeders. Dexter Lillie, local manager, said some out-of-state feeders already are investigating establishment of lots in the area.

One of the factors to be reckoned with in the cattle feeding business, as in other agricultural pursuits, is the market. After a good year in 1962, prices skidded near the end of January, 1963, and stayed low until the second week in July. As a result those feeders who could afford to do so kept cattle on feed longer than the usual 120

days. They also were cautious in increasing their feeders during the slump.

Feeders comment that those who can weather a market slump usually profit in the long run since the inexperienced are weeded out, leaving the business on a non-speculative basis.

As more and more of the feeders from Hereford area ranges and wheat pasture are finished locally, it is predicted that the next step will be the coming to the area of large packing companies. Already plagued by labor trouble in established

areas, their coming to the "source" seems just as natural as the move now being made by cattle feeders.

A fringe industry expected to develop with the growing cattle feeding business is a fertilizer plant. One man is already checking into the possibilities here. Dr. Barnett commented that in his experimental feeding each animal produced about a ton of manure, which would market at \$2 per ton. With the vegetable and diversified farming industries demanding tons of fertilizer per year, that business, too, is a "natural."

BOOSTING COUNTY WHEAT

Mill Featuring Health Aspects

Arrowhead Mills, Inc., is capitalizing on Hereford's fame as the "Town Without a Toothache." They feature wheat, corn, rye, and soybean products, catering to health food customers who seek cereal products produced through organic farming.

"In the western half... dry land organic farming continues to produce the fine wheat for which Deaf Smith County has become so well known. Here the land is plowed during the summer, turning under Nature's fertilizer and soil conditioner, the living plant," declares a brochure published by the company.

It credits superior quality to summer fallowing, allowing the wheat stubble to deteriorate and the earthworms to multiply and enrich the soil. In late August or September hard red winter wheat of good milling and baking varieties is sowed. It produces excellent pasturage during the winter, and the cattle grazing it adds fertility to the soil.

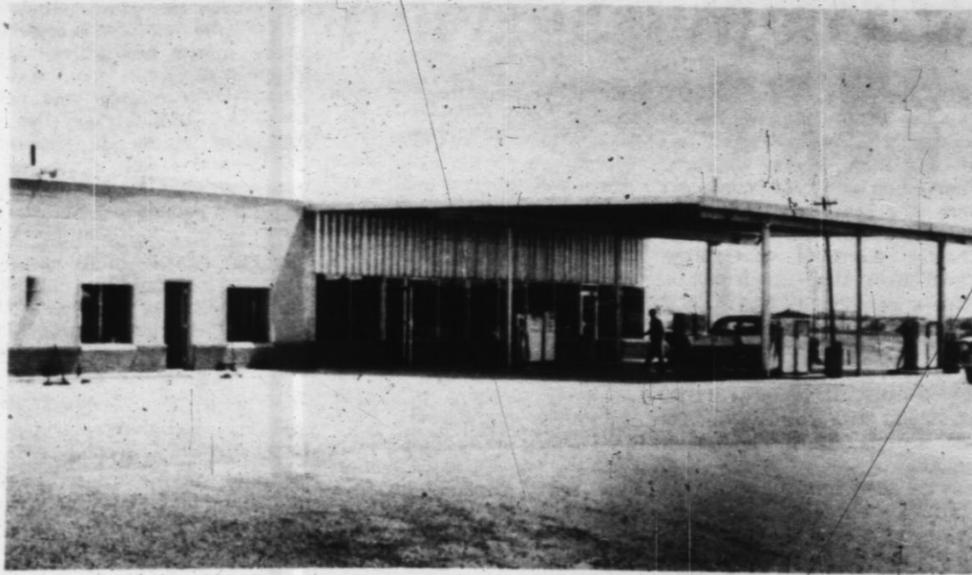
the article states.

Superior mineral content of wheat thus produces is credited also to the low rainfall — 17 inches per year in that area — with helping retain necessary food elements in the area where they are available to the growing plants.

After harvest, Arrowhead Mills stores the selected grain in clean grain bins adjacent to the mill building. Nothing is removed from the whole grains before they are stone ground.

Findings of the Deaf Smith Research Laboratory here tend to substantiate this claim to superior mineral content of locally produced food and feeds with resulting superior bone structure and health in people and animals. Over a period of some 10 years they have compiled data to substantiate early claims that natural phenomenon in the county make definite contributions to growth and to the development of superior bone structures in both

(Continued on page ??)



Growing with a GROWING AREA

Sure we've been here a long time. We've watched the Hereford area grow we've watched the farmers of this area pioneer new methods, new crops and just generally make the rest of the county sit up and take notice.

That's Hereford and the surrounding area for you. Always stepping out ahead.

Consumer's Fuel Association has grown too, as evidenced by the beautiful new business building that has been completed just two short years ago. This growth however, is due to the loyal patronage of our many customers.

Keep the ABUNDANT LAND producing, and keep dropping by our way. It's a pleasure to serve you.

CONSUMER'S FUEL
Association, Inc.

Vegetables Add Variety To County's Diversified Menu

Pioneers who called Deaf Smith County the potential "garden spot of the universe" in 1905 could hardly foresee the multi-million dollar industry into which vegetable production in the Hereford area has grown. From their experience in home gardens and on small truck farms, however, they knew the potential was there—early boosters extolled the wonderful crops produced by the area's soil, sunshine, and water.

A recent irrigation survey lists 15,500 acres of vegetables being grown in this county under irrigation. It has been estimated that vegetables afford the county an annual income in excess of \$5,000,000 with a payroll running, during peak months, more than a million dollars a month.

Major vegetable crops produced in 1962 were: potatoes, 4,000 acres; onions, 2,500 acres; carrots, 2,000 acres; lettuce, 2,400 acres; and cabbage, 200 acres. The 1963 acreages in the major vegetable crops are approximately the same. Still exhibiting some of the pioneering spirit, local growers are experimenting with vegetable crops new to the area on a commercial scale. Among the other vegetables tried have been peppers, turnips, tomatoes, radishes, and even garlic.

As early as 1904 J. C. Womble was praising the merits of the Hereford area for vegetable production: "That all kinds of vegetables will grow here, and grow large, has been well demonstrat-

ed this year. Cabbage, tomatoes, beans, onions, cauliflower, pepper, cantaloupes, and watermelons never fail. And the principal advantage in raising truck for market in this country is the fact that it comes in just between southern raised produce and that raised in the north and west," he declared.

Soon after the turn of the century W. H. Rayzor produced 500 sweet peppers which he sold for 10 and 11 cents per pound and 2,000 bunches of celery from a quarter-acre plot and marketed at 10 cents a bunch. J. C. Curtsinger perhaps did not know in 1903 he was foretelling a bustling potato industry in Hereford when he brought in a sack of Tennessee Triumph potatoes, ten of which weighed three pounds.

Two acres of potatoes were grown by R. T. Mooney and Lee Satterwhite Jr. in 1921, netting \$340 with a yield of 175 bushels per acre. John Kropff, S. L. Harman Sr., H. C. Van Bibber, and Joe Ballinger (later known as Tater Joe from Idaho) made experimental plantings of Irish potatoes in 1934.

Potatoes were established as a profitable commercial crop in 1939, marking the beginning of extensive production of vegetables as a diversified crop in the Hereford area. The Hereford Potato Growers Association was formed and operated a processing shed on South Main Street for the 1939 potato crop.

Fred S. Barrett was among the Irish potato growers to come

to Hereford in 1940, and he and his sons have operated sheds here almost continuously since that time.

The peak year for potatoes came in 1946, when 6,000 acres were planted. There was heavy government buying of potatoes in 1949 and 1950, and support prices were removed in 1951.

The 1956 growing season was called the best ever for potatoes here with an average of about \$3.50 cwt for days in a row. Prices reached a peak of \$8.50 per hundred for U. S. No. 1 potatoes that year.

The potato industry, like other vegetables without acreage control or price support, fluctuates from year to year depending on the vagaries of supply and demand, but Hereford farmers now count it a staple crop, and high plains potatoes are well established in distant markets.

Perhaps hearing of early garden success with lettuce, John Paetzold was among the first to see possibilities for commercial production of lettuce here. He planted six acres in 1947, harvesting 250 crates per acre before an estimated two-thirds of the crop was destroyed by an early freeze.

Lettuce from Deaf Smith County was established in terminal markets by the 1951 harvest. The quality was excellent, and the market strong and steady. A reported 850 cars were shipped from approximately 3,000 acres, yielding 200 to 250 crates per acre. Prices stood from \$3.75 to \$4 per crate, with some going as high as \$6. Lettuce a-

creage in the county has been fairly constant, with yields improving with growing know-how and ranging up to 500 crates per acre—a yield reported by Dan Finland in 1958.

Onion acreage in the Hereford area has grown steadily since the first commercial crop grown by Leon Coffin in 1942. They are now considered a major crop here. By 1948 Howard Gault, Jack Renfro, and the Hereford Potato Growers Association were contracting and processing on. Yields were running 500 sacks per acre; the quality and price were good. Finlan reported 1956. Profits as high as \$2,000 per acre have been reported on onions.

While home gardeners had made the paper with samples of huge home-grown carrots for years, the first extensive commercial planting of that crop was contracted by Newt Harding for Williams Farms in 1948. A good crop was produced on 80 acres, but difficulty in securing hand labor for pulling and bunching carrots caused marketing difficulty.

In 1956 Harding, then with Vahlsing, contracted 1,465 acres of carrots. Total acreage in the area that year was 3,200. Yields, running 10 to 20 tons per acre, were considered good, and prices averaged \$30 per ton.

Carrot acreage has fluctuated through the years, but they seem to be established as one of the major vegetable crops. As high as 6,000 acres in 1959 have been planted, with 2,000 acres planted in 1962.

The harvesting process for carrots has changed completely since the first few years here. Now carrots are topped in the field and are processed and packed in one-pound cellophane bags

for household use and in 50-pound bags for hotel and restaurant use.

Leon Coffin has added cabbage to his vegetable pioneering in this county, and he terms his experience with the crop "Moderately successful." He says it is relatively expensive to grow, subject to insect damage, requiring expensive spraying and handling. It must be harvested at just the right time, thus making the farmer subject to a market which vacillates rapidly with supply and demand. Coffin got \$100 per ton for his cabbage for a short time one year, but other years were a different story.

However cabbage seems to be keeping a toe-hold in the local vegetable picture. As high as 1,200 acres have been planted, as in 1957, when yields were good at 18 to 20 tons per acre and prices ranged from \$30 to \$40 per ton. Two hundred acres of cabbage were grown in 1962.

Whatever the plight of individual farmers and processors, vegetables have come to be tremendously important in the financial picture in the Hereford area. As many as 800 huge trucks work out of Hereford during the season, in addition to thousands of bags shipped by rail. Packers often operate their sheds almost around the clock. Vegetables from the area have established a reputation for their quality and have a place in major vegetable markets.

Among the established packing sheds and produce handlers in Hereford are: J. K. Baker, Barrett Produce Co., Leon Coffin, Deck Produce, Howard Gault Co., A & P, Griffin and Brand, Hereford Growers and Shippers, Hereford Produce Co., Reinauer & Sons, Jack Renfro, Salt River Valley Produce Co., Vahlsing, Inc., and Wetgrove Co., Inc.

Business Buildings



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Of course, we realize that the "abundant land" that we possess is responsible for the growth and prosperity that we enjoy, and for this we are truly thankful.

We appreciate also, the many wonderful friends and customers who have brought their business our way this, of course, is responsible for our growth.

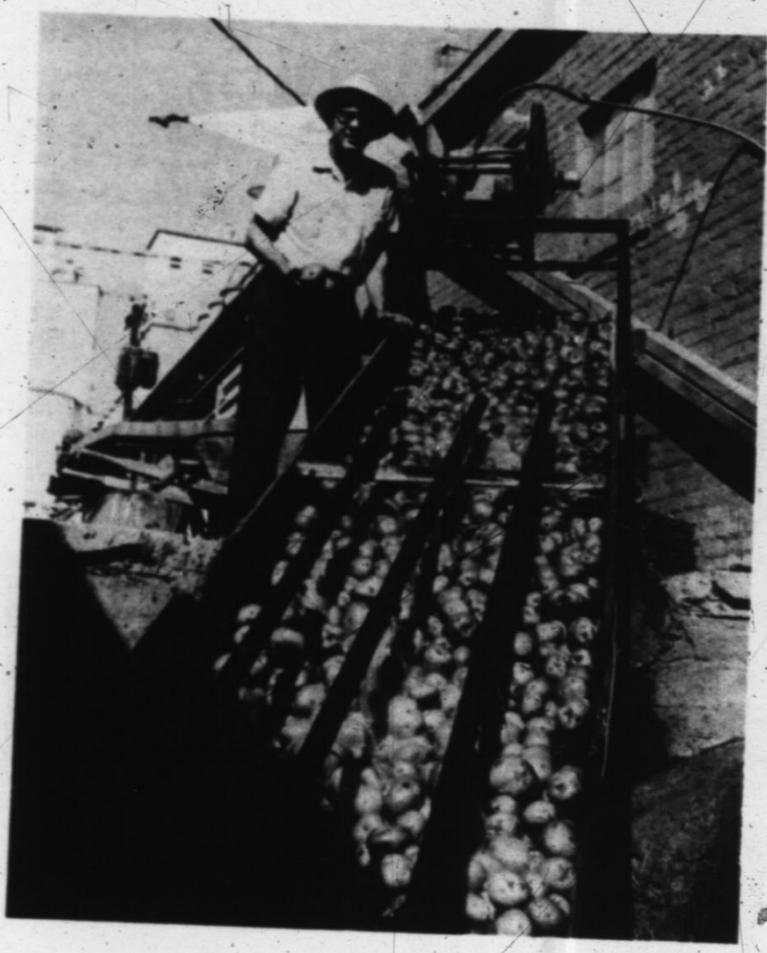
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Phone EM 4-0033

The Vegetable Industry...



has played a big role in the development of

THIS

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Yes... the vegetable industry does play a big role in the development of this Abundant Land...

and... We are proud to have had a hand in this development.

HOWARD GAULT

*Calvin Edward, L. J. Jones,
Duan Baiye, Glenn Watts*



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YOUR HEADQUARTERS
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Sidedress or preplant, you'll do better to check with the folks at
TRI-COUNTY FERTILIZER COMPANY.

An whether you do the job yourself or take advantage of our
experienced custom operators, we'll appreciate the business.

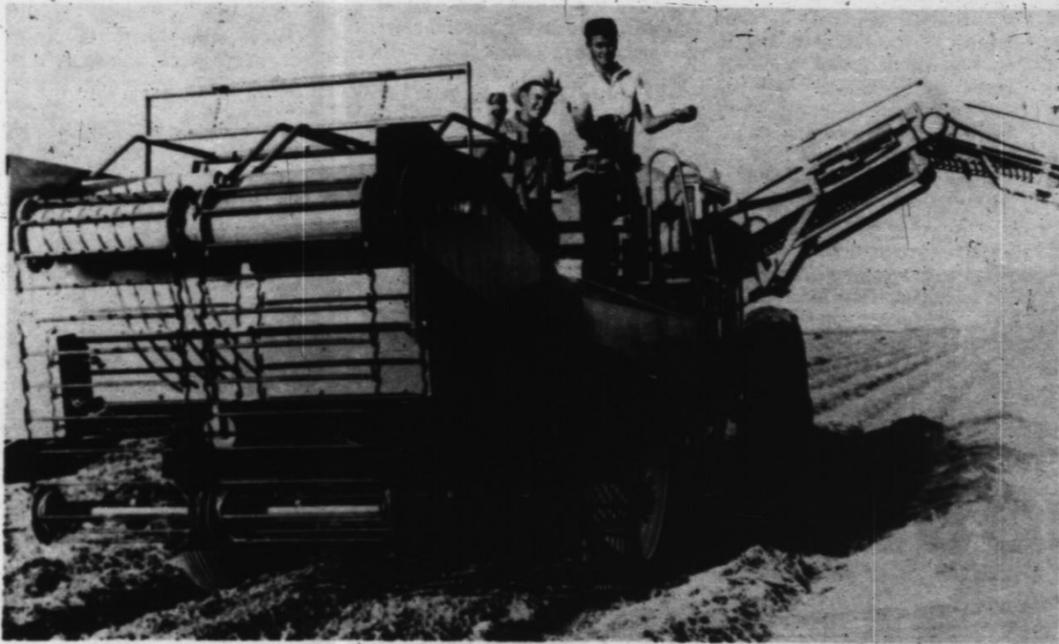
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THE RUGGED DEPENDABLE MARK VI POTATO DIGGER "A LOCKWOOD SPECIALTY"

Potatoes . . . Beets, . . . Onions . . .
Lettuce . . . Carrots . . . Lockwood
equipment is always at the beckoning
of a new harvest . . . whatever the
harvest might be.

With such a diversification of fine
research and field-tested machinery we
feel that we have helped to contribute
to "The Abundant Land".

COME SEE US!

LOCKWOOD GRADER CORP.

JUST WEST OF THE BULL BARN

LOCKWOOD GRADERS OF TEXAS

EM 4-3171



David, Homer Brumley build hog feeders

Can't Say Hogs Are Dirty Business After Brumleys'

(Continued from page 10) not plan to install their own feed mill. Special rations, changing slightly each week, will be mixed at a local commercial mill. The feeding system will be automatic. From 10,000 to 12,000 pounds of feed will be stored in a bulk feed tank outside. An auger conveyor down the center of the barn will have spouts to the individual feeders, which can be filled with the press of the lever. As with the sows, fresh water will be available to the pigs at all times. The same sanitation facility is used in the feeding pens as in the farrowing pens.

The local hogmen first became interested in the disease-free operation when they learned of its feeding economy. Under ordinary circumstances, they said, four to five pounds of feed are required for each pound of gain. Disease-free pigs gain a pound on from two to two and a half pounds of feed. At about four and a half months they should be ready to move at 200 to 225 pounds. If their plans develop as they

hope they will, the Brumleys want eventually to have four farrowing and 10 finishing barns.

Brumley comments that interest in the hog business here is starting all over again. While he has no estimate on hog population, he says it definitely is on the increase. Among those handling hogs in the hundreds are Harvey Rowland, Alton Fraser, and Alfred Reinart.

Early copies of the local paper indicate that hog raising here was considered unprofitable until 1913, when there were only 300 hogs in the county.

That year D. L. McDonald proved that hogs could be run profitably on alfalfa pasture. He bought 40 head at 125 pounds each. After running them for 90 days on alfalfa and milo, he sold them at an average of 263 pounds. Among early hog raisers were James Robinson, D. P. Vaughn, B. W. Miller, and G. W. Brumley.

The latter had come here in 1911. He had tried his hand at farming before going into the hog business in 1917. Evidently it was profitable, for a feature article in 1936 revealed that he owned a flourishing hog shipp-

ing business (\$500,000 worth bought that year), three filling stations, a wholesale oil company, the Chevrolet agency, and "a few farms."

During the 20's, local hog raisers were topping the Kansas City market and winning prizes at the Fort Worth Fat Stock Show. Breeders held a show and sale here in 1922 with the animals averaging \$104 per head.

Not much has been heard in the hog business recently, but that it is a vital part of the local economy is evinced at the junior livestock show each year when local FFA and 4-H boys and girls exhibit prize-winning stock. Among prominent hog raisers in the 1950's were Horace Hershey and his sons, Joe and Homer, Ed Dziuk, Luther Lesly, and Horace West.

The Brumleys are strong believers in education as both Homer and David Brumley are graduates of the Agriculture Department of Texas Technological College; Caroline will enroll as a freshman in agriculture at Tech this fall. The late Mrs. Brumley was a Tech agronomy major.

Electric Power...

(Continued from page 16) to the stove. We all spent most of our time in the kitchen during the winter," he recalled.

"We'd heard that the Government was going to lend us money to get lights, but we didn't believe it until we saw the men putting up the poles. Everyday they came closer, and we realized it really was going to happen. So Dad went ahead and had the house wired.

"It was almost two months later before they finished the job and turned on the power. I'll never forget that day — it was late on a November afternoon, just before dark. All we had was wires hanging down from the ceiling in every room, with bare bulbs on the end. Dad turned on the one in the kitchen first, and he just stood there, holding onto the pull chain. He said to me, 'Carl, come here and hang onto this so I can turn on the light in the sitting room.'

"I knew he didn't have to do that and I told him to stop holding it, that it would stay on. He finally let go, and then looked kind of foolish."

Problems were many as farm families learned to use the new power. One person wanted to know if there was some way to keep electric light bulbs from getting so hot. It seems he was having difficulty with the hot bulb as he moved it from room to room. One lady called the cooperative to find out why her electric bill was higher than she thought it should be. A few minutes later she called back and said she had just found the reason — one of the outlets

in her house did not have anything plugged into it and it was leaking!

That night — "the night the lights came on" — was forever after an important date in most farm families. As it has reached in to more farm homes and farm industry, it has become tremendously important in the nation's economy.

All types of modern lighting and electric home and farm equipment now are serving Deaf Smith County farm families. Appliances powered by electricity help give the farm housewife and her husband time to enjoy television, record players, and other cultural and recreational conveniences made possible for them by their having electricity.

The modern farm kitchen boasts built-in eye-level electric ovens or attractive table-top kitchen ranges. Included in the kitchen plan often are washers, clothes dryers, and dishwashers.

Some farm housewives do their ironing on electric mangles. They sweep their wall-to-wall carpets with electric sweepers, and brew the morning coffee in an electric percolator. Their food is stored in gleaming white electric refrigerators and freezers. When the baby has croup, he is treated with an electric vaporizer — only one of the health aids provided by electricity. The farmer pumps water, both for the home and irrigation, milks cows, grinds feed, and does other chores more easily with the help of "Willie Wiredhand," REA's electric servant.

Some plain facts about Monsanto Anhydrous Ammonia from

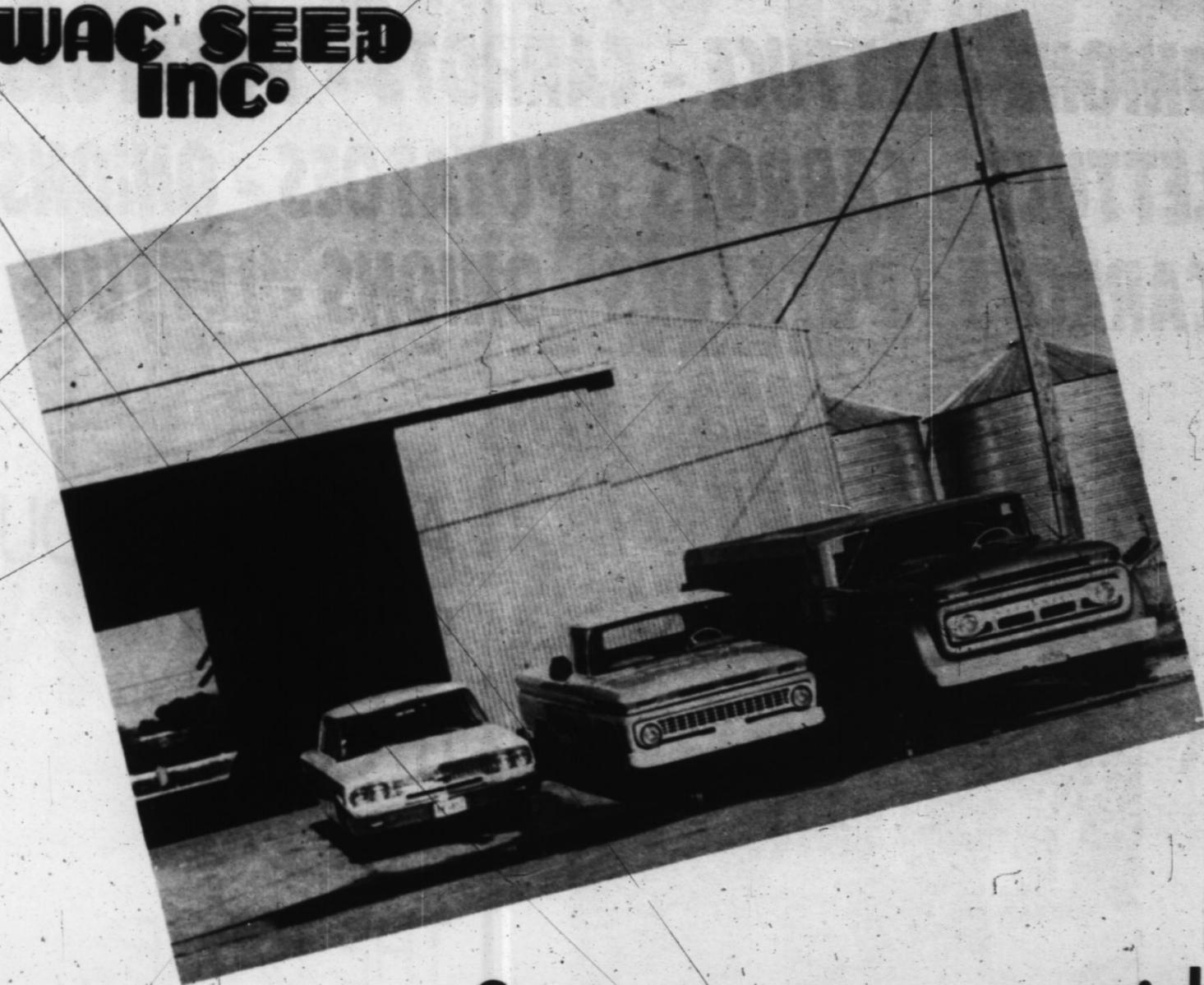
Hereford Grain CORPORATION

Veterans Park Rd.
EM 4-3755

Fact: Monsanto Anhydrous Ammonia is 82.2% nitrogen . . . more per pound than any other carrier. **Fact:** You cut it right into the root zone. It's ready to work without dissolving. **Fact:** Compare costs . . . there are no bags or bagging costs . . . nothing to tear or carry. **Fact:** It stays "locked" in the soil. You can put down your complete nitrogen requirements in one application. **Fact:** You can save an extra trip through your fields by making the application as you plow. **The proof:** Compare the facts, compare the check strip—and for a phone call you can compare a cost estimate. Here's the number: EM 4-3755



**WAC SEED
INC.**



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**HYBRID SEEDS AND
HIGH YIELDS**

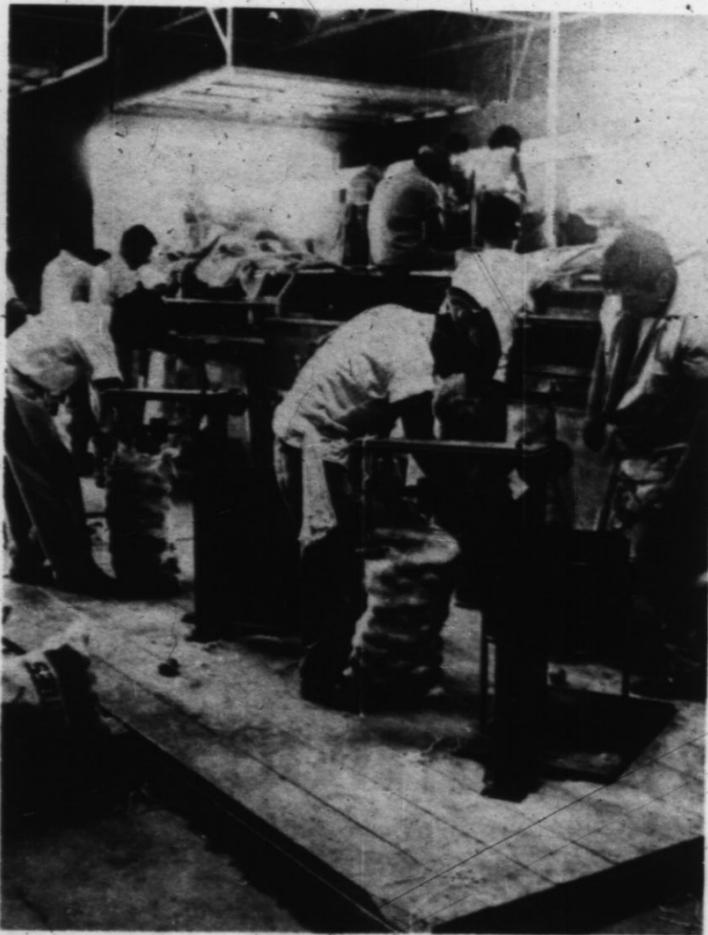
Certainly we never heard of 8000 lb. milo before the advent of HYBRID SEEDS. The old varieties just couldn't "cut the mustard" compared to present day hybrids.

WAC Seed, Inc. was one of the first seed suppliers in this area, developing new varieties of hybrids and supplying all that the farmers of this area desired.

WAC Seed, Inc. is still in business to do just that. Come in and visit with us—We like to talk about Hybrid Seeds.

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INC.**

POTATOES - ONIONS - LETTUCE - CARROTS
ONIONS - LETTUCE - CARROTS - POTATOES
LETTUCE - CARROTS - POTATOES - ONIONS
CARROTS - POTATOES - ONIONS - LETTUCE



ANY WAY YOU
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 OUT
 THE SAME...
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Griffin and Brand and Vegetables are almost synonymous in the Vegetable Industry . . . that's why Griffin and Brand is one of the leaders in the nation.

We are proud of our part in the Vegetable industry and we hope we can continue to render our help during many more harvests to come in this . . .

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HEREFORD, TEXAS

SALES AGENCY, Inc.

BOX 769

Plant our Seed and

Jump back!



Of course, the cotton and grain and forage sorghum planting season is past, but we are ready for the SMALL grain—wheat, rye, barley, and oats—season. Also vegetables. And as each planting season rolls around BIL-MAR Associates, Inc. will be present to supply the many needed varieties of seeds that our farmers and dealers require today.

Bil-Mar Associates, Inc. as a company is not an old timer in the seed business, but we—Art Stoy, Bill and Francis Hardwick, Robert Woolsey and Joe Martinez, have 45 years of combined seed experience.

Our sound business practices and our efforts to be fair to the folks with whom we do business has enabled us to become one of the largest seed suppliers in the area. Organized in November 1962, we have bought and sold more than 2 million pounds of seed.

Come in and talk to the boys at Bil-Mar Associates, Inc. about your seed problems.

Bil-Mar
ASSOCIATES
INC.

Lisle Woodford Typical Of County's Farmers-Ranchers

A man whose business career has been Deaf Smith County ranching and farming and is typical of the men who have been a stabilizing influence in the area economy is Lisle Woodford. Quiet, unassuming, but positive, he is perhaps more typical of the true western cattleman than are his television counterparts.

Woodford came to this county in 1928 from Kentucky, where he had grown up on a small tobacco farm and had worked in an office in the coal field.

"I guess the reason I left was to get out of that tobacco," he recalls. "All of the work with tobacco at that time was hand work. It was tedious."

Although his first two or three years on the plains were spent in working for wages with his uncle, H. G. Conkwright, life on the broad stretches of the Conkwright ranch probably seemed to the Kentucky youth as free as the breezes romping over the prairies.

Conkwright had come to the area in 1907, settling first in Castro County. By the time his nephew joined him here, he had acquired quite a big spread in the northeastern part of the county. When the nephew had learned the cattle business from his uncle, the older man arranged a partnership with him which lasted several years.

"When I got where I could stand alone, he turned me loose. I'd never have made it without him, I'm not the only one he helped, either," Woodford observes.

Woodford now operates his own ranch consisting of eight sections he bought in the same general area of his uncle's. It is twelve miles north and five east of Hereford. It is chiefly range land, but a part has been utilized to produce wheat and feed, and grazing for from 500 to 600 head of whiteface steers the year-round.

He buys calves where he can find them. Sometimes he goes directly to the cattleman who raises them. At other times he gets them through traders who contract several thousand head and sell them to ranchers. That trend is growing and is legitimate business, the rancher commented. At times the deal for calves can be handled entirely by telephone.

Calves bought in the fall are started on wheat; those in the spring are put on grass. The turnover in animals depends largely on the market as the calves are sold for feeders. Woodford declares the growing feeding industry in the area will furnish a welcome market for area feeders. He previously has sold his feeders in Iowa and Illinois.

Some ranchers ship cattle once, others twice a year. Woodford at one time shipped twice a year, selling the larger animals and replacing them. Now he usually does his principal shipping in the fall. Although he maintains a farm truck, the cattle shipping is handled through commercial truckers of the county — at times when a large number of cattle is to be shipped, all the commercial trucks in the area work to gather to make the transfer of animals in one trip.

"You just do what you think is best at the time and will make you some money," the genial rancher commented. "Sure, you have to have a little judgment in whatever you do."

In the shipping of cattle to

market, Woodford sees the greatest change he has witnessed in the business. When he came to the area, the only mode of transporting livestock was by driving them. When a rancher wanted to take a horse from headquarters to a certain pasture, a cowboy simply mounted him and rode to his destination. Today the horse is loaded into a trailer and rides to his cattle-handling assignment and the cattle travel in huge trucks.

Woodford recalls that a drive from the ranch 17 miles northeast into Hereford started at sun-up, as did everything else on the ranch. Some herds drove faster than others, but they always could make it to the stock yards here in a day — and it was a day's work.

The chief difference between branding 35 years ago and now is in heating the irons. Then a hole was dug in the ground, a fire was built of wood, and the branding irons heated on the coals. Now the branding iron is heated with butane from a bottle.

The first cattle Woodford worked with were branded C-Bar, his uncle's brand. His own brand is L on the left hip. Although cattle brands are registered in the county clerk's office, Woodford says one of the greatest needs today is an effective brand law for the state of Texas. New Mexico is said to have a workable and working law.

Cowboys in the twenties and thirties were much as they are today, really more like farmers than TV cowboys. Many of them still wear big hats, and all wear cowboy boots during the winter and while they are working. Not only do the heels grip the stirrup, but the tough uppers protect the ankle and leg. Since there has never been a large amount of brush on the plains, chaps have not been such a popular part of the apparel of High Plains cowboys.

Two men with their families live on the Woodford ranch year-round, and extra help is put on as needed in the summer. Woodford says his farming has not changed so drastically as that in general in the area. He raises several hundred acres of grain sorghum and corn to be used as feed. Some is under allotment, and some is not. In the latter category is red top cane grown for bundles, producing about 500 bundles per acre. He likes to produce his own ensilage from corn, realizing 15 to 20 tons per acre from the crop, which is included in his farm allotment.

Asked his opinion of the farm program, Woodford answered emphatically, "I'm very much in favor of the farm program. It has to be controlled some way or other. We can't just raise stuff and give it away."

That is almost exactly what happened back in the dust bowl and depression days, Woodford recalls. Somehow he pulled through, but he remembers that he and his uncle made a big wheat crop in 1931, but the market was about 20 cents a bushel.

"Fortunately, we were able to store ours, but after paying a year's storage on it, we got 60 cents a bushel for it. We didn't make much if anything, but those who had to have what little they could sell their wheat for didn't even make back their expense," he said.

He remembers the year the cattle were bought and killed by the government in an attempt to help the industry. The cattle

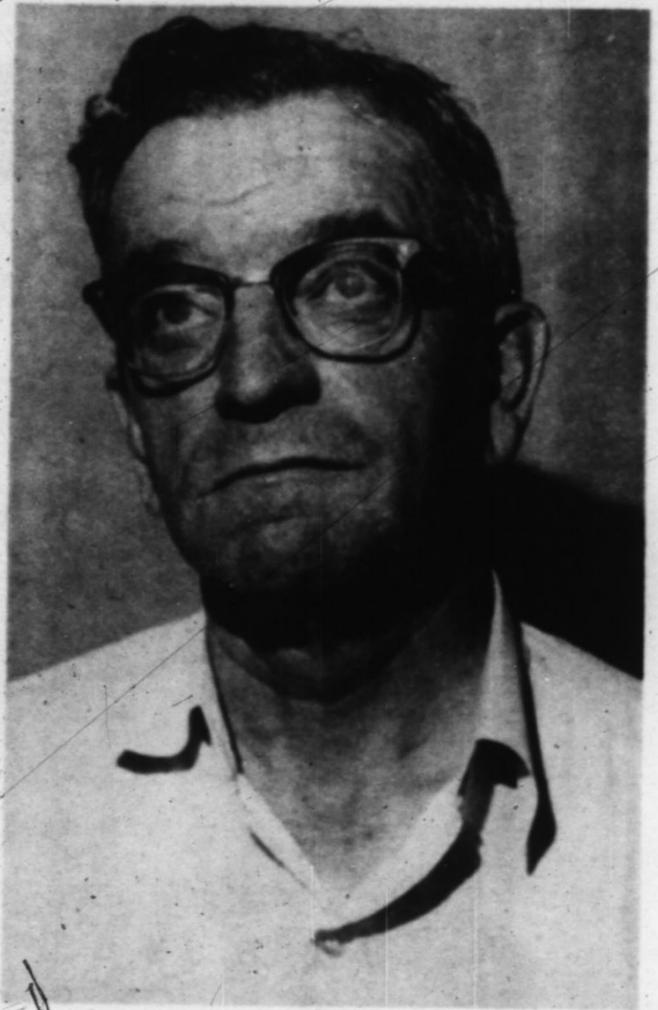
would have died during the winter, anyway, he says, because there was nothing for them to eat.

"People who didn't live through that just don't know anything about those times and some who did seem to have forgotten completely."

Things began to get better about 1937 or 1938, and Woodford was one who managed to raise cattle throughout the depression. There had not been enough rain to raise crops, but there was some grass every year. He raised all the feed he could and bought all he could and managed to keep going, although practically everybody went broke.

Irrigation makes the difference now, along with improved farm practices. The local rancher remembers that there had been some irrigation wells in the county, but few, if any, were operating when he came here in 1928. He dug his first well about 1939 and now has three on the ranch. He does not try to irrigate all the place, just a block of land at each well. Usually his irrigated wheat makes 35 to 40 bushels an acre. However, this year his wheat crop, like most in the county, was disappointing.

Woodford has a home in town and is active in church and community affairs. He has worked in the chamber of commerce and served on the school board for more than 10 years. He is a deacon in the First Christian



Lisle Woodford ... try to do what's best

Church.

Neither of the Woodford boys has followed in his father's ranching footsteps. Tom, who is married and the father of the Woodford's two granddaughters, is practicing law in Denver. Bill will complete his law course

at the University of Texas in another year. This summer he is working in the law department of the Ford Motor Company. Mrs. Woodford is the former Eunice Gilbreath, daughter of another pioneer farmer and rancher, Jeff Gilbreath.

Electric Power...

(Continued from page 14) until November, 1944. He was followed by F. J. Owens and C. R. Woodruff, Leo Forrest, present REA manager, assumed his duties in 1945.

Rightfully REA claims a share of the credit for increase in sales of crops and livestock in Deaf Smith County from \$4,600,000 in 1940 to \$25,000,000 in 1959. The average investment per farm in 1930 was \$23,000; now it is \$175,000.

The advent of rural electrification has added tremendously to the total economy of the area as well as on a nationwide scale. Members of the electric cooperatives, in using the power made available through REA, have spent an average of \$5 for electric appliances for every \$100 spent by the cooperatives for plant. This means that \$25 million has been spent in this area served by the Deaf Smith County Electric Cooperative by members for electric appliances.

The sale and service of electric appliances employ many additional people. There actually is no criterion for measuring the dollars and cents added to the area economy through the coming of electricity to the farm.

Electricity available outside the reach of company-owned plants has added to the industrial development of the area as well. Scattered over the high plains farming area are elevators, gins, cattle feeding establishments, vegetable processing sheds, fertilizer plants, a meat packing plant, and other industries energized by rural electrification. Industry can go to the product, or it can carry the product to the plant.

More than 96 per cent of America's farms are now electrified, compared with 10 per cent when REA was established

in 1935. More than half are served by REA borrowers.

Those who do not remember the "good old days — before rural electrification" can not truly appreciate the changes it has brought about. Driving over paved farm-to-market roads in any direction from Hereford, one sees farm homes fully as modern and convenient as those in any city. A scant quarter-century ago that simply was not true.

Most homes were lighted with kerosene lamps; the elite might boast a lamp put out by Aladdin, still burning kerosene but equipped with a mantle to produce a beautiful white light. Among the chores assigned girls in the family on Saturday were polishing lamp chimneys, trimming wicks, and filling lamps.

If there were boys in the family, it was usually their chore to carry in wood, coal, or perhaps cow chips and carry out ashes. Carrying water from a well as much as 100 yards away was a chore shared by almost everyone in the family. Because of its abundant wind power the Panhandle's housewives were blessed with windmills and usually did not have to pump water by hand.

There was no such thing as a stationary light in the barnyard; the lantern hung by the back door, and those who had to journey into the dark carried it with them. A lamp or candle had to be carried by those venturing into the cellar.

Washday before the advent of electricity would never be recognized by today's pampered farm housewife. After the water had been carried from the well, it had to be heated either in the reservoir or boiler on the kitchen range or oil stove. Some heated water and boiled clothes in iron wash pots around which

glowed the fire made from fast-burning dry cow chips which the children had gathered in the "little red wagon" from the pasture.

Some women did have wash houses where the tubs and wash board were left standing between wash days. Others set up their laundry equipment on the back porch or, in summer, under a tree. Clothes were dried on clothes lines or perhaps on the barbed wire fence.

Once the clothes, smelling of sunshine, had been gathered into the house and sorted, the woman of the family sprinkled those to be ironed, rolling them into balls and placing them in a well-covered basket so that the moisture would be well distributed. Fortunate were the women who had sad irons with detachable handles. Girls were known to spend almost as much time winding old-fashioned phono graphs on their way to and from the stove for a hot iron as they did in actual ironing.

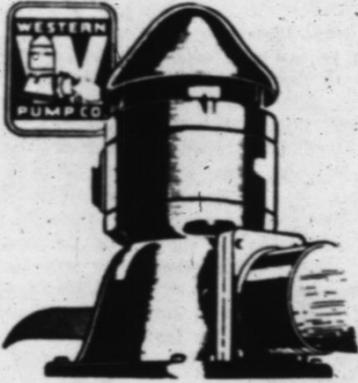
Ingenuous pioneers had discovered evaporative cooling to some extent; their cooling device for milk and other perishables was a pan of water with a cloth spread over the milk containers and extending into the water. Some had well houses where the cool, freshly pumped water flowed through a trough on its way to the stock tank) milk and perishables were cooled in the trough.

All these factors were involved in the deep emotion felt by farm families when their homes lit up the "night the lights came on." A dairy farmer in Kentucky remembers that day, as recorded in a publication of the United States Department of Agriculture.

"Soon as I'd get home from school, I had chores to do, and then an early supper, and after that I'd get at my homework. I'd study by a kerosene lamp in the kitchen, up close

(Continued on page 18)

THE DEEP WELLS



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Can't Say Hogs Are Dirty After Visiting Brumleys'

The Brumleys' ultra-modern pig finishing barn may cause a small revolution in colloquial language. No more can one say a house is as filthy as a hog pen — not if he's talking about the new insulated, air-conditioned barn on Homer Brumley's place three miles east of Hereford. David and Caroline Brumley, who are joining their father in the new phase of the hog business here, are third-generation hog raisers, as their grandfather, the late G. W. Brumley, is credited with establishing the first big hog market for this immediate area. Starting in 1917, his business spiraled to the buying of \$500,000 worth of hogs here in 1926. He continued in the business with Homer as long as he lived.

The whole point of the new set-up is to produce disease-free hogs, according to Homer Brumley. SPF (specific pathogen free) breeding stock for the beginning herd was secured from Liner and Poague of Lubbock. Gilts cost about \$100 each at 100-pound weight.

There is a reason for their price. Top quality breeding stock is used in producing SPF stock for the simple reason that nothing else would justify the expense involved. The brood sow is disinfected, then killed, and the pigs are taken and placed in an incubator. They never come in contact with any sou-

rces of common hog diseases.

The Brumleys run their stock in open pasture in a pen where no other hogs ever have been kept. When they enter the pen to feed the hogs, they wear overshoes which are never worn elsewhere, as common diseases of swine can be transmitted simply by walking on a sidewalk where someone from an infected pen has walked, then entering the feeding pen.

When the sows are moved from the outside pen to the farrowing barn about four days before farrowing, they are transported in a pick-up which has been thoroughly disinfected. Then they are given a disinfectant scrub-down before they are allowed to walk into the barn and into the individual crate.

"We plan to have better facilities for that scrub down," David laughed. "Dad and I were as wet as the sows were after we had scrubbed the first four brought here about June 15."

For a time both farrowing and finishing are to be done in the new 36 by 80-foot steel building. Its concrete floors are warmed by electricity controlled by a thermostat. An air conditioner at each end will keep the building at a temperature conducive to hog comfort and, therefore, encourage growth. Three over-head exhaust fans can change the air

in the hog barn completely in three minutes. This will prove beneficial especially during the winter, when humidity is a problem.

The farrowing pens consist of a cast-iron crate two by eight feet centering a five by eight pen. After the sow has entered the crate, she may lie down, but she can not turn around. At the head of the pen feed and water are provided. At the back manure disposal is handled by a wooden floor made of beveled two-by-fours to permit excretions to drop into a long vat filled with two and a half feet of water at all times. Occasional hosing down will keep the floor clean. Arrangements are made to drain the vats about twice a year into a pit at the bottom of the slope on which the barns are built. Bacterial action controls odor and disposes of residue.

Perhaps the most ingenious of the provisions for the sow's comfort is her own drinking fountain. Not much larger than one's hand, it keeps fresh water before the hog — or the growing pigs — at all times. When a hog is thirsty, he naturally will root for water. That rooting action releases water into the shallow bowl, which holds about a half-cup of water at one time. A drain at the front of the bowl assures an ever-fresh water supply.

In the farrowing cage, it is

virtually impossible for the sow to lie on her pigs — one of the most frequent causes of pig loss. The pen, a foot and a half wider than the cage on each side, permits the pigs to play away from the sow.

The SPF pigs will be weaned in about three weeks — some two to three weeks earlier than ordinary practice. The sow will be removed to the pasture, and the pigs will remain in the farrowing pen a week more on a special weaning feed.

Then they will be transferred to finishing pens on the north side of the barn. The 20 pens, four by 16 feet in size, each will hold one litter of pigs, where they will be fed special rations for about 100 days.

Brumley has begun his stock with 20 Hampshire sows, which are being crossed with Yorks. The purpose of the cross is to produce more pigs of better marketing quality. Brumley commented. The mothers and produce more ham. The Yorkshires are a longer hog and tend to produce larger litters, averaging 8 to 12 pigs. Each sow is expected to produce five litters in two years.

From the first and second farrowing of the base stock, Brumley plans to save 60 gilts each. When the older sows farrow for the third time, the first 60 gilts should farrow with them.

Within two years they hope to build up a herd of 500 sows and to produce 10,000 pigs a year. This will necessitate two more 20-sow farrowing barns and two more finishing barns, bringing the capacity to 400 pigs at one time.

Brumley revealed that when he finished the present barn, he will have invested some \$8,000 in it. However, he anticipates no trouble in getting returns on his money, as SPF hogs are selling for about \$1.50 cwt premium now. The higher price is in recognition of the quality of the product more than the fact it is germ-free, they comment.

"I do expect the germ-free pork idea to catch on with housewives," the elder Brumley declared.

David pointed out that no difficulty should be encountered in selling their entire pig crop within a 100-mile radius to existing packers. He said Texas is a hog-deficient state and that packers are buying 75 to 80 per cent of their killing hogs from out-of-state, as far away as Nebraska.

The father and son agreed that the same advantages offered by this area for cattle feeding apply in hog feeding. There is an abundance of grain, and hogs do not require the roughage that cows must have. At present, the Brumleys do

(Continued on page 18)

Seeds - Fertilizers - Chemicals

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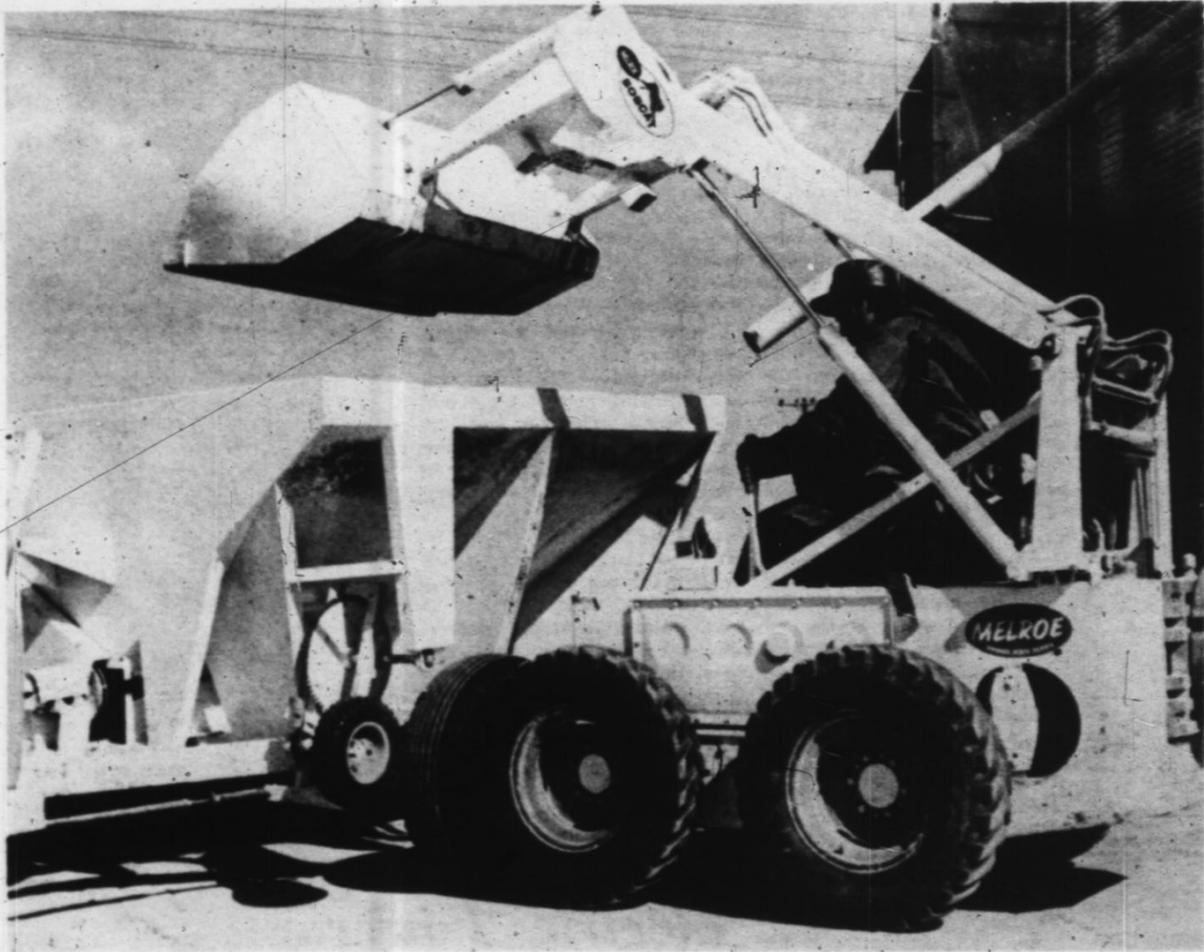
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Fertilizers Are Increasing Profits

Fertilizers are big business in Deaf Smith County, and their use seems destined to grow in step with increased irrigation and intensive farming practices. Not only can proper use of fertilizers increase yields and profits; but they can mean the difference between poor and satisfactory quality in feed and foods.

One grain dealer said wryly that there are so many fertilizer dealers in the Hereford area that one has to carry a card to keep from trying to sell fertilizers to each other. At least 18 local firms are engaged in fertilizer sales and application. For some it is a sideline; for others it is their business.

A semi-annual report from Texas A & M discloses that 10,664.55 tons of commercial fertilizers were sold in Deaf Smith County from Sept. 1, 1962, to Feb. 28, 1963. Since that period does not cover the usual planting and growing season, it is possible that the above tonnage could be doubled or tripled to determine the annual fertilizer use.

There is no accurate estimate of the dollars and cents volume either on the sale of fertilizers or return to the farmer in increased profits, but it is generally agreed that they are a firm factor in the area's economy, possibly equalling in value some of the individual crops. Most of the acceleration in the use of fertilizers has come in the past decade.

Curtis Roach, manager of Hereford Grain Corporation, commented that farming without fertilizers is possible but not likely to be profitable. He recalled that when he came to Deaf Smith County in 1953 a man was a pretty good farmer if he produced 3,000 pounds of grain sorghum per acre.

Now if he does not produce 6,000 pounds he is not staying up with the times, and yields up to 9,000 pounds are not uncommon. The per acre yield on sorghums has doubled in the past 10 years; the development of hybrids has had something to do with it, but Roach gives much of the credit to fertilization.

At one time agricultural experts said it was not profitable to fertilize wheat. Now farmers are producing 50 to 80 bushels per acre where once they produced 25 to 40.

By increasing volume of production, proper application of fertilizers can actually cut the cost per bushel of production although the farmer may spend more money per acre for fertilization.

A publication of the American Society of Agronomy gives a graphic picture of how a farmer may make more by spending more. The records are based on 124 farms with an average farm size of 220 acres. On corn from \$10 to \$25 per acre was spent for fertilizer with other expenses remaining constant except for that necessary in handling a heavier crop and applying more fertilizer.

On acreage where \$10 was spent for fertilizer, 50 bushels per acre were produced, but other expenses brought about a loss of \$1.50 per acre, with the cost per bushel running \$1.03. Acreage with \$25 spent in fertilizer produced 125 bushels per acre at a cost per bushel of .68 cents, netting a profit per acre of \$40.45.

The type of fertilizer used depends primarily on soil analysis, with the aim to supply what is lacking in the 15 re-

cognized plant food elements which are considered essential to plant growth. The primary plant foods are nitrogen, phosphate, and potash.

Almost all crops on all soils respond favorably to the application of fertilizer, particularly those fertilizers containing one, two, or three of the primary plant food elements. Some crops won't grow at all on some soils without the use of fertilizer, and a drastic deficiency of only one plant food element can prevent growth or reduce growth to unsatisfactory levels, agronomists agree.

"The place for a farmer to start is with the laboratory. He shouldn't wait until he is ready to plant his crop and come in and ask what he needs. His fertilizer dealer will get his soil analysis for him; then they both will know what is needed," Roach declared.

He is a firm believer that one should put back into the soil at least what he takes out or even more.

"It's just like a bank account; you go down and put money in the bank and start drawing it out. If you don't put more in, you'll run out!" the grainman explained. "Maybe I'm too humanitarian — but you can't be. Why should we mine our soils to death and let future generations go hungry? Nothing in the world is inexhaustible. We can take care of the land and have fertility for years and years."

Both dealers and scientists are agreed that quality in production is equally important with quantity. Roach observed that we are going to see more and more sulphur being used as fertilizer especially to improve the mellowness of the soil and to release other vital elements.

Dr. L. B. Barnett, president of the Deaf Smith Research Foundation, concurs in the need for promoting the use of sulphur because it is an essential plant food element. He comments that as early as 1951 the foundation became concerned with the quality of the products produced in this area. He said that eventually proper emphasis must be placed on quality, not only in the foods for human consumption but also those for animal consumption. This latter point was dramatized by the growing interest in cattle feeding here.

It was pointed out that milo is one of few major crops that is not sold and purchased on a quality basis. For example, a hundred pounds of milo with seven per cent protein sells for the same price as a hundred pounds of 14 per cent protein milo. The local laboratory undertook a comprehensive study of local milo samples to try to determine what could be done to improve the quality. They collected over 300 samples with the cooperation of the elevators, then secured information through questionnaires distributed to farmers.

On two plots from the same farm, both irrigated three times, one produced 7,000 pounds per acre with 7.6 per cent protein content; it had been fertilized with 150 pounds of anhydrous ammonia. The second plot produced 8,000 pounds with 10 per cent protein content. Besides the anhydrous in the same amount as the other, 150 pounds of 0-46-0 was added.

After a three-year study, Dr. Barnett reported that he did not hesitate to recommend



Fertilizer tanks are common sight

as a formula for small grains on the High Plains of Texas the following: 60 to 120 units of nitrogen, depending on the crop variety; 60 to 90 units of phosphate with a yearly follow-up to be guided to some extent by the soil chemistry; and 200 to 300 pounds sulfuric acid the first year with approximately 100 to 150 pounds equivalent for subsequent years.

"In order for the application of sulfuric acid to be applied on an economic basis, the price range would have to be between three and four cents per pound

and, with such an application on properly balanced nitrogen and phosphate, the farmer could expect from two to three times the return on his investment," Dr. Barnett concluded.

Reporting on the study, the research foundation said that beneficial results have already been realized in that the farmers are striving to improve the quality of their grain. A local elevator is storing its grain according to quality and is selling this grain to feeders in California for a premium price. Many local feeders are seek-

ing out farmers with good quality grain and paying a premium price based on protein content.

Deaf Smith County farmers no longer attribute increased profits to a chance factor, such as "a good year;" they are working hand in hand with scientists to use the plant food elements as their soil tests indicate to produce more and better feed and food. In turn, they are promoting a larger and better community with a broad economic base.

Electric Power Big Factor In Boosting Farm Economy

Rural electrification has been a major factor in the growing agricultural economy of Deaf Smith County. No one factor can be pinpointed as the cause, but certainly electricity has contributed to the rise in land values from an average of \$33 per acre in 1930 to about \$250 in 1963.

There is no way of putting a value on the increased comfort of rural living provided by electricity. It is perhaps the answer to the age-old question "How You Gonna Keep 'em Down on the Farm?"

Although privately owned sources of electric power are helping take electricity to the farms, the Rural Electrification Administration must be given credit for the speed with which the lights have gone on in rural areas throughout most of the United States.

The late President Franklin D. Roosevelt, in a speech in Georgia in 1938, gave this account of the birth of REA: "Fourteen years ago a Democratic Yankee came to a neighboring county in your state in search of a pool of warm water where in he might swim his way back to health. There was only one discordant note in that first stay of mine at Warm Springs. When the first - of - the month

bill came in for electric light for my little cottage, I found that the charge was eighteen cents a kilowatt hour — about four times what I pay at Hyde Park, N. Y. That started my long study of public utility charges for electric current and the whole subject of getting electricity into farm homes.

So it can be said that a little cottage at Warm Springs, Ga., was the birthplace of the Rural Electrification Administration." The desire and determination of the rural people to improve their living standards and their requests to the government for assistance helped REA and rural electrification to become a reality. After government research, REA was created, and electric cooperatives were organized.

By 1959 REA had approved loans totaling \$4 billion for rural electric service. As of December 31, 1959, REA borrowers had repaid \$823 million in principal and \$397 million in interest.

Deaf Smith County Electric Cooperative, Inc., today is a \$5,000,000 organization. The members have an equity of approximately \$1,500,000 in their plant, according to figures released by the local REA office.

In 1962, 64,278,300 kilowatt hours of electricity was purchased by the local cooperative from Southwestern Public Service for \$462,894.80.

Receiving REA service now are 2,828 homes, 747 irrigation wells, 192 small commercial establishments, 51 large commercial units, and 21 public buildings, bringing the total of customers to 3,839.

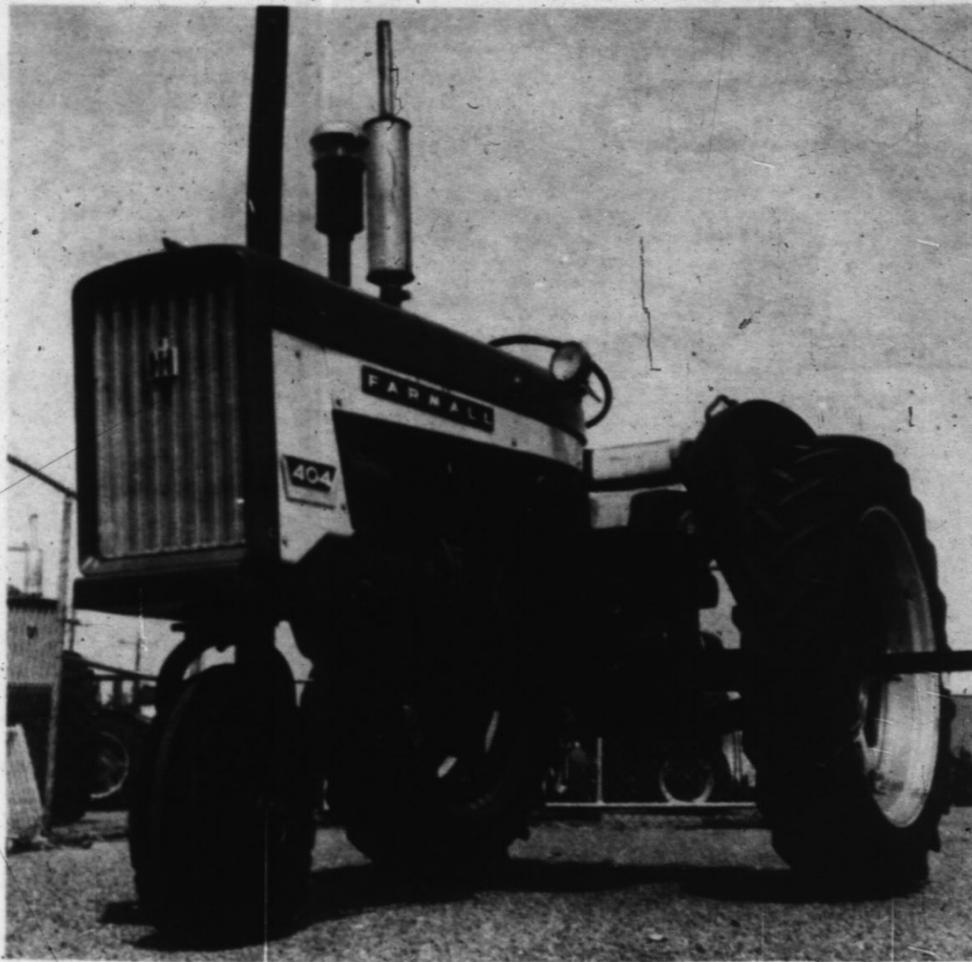
The local REA cooperative was incorporated April 20, 1937. The first directors were S. O. Wilson, J. W. Hendrix, Lester Galley, T. L. Sparkman Sr., and Joe Warren. The first manager was H. V. Hennen. The local chamber of commerce helped sponsor the organization.

The cooperative line was energized in 1938 with 50 miles of line, serving 128 farm homes and 26 irrigation wells. The directors set the electric rates in May, 1938, and those same rates are in effect today.

Deaf Smith County REA started with one 300 KVA substation. Presently there are 10 substations with a capacity of 36,850 KVA capacity. The eleventh substation, with a 5,000 KVA capacity, will soon be under construction.

Hennen served as manager (Continued on page 16)

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