00000000000000 CASTRO PUBLISHED WEEKLY AT DIMMITT, CASTRO COUNTY TEXAS

VOLUME No. 4

23 AAA MEMBERS **NOW FOR DIMMITT**

ed of having eight members but this year we are proud of a membership of twenty-three. Only two of the old members did not but plan to within the near fetture. The Dimmitt Whippet Knight is the official Garage The members are as follows Mayes Miller, B. D. Woodlee, Roy Lankam, Bill West, David Shepard, C. B. Killgore, Carlos Reynolds, J. Pastings, B. B. Burns, Mrs. R. B. Boren, Joe Hastings, Clarence Wright, J. D. Duree, Jr., G. L. Musgick, Chair Charles, W. D. Duree, Henry Stalcup, J. A. Maynard, J. P. White, G. A. Barnett, J. A. Johnson.

A membership of this number will entitle them to have Dimmit on their car smilems.

CHEVROLET MOTOR 80.

NOW IN MIDST OF GREAT ed of having eight members but turnishing the material.

NOW IN MIDST OF GREAT ADVERTISING CAMPAIGN

Detroit, Mich. June -- Renewal

The first of the new series of dealer conference, held under the general supervision of Mr. here and it is hoped that every ago when dealers selected from the domestic Chevrolet organitation met with factory officials to discuss the publicity plans of the company for the pext teve months.

business house will lock their doors and join in this celebration that Dimmitt and Castro county have waited for so long.

business house will lock their doors and join in this celebration that plant doors and join in this celebration that the fable just as the tornado struck, swiftly and with memendous force.

When it had passed, the bouse had the hear and that he might perform a public service that he might

"The object of these advertising conferences," Mr. Grimm explained, "is to keep the home of- ing our appreciation to fice constantly in touch with friends who labored so faithfully with problems faced daily by the home office constantly in jouch ing our recent fire loss. It was dealers so that Chevrolet advertising may be guided by ctual farts that we were able to save field conditions and thus prove our home and the balance of the

most effective.
"The assistance given by dealhe continued, "is of individual benefit in adding to efficiently of our advertise. This is particularly true of the newsoa- Mr. and Mrs. Chas C. Burns and daughters metored to Lub-

While every type of advertising of the year's budget. There are now more than 5,500 leading newspapers carrying the Chevrolet was a radio party rolet message to practically led for the dealers by W. S. knudsen, president and general the United States.

tend these conferences. Some are chosen because they have bration of the fact that there breads their contracts. Others bration of the fact that there because their contracts are very have been placed on the road shine most of them will get thru as it has been heretofore. The from different sections of the and Better Chevrolets since Jan Mrs. country. In this manner we get 1, a feat never before duplicated 1 bonn an ideal cross-section of the ad- by a new model in a similarly summer vertising needs of all clases of short space of time .
dealers in all parts of the United After the State Highway de-

TRIMBLE BUILDING NEW RESIDENCE

NOW FOR DIMMITT

Work on a new residence for O. B. Trimble was started this week north of the J. A. Maynard Duplex. The home will be seen tative of the Panhandle Auto Club was here last Friday re-organing the local Three A. Lub. Last year Dimmitt boast and Panhandle Lumber Co. is jurnishing the material.

PICNIC PLANS CHANGE

Since last week's issue of the news the original plans for the of a unique series of advertising celebration welcoming the first conferences, in which the automo train into Dimmitt have been bile dealer is given a voice in the changed to coincide with that of bile dealer is given a voice in the national advertising program of the factory, was announced here today by John E. Grimm, Jr., advertising manager of the Chevrolet Motor Company.

Auis company is not to the plans for this mammoth descharton have not ocen made nor the date in July when it will be held been set but a meeting for this purpose will be held within the near future at Lockney.

We take this means of express stock. We thank you one and all.

Sincerely,

per advertising, which, of course, and daughters motored to Lub-forms are greatest retail adver-bock Monday where Mrs. Burns tising force for each individual plans to visit a while and the children will study music.

from newspaper, magazine, outdoor and electric spectacular
signs to trade papers is discussed,
major interest attaches to the
newspaper schedule because this
makes up by far the largest part

Cevrolet cars undergo before

The second day the
signs to trade papers is discussed,
major interest attaches to the
newspaper schedule because this
makes up by far the largest part

Cevrolet cars undergo before

The second day the
say, mas in the community Trees
and Wed.

Mr. and Mrs. Julius

Several from Arney attended
and children of Kress spen Sun,
the farm auction sale Tuesday
and night mith the Hoey family
and Mrs. Callegram and

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the United States.

"Particular care is taken in selecting the dealers invited to atwas "Chevrolet Hour" on the
moved to the Brown place small. Every dealer also comes more than a half million Bigger planting.



all medals are awarded each year the Bell System, to employees of the action of the service. Rock Springs is a community of se

1,200 people, in southern 'exas. It has strument to the deither railroad nor telegraph connec. Kerrville, sixty n

nanager at Kerrville, who in turn

his experience as Commissioner for he feels that this experience enable him to assure the public of better service if reelected. Any consideration you may

give him will be greatly appreciated by him. MISS NELL BRUTON

A wedding that came as surprise to a large number of friends here Saturday was that of Miss Nell Bruton to Mr. Robert C. Morgan of Portales, which took place at 8 o'clock at the home of the bride's parents.

Mr. and Mrs. D. S. Bruton who live five miles on the Preschool bird way. Pay J. F. Niv. pastor

ent parts of the county for some Miss Allie Mae Willis, who is time. She attended W. T. S. T.

Mr. Morgan, son of Mr. and

you, Miss Leatres Walser, Char lie and Miss Eva Noland and daughter, Miss Dorthy of Hart.

The young people left Saurt day for the mountains of New Mexico for several days.

Mr. and Mrs. Taylor Crain and J.C.Nowell of California have been visiting in the M. M.

sick list this week.

well Thursday and attended the eight more. Keep trying boy

Mrs. Ernest Jones received immediately for her home to be

and 2 Hale, Dixon and mitt: Byrd and Spe P. T. A. Play Frid

play Friday evening at school Auditorium entitles MARRIES SAT. MORN Road to the City" for the pu pose of helping carry on the F T. A. work. This play has been

highway. Rev J. F. Nix, pastor of the Baptist church of Clovis. K. K. K's met in secret session. her two small children to go by the house and seek protection by the disaster.

Closing the door with groot difficulty, due to the wind pressure, Owens bimself crawled beneath the table just as the tornado struck switch and with.

Other towns was a direct factor in bringing doctors and nurses to the bringing doctors and nurses to now a full fledged three Ks. After a business discussion Pro Mr. Morgan, son of Mr. and Mrs. J. F. Morgan of Portales, is a prosperous young farmer of that community. Those present were: Mr. and Mrs. J. F. Morgan and son. Johny, Mr. and Mrs. Wiley Morgan and little son. Billy, Mr. Urath Compton of Portales. Miss Virginia Hufstedler of Can yon, Miss Leatres Walser Char.

the nature of the members we suggest that it might mean Kute Kuriousity Klub, for it is , well known of the Criousity that women have. The next meeting will be held at the home of Mr. and Mrs. Bill Burnam.

HART NEWS

We are very sorry if Dimmitt Craine home. Mrs. Taylor Crain or any of the other clubs we have met think they have not had a fair deal. Some of the Mrs. C. C. Reynolds is on the boys are still around here and we have a few old clubs and a glove or two left and are more two and one-half miles east of from Happy were week end than anxious to meet any of Hereford.

Hereford. Sid them, especially D mmitt, Hyatt

Shefey.

Mrs. Budie Birdwell and little sons, Kenneth and Billy Neal, of Dimmitt visited Mrs. S. Bird-men to make a team they need that is a good start; you may Mr. and Mrs. McGee were have a teafir yet and had have proud of lames Sunday.

Aid.

Mr. and Mrs. McGee were have a teafir yet and have proud of lames sunday.

She has Hart.

We met Hale, the great twick Mrs. Ernest Johns of her are from Flagg, Sunday, May 27 father at Hale Center and left ant against our good luck he was

It is better to be lucky and win than to have a fast team

Wishing you better success in organizing a league, we are, Hart Base Ball Club.

vertising needs of all clases of dealers in all parts of the United States.

After the State Highway department of New Jersey had subjected a fleet of fifteen Cheves will be held to most in this Summer, with the Summer and Summe

riefs

SUNNYSIDE NEWS .

Bridges one day last week

ntered the

ARNEY NEWS

Mr. and Mrs. John B. Hammond and two children and niece
and the rain last Sunda afternoon.

Mrs. L. E. Tucker is shiering
with the mumps this wek.

Rev. Roberts and family
spent Tuesday in the Marlar
home.

Mesdames Bearden and Havy
and children visited with Mrs
Bridges one day last week.

Mr. and Mrs. John B. Hammond and two children and niece
Miss Roma Spralk. I of Turba
mond and two children and niece
Miss Roma Spralk. I of Turba
mond and two children and niece
Miss Roma Spralk. I of Turba
mond and two children and niece
Mexico for several days trip
then, after visiting in Oklahoma
and Central Texas, they will be
at home in Portales.

The News join in wishing
them much happiness in their
new life.

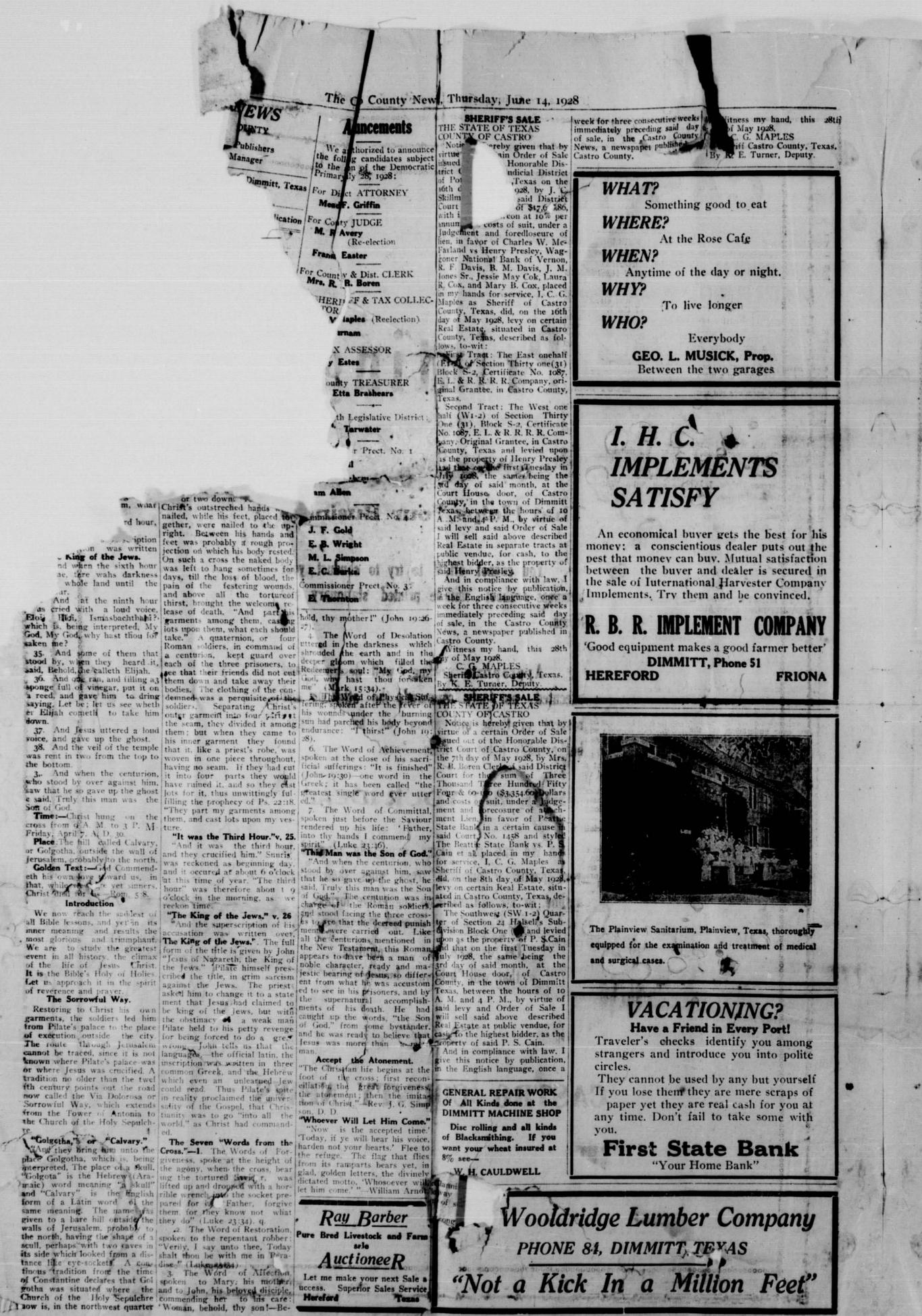
Mr. and Mrs. Taylor Crain
Parker.

Parker.

and cated one half mile south and Hereford.

A large crowd attended the play party Saturday night at the home of Mr. and Mrs. J. E. Dav

an and Miss Mr. Joe Curry to Mr. Nelson Gazzaway.



cross from QA. M. to 3 P. M. ture.

The Castro County News, Thursday, June 14, 1928 You cannot afford to try to conduct your Appropriate printing, well vat actually neithe Ref fillings done. SUBMIT YOUR IDEAS We can print forms especially adapted to your particular business from your sketches or ine, or we can make up suggestive forms.

Road to the City" OUR ACT COMEDY DRAMA

mance P. T. A. work

NG. JUNE 15th, 8:30 P. M.

AST OF CHARACTERS

Mrs. O. B. Primble Armavena Stringer Mrs. C. A. Cryer Christine Fuller Maurine Smith Mrs. L. P. White

TO THE DADS OF CASTRO COUNTY

Dear Dads:

Next Sunday is Fathers Day! Can you imagine a nation observing a day in honor of our position of course we don't like a for of sentiment but still it is usce to be remembered. When "the kids" were young we were always remembered . alright and naturally the . candy was brought home. Then you older ones remember when John and Mary were in school and expenses kept running ap. Pare of the farm way 4 to pay off, but it was we de After spending a young fortune on Mary, she up and married that young rascal on the next farm, but those grand etaldren are so sweet, that it was worth it after all. So it goes.

This job of being a dad carries with it great responsibility and many sacrifices, but with a companion like yours who would

So here's to our Dad's, if we can be of service in helping suppfied us on the corner.

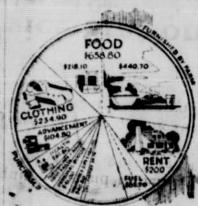
(Note to Mother) Perhaps Dad would like some of our good living averaged \$1,597.50 annually. term ice cream for dinner Sunsay. We keep four kinds.

DIMMITT DRUG COMPANY "Where Quality Is Paramount'

banuners, and 2 pillows. Finder purchases of yard goods, arlumings

Drug Store?

How Farm Family Spends Its Money



Farming is a family business and its success in keeping its workers satisfied depends on how well it provides the family with the necessities, conthe Sears Roebuck Agricultural Foun-

From one-third to one-hait of the represents food products, use of the house and fuel furnished afrom the farm, according to a study of the ex-penditures of 3,000 representative families by the United States pepartment of Agriculture. This is not tree ly the family's wants you will of cost to the farmer, of course. It represents labor as well as an outlay of cenital.

> The total value of the farm family machinery. The value of the food used, which was the targest item in the total, averaged \$658.80, or 41.2 per cent. Of this amount, however, the farm itself furnished \$4" 70 worth, or about twothirds. The rest was cash spent mostly for coffee, sugar, flour and

Clothing expenses averaged \$234.90 LISTEN! Sometime ago I lost the total budget. The largest cloth-tending summer school in Lubwill you please return to the and similar items for the home dress

Make Your CELEBRATION COMPLETE

Make a bleclaratio not independence yourself. Resolve von will not let your day's pleasure be interiered with by road troubles which worn fires invite:

Look oper your equipment and remember we can furnish new Fisks, the right type at the right price.

You will likely use your car a lot during the next four or five months. Your pleasure will be greater if you have a sense of security on

T&E Service Station

Magnolia Gas and Oils

Dimmit Texas

. If your tractor needs repairing call the best mechanic available. If it needs fuel call 78,

BRUMLEY SERVICE STATION YHOLESALE AND RETAIL

bring for Seal, Sinclair and Mobile Oils-

merpreted, The place E" Our Motto Call 78, Dimmitt "Golgota" is the Hebrey maic) word meaning

and "Calvary" form of a Latin word same meaning. The name walls of Jerusalem, probab Served You for 26 Years the north, having the shape scull, perhaps with two cf

tas side which looked fre. BLACK GOMPANY HEREFORD, TEXAS

tinous tradition from of Constantine declar VITURE & UNDERTAKING Taow is, in the northw a quarter Vronagen son, thy

Sallie Maline

been visiting

M.B. Oates of Wichita Fa was a business visitor here lat

Mrs. C. G. Maples, who was a J. A. Maynard is driving Plainview Sanitarium for seve new Dodge Sedan. Frankie Burnam al days, was brought home las

> Misses Virginia Johnson and to Kansas City. Flossie Burkholder of Lubbork spent the week end with reltives andfriends.

We recommend Del Mon goods which are always quality goods, M & W Grocery and Pro-

Hez Wright returned Sunda from several days visit in Low

Mrs. L. P. White and children Grocery and Produce. re visiting in Claude during Mr. White's trip to Austin

Mrs. Oates Younger and child ren and Miss Susie Lee Cooper of Canyon spent the week end in Dimmitt.

recommend Del Monte Oliver Lister points for sale at reduced arices at my Blacksmith shop, W. H. Caudivell.

W. Armstrong has purchasd a Ford roadster from Dimmitt Whippet Knight Co.

Mr. and Mrs. Jack Cowsertveniences and comforts of life, says for Crosbyton spent the week end here with relatives.

We have failed to mention value of the farm family's living the new electrir mixer that has been installed at the City Bakery recently. It has an eighty quart capacity and can mix 100 pounds of flour at one mixing. Mrs. Harris tries hard to please her customers and we trust that the patronage given her will make it necessary to get other

> Miss. Trene Gary left a last week for an extended stay with her annt in Hereford

FOR SALE- A good wagon, two good teams and harness.

Mr. and Mrs. W. D. Durce and amily left Saturday for Melrose, N. M., the first of last wk. returning by Amerillo for a short visit.

Little Miss Mar Alice Baker of Lockney is visiting in the home of her uncle. Henry Stalcup Mr. Stalcup made a trig to Lockney Sunday

Mrs. Henry Stalcup and Miss Luclla Thomas spent Wed, and Thurs. in Plainview.

food, but work, time and mesey use ice. For sale by M & W Grocery and Produce.

Mr. and Mrs. W. G. Baxter, Mrs. Elva Baxter and daughter and Miss Glenn Patterson left Sunday for Yellowstone National Park for several weeks vaca-

The Cozy Cafe

Bunyion Ramey of Wichita Falls spent the week end with relatives here.

Mr. and Mrs. R. J. Newton turned Sunday from Plainview where Mrs. Newton has been in the hospital.



Enjoy your summe car with-

Hastings, and

rashears

A. L. Stringer left last week for an extended business trip

Mr. and Mrs. Leland Lee of

Harvey Dixon and family of

Reagon County have been visits

ing in this county for several

you would save, not only

od, but work, time and money

Why lose money hand skiming milk? Come in and see our Viking Separator and let us demonstrate one. Dimmitt Produce.

בניבניניניניביבה קבבים

Summer till your wheat land

the economical way with

Sanders Cylinder Flow

For sale by

HASTING & SON

Dimmitt

Hereford spent the week end in

the parental G. L. Willis home.

lereford.

SEIBERLING ALL-TREAD TIRES

ip by equiping your

They are Protected for one year against accidents, cuts, blowouts, aligments, negligence, bruises, rim cuts, underinflatoion or any road hazard. If your car won't make the trip-

A WHIPPET WILL

Phone 43

HATS OFF TO THE DADS JUNE 17th

Nationally Observed as Father's Day

Dads will be dressed up unday. Will yours? The style and quality of Palmdayl Shirts will please the most discriminating.

Select one for Dad from our fresh new stock,

Hart Schaffner & Marx Suits, Stetson Hats, Interwoven Hose, Linen Handerchiefs, Neckwear.



THE GENTS STORE

P. O. Building

"Quality Clothes Always"

SUBSCRIBE FOR CASTRO COUNTY NEWS



Buy the only car

Demand for Buick has increased so termendously that Buick sees equal the combined sales of any other three cars in its field!

What better testimonial to Buick value than this? What more convincing evidence that Buick, of all cars at or near its price, best measures up to the world's conception of what an automobile should be?

Buick's vibrationless sixcylinder Valve-in-Head engine-most powerful engine of its size in the world -the Buick Sealed Chassis, and a score of other exclusive features explain Buick's popularity.

The world-wide preferfor Buick is your e of satisfaction. he car which outother three car

NORTON MOTOR COMPANY

DIMMITT

Good 'Eats' Wherever You Go

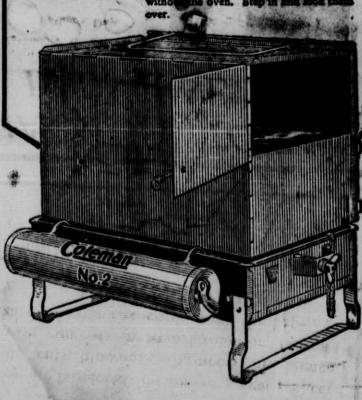


delivers your order in double quick time in the style you like-no matter where If you're tired of fried foods, bake and roast in the Coleman Built-in Oven. How about a pan of fluffy biscuits or me

or a july round of beef? Easy to have with this miniature kitchen range. The Coleman Camp Stove is easy to set up, easy to start, easy to cook whatever you want, wherever you happen to be. No scouting for wood or coaxing a slow moky fire. Uses common motor gas as

Two models of the Co Stoves are here ready for you All-Built-in De Luxe Model

fuel. Folds up like a suitcase with everything stowed inside.



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