## Pampa Daily News 10th Annual Rodeo Edition

## 

## VoL. 52 - No. 101




but wherent hentong





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 Refund On Gasoline Tax

Airman Slightly
Hurt In Wreck

# McCarthy Cited In \$10,000 Deal 

 Six Counts Given Senate By Fulbright

Home Rule Offered Tunisia By France
Brilish Stop
Polish Ship

Bank Robber<br>Tips Fail To Produce

Auto Plunge
Kills Eleven

## Parade Wednesday Heralds 10th Top 0' Texas Rodeo

Ledrick
Promoted

Chuckle Corner


46 Pampans Ride Roaring
'Wheels' In Motorcycle Club

Lefors Personals


Hospital Gels Cooling Units

Shamrock Has
More Waier

Zale's \$ Day SPECIAL!


\author{
$\pm$ VW Installs <br> $\pm$ VW Installs <br> 品 <br> 2
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5 <br> [^0]}

MY SINCERE THANKS
To the Voters of Precinct 2


Stars and Stripes $=-5=-$ Ehemy roume









## WELCOME RODEO FANS!

To The
TOP $0^{\prime}$
TEXAS
RODEO Kid Pony Show Sharon B. Haralson
Consignee Magnolia Petroleum Products 800 E. FOSTER

PHONE 4-25II



## Fighting Ends In Indo-China



WHERE ARE THE BELTS
 rodeo association, reeived the buckles shuraday
rillo. They are on dieplay in the Chamber of Co

## July Waier Consumplion Passes 1953

Jets Make Cows Put On Weight<br>Beeson Riles Set Tuesday

## 20 Entered In Cowgirl Rodeo Event

| Mainly About People | Thornton | Pampans' |
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|  | Declines | Dies in Edinburg |
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## Commission

Sets Sewer
Pipe Discussion

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Civvies Take

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## Pampan Wi Silver Star

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## Scouts To Sell Drinks At Rodeo

 Ry curs marshail





Pampa Actor Gets Break On The Great White Way



30 Pampans Attend Church Conventions

SHAMROCK PERSONALS
$\qquad$


W.E. (Bill) Jarvis THANKS YOU!
The Voters of
Precinct 2
For Your Support in the July 24th Primary YOUR VOTE AND INFUENCE WILL BE APPRECIATED ON THE AUGUST 28TH RUNOFF
W. E. (Bill) JARVIS

Commissioner, Pct. 2, Gray County


E

21 Inch
EMERSON

24 Tubes
s269
Use Our Easy Terms
Full Door Console on Swivel Casters
On Dave Eroe Sonice

TV CORNER
Hughes Building
Phone 4-3331

## GLANCING

 BACKWARD

MONDAY
SUPER SPECLALS AT

## - 1 i i <br> FOOD SUPER MARKETS <br> FOOD CLUB <br> SHORTENING 3-b. CAN <br> 87

## COFFEE

## $\begin{array}{ll}\text { Sun Up } \\ \text { All Purpose } \$ & 17\end{array}$ Grind, Lb. <br> BISCUITS

2 25
minu
PASTRIES

| Johnnie Jam | 2 Inch <br> C A KES <br> Layers |
| :--- | :--- |

COCA-COLA $\begin{gathered}\text { 6-Bot. } \\ \text { Corton } \\ 25 c\end{gathered}$

Wilson's Savory, Sliced
 DOUBLE $C$ and $C$ THRIFT STAMPS EVERY WED. s2.50 purchas
or over

RED CARDINAL


Hunt's
APRICOTS $\underset{\text { Can }}{\text { No. } 21 / 2}$ -

San Ann
$\begin{array}{ll}\text { PEANUT } & \text { 2-Lb. } \\ \text { BUTTER } & \text { Qt.Jar }\end{array}$
Remarkable
PEARS
No. $21 / 2$


## Oilers Hold Sox To Four Hits But Drop Series Opener 4-3



DISTRICT TOURNEY RUNNERUP - South western Bell softball softball team
 Giil wusliams, ib
Skelly 9 Nips Telephoners In 10th For Tourney Title


## Junior Oilers Host

Groom In Twinbill
,

## Adcock Slams Four Homers As Braves Rout Bums, 15-7



Hardaway Raps 27th Home Run =



Favorites Fall In Parfner Tournament

Press Box Views by weck funcis
 Pampa News Sports Editor

Cards, Phils

Divide A Pair

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Missions Take 7.3 Win From Tulsa

O-City Salvages Finale From Buffs


and



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## Ulrich, Aimateur <br> Share K-City Lead

## Seven Records Fall In Empire Games



## 

Second halt of play in the two must deteat the Bankers to stay in
Pampa Litte Leegues will becon．the running for the second hait
dluded this week with one cham．flag． luded this week with one cham－－flag．
 the second halt tite Friday with
.4 .3 win over Jeffries．
 ade been taken on the protest
PONY Lexagus
 ance they also won the first halt．


 last week，moved into the teague
lead with a $5-2$ record． But the Hoftman nine has no
treathing room as Cobot and
Sportsman Store are only ond game back with 4．3．8 records．Tw
oo th totour games this week will
pit the three leaders against other which should help settle th Sportoman store has its work eut
out tor them thiso week as they
must meet both Hoftman and Cab－ Kist vs．Elimer＇s
 ning both the sportsoman nine could
ellinh at least a tie for the second
 Into．\＆three．way tie tor first by
downing oftman Tuesday provid
Ing cabot defeats Tom Rose Mon－ our Laundry




## Indians Blank Sens

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## Waco Player Extends Hili Streak 7054








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## Giants Clip Reds To Extend Lead <br> Eyes 20 -Game Win Mark

NO-HITTER BATTERY - Pitcher James Shew, right, is showing his battery mate, R. J. Everson, the
ball he used in hurking a no-hit game Thursday to lead the phillips 0 in team pampa to a 10.3 deci a sion over Plains of Borger in an exhibition game o
(News Photo

## Kid Softballers

To Take Week Off







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Errors Help New York Defeat Orioles 6-5; Grim Wins 13th






CHARLES SLEMMER Wheeler Has New Editor
 terest of J. C. Howeel in The
Wheeler. Times. . Siemmer, who ha
been associatied with The Shamrock
. Texan for the past 11 years, , ,aid
he would take charge of the count seat paper on Auusust 1 ,
Howell a former Shamrock res.
dent, said he had not definitei, decided on future plans but would
likely enter advertising work on
state newspaper this fall. He will remain in wheeler for two week
tamiliarizing slemmer with his diu siemmer will be editor and gen-
ral manager of The Times. Mrs. Mre husband in the operation.
Mr. and Mrs. Silemmer and
augter, Mildrev, wil move to
Wheeter as soon as they can find a suitather erisidence.
John Moote . Who has been em
ployed by The Texan for the pas year has been promoted to shop
yuperintendent to suced slem
mer ind another linotype operator

Car Caravan To Boost Fair Ai Perryion
 mately 70 Perryton business men
have indicated they will participate
the tour. Tickets for the rodeo perto
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top ovexas Rodeo, giving tickets ond frimessmen to sell customer And may be obtailined through the
air ticket committee. Intanizations and communitiee
ntending to have a booth or ex y Maytield immediately so space Educational exhibts are request,
ed from all outlying communtites ed from and ourying communties
and all organization in the coun-
ty. Livestock entry cards should
be forwarded to the tatr oftice im. mediately so the stall space can
be alloted and
pudging sheet ing to Percy Powers, fair presi:
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Parade chairman this year will
be Keifh We Keith Flowers. assised will by
Water LaMaster, Bill Walker and Prizes for the best mloat in the
elur end funior sivisions of the
parade will be ses sis ed pproximately finance will be need
tood or the old
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Ahe tood fund for the rumion do so at the Herald ouftice cai Con Nationial Bank. or the Perci
Committeemen for the reuni
 Gitther LaMaster, food; and sid

German Reds Mock Ike's Food Offer

Germind, July 31-UP-The E

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SAVE UP TO 47\% Helena Rubinstein's Beauty Pairs BUY ONE...GET BOTH $\sqrt{2}$

2 for Dry Skin
Buy "Pasteurized" Face Cream
Special - cleanses, lubricates, sotien Special - cleanses, lubricates, softens
drytant skin,
Lotion Special, mild bratide breesg lotion for dewy finish.
Combination Value $1.88 \quad$ SAVE $33 / \% \%$
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2 tor Age lines
Buy Lanolin.Vitamin Formula - con.
tains Vitamin $A$, smooths and moistur izes...get free Plus Cleanser, rich,
lathering cream. athering cream
Combination Vatur Both for only 1.50 $=$

2 for Blackheads
Buy Beauty Washing Grains, friction
wash, helps remove blackheads sot free Medicated Cream to counte
sat orilines, heal
surfice blemishes externally causel
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for Glamour Mako-w
Buy Silk-Tone Foundation - flaw
less lasting foundation - covers everty
 $\underbrace{205}_{\text {Boh for only } 1.50}$


2 for Beautitul h̀air
Buy Color. Tone Shampoo, washes color
highhights into your hair.
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|  | as anti-perspirant, stops odor a... |
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|  | Combination Value 1.63 <br> Both for only 1.25 |

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 Ansco; All Weather $F\left\|\| M_{3 \text { ROLLS }}^{620-120} \quad B O C\right.$ Large Size, Cannon ваїн Fowes 310189، \$19.95, 4-piece Set Luggage .... $\$ 1295$ ANACIN... 63 ,


| RODEO WEEK FOUNTAIN SPECIALS |
| :---: |
| $\begin{aligned} & \text { Walking Sundae } \\ & \hline \text { not } \end{aligned}$ |
| Orance Freeze <br> FLOAT $14^{c}$ |
|  |
| Swift's Honey Cup Ice Cream ${ }^{3}$ Flavors 49 ${ }^{\circ}$ |



$\begin{array}{ll}\text { \$2.98 Alarm Clock } \\ \text {. . . } \$ 1.98 & \text { 1.59 Helene Curtis Duo } \$ 1.00\end{array}$


SAVE
Up To
$50 \%$


Peg O' Pampa



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Dr Dinatifen Melo


Miss Lelah E. Thornburg Of White.Deer Becomes Bride Of John Taylor Williams

Circles Hold Meets For Mission Study mixizizaz




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Miss Wanda Luedecke And William Leith Exchange Vows During Double-Ring Rite
-

Miss Marilyn Bagley Of White Deer
Is Complimented With Bridal Shower

MATURE PARENT









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WHILE ON A TRIP throuig
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SOCIAL CALENDAR


Learn First Aid For Automobile Fires And Have Happy Vacation Motoring


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Burs sate motorings
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thent Do you nnow how to stop it

thecomes a raging holocaust? Is
our car equipe owth proper fire
Ighting oquipment? It's wise



Get In Shape By Exercising NEA Beauty Edilor

PAMPA NEWS, SUNDAY, AUGUST 1, 1954 Poge 15 lems are and do the exerclises inat both hands, Your knees uthouidn't
will help to correet them. By Sep. be statt or straight, but ollighly will help to correct them. By Sep. be suttr or straight, but alleghly
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 simple exerecises.
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closer and closer. Next, in to tanding pooition, with
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and touch the floor at right with and touch the floor at right with Read The News Classilh.. ads
angagement Announced

Miss Katy Lee Brown Of Allison And - Jimmy Greenwood Of Borger Marry


Cook's Nook
Corn On The Cob Is Treat
Enjoyed Only In Americas



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Fobriss
Nylon and Orlon
Glazed Chambray Printed Dimity Be Early, They'll Sell Fast!


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PLANNING COMING EVENTS - Beta Sigmo Phi officers make plans for a toble set-
ting contest which will be sponsored by them in the falt, and for a series of sociol
events to be held honoring pledges. Left to right are Miss Gerry Corruth, sociol chair-
man; Mrs. Johnny Compbell, president; and Mrs. Thelma Bray, ways and means com-
Airplane Luggage $\quad \begin{gathered}\text { things } \\ \text { cesesing } \\ \text { Incldentally, it you expect to }\end{gathered}$ to minimum of Recondition Locks




## Gilbert's Gilbert's Gilbert's Gilbert's Gilbert's



The-Greatest Clearance in the Pampa Area: sale Goeds Are Limited in Quantities!
$\begin{aligned} & \text { All items ore of Gilbert's quority:...ee merchan- } \\ & \text { dise comes from our regular stock or small spec- } \\ & \text { iol purchases! }\end{aligned}$

## SUHTS

 . $\$ 10$. Values For \$ Day! Girls' Department

 SHORTY PLISSE ROBES T-Blouses 98 c $\underset{\$ 3.98}{\text { Regular }} \mathbf{\$ 2 4 9} \underset{\text { Regulor } 51.98}{\text { SHORTS }}$ SOC
Final Clearance! Summer DRESSES! ONE GROUP

ONE GROUP $1 / 2$ Price

Less Than $1 / 2$ Price
1-6x - Boys' Department - 1-6x Tevishirs.
nower sion
Shortie Pajamas ... $\$ 1.15$
$\overline{\text { Boys'Shirts ......... } 98 \mathrm{c}}$ Blue Denim Shorts ... 98 c
Welcome To The Rodeo! Outfit The Kiddies To Meel The Occaision SEE OUR KIDDES WESTERN WEAR

## FORD'S

Youth Store

| Department -- |  |  |
| :---: | :---: | :---: |
| Sserucker | COTOH | \$12 |
| Reg. $51.98 \ldots$ now $\$ 1.30$ | Sleevesess Blouses |  |
| SHORTY PIISSE ROBES | T-Blous |  |
| $\underbrace{\$ 249}_{\substack{\text { Regular } \\ \$ 3.98}}$ | SHO |  |
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mporms Sher Sonucker PANTS

## COATS \& TOPPERS

4 Mre Wool TOPPERS, were 22.95 . 9 Pure Wool TOPPERS, were 29.95
8 BETTER TOPPERS, Were 39.95 .
6 FAILLE COATS (fully lined), were to 14.9 Pure Wool STROOCK $3 / 4$-Length Coats, were 89.95 . 5 FORSTMANN'S Sableaine $3 / 4$-Length Coats, were 85.95 Imported ZIBALINE Full-Length Coats, were 79.95 7 KAMA-KURL Full Length Coats, were $69.95 .$. 100\% Pure Cashmere Foll.Length Coath, were $\$ 125$
3 PARIS LA MODE STROOCK Full Length Coath; wove $\$ 110 . . . . . . . \$ 39$. 6 FORSTMANN'S Marvelaine Full-Length Coath, were $\$ 110$. ...... $\$ 59$. 5 WARREN of STAFFORD Shag Full-Length Coath, were $99.95 . . . \$ 59$. FORSTMANN'S Marrolga Full-Length Coats, were $\$ 100$.

Dyed Mouton

## Processed Lamb

inest Quality Silky Sk 28 -inch
32-inch
36-inch
Light and
Dork Colorn
s 49
Plus $\$ 4.00$ Tax

## DRESSES

EN'S DRESSES, were 4.98 TTONS, were 5.98 33 SUMMER DRESSES, were 8.95 5 SUMMER DRESSES, were 10.95 27 SUMMER DRESSES, were 17.95 SUMMER DRESSES, were 22.95 5 BETTER COTTON DRESSES, were 24.95

## Famous Brond SUMMER DRESSES were 29.95 to 39.95

## SPORTSWEAR

## 2 SWIM SUITS, were 7.95 <br> 4 SWIM SUITS, were 10.95

4 SWIM SUITS, were 19.95
3 SWIM SUITS, were 25.00
4 SAILTONE JACKETS, were 7.95
3 BLUE CHAMBRAY DENIM JACKETS, were 5.95 23 Pieces Miscellaneous SPORTSWEAR, were 4.95 9 Pair TWILL SHORTS, were 3.95
4 FANCY PANTS, were 10.95 2 FANCY PANTS, were 3.95 6 Poir PEDAL PUSHERS, were 7.95 167 Pieces COSTUME JEWELRY, were $1.00 \& 2.00$ 38 2-Piece DRESSES, were to 14.95
36 2-Piece DRESSES, were to 22.95
112 Sleeveless SUMMER BLOUSES, were 2.95 to 3.9 97 SUMMER BLOUSES, were 4.95 to 7.95 68 BETTER SUMMER BLOUSES, were 7.95 to 10.95 29 Cotton SUMMER SKIRTS, were to 7.95
38 Better SUMMER SKIRTS, were to 12.95


## BE BY

, 1984 Enjoy Your Recordings Without Causing
 one mashed vegetable that will By KAY sherwood
keep the other foods tram being

NEA start writer $\quad$ baby back to sleep

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# DENNEY'S Tomorrow...at Penney's DOL AR SAVE: D 4 




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## So Graceful, Cool


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## at Smith's Quality Shoes

Here are the big DOLLAR DAY SPECIALS for August Dollar Day at SMITH'S QUALITY SHOES. Every item an outstanding buy, so be here early to take advantage of these great values!

## GROUP 1

Women's ind girl's dress, sport, casual shoos - high heels, mid.heels and

$$
\$ 29 \underset{\text { PAIR }}{99} \quad \$ 399 \underset{\text { PAIR }}{99} \quad \$ / 99_{\text {PAIR }}^{9}
$$

## GROUP 2


GROUP 3
Summer sandal two -tone in many, many styles
\$298
\$395

GROUP 4
Entire stock of ladies Kedettes, the washable summer shoes by U. S. Rubber
\$299
\$399

GROUP 5

GROUP 6


## GROUP 7

## GROUP 8

$\$ 100$
GROUP 9

$$
\$ 899
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510 옹
There are big savings for the men on summer shoes - beautiful mesh com-
binations in black and white, blue and tan and beige - divided into only binations in black and white, blue and tan and beige - divided into only
two price groups.
GROUP 10
One group of men's and boys' shoes, badly 'broken sizes, but $\$ 999$
every pair an outstanding buy.

## GROUP 11

| Men's |  |  |
| :--- | :--- | :--- |
| Sizes | $\$ 1$ | 98 |
| PAIR | Boys | Sizes |

Smith's Quality Shoos
207 N. Culler
Phone 4-5321

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. because it lets you buy and cook in quantity, and that just naturally saves you money.

Best of all, at the very same time that the freezer is saving you money, it makes your meals more attractive and better tasting. Your home-grown garden products, which had to be "gobbled up" right after they were picked, can now be enjoyed all year long, and so can produce that you buy at attractive in-season prices.

Enjoy the full economy of better meals at Iower cost. Enjoy an electric home freezer

## The Bantpa Batily Aveus


We We belleve that one trith is alwayg consitatent with another truth morar suldess as the Goide




## Make 'Em Welcome

 this a time to "let our hair down" so to speek.

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## Tax On Speed



## It's Your Country



BETTER JOBS

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## National Whirligig The Doctor Says

Adenauer Warns Of Urgent
Need For Defense Setup





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Problem. Child





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## The impudence of a man in pro- clatiming himseof and his cooprts

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Great Commoner' Called A Grasping Professional sy WESTBROOK PEGLER


Looking Sideways 5


Fair Enough

## Texas Railroad Commission Reports Three Deep Intents







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## Welcome

## To The

10th Annual


Top $0^{\prime}$ Texas
RODEO and Kid Pony Show

AUGUST 3-4-5-6-7

recreation park

| 412 | PAMPA | Dial |
| :---: | :---: | :---: |
| W. Brown | MOTOR FREIGHT |  |
| LINES | 4.6535 |  |

## - ILPA GE U. U.S., Canado

## Wildcat Reports

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|  | Wildcat Reports |  |
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| ures Planned | Butane \& Propane Sales \& Service Specializing in Oil Field Rig ServiceWe Furnish Stotage 4 Hour Delivery Service |  |
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|  | GULF WHOLESALE |  |

## Automatic



Clean Gas, the first choice of millions of home makers : . . bakes, broils, automatically while you shop, relax or entertain. Dependable Gas heat, your most economical fuel, saves food costs because Gas always gives you the exact temperature you want!

## See Your Local Appliance Dealer!




It's A Cinch To Hang, Wallpaper, Yourself

K.PD N 1340 on Your Radio Diol

K PAT





## HAVE $~+~ P A M P A ~ N E W S ~ * ~ C L A S S I F I E D ~ A D S ~ * ~ R I N G ~ Y O U R ~ R E G I S T E R ~$

THAT'S WHAT YOU ARE IN BUSINESS FOR - TO RING YOUR REGISTER



## THE COOL, FRESH CRSSNESS



OF SEA BREEZES IN YOUR LIVING ROOM IN HOT SUMMER MONTHS

## WTH A MNTTER RIRE ETAPORATVE COOLER

Yes, even on the hottest summer days you can have cool, fresh air in your home with a Winter Air evaporative cooler. The cost is so small that you can't afford to neglect the comfort of your family this summer. You want the best and you will find it at . .
:





120 Automobiles for Sole 120


 1950 Olds "88"

$\qquad$



| '53 Plymouth |
| :---: |
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$\$ 1495$
CULBERSON CHEVROLET, Inc.



1952 Olds Super 88

$\$ 1675$
REEVES OLDS, Inc.


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## 

You Won't Slip Up When You Visit
Clement's Barber Shop You'll Get the Smoothest Shaves and
the Neatest Haircuts You Hove Ever Hod!
CLEMENT'S BARBER SHOP 318 S. Cuyler

Your Best Buys Are at Collum's!
'53 FORD " 8 " 4 door, maroon finist
Three '53 FORD club coupes, your choice
'53 CHEVROLET club coupe
Two '52 FORD 2 doors, your choice
'30 PLYMOUTH 4 door
'49 DODGE, fully equipped, one own
'SO FORD "6" 2 door
'S2 CHEVROLET $3 / 4$ Ton, deluxe cab
'51 Chevrolet Sedon delivery. Heater, new
motor ond paint, extra good
tires, top condition.

## $\$ 795$

CULBERSON
CHEVROLET, Inc

## '52 FORD $1 / 2$ Ton

Several Older Models to Choose from
V. COLLUM MOTOR CO.

421 S. Cuyler
Phone 4-3827
${ }^{50}$ MoDer Horcycles 122 124 Tires, Accessorles 124 $331 / 3$ Percent Off 4 New 8:00x15 White Sidewall B. F. Goodrich

Silverton Tires

Club ,edon, 2 door, REH B. F. Goodrich Store
 wher imame wilized
$\$ 995$ REEVES OLDS, InC.


Better Be Safe on that Vacation Too! Better Used Car from
Tex Evans Buick Co. BUICK Super V8 4 dr. sedon, Dynaflow, R\&H,
tutone green paint, EZI glass, whitewall tires, power brakes, power steering, $\$ 2095$.
$\qquad$ tom trim, whitewall tires, Dynoflow, power steer-
$\qquad$ 1952 BUICK Special, standard tr
$\qquad$ 1949 HUDSON 4 door sedan, R\&H, $\$ 395$ 1948 PONTIAC "8" Streamliner 4 door sedan, Hydra 1947 BUICK Super sedanet, R\&H, $\$ 195$

TEX EVANS BUICK CO.
AN INVITATION TO YEAR 'ROUND COMFORT

his Comfort Can Now Be Yours in the NEW NASH RAMBLER!

Your Down Payment on the
Now Rambler Equipped with the

## $\$ 67500$

And $W_{e}$ Will Allow You Full Retail Price on COMPARE THE PRICE!

## Nash Price for the Complete Unit

$\$ 34500$
on the Nash Rambler $\rightarrow$ and - all components are
under the hood and dash. Trunk space is left clear for
Come in and Drive the Air Conditioned NASH RAMBLER
See It - Feel It - Drive It
SCHNEIDER HOTE GARAGE
8. McClure Nash Company


## LEYINE'S Done

## 0 U <br> TWO BIGDAYS - MONDAY and TUESDAY?

5000 YARDS BETTER
Sumnmer Fabrics TWO BIG GROUPS
$\left.\begin{array}{l}\text { Values To YdS. \$100 } \\ \$ 1.39 \text { Yard }\end{array}\right\}$ Y Values To $3 \mathrm{rds} . \$ 100$

Fine Pinwale Corduroy
 Solection

POT LUCK TABLE! GIRLS' AND CHILDREN'S WEAR - SKIRTS O SHORTS - DIAPER SETS - bibalis others $2 \$ 00$ Values to $\$ 2.98$

| Airloom Venet <br> - 24 to $36 \times 64^{\prime \prime \prime}$. <br> REG. \$2.98 EACH | 5 |
| :---: | :---: |
| Girls' Cotton | ESSES |
| BACK TO SChOol Special ginghams and plaids | $\$ 179$ |

Girls' $100 \%$ Wool Coats - WOOL INNERLINING SATIN UNING
SIZES 7 TO 14
$\$ 800$
Girls' RAYON BRIEFS
-
Men's 100\% Nylon Shorts
SOLLDS AND FANCY
REGULAR $\$ 1.49$ VALUE
Men's Broodcloth Shorts
2 pr \$ $\mathbf{1}$
Boys' Bomber JACKETS

- aninor oum may

SIZES 4 TO 12
549
LADIES' BLOUSES
FINE COTTON FABRICS
THITE AND COLORS
1100

## Ges, Moverir Shoes

CIFARANCE TOT'S PINAFORES MEN'S SPORT SHIRTS

##  <br> - Nrions. Pusses <br> - Values to 5298

BIG BOYS' SPORT SHIRTS


| CLEARANCE GIRLS' SPORTSWEAR SHORTS, HASHORT SETS |  |
| :---: | :---: |
|  |  |



CHENILLE BATH MAT SETS - CHOICE Of Mutri-colors

 :
Foam Rubber PILLOWS


## Men's Sport JACKETS


$\$ 598$
2 Groups Cannon Towels
4 for $\$ 1.00 \quad 3$ for $\$ 1.00$
WASH CLOTHS. 15 for \$1


| Plastic Garment Bags Jumbo size Chion 16 GRMENTS | $880$ | Boys' Flannel SHIRTS <br>  | $\$ 100$ |
| :---: | :---: | :---: | :---: | Chicken Feather Pillows - CHICKEN rather mle

URGE SIze, aca TICK SHEET BLANKETS S. Cholct of philos
Dountit tep size BIRDSEYE DIAPERS

 | Girls' Cotto |
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Girls NYLON SWEATERS
 $\frac{0}{2 \text { SIzes } 7}$ 70. 14 .

 Men's Stretch SOX
 MEN'S SPORT SHIRTS 8 Rewhis compuror
 Tots ${ }^{\circ}$ Corduroy BIB-ALLS Tots $^{\circ}$ Cordurey $^{3}$ BIB-A

$100 \%$ NYLON Panels \$1 ea. Tiers \$1 pr. CHROMSPUN \$ 00 Panels, Tiers, Valances Your Choice
LADIES NYLON TRICOT SLIPS - NrION LICE TRIM
SIZES 32 TO 40
Lad RUEBER MADOED




Men's Summer SLACKS
 Men's Summer SHOES - MrLoN MESH YENTED

LADIES RAYON HERSEY GOWNS - regular extta sizis - NrLon Lack trim Pillow Cases 4 for $\$ 7$ Men's Work Suits

## - Sanforized army twill

SHIRTS PANTS
\$1.60 \$10

## The Pampa Raily Neum

# 10th Top O' Texas 

 Rodeo Edition

Schedule of Events



Pony Shov Elimination
Entries Close Cuttin Horse
$\begin{gathered}\text { Kid Pony Show Finals } \\ \text { Wednesday }\end{gathered} \quad 4: 00 \mathrm{pm} \quad \ldots . . \begin{gathered}\text { Friday } \\ \text { Street Parade }\end{gathered}$







Strict Rules Govern
Pick-Up Men Most Skilled Horsemen


RODEOS ARE A FAMIIY AFFAIR !
And When It Comes To Eating Out The Whole Family Will Enjoy The

## Court House Cafe



## Howdy Pardner

 WELCOME TO THETop 0' Texas

Recreation Park - August 3-4-5-6-7 While you are in town, come in and see the Sensational, New 1954 DODGE! ASK FOR A DEMONSTRATION RIDE!


# Pursley Motor Co. 

Dodge - Plymouth Sales and Service
105 NORTH BALLARD
PHONE 4-4664

Word 'Cowbor' Was Soined Shorly A Ater The Civil War

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$\mathrm{y}=\mathrm{E}=$ Snake Bite In Texas More $\underline{v}=\mathrm{z}$ Likely Than In Other States

 0


And KID PONY' SHOW See You ThereJIM GOFF
Automotive, Industrial Engine Rebuilding 409 S. RUSSELL DIAL 4-5841

Bossay Hat Co.

| 游 | WELCOME FRIENDS |
| :---: | :---: |
| - | to the |
| 54 | TOP $0^{\prime}$ TEXAS |
|  | RODEO |
| Bring Your: ${ }^{\text {a }}$ | Have a Good Time |
| D. L. Tuc | Diching Co. ${ }^{\text {: }}$ |
| 1015 Duncan | Diol 4.4801 |

## RODEO

 time agan! Plan To Be In Pampa For The Big Doin's aUG. 3.7 $\qquad$
IfY.our Car Is Out of Time and Is Actin' ornery! - Take It To

## HUKILL \& SON AUTOMOTIVE ELECTRIC <br> 522 WEST FOSTER <br> DIAL 4.6111

COME JOIN US AT THE 10ih annual TOP 'O TEXAS RODEO and Kid Pony Show RECREATION PARK
August 3-7
Let Us Help You With Your - OIL FIELD HAULING

- HEAVY HAULING - BULLDOZING

Top $0^{\prime}$ Texas RODEO and KID PONY SHOW

> FINE FOODS AT REASONABLE PRICES
> EAST BROWNIIIG ST. Grocery and Market

## C. M. Jeffries Trucking Company

Radio Direction for Befter Service
121 S. Hobart

Rodeos Provided Relaxation i $\begin{gathered}\text { Nicknames } \\ \text { Hiid Identiny }\end{gathered}$ For Hardy, Old-Time Cowboy Of Cowpolies


$$
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Welcome To 10th Annual TOP $0^{\prime}$ TEXAS RODEO and KID PONY SHOW! CALL US FOR-
 Appliances


Electric Co.
R. L. "Strawbery" Retliff 1222 Alcock


Come In For The Finest Chinese And American Foods

## EMPIRE CAFE

115 S. CUYLER

## Action Galore

at the 10th Annual Top 0' Texas Rodeo and Kind Pony Show
Recreation Park, Aug. 3-7

## DELIA'S

 SERVICE STATIONLet's Go
SEE THE ACTION AT THE TOP O' TEXAS RODEO
and Kid Pony Show Recreation Park, August 3-7


LET US SOLVE YOUR STORAGE PROBLEMS We Can Prove that QUONSETS Will Pay You a Profit ... and They Will Pay for Your Building
Maurer Machinery and Pampa Steel Buildings

Bulldogging, An Accident, One Of Rodeo's Top Events





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ture in rodeos but with whes itip. Aunning into from Brookivn came






 Texaco Sky Chief Will Give Your Car s Much Pep \& Powe as You'll See at the Top O' Texas Rodeo and Kid Pony Show

WEAVER BROTHERS TEXACO SERVICE STATION 600 West fostel

## Welcome To The TOP <br> $0^{\prime}$ texas <br>  <br> Rodeo \& Kid Pony Show <br> FOR THE BEST Dearen's Gulf Service 924 Alcock Dial44151

 It's Here Again.. AUTHOR WRITES OF PIONEERS




 cooking.
Read The News Clinstined Ade

"WELCOME
to the Top $0^{\prime}$ Texas RODEO and KID PONY SHOW PAMPA MONUMENT CO Ed Foran, Mgr. al E. Harroter

Land Admiral Sailed On A Sea Of Grass

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 Aner that the whole town troat.
motures.



 nead no. Hom Comentied ase $/ \begin{aligned} & \text { These were the first cattle to enter what is now the } \\ & \text { United States. }\end{aligned}$
WELCOME TO THE TOP O' TEXAS RODEO
and KID PONY SHOW. AUGUST 3 to 7

For Your Convenience, Stay With Us! Dining Room Open Daily

# Schneider Hotel 

121 South Russell

## HOWDY PARDNER

## WELCOME



Cowboy Ballads Were Used To Soothe Resiless Herds



Welcome, Neighbors! TO THE<br>TOP O' TEXAS RODEO<br>Connelley Apartments mR. ams. с... connnlur sion. most



Whether You're Going to the
TOP O' TEXAS RODEO
or to Tea at the Mclongings. You Gals Will Need a New Hair-Do and the Place to Go Is

## VIOLET'S

 BEAUTY SHOP$107 \mathrm{~W} . \mathrm{Tms}$ Diol 49771

Cheer The Top 0' Texas RODEO and KID PONY SHOW

Then Enioy
Coston's Cakes, Pies And Other Fine Pastries

Coston's Bakery 109 West Francis

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GRAB THOSE HORNS
Bulldogging, or steer wrestling as it is sometimes called, is an exciting rodeo
event in which man and beast pit their strength. against each other. Some of those bulls can be mighty stubborn and it seems as though their hooves are stuck
to the ground, keeping them upright no matter how hard the cowboys try to上, wixit Used To Be 'Look Oul, Brother!' Whenever Cattlemen, Sheepherders Mel


## Another Stampees. Wrantier,', a pulp.', 


 Was sung in of ettor to quetet


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 ka to thaw out, Nond south from tre
Valley. to the mountains of Mexico
to cool oft.

## HI HO

Come To The Pampa, Texas ROp RODEO And Kid Pony Show Augusi 3-7 Flint Rig Co. 1001 South Hobart Dial42421
$\qquad$
$\qquad$
$\qquad$
$\qquad$
 You To Meet Us At The 10th ANNUAL Top 0' Texas RODE 0 And Kid Pony Show

## Pampa Foundry

701-715 S. SOMERVILLE

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5,0
$y$Remember These DatesAug. 3, 4, 5, 6,7 Top $\mathrm{O}^{\text {r }}$ Texas Rodeo And Kid Pony Show Recreation Park

VIRDEN'S LAUNDRY 505 HENRR ${ }^{\text {MR }}$ NTP.

DIAL 4-8631
Let's Plan Now
 TO ATIEND THE TOP O' TEXAS RODEO August 3 . 7
LEE VINEYARD Magnolia Service Station

Roy Free - John Kyl
1205. curtite

DIAL 4-8151

## West Has Contributed To Americana Via Architecture

 4 rambling. devels.








## WELCOME.:



Pampa, Texas and It's TOP O' TEXAS RODEO

Champlain Products
McWilliams and Moore SERVICE STATION
424 S. Cuyler

 Come Join Us At The Top 0' Texas RODEO


## SADDLE UP!




An








AND KID PONY SHOW, AUG 3-7
This 10th Annual Rodeo Promises To Be The Best!

REEVES OLDS, Inc.

[^1]Dial 4-3233
$\square$ $x^{-x}=$ ALMOST GONE This bronco buster is taking a fast trip down the side
of his ornery pony. What a sense of balance it would ま5swaw
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Culting Horse Cointest Nol Like Others $\therefore=5=$ $\approx 5=2$


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## Competition to worid



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ningt Thursday night, and Friday
nilht.
The low scoring horses will work
The
and You'll Find Our Service Tops, Too!
ATTEND THE TOP O' TEXAS RODEO

## N

DAVIS ELETTRIC COMPANY



Too!.


Tex Hig Ez



# WELCOME 

 to the...Top $0^{\prime}$ TexasAUGUST
3-4-5-6-7 Recreation Park


## Lone Star Beverage Co.

213 E. Tyng
Dial 48841

 races in Exypt. Asti Minor, As. Anent home in the southwest.


Texas-Type Weather Highly Unforecastable

Be on Hand When the 10th Annual TOP O'TEXAS RODEO Get Underway Aug. 3 thru 7 Recreation Park

COWGIRL SPONSOR WINNERS - Joan Porter, (left) Dalhart, and June Bull,
Pampa, were the hapy recipients of the top awards in the Cowgirl Sponsor Con-
test of the 1953 Top $0^{2}$ Texas Rodeo. Thiss Porter wen a hand-engraved plaque test of the 1953 Top $0^{\circ}$ Texas Rodeo. Miss Porter wen a hand-engraved plaque
for the Sportsmanship award and Miss Bull won a hand made saddle for her
barrel race performance. Both prizes were given by the Top o' Texas Rodeo Asso-
English Cattle Raisers Were 'Low - Rated' By Waddies

WHY take chances with a breakdown of solme sort when a check-up and repair can make motoring a pleasure. Call us!

## COLE'S

Automotive Service
840 W. Foster
Di.146811

For The Show of Your Life, See THE TOP O' TEXAS


AND
Kid Pony Show, Aug. 3-7
JAMES LEWIS GULF SERVICE
422 WEST FOSTER DIAL 4-2641

# RODEO 

TIME AGAIN! We'll set you at Recreation park August 3 to 7 Bring the Kids, Bring Your Friends. . . You'll Enjoy It Top0' Texas Reality

Rodeo Parade Is Affernoon OI Augus 4 $\pm=2=$ Evisinm



 right there also, as they are every
year. PARADE 18 AT 4 P.M.
The parade will form at W. Fos.
er and Hobart streets at $3: 115$ p. m .
 Parade entries have been sepa.
rated into nine divisons. The mos.
typleal ranch entry





PAMRA NEWS, SUNDAY, AUGUST 1, 1954 Poge 9
Girrs, BEPW Club and any-other entrien will recelye trophes, tily
ond

 It's Great Sport!

The
Top $0^{\prime}$ Texas RODEO Be Sure You ATTEND
$\qquad$ - FISHING - hUnting tennis

The SPORTSMAN'S STORE
115 E. Kingsmill
I hone 4-??
10th Annual Top 0' Texas

## RODEO

 And Kid Pony Show

Roe to PAMPA NEWS, SUUNDAY, AUEUST
Westerner's Attitude
Concerning Foreigners

## $\left(\begin{array}{c}\text { WELGOME, } \\ \begin{array}{c}\text { WISITORS: } \\ \text { VI }\end{array} \\ \hline\end{array}\right.$ <br>  

Meet Your Friends At CLYDE'S During The Top $0^{\prime}$ Texas Rodeo!
Clyde's Pharmacy 100 South Cuyler
Welcome Vistors TO THE TOP 0' TEXAS RODEO
August 3-7 Recreation Park Quality ReCappers Since 1920
THE

| GBNERAL) D, Y, BURTON |
| :---: |
| TIRE |
| 901 S . Barnes |

TIRE CO.
Dial 4-7641


## Texas Owes Some Of lts Greatness To Pecos Bill



Dial 4-8446







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rugzed of the three. be the moost
They drew lot
Oklahe.




## Welcome Friends

TO THE


Top o' Texas RODEO And KID PONY SHOW
TO THE
Top $0^{\prime}$ Texas
RODEO
And
KID PONY
SHOW

Augus 3 3-5.6-7 Recreation Park
OWENS Cafe
618 West Foster
Dial 4-6591

August 3-7 It's The Top Aftraction At The Top O' Texas!
Recreation Park

WELCOME ONE AND ALL TO THE Top $\mathrm{n}^{\prime}$ Texas


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Coronado's Expedition Discovered Panhandle


Yellow
CAB COMPANY
301 S. Cuyler
DIAL 4-4646
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itle Aptil Apti
 TOP O' TEXAS RODEO

RODEO KID pont show August 3.7
C. H. MUNDY

Pioneer in Real Estate

KID PONY SHOW
August 3-4-5-6-7

## C.A.HUSTED

 CONTRACTORGrading - Construction
2701 ALCOCK
DIAL 4-3235

Let's Move to the TOP $0^{\prime}$ TEXAS RODEO
and Kid pont show

Recreation Park, August 3.7

- Local \& Long Distance Hauling Moving with Care Everywhere


## - STORAGE

USE OUR BONDED WAREHOUSE

- SANITIZED MOVING VANS
- Agents for United Van Lines

Call Day or Night - 4-4221
PAMPA WAREHOUSE \& TRANSFER
L. H. Musgrave



FLYING HIGH
"He flies through the air with the greatest of ease
but this daring young man is a contestant in the Brahma bull riding event in the 'Top $o^{\prime}$ ' Texas Rodeo

Brahma Strain Of Range Catlle Bred For Hardiness

Sons Of The Pioneers Help Keep Western Music Alive


 tude to become a Texan dexa was once se wida -hat not
even the law of gravity was obey-

## WELCOME VISITORS !

TO THE
Top $0^{\prime}$ Texas TDIO And Kid Pony Show Recreation Park

## AUGUST 3.7

COME VISIT US
WHILE IN TOWN

## CLAYTON <br> Floral $\mathbf{C o}$

410 EAST FOSTER
DIAL $\mathbf{4 - 3 3 3 4}$


WELCOME
to the
Top $0^{\prime}$ Texas Rodeo



Goat Mayo

## RESERVED SEATS

May Be Purchased at the Chamber of Commerce Office Write Box 192 - Phone 4-3241



Music For The RODEO By The FAMOUS
AMARILLO AIR FORCE BAND

# Top $0^{\prime}$ <br> Texas Rodeo <br> A ssociation 

P. O. Box 1942

Poge 14 PAMPA NEWS, SUNDAY. AUGUST 1, 1954
WEATHER VANES IN WES';
LOG CHAINS ON TALL POLES
Logging chains tied to tall poles were found to be
the most effective weather vanes in the prairie towns of the early West, or anyway, so the old tale goes. knew they should put their cows in the barn to keep the gale from dehorning them. When the chain came
down off the pole and wriggled a tree, the farmers hurried to tig shady spot under a cree, the farmers hurried to dig their potatoes to
keep them from baking in the ground.
When it froze so When it froze so brittle that they could chip the links with an ice pick, they knew the time had come
for red flannels. When it couldn't be seen at 10 paces
Come as You Are and Enjoy Your Stay During the Top $0^{\prime}$ Texas Rodeo at ADAMS HOTEL

$$
\text { bixh } 4.3231
$$

See YOU


AUGUST 3-4-5-6.7 Recreation Park Pampa, Texas Killarney Drive-Inn 1503 Ripley Dial 4-9121


See Them BOUNCE at the RODEO

Smoin Riding

- Sinclair Gas and Oil
- Fisk Tires Delco Batteries
- Wash - Polish - Lubrication WALSH \& NEEF
220 n . somervilue


To The 10th Annual Top $0^{\prime}$ Texas RODEO EXPERT RADIATOR REPAIR Cars Trucks Tractors - Industrial Units

## Eagle Radiator Shop

W. A. York, Owner 516 W. FOSTER

DIAL 4-632


TOUGHER EVERY YEAR
And that refers to both,the Brahma and the contestant. All that stomping and
snorting around is especially designed by the bulls to scare the riders who are snorting around is especially designed by the bulls to scare the riders who are
waiting their turn atop the beasts.

## Indians Thought Mustangs Were Four - Legged Men



shton








Read The Nown Classitied ads


## T. J. Richardson

"Water Hauling Anywhere"
610 MURPHY
DIAL 4-5641
610 MURPHY 3 DIAL 45641 Will YOU?

## 'Rustling' Or 'Mavericking' Was Stealing, Nevertheless



 GET YOUR THRILLS with INSURANCE!
OTT SHEWMAKER rose builoing

WELCOME

|  | PODNERS TO TEXAS' GREATEST SHOW! <br> the 10th Annual Top $0^{\prime}$ Texas RODEO |
| :---: | :---: |
| Ideal Steam Laundry |  |
| "Courteous Eff | ent Service" |
| 221 E. ATCHISON | DIAL 4-4331 |

Flenty of Action Coming Your Way at the

TOP O' TEXAS RODEO
AND KID PONY SHOW

SUITS \& DRESSES
Cleaned and Prossed
Cash and Carry
Sheehan Cleaners
204 N. Cuyler
Dial 4-2631

COME SEE THE Thrills and Spills EVERY NIGHI


TOP O TEXAS RODEO AND KID PONY SHOW. Utility Oil \& Supply


Trail Rider's Water Quest Never Ended



CRYSTAL PALACE



 Let's Go to the Rodeo!


And Come to Torpley's for
$\qquad$
$\qquad$

Western Music Music Store
Tarpley Music Store
PHONE 4.3339

## IT'S RODEO TIME AGAIN!

Plan To Attend Every Performance Of The
Top 0' Texas


Recreation Park -- August 3-7



You'll Enjoy the Top O' Texas Rodeo and Tops in Service

## MOORE'S

Beauty Salon
118 East Browning


The 10th Annual Top 0' Texas Rodeo Will Bring More Ihrills and Action Come Watch This Amateur Rodeo!

## Lewis Hardware Co.

## Top Kid Show Performers To Be Picked In Afternoon

 , FOR A REAL LIFT! FOR YOUR CAR Try Shambock PRODUCTS
 CHARLIE FORD'S Shamrock Service Station 400 W . Foster

Dial 4-2711

| $b$ |
| :---: |

It's Time For The 10th Annual Amateur

Top 0' Texas Rodeo And Kid Pony Show RECREATION PARK
$\underset{3}{\text { Aug. }}$ KILIIAN

Thru BROTHERS






## 10th ANNUAL

## Top $O^{\prime}$ Texas

## Rodeo

and Kid Pony Show Recreation Park Aug. 3-7 SEE YOU THERE! Radcliff Bros. Electric (0.
|519 S. Cuyler
Dial 4-33؟:

COME TO PAMPA FOR THE

## TOP O' TEXAS

## RODEO

Get Motoring Thrills Galore Ride in a '54
BUICK
Tex Evans Buick Co.
123 N. GRAY PHONE 4-4677

Don't Miss A Periormance Of the 10th Annual

## Top O' Texas Rodeo

And Kid Pony Show, Aug, 3-7

## Panhandle Packing Co.

"Paricular Meat for Paricular People" Just West of Recreation Park

Dial46811

## Tinhorn Gambler Used Many Tricks To Bilk Cowpuncher



## Ride 'Em Cowboy

We'll See You At The
TOP O' IEXAS RODEO and

KID PONY SHOW


MIDWEST
Processing Co.
Oil Well Paraffin
847 W. Foster
Dial 4-8621



Cowboy Cussin' Not Meant As An Offiense To Deity


Knol-Tying Acumen Was Cowboy Must

$42= \pm=$
$3: 5-6=$
Naw
Get in on the Fun af the 10th Annual TOP $0^{\prime}$ TEXAS


## RODEO AND KID

## PARKER Welding Works

General Oil Field Welding and Machine Shop Work
910 W. frown
DIAL 4-7476
You'll See Fast Action
Every Night At The 10th Annual Top O' Texas

and KID PONY SHOW

G 1 Super Markel
LOW PRICES EVERY DAY
612 S. Cuyler
Dial 4-9941

At 10-2-4 li's
DR. PEPPER TIME!
August 3 -- li's TOP O' TEXAS
Rodeo Time! TOP O' TEXAS
Rodeo Time!

## The Boy Scouts Will Have Dr, Pepper

 Available for You in the Stands Each Night of the Rodeo!


Pooe 18 - PAMPA NEWS, SUNDAY, AUGUST 1, 1954

## ए <br>  <br> NAT FLEMMING - serv- ing fourth consecutive year as Top $0^{\prime}$ Texas

Snortin' Slim Seeks Record In Final Rodeo Appearance

WASH DAY OUT WEST HADITS OWN MEANING
Pay day called for the range riders to get cleaned
up for a trip to town. Mud was scraped off the saddles up fors and spurs, bits and conchas, and six-guns were
boolished into brilliancy The cowboys also donned clean shirts and neckerards, which usually wasn't very clean or wrinkle-free. of soaping washing of then ancharel at the ranch consisted

## Welcome To The Top O' Texas Rodeo and <br> Kid Pony Show

Parker's Blossom Shop
220 N. Ward
Dial 4-3303


Time for the Top 0' Texas Rodeo
AND KID PONY SHOW Recreation Park August 3-4-5-6-7

See Us For -

- Fishing Equipment, Sporting Needs
- Camping Equipment, Hobby Supplies SPORTSMAN'S STORE


## 115 E Mr. 8 Mr. Cecil Shirley <br> 115 E. KINGSMILL DIAL 4-6911

TOP $0^{\prime}$ TEXAS RODEO

## and

 Kid Pony Show recreation PARK Aug. 3-7 Bring the Whole Family!















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Rocket Club 1304 S. Barnes

Welcome to the Rodeo! Pampa Cily Bus Line A. C. Howell, Owner-Operator PLAY SAFE - RIDE THE BUS



Bareback Bustin'
Is Hardest

## All is Ready For Annual TOT Rodeo








Don't Coolit
Let us care for your family and frionds during the
RODEO!
MRS. HOLTS
COFFEE SHOP 312 N. Cuyler

## HILLSON HOTEL

Air Conditioned, Comfortable,
Downtown Location RODEO VISITORS WELCOME!

| Lers ill 16 ob tothe RODEO! |
| :---: |
|  |



## Yippie!

 It's Top $\mathbf{O}^{\prime}$ Texas RODEO TIME!AUGUST 3-4-5-6-7

AND ITS FREEZER FAIR TIME, TOO!

At Your Reddy Kilowatt Electric Appliance Déaler's
Save Time, Money, and Food with a Home Freezer



A Great BIG HOWDY!
Quentin Williams at the Top $\mathrm{O}^{\prime}$ Texas RODEO and Kid Pony Show SEE U. Uo frinaty, Countou s.it
Quentin Williams, Real Estate
Come To Pampa For The 10h Annua: Top n' Texas RODEO And Kid Pony Show

Home Builders Supply Co. Bob Robinson, Owner 312 w. Foster

WELCOME RODEO FANS
 TEXAS RODEO
and Kid Pony Show
Mack \& Doc's Barber Shop
Hughes Bidg.

Rodeo Judge Gets No Salitic From Riders
$v_{2}=\mathrm{w}=\mathbf{z}$ $5=2$




 When the




Don't Envy Rodeo Judge






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1
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 BELL GASOLINE All Popular Brands of Oil
217 E. BROWN
DIAL $4-9086$

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Cold

Top 0' Texas RODEO


Top 0' Texas
RODEO
CALL'S
Studio
Mr. \& Miss. Call PORTRAITS
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## GEO. H. NEEF whime woiks

"We Go Anywhere Day or Night" DIAL 4-9731

## BOOSTING- <br> PAMPA! <br> BUILDING nat in PAMPA!




## HI! DOGIE!



Fiddle, Too, Was Cowboy Instrument



## TO THE <br> 10th ANNUAL

AND KID PONY SHOW

Attend the Top 0 ' Texas Rodeo and Ki dPony Show, Aug. 3-7 BUTLER Nursery

- Time for Spraying Trees \& Shrubbery
DIAL 4.9881 <br> \section*{WELCOME} <br> \section*{WELCOME}


RECREATION PARK
AUGUST 3-4-5-6-7

## EMPIRE SOUTHERN <br> GAS WDJ CO.

Thi cowhor seam totow what hend
WELCOME
To The Rodeo!
ICE COLD MzLONS
Day's Market
1426 Aloock

Plan To Attend The Top 0' Texas Rodeo and Kid Pony Show

Wm. I. FRASER and Co.

Murphy's Motel
No 1, Downtown, 111 N Gillespie - No 2, 800 Block, East on Hiway 60 Joins to Invite You to the 10th Annual Top 0' Texas
RODEO


Recreation Park, Aug 3.7

Mark The Date-On Your Calendar August 3 to 7 for the 10th Annual TOP $0^{\prime}$ TEXAS


## RODEO

And Kid Pony Show HOGUE-MILLS

## Equipment Company

International Trucks, Farm Equipment
821 WEST BROWN
DIAL 47466 Has No Precedent in Any Event Horse Riding Skill Acquired Noi Inborn
WT $\qquad$
and

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## Smoke

 House 321 W, FosterMargaret Avinger, Mgr. Meet Your Friends Here for ICE COLD BEER At All Times

## WELCOME

TO THE And- Come in, Talk to Us About Your Building \& Repairing


Welcome to Pampa for the TOP $0^{\prime}$ TEXAS RODEO VIRGINIA HOTEL

[^2]| YOU'LL HARVEST A <br> BUMPER CROP <br> 0 F THRILLS <br> at the 10th Annual Top 0 ' Texas RÖDEO AUGUST 3-4-5-6-1 <br> BE SURE AND VISIT OUR MODERN GRAIN ELEVATORS WHILE IN PAMPA! | Stately Windmill Fast Disappearing $\qquad$ $\qquad$ $\qquad$ <br> Mayo Provides Rodeo Cattle Every Year $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ WHAT A SHOW <br> THE TOP O' TEXAS <br> RODEO AND KID PONY SHOW BROWN \& HINKLE, Inc. | Cowboy's Big Lookout Is Being Crushed Up he goes and where he'll land; nobody knows - that's what they will say about the bucking broncs in the arena at the Top o' Texas Rodeo this year The cowboy's big danger is that the horse might land on him. When you're fying through the air after suddenly heaving ine back oay to 1,600-pound horse, it isn't easy guide yourself away from those tying hooves whlch might mean an accidental trampling. TOP HAND KILED This is the way Pete Knight was killed in 1 1937 at Hayward, Calif. one of tine trent He was tossed directly in tront of a lunging brone and was crush- ed by its heavy body ping on a fallen rider if it can its job is maneuvering a man out some of the "high jumpers" be- come artists. $\qquad$ also applies to the riders. So the pitching horses and their riders $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br> N.CUYLER |  <br> LCOME <br> TO THE <br> id Pony Show August 3-4.5-6.7 <br> ELCOME <br> TO YOUR FRIENDLY <br> "Beffer food for Less" <br> D <br> EOODSTORES <br> w, Low Prices <br> plus <br> EXTRA SAVINGS IN BROS. STAMPS <br> amps Wednesdays on Purchases of $\$ 2.50$ or More |
| :---: | :---: | :---: | :---: |

Trail Men Souldn't lick Prairie Fires Or Northers







## Six-Shooter-Code Of The West






Welcome
to the Top $0^{\prime}$ Texas RODEO

While In Town See Our New Western Living Room And Bedroom Furniture!

## Cohen Tontine

Convert...

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## - Western Hats, Pants, Shirts For Men, Women and Children <br> - Hand-Made Boots For Men, Women And Children <br> - The Biggest Supply of Guns, Ammunition In The Panhandle!

## - LEVIS For The

ENTIRE FAMILY $\square$ - SPORTING GOODS

( WOOL ZIP=OUTS Lined with Milium 39.98

New $100 \%$ wool velionn, chaderi/woede, ztherlow fabric. as the cots of wool shills ere of the wee give added weather protection, Top wolves 8 wl 1 IB . $\$ 1.00$ holds On layaway




[^0]:    Aocidents are rare in the club

[^1]:    1033 wout foiter

[^2]:    500 N. Frost, Ph. 4-9013

