

SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

56 PAGES  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

FIVE CENTS PER COPY

## LINE CREWS TO BEGIN WORK ON RURAL POWER LINES NEXT WEEK

### AROUND TOWN

Sights and Faces Seen

An example of fine plum yields was twice exhibited here this week. Nollie Elliston Monday displayed large plums and grapes from his orchard and vineyard, eight miles southeast of town.

C. H. Dillehay Tuesday proudly showed one twig with a cluster of 11 plums of large dimensions. They were grown in the orchard in his back yard here in Hereford.

Fred Cathey of Dallas, who recently spent two weeks visiting his sister, Mrs. D. W. Hawkins, waxed enthusiastic over Hereford and its environs, declaring Hereford to be "the most attractive, up-to-date town of its size this side of Fort Worth."

Joe H. Pitman, who recently returned from Creede, Colo., says his son, John, might have caught the most fish (which he also doubts) but that he caught two at the same time on his line, which is really something.

E. W. Young is also out to break some fishing records. Tuesday afternoon he had his fly and line out in the back yard—and was casting for all he was worth. Doc Hixson says E. W. needed a pair of rompers to complete the picture.

C. E. (Ball) Marcum expects to leave this week end for Robstown, Tex., where he will assume the duties of assistant county agent and make his home. Bull's many friends will miss him but hope him success in his new work.

Carl Spratt attended the graduation exercises held Monday night at W. T. S. T. C. He is an ex-student of W. T. S. T. C. having received his A. B. degree there last year.

### Moore Station Moved To Site On Highway 60

The Moore Independent Oil company this week opened a new service station and warehouse on Highway 60, one block south of the old station. The firm is housed in a modern service station building, and features a new warehouse and storage tanks in the new location.

Panhandle products will continue to be the featured line by the firm, which specializes in wholesale and retail gasoline, oils, kerosene and greases. It is operated by M. B. Moore and Troy Moore, who state that they will continue to operate the station, store and tourist camp in the old location, one block north of the highway.

### Dedication Program For New Road Will Be Feature Monday

To Speak Here



Clyde Warwick, publisher of the Canyon News and former State Representative, will be one of the principal speakers on the Highway 60 dedication program here Monday afternoon. J. W. Van London of Amarillo, will represent the State Highway Department, and Jno. P. Slaton will express appreciation in behalf of the Hereford area.

### Adrian School Term To Open Next Monday

The Adrian school will open Monday, Aug. 30. A general assembly will be held at 9:30 and patrons of the school are cordially invited to attend, according to G. A. Syms, superintendent. Students will be enrolled, text books issued and class assignments made during Monday. Regular class work will begin Tuesday.

19 Affiliated Units  
The Adrian High School offers 19 units of affiliated work. The school is modern and is well equipped. It serves a large rural area in western Oldham county, and the Simms and Thomas districts of Deaf Smith county have transferred their students to the school.

The faculty of the school has been carefully chosen in an effort to provide the best possible educational leadership for the best possible educational leadership for the children of the area. (Continued On Page 8, Sec. 1)

### STATE HIGHWAY OFFICIAL TO BE HONOR GUEST FOR MONDAY

A celebration in connection with the completion of surface work on Highway 60 will be held in Hereford Monday afternoon, Aug. 30, beginning at 4 o'clock. It was announced today by A. A. Foster chairman. The celebration is endorsed by Deaf Smith County and the Hereford Chamber of Commerce.

All persons in this territory are invited to attend the celebration. The celebration will begin at 4 o'clock and will then return to Hereford for the dedication ceremony, which is to be held on the south court house lawn. The dedication program follows:

Program Is Listed  
Master of Ceremonies, County Music by High School Band. Address, Clyde W. Warwick, Judge Earl W. Wilson, former State Representative. (Continued On Page 8, Sec. 1)

### Caterpillar Unit Dealers Named

The appointment of Davie McCracken as agent for Caterpillar diesel power farm units and engines was this week announced. The local firm will continue to feature Minneapolis-Moline tractors and farm implements, as in the past, and will handle the Caterpillar line in addition to their other machinery.

### New Furniture In Personality Beauty Parlor

Attractive new furniture and decorations make the Personality Shop one of the most modern beauty shops in town.

Mrs. Annie Mae Minton, owner, designed the interior of her shop to make it attractive and to minimize the work. The furniture is of black with silver binding. A lovely new desk with display space is a recent addition, also a make-up table with drawer for cosmetics, for the use of customers.

Mrs. Minton invites all her customers and friends to come in and see these improvements. Mrs. Imogene Whitehead and Mrs. Beatrice Lawrence, with Mrs. Minton make up the personnel of the shop.

### Marvin Jones Is Believer In Irrigation, Electrification

In a large measure, the reality of Rural Electrification in this territory is due to the tireless efforts of U. S. Representative Marvin Jones. Since the movement was started for rural power lines, Marvin Jones has cooperated with leaders in this community, using his influence in Washington to secure the allocation, and to start work at the earliest possible time.

### HOUSE OF REPRESENTATIVES U. S. COMMITTEE ON AGRICULTURE

Washington, D. C.

August 21, 1937

Mrs. Seth B. Holman,  
The Hereford Brand  
Hereford, Texas

Mrs. Holman:

I am glad to know that you are planning a special service to the farmers of this area at an early date.

As you have taught our section the value of irrigation, we must continue to grow and improve our crops.

In many places we have irrigation systems, but we do not use them. In the Hereford area, we can make use of irrigation. If there is there, and it is within our ability to tap this stored water, it will make it yield a return which can be realized in actual dollars and cents.

The development of electricity for use on the farm links science in the very source of life, which is the land. I hope the day may come when every farm home may be able to have the benefits and comforts which electricity brings.

The Hereford rural electrification project is of particular interest because electricity will serve not only farm homes, but will be harnessed to make possible bountiful crops. Enough has already been done in the area to show the great possibilities of irrigation.

We shall watch the results with interest. I hope it may prove highly successful in order that the rapid development of our area may be encouraged.

With all good wishes, I am

Cordially yours,

MARVIN JONES

### Plan Sugar Beet Tests Here

### Witherspoon Is Named General Electric Dealer

Announcement of the appointment of Vern Witherspoon as Hereford dealer for General Electric appliances was made this week. Mr. Witherspoon will feature General Electric radios and appliances, along with Hotpoint stoves and Hotpoint refrigerators. Mr. Witherspoon expects to carry a complete line of appliances at all times, and will continue to operate his battery station and electric shop in connection with the General Electric line.

### MASS MEETING PLANNED FOR FARMERS LATE IN SEPTEMBER

A mass meeting of farmers in this territory will be held late in September at which time a representative of the American Crystal Sugar company will appear and discuss the possibilities of a beet sugar factory at Hereford. It was announced today by H. V. Hennen, Chamber of Commerce secretary. The announcement was made after Mr. Hennen contacted company officials at Rockyford, Colo.

Meet In September

"I am not able to announce the exact date for the meeting at the present time," Mr. Hennen said. "but it will be held the latter part of September, and the date will be announced in the near future."

After the company representative has outlined the plan to farmers of this section, and discussed growing of beets in detail, Mr. Hennen hopes to secure experimental acreage for beets here. (Continued On Page 8, Sec. 1)

### Fridley Named Gulf Consignee

E. E. Fridley was recently appointed Gulf agent for the Hereford area, and has already taken over the agency here. The appointment was made following the resignation of Mrs. Dow Mercer, who has been operating the agency. Mr. Fridley said that the agency will feature wholesale distribution of Gulf Gasoline, oils and greases.

### Local Leaders In Washington For Conference

### CONTRACTORS EXPECT TO COMPLETE LINE WORK BY NOVEMBER

Contractors on the Rural Electrification Lines for the Hereford project will open their offices here Monday, Aug. 30, it was announced today by H. V. Hennen, local REA project supervisor, who said that work orders on Deaf Smith project 47, have already been mailed from Washington.

South Of City Hall

The contractors plan to secure the building just south of the City Hall, which was previously occupied by Lawrence Womble. The building will serve as a warehouse in connection with general offices.

Actual digging of holes is also scheduled to get under way next week, as soon as contractors have completed local arrangements and hired men for the work. J. E. Hennen and Son, El Paso, hold the line contract at \$89,636.75, and it is their intention to complete the line to the south of Hereford by November.

"Sixty miles of line has already been strung out of the 90 miles," Mr. Hennen said, "and there is nothing to hold the lines up, once they get started."

Although line work will be started next week, Mr. Hennen and Carl Cox, project engineer, will leave Friday night for Washington, D. C., where they will (Continued On Page 4, Sec. 1)

### High School Has Enrolled 233 For Coming Session

Figures on advance enrollment Wednesday at noon showed 233 students already enrolled in the Hereford High School, including 51 seniors, 52 juniors, 66 sophomores and 75 freshmen.

Superintendent C. H. Dillehay also announced the resignation of Miss Gwendolyn Spradley, who has accepted a position in the Carlsbad, N. M. school for the coming year. The vacancy has not yet been filled.

### Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	90	65	1.50
Friday	81	63	0.50
Saturday	79	63	0.00
Sunday	88	62	0.00
Monday	90	65	0.00
Tuesday	93	67	0.00
Wednesday	94	68	0.00

### Edition First Of Its Kind On Record

In presenting today the Irrigation-Rural Electrification Edition, The Hereford Brand gives the people of this territory what is believed to be the only newspaper of its specific kind ever published.

Numerous papers have published Rural Electrification Editions during the recent years, and a few have offered Irrigation Editions. However, due to the fact that this territory is the first in the shallow water belt to secure Rural Electrification, the REA project here is different from any other on the Administration's records in Washington. Since electrification and irrigation go hand-in-hand The Brand has combined the two to bring you this unusual paper.

Primarily, the Irrigation-Rural Electrification Edition is published to be of assistance to farmers in this territory, many new irrigation wells will follow the 160 which now serve this area. By reporting the experiences, yields and opinions of veteran irrigation farmers, The Brand feels that new irrigation men will be saved time, money and much hard work. Articles printed in this issue have been secured from men who have practical irrigation, and even the more experience should be able to get ideas for improved yields by comparing their methods and results with that of other irrigation farmers.

Secondarily, the edition presents many timely hints and tips on

electrification for rural homes and farms. This information was sent out by John M. Carmody, administrator of the Rural Electrification Administration, and is calculated to offer suggestions as to best uses of rural power for improving farms as to comfort, increased profits, and general betterment.

The entire staff of The Brand, including mechanical and editorial departments, have worked long and hard to bring this edition to you—because each and every person feels that it will prove invaluable to the community in weeks, months and years to come.

In presenting the edition, The Brand extends its sincere appreciation to the irrigation farmers

who made it possible, and who so willingly gave their time to tell in detail of their farming procedure, and of yields; to the advertisers whose cooperation made the publication possible, and who willingly entered the special edition to help build and improve the community; to the local and national heads of the Rural Electrification Administration, and to Congressman Marvin Jones, all of whom assisted in every possible manner.

The paper and press work on this paper cost The Brand approximately 40 cents a copy—this figure does not include editorial expense, or the expense of setting type and composing the papers. (Continued On Page 8, Sec. 1)

### County Gets \$25,000 Road, But Commissioners Don't Know Where

A letter from Harry Hines, State Highway Commissioner, this week assured this county of two and one-half miles of surfaced "farm to market" road but had the commissioners wondering just where it is to be located.

The letter follows: "On the farm to market program, which was recently approved by the highway commission, they were mighty glad to include therein a project from Hereford south a distance of 2.5 miles, grading structure, base and surface at an approximate cost of \$25,000."

Commissioners presume that the letter regards surface work on the new Dimmitt-Hereford road, but are not sure that it does not mean the continuation of Main Street south across Tierra Blanca.

Grades and drainage work on Highway 51, Dimmitt-Hereford road, is being pushed to completion in this county; county road machinery has been contracted in the north part of the county and the county hopes to complete the road in the near future.



### The Texas Plains

BY J. W. HENDRIX

(Editor's Note: This poem was written by J. W. Hendrix, vice-president of the Deaf Smith Rural Electrification project, upon his return from Washington, where he negotiated for an early completion of REA lines in this territory).

In the State of Oklahoma where wild and woolly grows  
A type of mighty hardihood in a land of many snows,  
The cotton fields are planted, oil flows freely from the soil,  
But give me the Plains of Texas in preference to their oil.  
Arkansas with its mountains, its trees and many swamps,  
Has fish in all her rivers, and worlds of cypress stumps;  
It is a country very rich, if story true be told,  
But give me the Plains of Texas with its fields of yellow gold.  
In the hills of old Virginia and the mountains of Tennessee,  
These are two states of beauty but they don't appeal to me.

Tiny fields of corn are planted on the sides of mountains high,  
And barefoot men in parachutes come homeward from the sky.  
Chickens roost in the bottoms, cows sleep upon the barns,  
But I'll take the Plains of Texas with its irrigated farms.  
Then on the road we traveled to Washington, D. C.  
A grand old place where laws are made, then broken by you and me,  
It is a city glorified, its splendor unexcelled,  
But let me live in Texas with our irrigation wells  
Then there's the state of Delaware, Ohio and Illinois,  
Kentucky and Missouri, where some of you were boys;  
These states have many blessings, each rich within her right,  
But let me live on the Texas Plains where it's always cool at night.

I'd trade the Plains of Texas for nothing I have seen,  
It's the land of balmy sunshine, it's the answer to my dream.  
There's a summer crop of golden wheat, an autumn crop of maize,  
In fact, there's little stuff that grows that Texas can not raise.  
Now I love these Plains of Texas, the vastness of it all,  
And if there's a land that beats it, this land I can't recall;  
Where men are big and kindly, the wealthy with the rest,  
Even if I lived in Europe, in Texas I'd invest.

### Stereoscope Added Here In Library

The addition of a stereoscope and 55 slides to the children's desk in the county library was made this week. The slides concern Texas history and geography, including views of different beauty spots and historical scenes of the state, starting with early days of the Republic and coming down to modern times.

Additional slides are to be added from time to time, and the material will be kept on the children's desk at all times.

### Summerfield News

BY MRS. A. ... There were 48 ...

The J. L. Lookingbill home last week-end.

Mr. and Mrs. J. A. Noland are visiting relatives in Floydada, Lockney and will go on to Dallas.

Mrs. Sam Ratcliff and children of Amarillo visited the R. D. Lance home Sunday.

Mrs. Ray Johnson and daughter are visiting relatives in Gatesville.

We received a light rain here last week.

Mr. and Mrs. T. E. Miles and family of Hereford visited in the R. D. Lance home Sunday.

Helen Oglesby had her tonsils removed Tuesday and is doing nicely.

Asa Atchley, Elbert Delozier and Lester Suttle were in way last week.

The ... meeting ...

Mrs. ...

Mr. and Mrs. Milton of Spring Lake were visitors in the Albert Crose home Sunday.

Miss Mary Turrentine of West- ...

Rev. S. L. Tidwell preached at Hereford Sunday. Louise Suttle was suffering with a sore foot, having stepped on a nail last Tuesday.

### CORRECTION

In reporting the accidental death of Betty Lou Lively of Amarillo last week, The Brand stated that the girl was visiting Mrs. Kenneth Hunter of Hereford and was near the home of John Kropff when the accident occurred. Instead, she was visiting Mrs. Russell Hunter, and the accident occurred near the home of Mrs. Carrie Kropff, previously known as the John Kropff place.

The Chinese coolie makes two or three cents a day. When an American farmer turns the cream separator he is earning about the same amount compared with the cost of doing the job with an electric motor.

The story of electrification in New Zealand is one of some long-range planning. With a population density of only 15 to the mile—the United States has a population density of 41 to

### Rockne, Jr., to Enter Notre Dame



Knute Rockne, Jr., son of the late Knute Rockne, who has made application for enrollment at Notre Dame this autumn. He says he will go out for the football team. Young Rockne weight 156 pounds.

The square mile—New Zealand has built up a nation-wide electrical network until today 98 per cent of the population is in reach of electric current and 80 per cent is served.

### LOCALS

**Return From Visits**  
Mr. and Mrs. Jno. Haberer returned Saturday from an extended overland trip visiting relatives in Idaho, and on the west coast. While away they visited Yellowstone National Park and Salt Lake City, Utah. A highlight of the trip was crossing the Golden Gate Bridge at San Francisco, Calif. In Los Angeles they visited their daughter and her husband, Mr. and Mrs. Henry Sherman, and with Mrs. Haberer's three brothers. They were accompanied on the trip by their son Herman and his family of Big Square, who made a short trip to Canada, but joined the family party in Los Angeles.

Rev. and Mrs. Harold Hicks left Thursday for their home in Winfield, Kans., after visiting in the home of her parents, Mr. and Mrs. J. E. Beyer for several weeks. Enroute home they stopped in Canyon and Amarillo for short visits with relatives.

**Sail For South America**  
A. H. Elliston received a phone

call last week from his son, Pat, from Long Beach, Calif., to the effect that Mr. and Mrs. Elliston were to sail Aug 21 for South America. Pat Elliston is connected with the Tropical Oil company and Mrs. Elliston is teaching school.

Mrs. Lillie Smith whose home is in Cleburne came down from Amarillo last Friday for an extended visit here with her two daughters, Mrs. C. P. Cockrell and Mrs. Burt France and their families.

Miss Mary Ann Baird spent last week visiting in the home of her cousin, Miss Natalie Fleisher in Canyon.

Miss Marlon Lewin of Wichita, Kansas left for her home Tuesday morning, after a brief visit here in the home of her aunt, Mrs. Gaston Baer. Miss Lewin had accompanied Miss Hertha Baer to Cuchara Camp, Colo., where they spent several weeks. Mr. and Mrs. Baer went to Colorado overland for them over the weekend, returning to Hereford Sunday night.

The electric way is more like nature's way for brooding chicks.

# We're putting it on the LINE

## EXTRA SAVINGS DRUGS TOILETRIES FRI. & SAT.

BLACK LEAF 40 \$1.00 Size	89c
WOODBURY'S SOAP 10c Bars, 3 For	23c
THERMOS BOTTLE \$1.25 Value, Pint Size	98c
THERMOS BOTTLE \$2.50 Value, Quart Size	\$1.89
JERGENS HAND LOTION 50c Size	39c
LADY ESTHER FACE POWDER \$1.10 Size	79c
KLEENEX 35c Size (500 Sheets)	29c
KOTEX 25c Size	19c
RAZOR BLADES For Gillette, 25 for	19c
DR WEST'S TOOTH PASTE 25c Size	19c
NYAL MINERAL OIL 75c Size	49c
WINE CARDUI \$1.00 Size	89c
ZONITE \$1.00 Size	79c
ULTRA SHAMPOO 50c Size (1-Pint)	39c
MILK MAGNESIA 50c Size (Pint)	39c
UNGUENTINE 50c Size	39c
IPANA TOOTH PASTE 50c Tube	39c

**ULTRA WITCH HAZEL**  
A soothing rub for muscular soreness—bruises and scratches.  
Full Pint bottle  
**39c**

**NYAL ASPIRIN TABLETS**  
Excellent for colds and fever, neuralgia and rheumatic pains. A tablet dissolved in water makes an excellent gargle.  
Bottle of 100—5-grain tablets  
**39c**

**NYAL IRON AND YEAST TABLETS**  
Combine the well known tonic properties of iron and yeast which clear the blood and improve appetite.  
Bottle of 100 Tablets  
**69c**

**NYAL FOOT BALM**  
Healing and soothing to athlete's foot—ring worm and foot eczema.  
Large size  
**50c**

**NYAL HALIBUT LIVER OIL CAPSULES**  
Vitamin A content 90 times greater than cod liver oil.  
Box of 50 capsules  
**89c**

**NYALGESIC**  
Rub on for strains and sprains, muscular pains and soreness.  
Shaker top bottle  
**50c**

VISIT OUR FOUNTAIN  
for Cool, Refreshing Soda Fountain Drinks

# Close Drug Store

Phone 13

I know of nothing better for STOMACH DISTRESS than  
**NYAL ANTACID**  
powder

• I find a teaspoonful of NYAL ANTACID Powder in water a quick and reliable relief for belching, bad taste in the mouth, heartburn, bad breath and other symptoms of acid stomach. Every NYAL druggist recommends it.

TWO SIZES 50c—\$1.00

## BACK TO SCHOOL

### MEN'S AND BOYS' FALL SUITS

Just arrived ... new Fall suits and new Fall patterns for school wear, sturdy, attractive and serviceable. We have just what you will be proud of, whether for high school or college—and the price will be reasonable.

**PRICED \$12.50 UPWARD**

### HATS for FALL

Newest shapes, styles and colors. Just in from the big Eastern markets ... they will make a hit with you and with the girl friend ... see this big selection today.

**\$1.95 Upward**

### MEN'S OXFORDS

Nice comfortable shoes for men and boys in black, brown and gray kid. Also suede shoes for men. Plain, fancy or regular toes, leather or rubber tip heels. Make your selections early! We Carry Shoes For The Entire Family STARTING AT **\$1.69**

### SCHOOL SHIRTS

In plaids, solids and fancy combinations, these shirts speak for themselves. Most every type and color to select from. This is one of the biggest lines of shirts we have ever shown ... be sure and see them. NEWEST SELECTION PRICED **98c**

FOR THE WHOLE FAMILY  
QUALITY MERCHANDISE FOR LESS MONEY AT

# THE POPULAR STORE



## Lake Petition Submitted To Amarillo Office

### COMMITTEE ASKS REGION OFFICIAL TO SEND ENGINEERS

Petitioning L. H. Hauter, regional director of Resettlement Administration, Amarillo, to send engineers to Hereford to inspect the proposed location for a dam and lake in this community, members of the special lake committee Saturday drew up a resolution regarding the lake. The proposed location for the lake is approximately one-half mile west of town on the Rim Witherspoon and Jeff Glibbreath places.

### Submit Resolution

The resolution follows: "Whereas, we the undersigned, acting under and by appointment of the legally constituted authorities in Deaf Smith County for the Panhandle Water Conservation Authority have selected two sites on the Tierra Blanca Creek, a tributary of Red River and known as 'Prairie Dog Town Fork of Red River,' for the location of a dam, as and for, the major project for water conservation in Deaf Smith County, and:

"Whereas, should an adequate dam be constructed at either of said sites, it is our firm belief that it would greatly and materially aid in the retention and control of annual and semi-annual flood water of said creek and also of Red River, it would raise the water level in irrigation wells and in farm and stock wells over an estimated thirty thousand acres of farming lands. It would create a much needed and greatly desired boating and fishing and general recreation resort for Deaf Smith, Castro, and Farmer Counties and their citizens. And:

"Whereas, the authorities and our general citizenship are urging this committee to act immediately and to make out reports to the proper authorities, therefore:

"Be it resolved: that we request the Hon. L. H. Hauter, Administrator Region 12, Amarillo, Texas to send technical engineers at the earliest practicable date to investigate, examine and survey and test the two sites now selected; that a copy of these resolutions be immediately furnished Mr. Hauter and the County Judge and Commissioners' Court of Deaf Smith County, and to Mr. H. V. Hensen."

The resolution was signed by Wilson Gyles, chairman; Jimmie Gillentine, secretary; Jno. P. Slaton and Vern Witherspoon.

### Expect Reply Soon

The committee, in a meeting last week, expressed hope of being among first counties in the Water Conservation District to secure appropriations for the lake and dam projects. A copy of the resolution was also forwarded to John McCarty, president of the Panhandle association. Committee members will again meet when a reply from Mr. Hauter is received.

## Westway Items

### MRS. MERLIN KAUL

Revival Meeting will begin at the school house, Monday, August 30, conducted by Rev. Gilpin. Rev. Gilpin is the new Methodist minister here. He and his wife just recently moved to Hereford and are at present conducting a meeting at Dawn. They were Sunday dinner guests of Mr. and Mrs. O. Wilder and Mildred.

Little Bettye Maye Grimes is staying with her grandparents, Mr. and Mrs. D. R. Grimes, while her parents, Mr. and Mrs. C. P. Grimes are on a vacation trip to Alabama.

Mr. and Mrs. Al Werner went to Amarillo last Thursday to see the picture "The Good Earth."

Mrs. J. D. Harrell visited her sister, Mrs. L. B. Wolfington at Walcott, last Thursday. The Harrells live on the Alton Fraser farm.

Clint Landry took Mr. and Mrs. Junior Hyde to Lubbock, Saturday morning where they visited Mr. Hyde's sister, Mrs. Ray Clark. They returned home Sunday.

Mr. and Mrs. C. V. Burgess and family called at the J. D. Morgan home in Hereford, Sunday afternoon.

Mr. and Mrs. Guy Lawrence, Nelda Guy, Mr. E. M. Gunn and Mr. and Mrs. Sam Hayward visited at the home of Mr. and Mrs. J. M. Huntsinger in Hereford Sunday.

Mr. and Mrs. Joe Landers and Vesta Mae accompanied Mr. and Mrs. Willie Landers to Cromwell, Okla., Sunday where they will spend the week visiting relatives. Visitors in the A. C. Pierce home last Sunday were Mrs. E. J. Glenn of Amarillo, Mr. and Mrs. V. T. Glenn and Victor of Yogo, and Mrs. Joe Jacques and daughter.

## Better Seed



"Uncle Jess" Roberson is shown above with some of his pedigreed grain sorghum. With a 27-acre tract, he began planting black hull kafir and pedigreed dwarf milo. The movement in 1929 did much toward improving irrigated yields here, as farmers secured better grades of seed.

### ter of Oklahoma City.

Mrs. A. C. Pierce left Wednesday for a visit with relatives at Abilene. Mr. and Mrs. Merlin Kaul are staying at the Pierce home during her absence. Mr. Pierce and Gomer McCoy took her to Canyon, where she took the train to her destination, Wednesday.

Justice and Eugene Osborn left last Thursday for a tour to various points in New Mexico. Their plans include Santa Fe, Taos, and Cimarron Canyon. Wayne and Warren Jones from Plainview accompanied them.

Miss Hazel Osburn went to Bellview, N. M., last Friday to visit her friend, Miss Ruddene Laceywell.

Mr. and Mrs. Coleman Jones of Plainview spent last Sunday with Mr. and Mrs. E. H. Osburn and family.

Mr. and Mrs. S. A. Williams and family from Littlefield were visitors last week in the home of J. A. Roe. Mrs. Williams is a sister of Mrs. Roe.

Voting on the constitutional amendments was done at the J. A. Roe residence Monday. One of the beauty spots of the community is the profusion of flowers at the Osburn home. Zinnias, Moss, Petunias, Perennial Phlox, trumpet vines, cosmos, marigold, annual phlox, blue cornflowers, scabiosa and batchelor buttons make the tree shaded lawn a riot of color. The sinia bed is especially beautiful. A thorny cactus has made a splendid growth this summer.

Mr. and Mrs. Will Pope of Mantou, Okla., visited with their niece, Mrs. E. W. Talbot, last Wednesday.

Mrs. Herman Gray recently returned from a visit to Hot Springs and Tyrone, N. M.

Mr. and Mrs. S. O. Glover of Ft. Cobb, Okla., and grandson were guests of Mr. and Mrs. Kelly Gray last Thursday. They had been plowing their wheat land near Dean and were enroute home.

A birthday surprise dinner was held in honor of Mrs. Addie Winkler at her home Sunday. Those present were Mrs. Mamie Morton and children, Mr. and Mrs. Bill Morton and family all of Hereford.

Mr. and Mrs. Grady Wilson, Vernon Wilson and Mrs. Hughes Millard were in Amarillo shopping Monday.

Mr. H. C. Clark of Gatesville and J. S. Clark of Littlefield visited at the Moody Stephen home last Sunday. They are brothers of Mrs. Stephen.

Grady Wilson accompanied Mr. Steve Williams of Hereford to Carisoso, N. M., last week on business.

Miss Wilma Skypala, daughter of Mr. and Mrs. Vincent Skypala, was married to Mr. Richard Earl Connally, son of Mr. and Mrs. C. C. Connally of Abilene on Sunday afternoon, Aug. 21. The ceremony was held in St. Anthony's church with Father John officiating. Miss Skypala wore a violet blue crepe dress made with princess style sleeves, richly embroidered waist, with a rhinestone pin fastened in the high neck piece. She wore accessories of the same color. Miss Pauline Fangman and Mr. Norbert Skypala attended the couple. Miss Fangman wore a navy blue dress with accessories to match.

Those who witnessed the ceremony were the brides mother, Mrs. Vincent Skypala, her brothers Edwin and Ellwood.

The young couple will make their home at the Parker place, eight miles northwest of Hereford.

Mrs. Grady Wilson and Mrs. Merlin Kaul will be hostesses to a miscellaneous shower honoring Mrs. Wilma Skypala Connally at the Y. Skypala home Thursday afternoon.

A crowd of fifty young people chartered Mr. and Mrs. Richard Connally Sunday night. The

crowd was treated to "cokes" at the Chocolate Shop.

Mr. and Mrs. Moody Stephan, Mr. and Mrs. Lauder, Mrs. Dodson, and Mr. Wolfington were elected delegates to the Baptist association at Friona.

A baby girl was born to Mr. and Mrs. Ray Clark on Aug. 10 at Lubbock. Mrs. Clark was formerly Mrs. Carmen Newton of this community.

Mrs. Ben Howton and Bob Gilliland are spending a few days with Mrs. Howton's daughter, Mrs. Art Manjoit, at Elda, N. M.

Gomer McCoy leaves Sunday for Canyon where he will work for G. E. Bollig and attend W. T. S. T. C. this fall. The term opens September 20th.

Mrs. Foy Dodson, Monte Max and Gomer McCoy visited in Olton Sunday.

Miss Emilie Minter was a guest at the Dodson home Monday. She was on her way home at Farwell. She has been attending college at Canyon. She was accompanied by Ralph Arceneaux.

## Tourist Trade Big Industry In This State

Texas, "the state that has everything," has been taking stock of itself as a merchant of "tourism," and has been found that its traditions, scenery, hospitality and climate are just as marketable for hard cash—as the cotton, wool, oil, meat, sulphur, gas and spinach that it has been supplying the rest of the country all these years.

Now in its second year in the world's fair business, Texas finds that tourists constituted its second largest industry in 1936—the \$446,000,000 that tourists spent in the state last year being topped only by the \$450,000,000 oil industry of the state. Agricultural crops, at \$384,000,000, and cotton at \$210,000,000 ranked third and fourth.

Furthermore, increased auto touring into and within the state accounted for a gain of \$4,000,000 in state retail gasoline tax revenue alone, more than liquidating the state's \$3,000,000 appropriation for the 1936 Centennial—a cool million profit for the state's own coffers right there.

As a result, says a report of the All-South Development Council, sentiment is fast crystallizing throughout the state in favor of a long-term state advertising and publicity program to continue and consolidate the gains scored thru the Centennial and Pan-American Exposition.

A major point made by Lieut. Gov. Walter Woodul, chief proponent of a five-year, \$3,000,000 advertising plan, has been that not only would the resulting tourist revenue pay dividends on the cash investment, but that permanent new residents, among them industrialists looking for sites for decentralization and expansion, would accrue and, he says, "We need more people and capital to give us the push."

That Texas can get her share of the four and three quarter billion national tourist crop by dint of thorough advertising was proved by the take of Centennial year, bulwarked by analysis of the things Texas has yet to show the nation in the way of parks, caverns and playgrounds. That hard-headed industry will be as easily lured, however, in the fact of Texas' unstable tax situation, is open to serious doubt, says the Council's report.

Industrialists and investors can not help noticing that, while Texas' vast natural resources constitute the proudest theme in her advertising, there is as yet no visible change in the almost traditional tendency of the state government to depend more and more on natural resource industries to shoulder its mounting revenue burdens—to say nothing of threatening new franchise imposts.

Whether Texas' natural advantages are so vastly superior to those of other states now taking a diametrically opposite attitude toward industry, notable other Southern states, as to insure Texas getting her rightful share of major industrial decentralization is a question causing many Texas business leaders to advocate that a more definite, reassuring long-time policy in this respect be outlined and adopted as "the very best form of advertising" for industries, the report concludes.

## The Singer Co.

appreciates the interest taken in their sewing school at the John Hacker residence, Tuesday and appreciate the ladies cooperating with them and will be glad for more ladies to attend in the future. We have been to quite a lot of trouble and expense getting a teacher here and would like for more housewives to take advantage of the free school. Mrs. Cherry Blackwell, the teacher, will be here each Tuesday. We would like all ladies to attend whether you own a Singer or not. For information get in touch with your local Singer agent.

JOSEPH CADDICK

Whether Texas' natural advantages are so vastly superior to those of other states now taking a diametrically opposite attitude toward industry, notable other Southern states, as to insure Texas getting her rightful share of major industrial decentralization is a question causing many Texas business leaders to advocate that a more definite, reassuring long-time policy in this respect be outlined and adopted as "the very best form of advertising" for industries, the report concludes.

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

*Sunny and Jim Tell the World!*

# IT'S BACK TO SCHOOL DAYS at PENNEY'S

One and one make two, so our school teacher told us. But one small purse and one trip to Penney's make dozens of savings—we know! Every year Penney's solves many a problem for mothers and fathers—that's why Penney's is headquarters for school clothes for children of all ages. We'll outfit them from head to toe—so smartly, so economically, you'll wonder how it happened!

<b>SUNNY TUCKER OXFORDS</b> Black or Brown Calf with detachable kiltie tongue. Good year welt. Sizes 12 To 3 <b>\$1.98</b>	<b>CHILDREN'S SHOES</b> Sturdy black leather uppers. Long wearing composite soles. Sizes 8 1-2 to 2 <b>98c</b>	<b>ALL LEATHER OXFORDS</b> Good quality, all leather construction. A general service type Oxford in Black or Brown. Sizes 8 1-2 to 2 <b>\$1.19</b>	<b>BOYS' OXFORDS</b> Just like Big Brother's... with Goodyear welt... Strong leather soles. Sizes 2 to 6 <b>\$2.49</b>
--	--	--	--

NOW IS THE TIME TO BUY

Smart! Practical!

## Girls' COATS

# 5.90

7 to 14 yrs.

**3.98 7.90**

3 to 6 yrs. 12 to 16 yrs.

Fleeces, polaires, checks and tweeds in the newest styles and colors for Fall. Many popular sports and dress-up styles!

**Put Them On Lay-Away**

Good News for Thrifty Parents

## BOYS' SPORT SUITS \$9.90

Ideal suits for school or dress! In single breasted sport back styles with 2 long pants! Practical fabrics, well tailored!

New Sunny Tucker

## FROCKS 98c

Sizes 1 to 16!

Fast-to-washing, sturdy PEE CALES in bolero, Princess, belted, jumper models!

<b>MILL ENDS</b> You must see these silk and rayon LINGERIE FABRICS Beautiful pastel shades. <b>15c</b> yd	SPECIAL PURCHASES—HURRY DOWN FOR THESE VALUES! 36-Inch VAT DYED DRESS LENSES AND NUB SUITINGS <b>17c</b> yd	Big Table High Priced SILKS Short Lengths Prints and Solids <b>37c</b> yd	Don't miss these NOVELTY SCRIMS AND MARQUISSETTES Big Assortment. <b>7c</b> yd
--	---	--	---

Our True Blue Brand!

## BOYS' FANCY Dress Shirts 79c

Roomy sizes! Sturdy fabrics good for extra long wear. Smart patterns that won't fade.

YOUNG MEN'S FINE QUALITY

## Slacks \$1.98 \$2.98

Just the thing for School Wear... Snappy Patterns... Serviceable fabrics.

<b>BOYS' DENIM Work Pants</b> Sanforized shrunken... Good quality blue denim Size 6 to 16 <b>89c</b>	<b>CHILDREN'S COWBOY BOOTS</b> ALL LEATHER \$ 1-2 to 11 1-2 12 to 3 <b>\$3.49 \$3.98</b>	<b>MISSSES' TAFFETA SLIPS</b> Tailored or Trimmed Fine Quality Taffeta <b>49c</b>	<b>MISSSES' SCHOOL DRESSES</b> Big Selection Sizes 1 To 16 Fast Color Prints or Solids <b>49c</b>
---	---	--	--

<b>BOYS' "OXHIDE" OVERALLS</b> Blues or Stripes Sizes 4 To 16 Made For Hard Wear <b>59c</b>	<b>BOYS' SLACK SOCKS</b> Bright colored Roman stripes. Fine quality cotton for long wear. Pair <b>15c</b>	<b>BOYS' SLACK PANTS</b> Slack models in fabrics ideal for School Wear Sizes 5 to 17 <b>\$1.49</b>	<b>BOYS' DRESS SHIRTS</b> Fast color patterns. Full cut. Buy now and beat the price rise <b>49c</b>
--	--	---	--

"FOLLOW THE CROWDS TO PENNEY'S"

# Penney's



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

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

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.  
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

### NOTICE TO PUBLIC

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

### AN ERA OF PROGRESS

A young man who boasts just seven years and a height which reaches his mother's heart, stands between to grim but determined figures—a strong, hardy man and a faithful, loving woman. As the golden sun dips toward a fertile land, their view is obstructed only by slow-moving cattle.

Thus came the pioneers in 1900. Deaf Smith County stood on the threshold of an era of progress: Then came La Plata the first county seat; L. R. Brady's herd of fine, registered cattle from whence Hereford got its name; Hereford became the foremost cattleshipping point in the United States; large ranches were in evidence on every hand.

Gradually, those drift fences have been shortened; nesters came into this area rapidly—and those hardy pioneer men and women lived to see the day when wheat, row crops, and alfalfa sprung in abundance from the once grassy soil.

Today, that same young man who looked toward a setting sun over the prairie in 1900 sees a vision of electric lamps twinkling in farm homes at night; soon his view will be obstructed by score on score of power line poles. Gone is the hazard of drought, which made farming a game of chance for his father. In his heritage came Sunshine, Soil and Water.

Again the Hereford territory stands upon the threshold of an era of progress. Realizing the possibilities offered through the development of Hereford's vast, fertile territory by means of irrigation, the Government has allocated \$115,000 for building power lines and transformers to serve this section. With this means of irrigation development also will come a means of comfort, convenience and improved home life on farms in this area. With it will come new crops, new hopes and new inspiration.

Already opportunity is presenting itself to the territory in the form of a million dollar bet sugar factory; a canning plant is being considered. However, other communities are also bidding for such establishments, and for such means of progress. It will be hard for this section to fulfill its dreams and ambitions, just as it was difficult in the pioneer days when rugged individuals battled and overcame hazards.

Deaf Smith County has a reputation of being First: this section was first to discover and utilize the abundant supply of shallow water, which transformed it into a vertiable oasis; once again it showed way being the first West Texas Community to secure allocations for electricity in its farm homes. Just as the pioneers were never satisfied with producing cattle "just as good," neither are the residents of today satisfied to follow.

The Hereford area is fortunate in being populated with a broadminded race—a people with foresight, energy and ambition. The heritage of yesterday clings with us today; it will mean even greater advancement and progress tomorrow.

## "Weeds Will Get You If You Don't Watch Out", Is Advice Of Boardman

### POTATO YIELDS GOOD ON IRRIGATION FARM NEAR HEREFORD

"The weeds will get you if you don't watch out," is the warning with which Glenn Boardman opens his experience on irrigation.

As to crops best suited for irrigation in this section, he has found from irrigating with his father, H. H. Boardman, that wheat, row crops, potatoes, beans, alfalfa and soy beans are among the best. The Boardmans use Great Northern beans, alfalfa and soy beans as soil building crops on their place, two miles south of Hereford.

This year the Boardman's irrigated potatoes and reported exceptionally good yields. They grew the Irish Cobblers, and used barnyard manure, to fertilize the land before planting the crop; they said that the fertilizer materially increased their yield. From three acres of irrigated land they made a yield of 500 sacks of potatoes.

This year they irrigated 500 acres of wheat, and found that their yield varied to a large extent, running from 10 to 45 bushels to the acre.

If a market could be secured the Boardmans would be interested in raising truck stuff, which they believe, in conjunction with present crops, would be one of the finest things that ever happened to this country.

"We can not continue taking big yields of grain without rotation of crops," Glenn Boardman said. Alfalfa and beans must be planted at intervals to replace the nitrogen which other crops are taking from our soil.

Mr. Boardman is in favor of a canning plant in this community as soon as enough acreage is secured for the growing of necessary vegetables.

Following his policy of diversification and crop rotation, Mr. Boardman is also a great believer in feeding irrigated row crop yields to cattle, dairy herds, hogs and poultry.

"Take this year for instance," said Glenn Boardman, "seventy cent maize should bring \$1.40 when fed to hogs."  
"Several crops are always bet-

ter than one," he said, "because of the risk from hail as well as from price fluctuations. It also utilizes the well in the winter and fall on wheat, barley and other grain crops, as well as during the summer on row crops."

Summarizing his theory of irrigation he said, "It is better to put more water on less ground, and where available natural gas is one of the cheapest possible fuels."

The Boardman well was dug in 1919; it is 45 feet to water, but has a 110-foot setting and is 180 feet deep. Using a Bruce-MacBeth engine with natural gas, the Layne-Bowler pump on the well gets 1,000 to 1,400 gallons to the minute.

—And Glenn Boardman finished just like he started out, "The weeds will get you if you don't watch out."

### Dawn Items

#### MRS. JESS CALDWELL

A nice rain fell here Friday evening.

Mrs. Harris, Bernice and William returned home Monday from a visit with a daughter and sister, who lives near Ft. Sumner, N. M.

Jim Caldwell of Vernon spent Saturday and Sunday in the home of his cousin, Jess Caldwell.

Mr. and Mrs. W. P. Caraway and son, Obed, returned Thursday after visiting relatives at Amhurst, Abernathy, Hale Center and Plainview. On the return trip they visited with the J. O. Lady family at Tulla.

Mr. and Mrs. Vernon Baker and son of El Paso are visiting in the home of Mrs. Baker's parents, Mr. and Mrs. Wimberly.

Mr. and Mrs. Q. G. Smith and family of Wildorado visited in the L. A. Smith home Saturday.

Mr. and Mrs. Jess Caldwell and daughter, Mr. and Mrs. Jeff Roberson and sons visited in the C. P. Caldwell home at Progressive, Wednesday night an aunt of Mrs. Roberson's and Mrs. Caldwell's whom they had not seen in over twenty years, stopped by en route to California.

Messrs. Clem Rich and Wayland

White of Plainview spent Sunday with their uncle, W. P. Caraway and family. Mr. Rich's three children, who had been visiting here since Thursday, returned home with them.

Mrs. Morris Abbott of Canyon called in the Caraway home Thursday.

Mr. Homer Barnes and family returned last week from a vacation trip in the Rio Grande Valley.

Mr. and Mrs. A. T. Frye and L. A. Smith and family were in Amarillo last week.

Mr. A. T. Frye and family attended the Lutheran meeting in the Palo Duro Canyon last Sunday.

A Methodist Revival, conducted by Rev. and Mrs. Gilpin, is being held at the Dawn schoolhouse this week.

### Local Leader

(Continued From Page 1, Sec. 1)

meet with Rural Electrification Administration officials and complete detail arrangements on the remainder of the project.

#### To Settle Rates

They decided to make the proposed trip to Washington following a session with Chas. O. Falkenwald, federal project advisor, in Amarillo last Friday night. The meeting was attended by Mr. Hennen, Jas. W. Witherspoon, attorney; Claude Ricketts; and J. W. Hendrix, directors. Following the discussion, which concerned wholesale power rates to the Deaf Smith Rural Electric Cooperative, Inc., Mr. Falkenwald advised them to make the trip to Washington for the purpose of arranging this detail.

"Our source of electric power is the only thing which remains to be secured. As soon as the wholesale rate is determined, our retail rate to our customers will be announced."

W. T. Vogel, contracting engineer, when here recently, said that materials have already been ordered for the Deaf Smith project, and estimated that the lines will be completed by November 1, 1937.

#### Favor Local Labor

"Local men who are interested in working on the project will be given first consideration on all jobs which they can handle," he declared. "As soon as the equipment arrives an office will be opened in Hereford and we will take applications for work on the lines. Naturally, we will bring our own superintendent and foreman, but whenever possible we will use local men; we also expect to hire trucks for lighter work."

A special power digger will be brought here to dig holes for the poles that will be used on the lines, and most of the extremely heavy hauling will be done with trucks, which will also likely be brought in by the company. However, several trucks will be hired here by the day during the job.

### Sims Revival To Close With Sunday Service

The Church of Christ revival meeting, now in progress at the school in the Sims Community, will close Sunday, Aug. 29, with the feature of three sermons during the day; basket lunches will be spread on the ground during the noon hour.

The meeting, which opened last Saturday night, is being conducted by John R. Freeman of Lubbock, whose forceful preaching is attracting wide interest and large attendance. Between now and Sunday, services will be held each night at the school.

Sunday morning will feature a sermon before the basket lunch, following which special songs will be included; a second sermon will be preached during the afternoon, and the closing sermon will be delivered Sunday night.

In announcing the service, members of the church and residents of the community joined in extending the public an invitation to attend each of the sermons, and especially those on the closing day.

### Hospital Notes

Mr. and Mrs. Henry Lewis of Friona, announce the birth of a seven pound son Tuesday night.

Mr. and Mrs. J. F. Williams announce the birth of a six pound, four ounce, daughter, Mary Ann, Thursday night, Aug. 19.

Tom Wilson, son of Mrs. C. C. Rockwell, underwent a major surgical operation Wednesday morning. He was reported to be resting easily today.

Winnie Jo Bennett, daughter of Mr. and Mrs. D. R. Bennett of Friona, is in the hospital for medical treatment.

### Amundsen Monument Unveiled



A monument to Ronald Amundsen, the great Arctic and Antarctic explorer who was the first to reach the South pole, as it appeared following its recent unveiling at Tromsøe, Norway. The memorial, costing \$4,250, was raised by popular subscription. Its sculptor was Carl E. Paulson, Lincoln Ellsworth, Amundsen's companion on a North pole expedition, contributed \$1,000 to the fund for its construction.

### A Long Time Ago In Hereford

(From The Hereford Brand, August 24, 1906)

Plans for the Hereford annual picnic were being made.

A sale was advertised at which 72 large resident lots adjoining the college were to be sold at half price.

The home of Mr. and Mrs. W. B. Beach had been the scene of the wedding of their niece, Miss Willie Dyer and Mr. James M. Gilliland.

Walter Park has resigned as bookkeeper at the First National Bank to accept a position with the Graves, Elliston & Co. real estate firm.

Messrs. Geo. A. Stambaugh, R. H. Mounts and R. H. Barnett were in St. Louis purchasing fall and winter stocks of dry goods.

W. H. Russell had returned from the Democratic State Convention in Dallas. Mr. Russell was a delegate from Deaf Smith County.

Steps were being taken to raise the necessary funds to purchase a Dormitory for the college.

The farmers were requested to bring samples of their farm

and garden products to make up an exhibit for a special car which was to leave Amarillo for a tour of the northern states.

(From The Hereford Brand, August 24, 1916)

Mr. and Mrs. Walter Seed and Mr. Harry Seed had moved to Hereford from Lawrenceville, Ill.

Miss Elizabeth Montague and Mr. Clifford M. Hicks were married at the home of the officiating minister, Rev. J. R. Henson.

Several loads of hogs had been shipped from Hereford during the week.

The drought had been broken by five inches of rain during the week.

J. Ray and family of Clarendon, were visiting friends and fishing in Hereford.

Miss Cotta Sisk, a Deaf Smith County teacher, had been employed to teach in the intermediate department of Wayland College, Plainview.

A party for the young people, honoring Miss Belle Berry, of Big Springs, was given by Messdames C. C. Ferguson and Ray Barber in the home of Mrs. Ferguson.

### Dawn School To Open Wednesday

H. E. Barnes, principal, today announced that the Dawn School will open Wednesday, September 1, for enrollment.

All students who plan to enroll were requested to be on hand, since there will be several changes in text books to be used by the school this year.

Wednesday has also been designated as special clean up day on the school premises, and Mr. Barnes urged the entire community to assist in the getting the grounds in shape.

In addition to Mr. Barnes, Dawn will have two other instructors, Mr. Gammill, intermediate, and Miss Townsend, primary department.

#### Godwin Sanitarium

Mr. and Mrs. Luke McBrayer announce the birth of a seven pound daughter, Saturday, Aug. 21.

Ralph and Louise McClure of Claude spent Friday with the H. H. Boardman family. Herbert Boardman returned home with them for the week-end.

#### VIVIAN BARROW MARRIES IN PLAINVIEW PAST WEEK

Miss Vivian Barrow and Percy Ferguson, both of Plainview were married Saturday afternoon at 5 o'clock at the home of Rev. and Mrs. W. P. Jennings with Rev. Jennings, pastor of the First Christian Church, officiating at the ring ceremony.

The bride, daughter of Mrs. Frank Barrow, is the granddaughter of Mrs. J. M. Boone of this city and has visited in Hereford many times. After graduating from Plainview High School and Wayland College, she attended Texas Tech.

Mr. Ferguson is the son of Mr.

and Mrs. W. E. Ferguson and is employed at the Radford Grocery Company at Plainview. The couple is residing at 412 Austin St., Plainview.

National Youth Administration youths working on a project sponsored by the Nolan County Health Unit have recored 8,000 health examinations and tests in the schools, Dr. George A. Gray has reported to the State office.

### Fresh Fruit Specials

Fresh Amherst Melons  
10c to 25c Each

Bartlett Pears  
Per Bushel .....\$1.50

Fresh Apples  
Per Peck ..... 35c

California Grapes  
for eating, 3 lbs .....25c

Fresh Tomatoes  
3 Pounds ..... 25c

Pure Ribbon Cane Syrup  
1-2 Gallon ..... 35c

Gallon ..... 65c

#### ELBERTA PEACHES

Last Truck Load of the  
Season Will be in Friday

### Corner Fruit Market

Raymond Hawkins

### TWO CARLOADS

OF THOSE GOOD

## JOHNSTON PUMPS

NOW IN STOCK HERE  
AND READY FOR

Immediate Delivery

IN HEREFORD AREA

## Wm. McGEHEE

Office in Western National Bank Building

#### REPORT OF

## MILK GRADES

OF LOCAL DAIRIES

MARCH TO AUGUST, INCLUSIVE

The grades of all licensed milk producers have been determined by the local health department, in accordance with specifications of State and National Codes, the following producers are the only sources of whole milk who operate under a permit and whose plants are inspected regularly each month.

ALL CONSUMERS OF MILK ARE URGED TO PURCHASE MILK ON A BASIS OF GRADE, AND SHOULD INSIST THAT THE GRADE APPEAR ON EACH BOTTLE CAP. GRADES BELOW A ARE ALRIGHT FOR COOKING.

For the protection of your family be sure that the milk you use is produced by an inspected, licensed plant.

Producer	Grade	Reaction Time	Bacteria Type	Butter Fat	Curdling at 105 deg.	Time Del. (deg.)
Carl Spratt	A	15	Lactic	5.5	34	46
Mrs. F. J. Eberle	A	26	Lactic	5.8	44	58
P. M. Houser	D	8	P	3.9	22	52
S. O. Wilson	A	12	Lp	4.0	30	42
D. W. Hawkins	A	12	Lp	4.6	31	48
J. W. Hall	D	14	Lg	4.5	28	51
E. J. Hudson Gro.	D	8	Lp	5.5	28	46
W. R. Schiehagen	A	11	Dp	5.4	20	41
O. L. Rutherford	A	14	Lp	4.2	25	47

All cafes, markets, grocery stores, bakeries and soda fountains found to be in the best condition in years.

## City Health Department

By E. W. Curtsinger, Inspector

Dr. R. R. Wills, Health Officer



# SOCIETY

## CHRISTIAN ENDEAVOR MEETING.

The Christian Endeavor of the First Christian Church met at the home of Miss Anna Belle Robinson Sunday evening for the regular social hour and educational meeting.

Games were enjoyed on the lawn and kodak pictures were made. Jayne McKee was in charge of the program on "Joseph, the Man Whose Dreams Came True." She gave the lesson in story form. Miss Annabelle Robinson conducted the devotional. Plans were made during the business meeting for a scavenger party to be given the following night.

Refreshments were served and the fellowship circle concluded the program.

## SCAVENGER HUNT ENTERTAINS ENDEAVORS

A well planned scavenger hunt proved interesting entertainment for members of the Christian Endeavor of the First Christian Church Monday night.

The group met at the home of Miss Dorothy Nell Trimble where games were played and a special feature, Austin Donovan of Chillicothe, playing his guitar, was enjoyed.

After the scavenger hunt, which furnished a great amount of fun and frolic, refreshments were served at the Trimble home.

Those present were: Clyde Oldham, Basil McKinley, Wanda Jean Reed, Virginia Newell, Betty Cockrell, Lois Ann Cockrell, Virginia Earle Reed, Irma Faye Robinson, Betty Jean Johnson of Amarillo, Anna Belle Robinson, Robert Petersen, Jayne McKee, Larry Trimble, Austin Donovan, Dorothy Nell Trimble and Mr. and Mrs. Trimble.

## MRS. MARY TICE CELEBRATES 87th BIRTHDAY

To honor her 87th birthday, friends of Mrs. Mary Tice assembled at the home of Mrs. F. S. Smith Friday at noon. A lovely birthday dinner featured the celebration and two special request numbers were given over Radio Station KGNC in Amarillo, honoring her birthday. The afternoon was spent visiting with the honor guest.

Those present were: Mesdames E. E. Rogers, S. E. Crouch, L. L. Crawford and daughter, W. H. Russell and Mary Ruth, Carroll, Vanderburg, Si Orr, Bennett, Charles Jowell, J. T. Jowell, French Thurmond, E. E. Askren, Lloyd Tice, and baby, Dean Tice, Duane Tice, the hostess and her family and the honoree.

## SURPRISE DINNER HONORS MRS. ADDIE WINKLER

Hosts at a surprise birthday dinner for Mrs. Addie Winkler were Mrs. Kelly Gray and Mrs. Winkler Sunday, Aug. 22.

The dinner was served at one o'clock to close friends of the honor guest and neighbors in the Westway community.

In the afternoon conversation furnished entertainment and later ice cream and cake were served to Mrs. Winkler, Elmer Winkler, Mrs. Virgil Morton and children, G. W. Guthrie and sons, Mr. and Mrs. Bill Morton and children, June Morton, Frank Tackett and the hosts.

## PERSONALS

### Carl Spratt To Stratford

Carl Spratt who last year was band instructor in the Yancy public school has been elected to fill a similar position at Stratford. He plans to leave next week and will take up his new work Sept. 6.

Mrs. Dorothy Ross and son, Floyd, returned home yesterday from a trip to Santa Fe, N. M.

Twenty of the J. P. Robert family left this morning for a trip to Santa Fe, N. M., where they will be joined by other members of the family. They plan to return Saturday.

Those making the trip were: Mr. and Mrs. Clyde Robinson of Hot Springs, N. M., who are visiting his father here, Mr. and Mrs. Willy Robinson and sons, Mr. and Mrs. Jack Robinson and three children, Mr. and Mrs. Dock Robinson and children, J. P. Robert and Miss Mary Lou Robinson. Others to make the trip with them were Earl Lance, David Neal Beavers and Kitty Kloe Harlin.

### Goes To California

Word has been received here that Keith Guthrie who left Hereford in May to attend summer school in the University at Los Angeles, has accepted a position in the public school at Redondo Beach, Calif. He will teach so-

## Unites China Against Japs



Generalissimo Chiang Kai-shek, under whose personal control the financial and economic resources of all China were placed in the struggle against Japanese aggressions in the north. Chiang, who heads China's supreme war council, is shown as he left a conference at Nanking following the outbreak of the North China trouble.

## Electricity For Farm Homes Fills Prediction Of Thomas A. Edison

The Rural Electrification Administration, young nephew of Uncle Sam, is instrumental in fulfilling the prophecy of one of the world's greatest electrical geniuses.

Thomas A. Edison, before his death, predicted a "breathing spell" in electrical invention that would give the world a chance to develop the marvels that it has acquired. In the preface of a book written by his friend, Ernest Greenwood, Edison wrote:

"I am an old man now. I have lived to see the street car, the elevator, the electrified railroad, the automobile, the phonograph, the motion picture, the radio, the airplane, and the beginning of television. It seems today to many, as it seemed to most men and women of 1882, that no great forward steps remain to be taken.

"It may be that the next 40 years will not produce inventions of such revolutionary character. Progress has been made so rapid that we may require a breathing spell in which to consolidate our gains, and develop present inventions to their full capacity. But of one thing I am more positive than I was 40 years ago—the electrical development of America has only well begun."

The lull, the breathing spell in which to consolidate our gains, to develop these inventions and to expand the use of electricity, is here.

cial science in the junior high school in the coastal city which is located about 25 miles from Los Angeles. His mother, Mrs. B. F. Guthrie, who spent the summer in California with him will spend the winter there also.

Mrs. Ralph Webb and little son, Dale, returned to their home at Maricopa, Calif., after visiting here with her parents, Mr. and Mrs. C. P. Arthur for several weeks.

### Return To California

Mr. and Mrs. R. O. Hupp of Long Beach California returned to their home Friday after a visit here in the home of her parents, Mr. and Mrs. W. M. McGehee.

Mrs. Hupp and son came the early part of the summer and have been visiting relatives here and in other parts of the state.

The son returned from Valparaiso, Indiana Sunday where he visited an uncle for two weeks. Mr. Hupp arrived last week to accompany them home. Another daughter, Mrs. R. O. Stark of Odonell, who has been visiting in the McGehee home for the past two weeks also returned to her home Friday.

Mack Pitman and sister, Miss Eloyse, left Wednesday morning for Creede and Lake City, Colo., where they will spend their vacation.

Mrs. Aaron Rose of Coahoma, Tex., arrived Saturday to visit her parents, Mr. and Mrs. L. H. Shore.

S. Lester Guinn and son, Lester, Jr., of Denver, Colo., arrived Friday to visit his parents, Mr. and Mrs. George H. Guinn and family.

Homer Thompson of Lubbock was here Tuesday night visiting friends. He was formerly in the county agents office here and is now assistant agent in Lubbock county.

Mr. and Mrs. J. T. Cronin and family of Texola, Okla., were business visitors here Wednesday.

Roger Brumley, son of Mr. and Mrs. G. W. Brumley was here over the week-end transacting business and visiting with his parents. He returned to Tulsa Monday.

Roy Hastings, Elmo Hicks and Bill McLean were in Lubbock Wednesday. Roy and Elmo plan

to attend Texas Tech the coming winter and they were looking after preliminary arrangements at the Technological College.

Howard Williamson came home Monday from Canyon where he attended both sessions of summer school at W. T. S. T. C.

Miss Mary Lou Roberson who is a teacher in the Lubbock public schools, returned home from Canyon Tuesday where she attended summer school at W. T. S. T. C.

Mrs. Harry Johnson and daughter, Betty Jean of Amarillo were visiting in Hereford the first part of the week. They were guests in the home of her sister, Mrs. C. H. Dyar.

Mr. and Mrs. E. J. Griggsby and little son, George and Mrs. Bucklin Mather stopped Saturday for a short visit with Mrs. J. B. Hammer. They were enroute to their home in Oklahoma City, Okla., from a vacation trip in Greeley, Colo.

Mr. and Mrs. Clyde Roberson of Hot Springs, N. M., arrived Monday for a visit with his father, J. P. Roberson and other relatives here.

Jimmy Donovan's brother, Austin Donovan of Chillicothe, is in Hereford for a several days visit.

John Estes who has spent the past two weeks in Guymon, Okla., visiting in the home of his uncle, Paul Wilson returned to his home here Monday.

Jack Cason, president of the Hugh Perry School book depository, Dallas, visited C. H. Dillehay in Hereford this week.

### Sydney Fuller Home

Sydney Fuller arrived home Sunday to spend a two weeks vacation here with his parents, Mr. and Mrs. Grant Fuller.

After graduating from the local high school in 1934, Sydney went to Chicago for a visit with relatives. Obtaining employment he remained in the city and for the past two years he has been employed in the accounting department of the U. S. Gypsum Co.

He is attending night school at Northwestern University where he is taking a course in accounting in the School of Commerce.

Try First to Buy in Hereford.

## County Favors Amendments In Monday Ballot

### CONTRACTORS EXPECT TO COMPLETE LINE BY NOVEMBER

With only one box out Wednesday. Indications pointed to the fact that Deaf Smith County gave each of the six proposed amendments approval. Returns had not been made on the Bippus box, but the totals today evidenced a substantial lead for each of the amendments. Incomplete state returns indicated that five of the six proposed amendments had passed; the amendment to authorize restoration of the fee system of remunerating district and county officials appeared to have been killed by an approximate 3-to-2 margin.

### Totals Are Given

Deaf Smith County total returns follow:

Amendment No. 1—Liability of stockholders in State banks; For, 96—Against 47.

Amendment No. 2—Aid to destitute children; For, 119—Against 83.

Amendment No. 3—Fee system as means of compensation; For 73—Against 71.

Amendment No. 4—Assessments at fair margins; For 126—Against 22.

Amendment No. 5—Providing Harris County special tax plan; For 70—Against 47.

Amendment No. 6—Assistance for needy blind; For 125—Against 26.

Returns from the nine boxes which had reported here follow in order of amendments on the ballot, and the same order in which totals were listed above:

**Hereford, No. 1**  
No. 1—For 31; Against 9.  
No. 2—For 37; Against 7.  
No. 3—For 22; Against 19.  
No. 4—For 35; Against 8.  
No. 5—For 20; Against 15.  
No. 6—For 39; Against 5.

**Hereford, No. 2**  
No. 1—For 44; Against 23.  
No. 2—For 57; Against 36.  
No. 3—For 36; Against 34.  
No. 4—For 64; Against 8.  
No. 5—For 38; Against 21.  
No. 6—For 62; Against 12.

**Howe Resident, 3**  
No. 1—For 0; Against 4.  
No. 2—For 0; Against 4.  
No. 3—For 0; Against 4.  
No. 4—For 0; Against 4.  
No. 5—For 0; Against 4.  
No. 6—For 0; Against 4.

**Sims, Precinct 4**  
No. 1—For 3; Against 1.  
No. 2—For 4; Against 0.  
No. 3—For 4; Against 0.  
No. 4—For 3; Against 0.  
No. 5—For 1; Against 0.  
No. 6—For 4; Against 0.

**Fairview, Precinct 5**  
No. 1—For 0; Against 4.  
No. 2—For 2; Against 0.  
No. 3—For 0; Against 4.  
No. 4—For 0; Against 0.  
No. 5—For 3; Against 1.  
No. 6—For 2; Against 1.

**For, Precinct 6**  
No. 1—For 3; Against 2.  
No. 2—For 4; Against 1.  
No. 3—For 3; Against 2.  
No. 4—For 5; Against 0.  
No. 5—For 4; Against 0.  
No. 6—For 4; Against 1.

**Dawn, Precinct 6**  
No. 1—For 6; Against 2.  
No. 2—For 0; Against 2.  
No. 3—For 5; Against 3.  
No. 4—For 7; Against 1.  
No. 5—For 3; Against 4.  
No. 6—For 6; Against 2.

**Messenger, Precinct 8**  
No. 1—For 4; Against 0.  
No. 2—For 3; Against 1.  
No. 3—For 3; Against 0.  
No. 4—For 4; Against 0.  
No. 5—For 1; Against 0.  
No. 6—For 4; Against 0.

**Bippus, Precinct 9**  
No returns were made from Precinct No. 9.

**Daniel, Precinct 10**  
No. 1—For 5; Against 2.  
No. 2—For 6; Against 2.  
No. 3—For 0; Against 5.  
No. 4—For 4; Against 1.  
No. 5—For 0; Against 2.  
No. 6—For 4; Against 1.

**Visit Carlsbad Caverns**  
A party of young people composed of Misses Josephine Fitzgerald, Alma Cox, Vonell Hare and Mary Virginia Eberle and Messrs. Billy Patton, L. A. Rickets, J. D. Clayton and R. A. Daniels spent last week-end in Carlsbad, N. M., visiting the Caverns.

Walter Palmer of Wichita Falls, spent Tuesday night here with his mother, Mrs. Mary Palmer.

MARGARET SCHROETER  
604 E. 11th St.  
PIANO

Fall Classes Begin September 6

## They Cut 14 Square Yards a Minute



A world's record for scythe cutting was set recently by three Austrian farmers who mowed an area 14 square yards in one minute in a contest between land workers of Zwettl and Edelhof Agricultural college and Lower Austria. Left to right are seen Ignaz Herse, Rupert Hahn and Karl Femmer of Rudmann, Austria.

## Want Ads

### For Sale or Trade

FOR SALE OR TRADE: 87 1-2 acres good improved land on paved highway adjoining Canyon. Would consider small acreage or house in Hereford, some cash. Balance easy terms. See me at once. Jas. B. Elliston.

FOR SALE: Bred Spotted-Poland China gilts. Located 7 south of Black. Otto Whitefield, Friona, Texas.

FOR SALE: My 10-room apartment house and 4-room house with double garage all on one lot in Canyon, one block west of College. Reasonable terms. J. B. McMin, Hereford, Texas.

FOR SALE: 110 acres on easy terms, close in. Shallow-water. Lays fine for irrigation; \$100 cash, balance easy; also two very close in desirable residence lots on pavement, small cash payment, balance easy. See Jas. B. Elliston.

FOR SALE—Good Dempster wheat drill. E. B. Black. 32-3tc

FOR SALE Cheap or Trade for Land—Owner's unencumbered home, three blocks from college, modern

ESTRAY NOTICE: Two Grays, one bay and one sorrel horses came to my place about 2 months ago. W. F. Ponder, 12 miles west of Hereford on Harrison Highway.

six-room house. Information, address Box 292, Canyon, Texas. 32-4tp

FOR SALE—Fresh Irrigated corn. O. L. Rutherford. 33-3tp

FOR SALE: The 140 acres, close in, known as Chas. Hayes, Farm H&H irrigation well. Write Chas. S. Woodruff, Van Wert, Ohio.

HAVE PURCHASERS for shallow-water land near Hereford. Listings appreciated. Cosby Realty, Amarillo, Texas. 33-4tc

SEED WHEAT: Floyd County pure Black Hull, testing 60 to 64 pounds. Price same as Chicago September option. See John Pitman. 32-3tp

LOST: Wednesday, somewhere in northwest part of county, a new Lee truck tire, 650-20 and rim. Reward offered for return. W. J. (Bill) Smith. 3tc

### Wanted

WANTED: To buy your odd and end cattle. See Claude Higgins or Bob Edwards.

MEAN WANTED for Rawleigh Routes of 800 families. Reliable hustler should start earning \$25 weekly and increase rapidly. Write today. Raleigh's Dept. TXH-352-5, Memphis, Tenn.

THE OLD G. C. MAJOR farm, just across the bridge south on Twenty-five Mile Avenue, for sale at a real bargain. Terms. Also perfect quarter north on Avenue. See Tracy Major. 34-1tc

WANTED TO RENT, 1-2 section of good wheat land. Box 927, Lawton, Oklahoma. 33-3tc

ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Bireley's orange juice and ice cream, delivered twice daily or can be purchased at our down town office at 212 West Third Street. Prairie Dairy, Phone 6. 32-1f

WANT TO BUY: Small sheldand pony. Must be gentle. Call Brand office. 34-3tp

WANT TO LEASE: One or two sections clean wheat land and will pay for any work already done. Write John R. Mayo, c/o Pitman Elevator. 32-3tp

Introductions to lonely, affectionate people. Many wealthy. Marriageable. Reliable, dignified service. Tracy F. Major, Hereford, Texas. 3tc

### AN EXTRA ROOM? TRY A WANT AD!

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

### For Rent

FOR RENT: Modern Bedrooms, also kitchen privileges. Close in Mrs. A. M. Jones.

FOR RENT—2 bed rooms. Mrs. W. A. Hammock, 510 2nd St. 33-3tp

FOR RENT—Comfortable Apartment. Water, lights paid. Available soon. Phone 198-W. Francis Apartments. 33-3tp

## Mattress Renovating

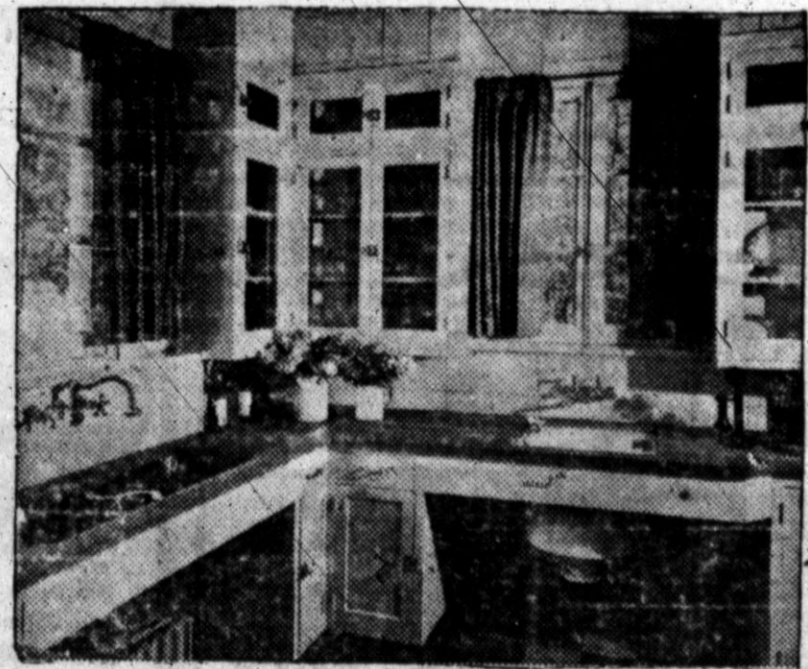
Will renovate or make your old mattress into an inner-spring or Standard Mattress. We make any kind you want.

You can pay on the budget plan!

## Russell Daniel

Just North Methodist Church

# Modern Homes LIKE THIS



## Make Better Communities

And with the coming of the new Rural Electrification Lines into this section of the Panhandle—Deaf Smith County Rural homes will become more modern homes. Deaf Smith County always striving and working toward the advancement and improvement of the county and surrounding territory heartily congratulates the farmers of this section upon their access to the first Rural Electrification lines in the Panhandle, which will mean much to the county in the future, to the development of our community and to the prosperity of our people. Electricity will bring more comforts to our friends and we are glad, for we know that you deserve them and have earned them.

# Deaf Smith County



# LOCALS

Miss Alberta Davis, student in W. T. S. T. C. spent last weekend with her parents in Hereford. She accompanied Misses Aileen and Lucille Hughes home enroute from Amarillo Friday.

Rev. S. L. Tidwell of Summerfield preached the sermon at the morning service Sunday morning at the Baptist Church. Rev. W. E. Barnes, pastor, is holding a revival meeting at Summerfield and the two pastors exchanged pulpits.

Miss Edna Daughtecote, primary teacher in Central School was one of the 174 graduates to receive a degree at W. T. S. T. C. on last Monday night in Canyon.

**Expected Home Today**  
Mr. and Mrs. Pearl Singletary and daughter, Jeanine and Mr. and Mrs. Ralph Sears are expected home today from a week's vacation trip to points of interest on the Red River.

Miss Anna Lee Newlin of Canyon is a guest of Miss Rachel Ireland this week.

Mr. and Mrs. Ralph White and Wiley Robinson were in Lubbock Sunday visiting Mr. White's brother and Mrs. White's sister, Mr. and Mrs. C. A. White. Enroute they were joined by Mrs. Robinson who accompanied them to Lubbock. David Neal Beavers, who had been vacationing in Lamesa met them there to return to Hereford with them. On the way home the party stopped at Amherst for Hicks and Donald Robinson, the group of visitors returning to Hereford Sunday night.

Mrs. Nancy Lovelace of San Antonio is a house guest in the home of Mr. and Mrs. C. F. Kerr.

Mr. and Mrs. James Wallace Robinson and son, J. W. were Amarillo visitors Sunday.

Mrs. Walker Nicks and Mrs. J. E. Young were in Amarillo Tuesday.

**Will Go To Missouri**  
Misses Aileen and Lucille Hughes and their father, Allen Hughes plan to leave Friday for a two week's visit with the J. E. Golden family. Mr. and Mrs. Golden and children who were neighbors of the Hughes, left Hereford about four years ago for Jamesport, Mo., where they have been making their home since. Mrs. Edna Sears will go as far as Kansas City but will leave the party there to visit in other parts of Missouri.

Miss Marian Lewin left Tuesday morning for her home in Wichita, Kans., after a visit here with her cousin, Hertha Baer.

Marian and Hertha spent four weeks at Camp Cochran, Colo., Mr. and Mrs. Baer drove over for them Sunday.

E. D. Fox, Frank Marrs and Cliff Estes returned home Monday morning from a vacation spent in Lake City, Colorado.

Amarillo visitors in the John Gatez home last Sunday were Mr. and Mrs. George Shelton and daughters, Helen, Wanda and Bessie, and Miss Vernie Mullen and little nephew, Jay Reece.

Mr. and Mrs. Charles J. Mapes were shopping in town Monday from their ranch near Dimmitt.

Miss Elaine Newell was an Amarillo visitor Monday afternoon.

Miss Virginia Erle Reed returned home Thursday, after a few days visit with her aunt, Mrs. Frank Jesse in Amarillo. Virginia Erle is the daughter of Mr. and Mrs. H. D. Reed.

Mrs. W. A. Perciful and Mrs. Beulah Lee Carter of Amarillo spent the week-end here with their mother, Mrs. Hattie Rutherford.

Mr. and Mrs. C. E. Lacey of the Messenger community, left Monday for Plainview.

Miss Betty Jones left Sunday for Austin, where she will visit her sister, Mrs. Joe Hill and Mr. Hill. Miss Jones and Mrs. Hill are daughters of Mrs. A. M. Jones.

Mrs. Sylvia Scott Steele of Greenville, Tex., visited last week with her friend, Miss Edah Parks. Mrs. Steele formerly lived in Hereford and was employed at the A. O. Thompson Abstract office.

Mr. and Mrs. F. E. Givans left Wednesday for Hannibal, Mo. where they will visit and will attend an Old Settlers' Reunion while there.

Mr. and Mrs. Donald Wyatt of Amarillo spent the week-end here with Mr. and Mrs. E. L. Bradley.

Mrs. H. Goldberg left Friday for her home in Wichita, Kans., after a several days visit with her daughter, Mrs. Gaston Baer and Mr. Baer.

Mrs. J. R. Hastings and daughters, Mmes. Ulys Davis, Ernest Harman and Purvis Daniels, all of Dimmitt were shopping here Monday.

Mrs. Ed Bogess and daughters of Friona were shopping here Monday.

Mr. and Mrs. Edgar Siber of Friona were here shopping Saturday.

## Daniel News

BY PAULINE MOORE

This community received a good rain last week.

Rev. and Mrs. D. W. Henry of Plainview were responsible for the good church service Sunday at the Palo Duro church.

Several friends surprised Mr. and Mrs. Ervin Shugart with a housewarming shower and party Saturday night.

Mr. W. R. Moore, daughter, Ruth, and Miss Thelma Ruth Bishop were in Hereford Wednesday.

Mr. Clyde Allred and family were in Hereford Monday. Miss Ellen Bowsher returned to her home after a week's visit with Lottie.

Mr. and Mrs. Dick Ball of Canyon visited in the Floyd Tomlinson home Sunday afternoon.

Misses Ruth Moore and Mary Jo Tomlinson had their tonsils removed by Dr. Neblett in Canyon last Thursday morning. They are doing nicely.

Mr. and Mrs. Seidon Tomlinson are spending a few days in Arizona.

Mr. Joe Moore and family are visiting near Wichita Falls and Dallas.

Miss Thelma Ruth Bishop, who has been visiting in this community returned to her home in Wichita Falls, Monday.

Mr. and Mrs. Ervin Shugart and W. L. Shugart were Hereford shoppers Saturday.

Glenna Lucille Moore is taking music lessons every Saturday in Hereford from Miss Thelma McMinn.

The revival will begin Friday, August 27. Everyone is urged to attend.

Kenneth Tomlinson, who has been working for Floyd Tomlinson, returned to his home in Cisco, Monday.

## Jumbo News

MRS. ULLMAN HUNTER

Mr. and Mrs. Dewey Owens visited in Earth Sunday.

Mr. and Mrs. St. Scott of Abilene have moved to the Metcalfe rent place.

Mr. and Mrs. Ullman Hunter moved from the teacherage Saturday into their remodeled home.

Mr. and Mrs. M. L. Simpson were in Amarillo Saturday.

Pete and Marshall Cater of Sunray were in this community Saturday looking after their cattle.

## Hog Killing Time On The Range



Former line riders and sons of cowboys show interest in proper methods of dressing and curing hogs. Fine home-cured hams and bacon are now rivaling grain fed beef in this area as farmers find it profitable to feed out irrigated yields to swine as well as cattle.

Finis Nunn returned Saturday from a trip to Arkansas.

Mrs. Mae Coffey and son, Marvin of Earth, visited her sister, Mrs. Dewey Owens, Monday and Tuesday.

Mr. and Mrs. Clem Gilliam spent the week-end in Sordell, Okla., visiting relatives.

Leo Roy Owens spent the week-end in Earth.

Sam and Finis Hunter were in Sunray Saturday on business.

Mrs. Sam Hunter attended Missionary Society at Dimmitt Thursday.

Pauline Owens spent the week-end in Dimmitt with Mrs. Fern Miller.

Mr. and Mrs. Dee Severe visited relatives in Hale Center over the week-end.

Miss Sarah Agnes Bryant of Hereford and Miss Zulch of Tullis have been elected to teach in the coming school year. The High School students will go to Dimmitt.

Mr. and Mrs. George Rogers

Miss Florence Currie, Friday, August 20, in Hereford. They taught school here last year and Mr. Myers received his degree from W. T. S. T. C. this summer. They will live at Goodlett where he has been employed to teach.

The eleven years this writer has lived here at this school house there have been employed 25 teachers. Ten were married when employed, two married during the school term, ten married some time after school closed, five of latter group married home boys and the past year two of the teachers married each other. It must be the water as they have all quenched their thirst at the same well. The ones who did not accept marriage, if by chance they had one, are not married yet.

## Messenger News

BY MRS. J. N. MESSENGER

We have had several showers during the past week which helps the growing crops and pastures.

I missed my items last week as my daughter, Mrs. Abbott of Bovina came and took me home with her for a visit. My grandson, Loyd Messenger, accompanied me. My daughter from Clovis came to Bovina and helped can peaches for Mrs. Abbott.

Lois, Hoyt and Ralph Smith, James Coleman and Virgil Blair, and A. E. Cole took a pleasure trip starting Monday. They visited Cloud, Croft and Carlsbad Canyon and White Sand, N. M., returning Friday evening to Friona in time for an air plane ride. They returned home Friday night.

Ralph Evans and Miss Stanhope were married last week and are making their home for the present in this community.

## CARD OF THANKS

We extend our thanks and appreciation to all of our relatives and friends, who gave their help and sympathy in the loss and bereavement of our dear little son and brother, Earl Gene, one of the little rosebuds of our circle.

Mr. and Mrs. Chas. E. Kemper, and family.

Mr. and Mrs. A. L. Thomas and family.

Mr. Clyde Thomas and family.

Mr. W. N. Griswold and family.

## BAPTIST CHURCH NEWS

The pastor was away last Sunday preaching, in a revival at Summerfield, but will be back in his pulpit Sunday.

Our Sunday School officers have set as a goal for the remainder of August a 10 per cent increase in attendance. They reached that goal last Sunday. Come and help them go over that goal Sunday.

Our B. T. U.'s are steadily increasing in numbers from Sunday to Sunday, under the efficient leadership of James Allred, director.

Keep in mind our revival which begins September 19. The pastor will do the preaching and will be assisted by Ira C. Prosser, evangelistic singer. Mr. Prosser was formerly with the Baptist Seminary of Fort Worth and has taught in the Baptist University of Oklahoma. We have a treat in store.

Sermon subjects for Sunday: Morning, "Fruits of Justification"; Evening, "Practical Religion." The evening service will close with baptism.

W. E. Barnes, pastor.

Paul Baker of Austin was a guest at the home of Mr. and Mrs. C. H. Dillehay Tuesday.

At Our Fountain  
Fresh Fruit Salad

Sundae  
10c

TRY OUR SERVICE

3 Cremo  
Cigars and  
4 Probak, Jr.  
Razor Blades  
ALL FOR 15c

Lady Ester  
Cream or  
Powder  
50c Size  
37c

Syrup  
of Pepsin  
Dr. Caldwell's  
\$1.20 Size  
81c

\$1.00  
Hind's  
Honey & Al-  
mond Cream  
For Rough Hands  
79c

ALL  
White Shoe  
Cleaners  
25c Size  
19c

## We Know How To

MAKE  
CARS  
BEHAVE



At Sewell's you get just the service you expect, tires checked, windshield wiped, water checked, oil checked.

Courtesy and service have played a big part in making Sewell's Service Station the ideal station to buy your gasoline and oil or have your car washed and greased. These two factors combined with its convenient location and quality Conoco Gasoline and Conoco Germ-Processed Motor Oils better serve the needs of motorists.

## TIRE SERVICE

Whether you want new tires, a tube patched or vulcanized or a boot in your old tires—we can render that service, and too if your tires go flat at home or while driving just call us and our tire repair pickup will call for and deliver your tires.

FIRESTONE and NATIONAL TIRES

SERVING . . . . .

Motorists and Farmers

of the shallow-water belt surrounding Hereford has been a pleasure, for we are glad to be of service to them! And may we congratulate the farmers of this section on their rewarded efforts in securing for this community the only rural electrification lines in the Panhandle. This advancement making possible profitable irrigation and a better community in which to live.

## SEWELL SERVICE STATION

RUFUS SEWELL, Owner

**Brooks'**  
DRUGS  
PHONE 99 HEREFORD TEXAS

- CERESAN, 5 lb. . . . . \$3.00
- COPPER-CARB, 5 lb. . . . . 89c
- GULF-SPRAY, Qt. . . . . 33c
- EPSOM SALTS, 5 lb. . . . . 33c

LUX Toilet Soap  
3 Bars . . . . . 19c  
P. & G  
10 Bars . . . . . 35c

## NEEDED BODY BUILDERS

- Get The Kiddies In Condition for School Early.
- PURSANG 3 For . . . . . 2.69
- PHOSPHO-COMP . . . . . 89c
- PERUNA TONIC . . . . . 1.14
- WINE CARDUI . . . . . 89c

## ELECTRICAL APPLIANCES

Make This Store Your Headquarters For All Your Appliance Needs.

**MAZDA**  
LIGHT GLOBES 10c Up  
TABLE LAMPS 98c to 3.98  
Electric BREAD TOASTER 98c  
Extension CORD SETS 19c-29c-49c  
IRONING CORDS with Thumb Switch 39c

Electric Double SANDWICH TOASTER Full Size . . . 1.29  
Teams 2 sandwiches on both sides at once.

Electric Milkers \$1.29 to \$19.95 Complete  
Waffle Irons of high quality. Priced as low as \$2.49  
Heating Pads Controlled Heat  
Heavy Duty ELECTRIC IRON 6-lb. Size 1.29  
Imbedded elements—beveled edges  
Electric Percolator 4 Cups \$1.98  
Therapeutic Lamps \$2.29-\$3.49  
Curling Irons 98c-\$1.49  
ALL ELECTRICAL APPLIANCE CONNECTIONS . . . . . 9c



## CONGRATULATIONS Deaf Smith County

As a group working for the welfare and improvement of our community, and county, it gives us pleasure to extend congratulations upon Rural Electrification lines and a program of extensive irrigation, for it makes our community a better place to live.

## Hereford Lions Club

WATCH FOR OUR BIG SCHOOL CIRCULAR



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Y. W. A. STUDIES JAPAN IN MONDAY'S SESSION

The Y. W. A. of the Baptist Church met at the home of Miss Odessa Long Monday afternoon. Interesting roll calls are being featured at the meetings and Miss Dot Owen was in charge of this part of the service when members responded with some helpful or sweet thought.

Miss Avis Matthews will conduct the roll call at the next meeting. Members will answer with their favorite verse of scripture. Miss Matthews will illustrate her verse with a story or poem. Imogene Roberson conducted the devotional on "Love of God." The program under the direction of Miss Mary Posey was both interesting and instructive. Members were given letters found in the word, Japan—and talks were made on the following subjects:

- J—Japanese people their customs and habits.
- A—Attitude of other nations toward Japan.
- A—Art in Japan.
- N—National affairs, the present situation.

Miss Genece Standifer, president, closed the meeting with a prayer for volunteers for the foreign fields. The next meeting will be held Monday evening at the home of Miss Dot Owen. A social hour was enjoyed. Members present were: Ione Wood, Audrey Cockrell, Imogene Roberson, Mary Posey, Thornton Shirley, Avis Matthews, Genece Standifer, Dot Owen, Mrs. Jack Roberson, sponsor, and the hostess, Mrs. W. A. Long was a visitor.

## TELEPHONE EMPLOYEES ENJOY WATERMELON FEAST

Local employees of the Southwestern Bell Telephone Co. were entertained with a watermelon feast at Hereford State Park on Wednesday night of last week. Various outdoor games and stunts were enjoyed after which the "feast" was served. Those attending were Mr. and Mrs. L. T. Reese and daughter, La Verne, Mr. and Mrs. Albert Farris, Mrs. Marie Sears, and Misses Lucille Hughes, Aileen Hughes, Inez Easter and Eva Greason.

## CAMP FIRE GIRLS MAKE PRINTS

A feature of the meeting of the Weocantewaste Camp Fire Girls Monday morning was the making of spatter prints for their nature books. The girls met at the court house at 10 o'clock and went in a group to Hereford State Park where a nature study program was continued. Plans were made for personal notebooks to be made.

Members attending were: Margaret Higgins, Nona Dean Rose, Margaret Olson, Rachel Ireland, Rena Renfro, Ruth Temple Hastings, Mary Ann Acker, Virginia Ann Dillehay, Rue Wilson, Eleanor Wilson, Mary Helen Cross, Betty Dunlap, Gladys Shreve, Anna Lee Newlin of Canyon was a visitor.

## Surf Sled



Miss Althea Martin shown with the new type of surf sled patented by Los Angeles newspaper man, which will lessen the danger of the rider getting hurt in the surf. The streamlined pontoon below its nose allows it to float the rider in perfect safety, while the stabilizer shield along the tail holds it to a straight course.

## CIRCLES OF BAPTIST W. M. U. MEET WEDNESDAY

Circles of the Baptist W. M. U. met Wednesday afternoon in the following places: The Lilly Hundley at the home of Mrs. W. A. Long. The Elsie Clor at the home of Mrs. Artis Daniel at 4:00 o'clock. The East-side at the home of Mrs. A. R. Posey at 3:00 o'clock. The Dorcas Circle held no meeting.

## METHODIST CLASS NOMINATES NEW OFFICERS

The "Win One" class of the Methodist church held a meeting of the executive board on Wednesday afternoon of last week, at the church. Mrs. E. W. Harrison, resigned as president of the class and Mrs. Hattie Rutherford was nominated to fill her unexpired term of office. The vice-president, Mrs. T. M. Coursey will be out of the city for several weeks and Miss Lala Bottisford was nominated to fill that vacancy.

## PROGRESSIVE WORKERS CLUB MEETS WITH MRS. RICKETTS

The Progressive Workers Club met on Wednesday of last week at the home of Mrs. Ira Ricketts. A covered dish luncheon was featured at noon and the rest of the day was spent quilting on the club quilt. New year books were distributed and outlines for the coming year's work discussed. The next meeting will be held at the home of Mrs. J. E. Blake more on Wednesday September,

1. When the first study program of the year will be given. Members were asked to bring quilt pieces, size 4-8 inches, of dark cotton material to be used in a quilt which will be given to a needy family.

Those present at the meeting were Mesdames: C. C. Bowman, S. A. Edwards, Ray Hershey, A. S. Higgins, Roy Wagner, O. R. Russell, Lynn Powelson, Charles Green, Owen Neal, Misses Lucille Park, Wilma Higgins, Ira Jean Ricketts, and the hostess.

## PIONEER STUDY CLUB HAS CALLED MEETING

Members of the Pioneer Study Club met in a called meeting Tuesday afternoon at the home of Mrs. H. D. Reed. Mrs. Reed, president, presided over the business session when programs and year books were discussed.

Plans were made for the coming year's work and club interests in general were discussed. The club year will open with a luncheon in September.

## LITTLE MISS CAREN CONKLIN CELEBRATES FIFTH BIRTHDAY

Three little girls were present to help little Miss Caren Conklin celebrate her fifth birthday at the home of her parents, Mr. and Mrs. Lee Conklin, Monday afternoon. Birthday packages were presented the honoree. Unable to come but sending gifts were: Mrs. J. H. Wilson, A. H. Owen and Miss Dot Owen. After enjoying the shower of gifts, the four happy youngsters played such old-fashioned games as "Find the button," "Pussy wants a room," "Hide and Seek," and others.

Ice cream and a lovely white birthday cake topped with five red candles were served to Wanda Mae Crawford, Mary Nell Casse, Doris Jean Hastings and Caren Conklin, the honoree.

## DOROTHY HARRIS AND DEE BROWN MARRIED

Miss Dorothy Harris and Mr. Dee Brown were united in marriage in a quiet ceremony at the Baptist parsonage in Texico, on Sunday, August 15. Rev. W. F. North, pastor read the simple and impressive marriage rites. Mrs. Brown is the daughter of Mr. and Mrs. W. G. Harris of Summerfield and a graduate of W. T. S. T. C. She has been teaching for the past three years in the Oklahoma Lane high school.

Mr. Brown is the son of E. C. Brown of Oklahoma Lane and graduated from high school there. After a short wedding trip and a visit with her parents at Summerfield the couple will make their home in the Oklahoma Lane community where she will continue her work as teacher in the public school.

## Bellview News

MRS. R. H. JOHNSTON C. W. Edwards is improving his home. He has put on a new roof, built another porch, a front porch, and a new floor and cabinet.

Loy Lobban and family visited his sister, Mrs. Dallas Johnston the past week. Mr. Lobban formerly lived here, coming to this community as a small boy in 1906. He now lives in California.

Mr. and Mrs. Perry Cogdell of Turkey visited relatives here this week.

## Raises White Leghorn Chickens



Press Dyer is shown above in front of a modern chicken house on his place eight miles southeast of Hereford. Mr. Dyer was one of the first men in this section to realize the possibilities of raising chickens on an extensive and scientific scale.

Mrs. Bonnie Ridley, Hellen Trapp and their brother, Ernest, who is visiting here from Washington, D. C. left Sunday for Dallas where they will visit the Centennial.

Mrs. Tommie Burnett is home again after a major operation at the Clovis Hospital. R. H. Johnston and family, and Bennie Messenger visited in the

vis Sunday afternoon. Mr. and Mrs. W. W. Lacey and family left the last of the week for a visit in Central Texas and the Centennial.

Grandpa Cogdell and daughter, Mrs. Tom Gray of Poswell, visited relatives here the past week. Mr. and Mrs. Julian Caton, former teachers in the school here, visited relatives over the week-end.

J. D. Reese returned Sunday to Amarillo after a week's visit here with his grandparents. Mrs. Grover Cogdell left Sunday to visit her daughter, Mrs. Mack Bainum at Hereford.

Mr. and Mrs. Dee Reese and daughter, Glenda, are on a vacation trip to Hot Springs. Another daughter, Betty Jean, remained with her grandparents.

A shower was given for Mrs. Grady Rogers, a recent bride, Monday afternoon. She and her husband were also honored with a party Monday evening at the home of her parents, where they are visiting. Mrs. Rogers was formerly Miss Lorene Stovall.

Mrs. J. E. Beyer accompanied Mr. and Mrs. F. T. Rolosen to Amarillo Tuesday.

## Dee Mitchell Now Teaches In Kansas

Dee Mitchell of Deerfield, Kans., arrived Monday to visit with his brother, J. C. Mitchell and family. Dee is now teaching school at Deerfield and will teach arithmetic during the coming term.

Dee lived in Hereford in 1927 and 1928, and while here worked in The Brand office. He assisted on the present edition Tuesday, Wednesday and Thursday. His mother and sister, Mrs. M. E. Woolf and Miss Elaine Woolf, have also been visiting with J. C. Mitchell here for several days; they expect to reside in Amarillo this year.

## ELECTRICITY IS MONEY AND TIME SAVER

Electricity cannot only bring greater comforts to the farmer but it can perform many of the heavier tasks so efficiently and cheaply that it saves both time and money.

### SURPRISE SALE

<b>FLOUR</b>	Packard's Best 48 Pound Sack	<b>\$1.59</b>
<b>COMPOUND</b>	Mrs. Tucker's 8 Lb. Carton	<b>89c</b>
<b>COFFEE</b>	Schillings 1-Pound Can	<b>23c</b>
	2-Pound Can	<b>45c</b>

P & G SOAP	5 Giant Bars	<b>19c</b>	PICKLES, Full Value, Sour or Dill, Qt. Jar	<b>15c</b>
CAMAY	Bar	<b>6c</b>	SOUP, Heinz, 3 Cans	<b>27c</b>
CHIPSO, Large Pkg.	Small Package	<b>8c</b>	DEVILLED SANDWICH Spread, Gebhardt's 2 Cans	<b>17c</b>
TEA, Lipton's, 1-4 Lb. Can	One-Half Lb. Can	<b>21c</b> <b>39c</b>	COCKTAIL SPREAD, Libby's, Can	<b>10c</b>
TOILET TISSUE	Charmin, 4 roll Box	<b>25c</b>	VIENNA SAUSAGE, Libby's, 2 Cans	<b>15c</b>
SHREDDED WHEAT	N.B.C. 12 oz. Package	<b>12c</b>	RIPE OLIVES, Libby's No. 1 Tall Can	<b>15c</b>
PEAS, Rosedale, No. 3 Size, 17 oz. can		<b>14c</b>	PICNIC SET, service for 6, large paper plates, paper spoons, small paper plates, paper table cloth, paper napkins, Pkg.	<b>10c</b>
CORN FLAKES, Miller's Package		<b>10c</b>	VINEGAR, Pure Older, Bulk	<b>19c</b>
MIXED VEGETABLES	Libby's, 17 oz. Can	<b>11c</b>	PRUNES, 50-60 size, 2 Lbs.	<b>15c</b>
SPINACH, Libby's, No. 2 can	No. 2 1-2 Can	<b>12c</b> <b>15c</b>	TOMATOES, No. 2 Can, 3 Cans	<b>19c</b>
DOG FOOD, Doyle's, Can		<b>5c</b>	PORK AND BEANS, Van Camp's, 16 oz. Can 3 For	<b>17c</b>
FLY SWATTERS, Wire or Celc, 2 For		<b>15c</b>	CANDY, All 5c Bars, 3 For	<b>10c</b>
FRUIT JAR LIDS, 3 Packages		<b>21c</b>	BAKING POWDER, Clabber Girl, 32 oz. Can	<b>21c</b>
FRUIT JAR CAPS, Package		<b>18c</b>	KETCHUP, Glen Valley, 14 oz. Bottle	<b>10c</b>
CORNED BEEF, Swift's, 12 oz. Can		<b>19c</b>		

CORN, Roxville, No. 2 Can, 3 for	<b>21c</b>
MILK, Rose Brand, 6 small or 3 large cans	<b>17c</b>
KARO, Light or Dark, No. 10 Can	<b>65c</b>
SARDINE, American-Oil 3 Cans	<b>10c</b>
SALAD DRESSING, Relish Spread, Bestyett, Qt. Jar	<b>27c</b>
Lemon, Lime Rickey Club Soda, Blatz	
GINGER ALE, 24 oz. Bottle, 2 bottles	<b>33c</b>
CRACKER JACKS 3 Packages	<b>10c</b>
SALMON, Pink No. 2 Tall Can, 2 cans	<b>23c</b>

With Each **\$2** Grocery Purchase

**10 POUNDS SUGAR 41c**

## Your New Fall Coat and what to wear with it?

Add the final fillip to your new fall coat with a chic little hat and a smart bag. Our NEW COATS are the loveliest ones, such a large assortment. Luxury furs on princess and pencil slims, or smartly tailored woolens. AND THE MOST ADORABLE BAGS in black and colors. So many styles from which to choose.

### New Fall Dresses

The every popular College Campus and Debbie, Jr. For the larger woman, BLOOMFIELD and MADAME RENAULD, in half sizes.

### House Dresses

The most attractive styles and colors. NEW SMOCKS AND HOUSE COATS have arrived, just what you have waited for.

USE OUR LAY-AWAY PLAN FOR SELECTIONS NOW

## Popular Store Dress Shop

"The Guide To Fashion"

Prices Good Only Friday and Saturday

## GARDEN FRESH VEGETABLES

SPUDS	10 Pounds	<b>12 1/2c</b>
Concord Grapes	Arkansas 10 Lb. Baskets	<b>29c</b>
Watermelons	Your Choice Each	<b>25c</b>
LEMONS	Large Size Dozen	<b>29c</b>
BANANAS	Per Dozen	<b>10c</b>

## CIGARETTES

Old Golds, Chesterfields, Camels, Lucky Strikes, 2 Pkgs. Carton **\$1.44**

GRAPE JUICE	Welch's Pint Bottle	<b>23c</b>
PEACHES	Southshore Chop. No. 10 can	<b>37c</b>

## QUALITY MEATS

SHORTENING, Swift's Jewel, 2 Lbs.	<b>25c</b>
CHEESE, Long Horn, Pound	<b>19c</b>
STEAK, Baby Beef, Pound	<b>15c</b>
ROAST, Chuck, Pound	<b>15c</b>
HOT BARBECUE, Pound	<b>15c</b>
BACON, Slab, Pound	<b>29c</b>

## FRYERS — HENS — FISH

TOMATO JUICE	Libby's 14 oz. can, 3 for	<b>19c</b>
PRUNES	No. 10 Can	<b>31c</b>

Prices Good Friday, Saturday and Monday

# FURR FOOD

We Reserve The Right To Limit Quantities



### Hudson Talks Before Lions Club Wednesday

G. M. Hudson, high school principal, was the speaker at the Lions club luncheon Wednesday. He reviewed new courses which will be added to the school this year, including a larger scope of commercial arts, home economics for boys, and vocational guidance courses.

Mr. Hudson also predicted an increased enrollment for the local schools during the ensuing term, and said that the school will offer one of the best programs in its history.

### Adrian School

(Continued From Page 1, Sec. 1)

The faculty is composed of the following named teachers:

**Has Good Faculty**

Mrs. Irene Brown (formerly Irene Bourland) primary teach-

er. Mrs. Brown received her B. S. degree in education from West Texas State Teachers College. She has had 12 years of teaching experience, and is entering her fourth year of service in the Adrian school.

Miss Irene Ripley, holds an A. B. degree from Baylor University. She has a major in intermediate education, and is entering her third year of service in the Adrian school.

Mrs. Edith Levi will teach the fifth and sixth grades. She has a B. S. degree in education from West Texas State Teachers College and has had six years experience in the elementary grades.

J. C. Baker, Jr., will teach high school English. He has an A. B. degree from West Texas. This will be his first year of service at Adrian.

Miss Virginia King, who holds a B. S. degree from West Texas, will teach commercial work and music. She has had seven years of experience.

Miss Lora Fay Clemons will teach Science and Social Science. She has had ten years of experience, and is entering her second

year of work in the Adrian school. She holds an A. B. degree from Central Teachers College, Edmond, Okla.

Geo. A. Syms is superintendent of the school and is entering his ninth year of service. He is a graduate of Loelede High School, Loedle, Mo., and of William Jewell College of Liberty, Mo. He was awarded his Master's degree from Colorado State College of Education, Greeley, Colo.

### Dedication

(Continued From Page 1, Sec. 1)

Address of Appreciation, John P. Slaton.

Address in behalf Highway Department, J. W. Van London, division highway chairman of Amarillo.

**Expect Delegations**

Delegations from Amarillo, Canyon and all intervening towns, which will be served by the highway, have been invited to take part in the celebration, and have written acceptances. Delegations are expected from each of the towns.

John Patton, Lions Club pres-

### Some Friend Would Enjoy This Paper

Due to valuable information which it contains, most farmers will want to keep this edition for future reference. The Brand suggests, however, that when persons in town have finished with their Irrigation Edition they mail it to some friend or relative.

Circulating over the shallow-water district, the edition will have a wide range of readers. A shortage on copies of this paper is foreseen and your co-operation in mailing your own paper will be of general benefit to the entire community.

dent, has asked that all business firms in Hereford close at 4 o'clock Monday afternoon in order to take part in the celebration. Details and plans for the event have been worked up by Mr. Foster, who contacted neighboring towns and worked in connection with the chamber of commerce and the county to put the celebration over.

Surface work on Highway 60 was almost finished this week, except for the scraping of shoulders at a few points. Plans at this time are to keep the highway permanently opened. In addition to the seven miles of surface placed on the west, Highway 60 has been surfaced through Deaf Smith County to the Randall County line, where it connects with surfaced road leading into Amarillo, and there with a network of federal and state highways, which are among the best in the nation, and which give connections from coasts to coast.

"Every man, woman and child in this territory is invited to take part in the celebration," Mr. Foster said. "We expect to make a big event of the celebration and want as many automobiles as possible to make the trip out west of town. Jack Rose is chairman of this particular part of the celebration and can give you complete details."

Ralph Smith, director, asked all members of the high school band to be at the court house by 4 o'clock Monday, and to be in full uniform.

### Edition First

(Continued From Page 1, Sec. 1)

pictures and engravings in the edition cost The Brand approximately \$250. Actually, without benefit of advertising revenue, the Irrigation-Rural Electrification Edition would have to sell for \$1.00 a copy to be a profitable business enterprise. However, The Brand brings you this edition as a part of the 52 issues for which you subscribed.

As suggested another place in this paper, farmers will want to file and keep the edition. After you finish with your copy, if you live in town and do not plan to keep it, The Brand suggests that you mail it to some friend or relative; it will be appreciated and will do much to advertise the country.

### Plan Sugar

(Continued From Page 1, Sec. 1)

"It is my understanding that the company will furnish seed for experimental use," he said. "At the meeting we should make arrangements for such a test and for seed. If we can contract around 1,000 acres to be planted in sugar beets here, we can likely get the company to buy them at a reasonable price, then if the sugar content and yields are sufficient I believe that they will consider the erection of a factory here."

**Would Give Market**

"No company is going to blindly build a million dollar sugar factory. By growing such a crop next season, it seems that they would be in a position to know the type of beets they might expect in this area. It will not only make the test properly, but will also furnish a market on the 1,000 acres during the coming season."

Mr. Hennen was highly optimistic over the possibilities of the plant, and has received numerous bulletins and literature regarding the cultivation of beets from the company.

Previous estimates have placed an annual income of from \$100 to \$125 a month from an acre of sugar beets, and scores of irrigation farmers in this section are inquiring daily as to development toward securing the factory.

"Provided a large test acreage is secured here, the company will assist in and supervise cultivation of the crop," Mr. Hennen said.

### Union Services

(Continued From Page 1, Sec. 1)

Church recently discontinued the service, following the arrival of their new pastor, Rev. W. E. Barnes.

Rev. J. C. Thorns, Rev. H. M. Redford and Rev. Willett have, in turn, delivered sermons during the meeting. The union services have attracted wide attention during the past three months and a record attendance is expected at the closing meeting Sunday night.

### Old Clothing Is Sought Here For Boys And Girls

Do you have old clothes or shoes that you no longer need? With the opening of school close at hand, Mrs. Daltha Bradly, WPA administrator of this county, said today that there is an urgent need for clothing and shoes for boys and girls, especially

shoes. The coming of winter months will also create a need for women's coats.

"If you have old clothing of any kind, do not throw it away," she said. "It will make some boy, girl or adult, warm and happy. It will cost you nothing to contribute discarded clothing."

Mrs. Bradly said persons with old clothing might bring it to the WPA office on the ground floor of the court house—or if they would telephone 235, she would be glad to call for the items at their homes.

**Good Things to Eat at BARGAIN PRICES**

### Brooms 19c

A Good One

- SOUP, Cross and Blackwells, 2 can --- 25c
- SYRUP, White Swan, No. 10 Can --- 59c
- CRACKERS, 2 Lb. Box --- 17c
- CAKES, Tango Creams, Lb. Pkg. --- 19c
- TEA, Bright & Early with tea glass --- 15c
- SOAP, P & G, 5 Bars --- 19c
- SARDINES, Tall Can, 3 Cans --- 25c
- SALAD DRESSING, Quart, Jar --- 25c
- JELLO, All Flavors, Each --- 5c
- CORN, White Swan, No. 2 Can --- 12c
- PEAS, Brimfull, No. 2 Can, 2 for --- 25c
- DOG FOOD, Scottie, Can --- 5c
- JAR LIDS, Crown, Regular, 3 For --- 23c
- VANILLA EXTRACT, 8 Oz. Bottle --- 15c
- SOAP FLAKES, Balloon, 5 Lb. Box --- 36c
- BEANS, Green, No. 2 Can 3 for --- 25c
- PINEAPPLE JUICE, No. 5 Size --- 32c
- SNOWDRIFT, 6 Lb. can --- \$1.00 3 Lb. can --- 57c
- TUNA, Can --- 14c
- MARSHMALLOWS, Lb. pkg. --- 15c 8 oz pkg --- 8c
- PICKLES, Sour, 25 oz. bottle --- 15c
- PEARS, No. 2 1-2 Can --- 14c
- PEANUT BUTTER, 24 oz. Jar --- 25c
- COFFEE, Folgers, 4 Lb. can --- 55c 1 lb. can --- 29c
- TIOLET TISSUE Ft. Howard, 1 roll free with 3 rolls for --- 25c

**CANDY**  
ALL 5c BARS, 3 FOR 10c

**OXYDOL**  
MEDIUM SIZE  
2lc

**BLACKBERRIES**  
300 SIZE CAN  
9c

**FLOUR**  
**PACKARD'S**  
**SEAFOAM**  
**48 POUND SACK**  
**\$1.37**  
**A Home Product**

### FRESH FRUITS and VEGETABLES

- ONIONS, Pound --- 4c
- LEMONS, Dozen --- 25c
- GRAPES, California Tokays, 2 lbs. --- 25c
- SPUDS, 10 Pounds --- 15c
- ORANGES, 288 Size, dozen --- 25c
- CABBAGE, Pound --- 3 1/2c

**PIGGLY WIGGLY**  
ALL OVER THE WORLD

**STAR**  
COOL COMFORT  
Thursday-Friday  
Step Right Up Folks  
Today is your birthday... here's your future in a nut shell!

**Joe E. Brown**  
From the square circle to the Zodiac and back again  
**WHEN'S YOUR BIRTHDAY**  
with MARIAN MARSH FRED KEATINGE EDGAR KENNEDY

A Day At Santa Anita

A Natural Color-tone... Review

**STAR**  
SUNDAY - MONDAY  
ALWAYS COOL AND COMFORTABLE  
Midnight Preview Saturday Night.  
Refreshing As An April Shower... Exciting As A Fire...

**LOOK WHO'S HERE ON ROLLER SKATES!**  
The queen and king of song and swing... head over heels in rhythm!

**Fred ASTAIRE**  
**Ginger ROGERS**  
Shall We Dance

Edward Everett Horton, Eric Blore, Jerome Cowan, Ketti Gallien, William Brisbane, Harriet Hoctor

PLUS COLOR CARTOON  
MODERN INVENTIONS  
PARAMOUNT NEWS

**RANGE WAR...**  
Exiled by his friends... Framed by his enemies... this trouble-shooting serendipitous son of the saddle gives you another rousing adventure of the glorious west!

**LOVE and LIFE at STAKE!**  
Rustlers and Ranchers... **Gene Aubrey** **Wendelin Krid**  
**FROM PINE RIDGE**  
Smiley BURNETTE Betty BRONSON PLUS  
Cartoon **Porky's Bad** Time Story

**TUESDAY**  
Two For One Night  
Clip your calendar coupons... good after 6 p. m.

**13 WERE ALIVE WHEN THE LIGHTS WENT OUT**  
The screen mystery that defied solution!  
Entertainment Plus

**The 13th CHAIR**  
Dana May Whitty Madge Evans Lewis Stone Elissa Landi Thomas Beck Henry Daniell Janet Beecher Ralph Forbes

**WEDNESDAY**  
*The Clock Stops*  
Ticking... Your heart stops beating... When Kay Francis is in the arms of Errol Flynn.

**KAY FRANCIS ERROL FLYNN**  
**'ANOTHER DAWN'**  
A Warner Bros. 1st Nat. Picture

**Congratulations to Hereford and Deaf Smith County on their Rural Electrification and Irrigation Expansion**



SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 2  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

FIVE CENTS PER COPY

## Plains Irrigation Belt Discovered At Hereford

### Kafir Yields 114 Bushels To Acre

### Tomatoes Yield 4,000 Pounds On One-Fifth Acre.

### HENRY ALLMON SUCCESSFUL IRRIGATION FARM MANAGER

If you want to know how tomatoes will produce in Deaf Smith county just ask Henry Allmon, who lives 10 miles south of Hereford.

Last year Mr. Allmon had one-fifth of an acre in tomatoes—and gathered 4,000 pounds of ripe tomatoes. He also estimated that 10 bushels of green tomatoes were on the vines when the freeze came.

Had No Market. His only objection to growing tomatoes, and a worthwhile one it is, lies in the fact that he had no market for either the ripe or green tomatoes.

Mr. Allmon says that he would most certainly be interested in growing more tomatoes and other truck vegetables, provided he could get a market near home. May be a canning plant would solve the problem, he isn't sure, but if the market is provided he says he will definitely do some truck farming.

### Feeds Row Stuff.

At the present time the principal crops grown by Mr. Allmon are wheat, barley, corn, grain sorghums and alfalfa. He has 70 acres in wheat this year, and reports an average yield of 25 bushels to the acre in past years. He reports best results on other crops from feeding row crops to hogs and alfalfa to milk cows. However, he says that he feeds his stock in accordance with market and current prices. For this same reason he favors several irrigated crops each year.

Mr. Allmon drilled his present 20 foot well in April, 1936, and uses an Amarillo Johnson pump with a P. A. 50 International motor for power. He pumps about 50 gallons a minute at operation at approximately 15 cents an hour, using natural gas as a fuel.

### Parker Makes 40 Bushels On Irrigated Maize

Three years of irrigation experience have led George Parker, here and one-half miles east of Hereford, to favor two crops, alfalfa and barley—which he feeds to hogs, chickens and cows. However, he raised 70 acres of irrigated wheat this year.

Pumping 1,000 gallons a minute, Mr. Parker boasts one of the best wells in the county at a cost of only \$398.00. The well is 110 feet deep and is equipped with a Layne and Bowler pump, using a Allis-Chalmers tractor for power.

He hopes to reduce his operating cost by a large margin by using natural gas as fuel next season and believes that it will cost him around 20 cents an hour.

Mr. Parker says he will not attempt truck gardening here, and he dislikes to be an experimenter in growing potatoes. He has been irrigating for three years and the first year he irrigated 10 acres of potatoes—getting a yield of only 120 bushels. The second year he irrigated 15 acres of alfalfa and made 35 bushels to the acre. He also planted 12 acres of maize and made 40 bushels to the acre.

### ALTON FRASER NOW HAS 500 ACRES UNDER IRRIGATION

A yield of 114 bushels of kafir corn to the acre was made last year by Alton Fraser on his place 10 miles west of Hereford.

Mr. Fraser believes, however, if a local market could be established that truck farming would become a most profitable source of income to this community.

He has been irrigating for three years and reports successful yields on wheat, grain sorghums and truck vegetables during the time. Despite his success along other lines, he still advocates trucking and is one of the many irrigation men who believe that a canning factory would be of great value to the community.

### Waters 500 Acres.

He is now irrigating 500 acres of land and reported a yield of 22 bushels to the acre on wheat last season. He irrigated 150 acres of wheat this year.

Although he feeds out some of his crops to livestock, he believes that during recent years it might have been more profitable to have marketed them direct, this situation naturally depending upon the prices on both commodities, he says.

Row crops and alfalfa, he has found to be unusually good for feeding—and adds that they have also proved good money crops for him.

As a progressive grain and petroleum dealer, Mr. Fraser has studied the irrigation field and developments extensively and foresees a great future for this section when irrigation is properly developed.

### Favors Several Crops.

"I endorse the growth of several crops rather than one," he says, "due to the different hazards and market conditions. The rotation of crops also results in a more productive yield and gives protection to land."

On his place, Mr. Fraser operates two wells, both of which are unusually large. The first was dug in 1918 and is 130 feet deep. It is equipped with a Lane-Mower pump and semi-diesel power. The second well he completed a few weeks ago. This well is also 130 feet deep, and is equipped with a Fairbanks-Morse pump and uses a gasoline engine for power. The first well turns out 1,500 gallons a minute at an approximate cost of 50 cents an hour, while the second pumps 1,800 gallons at an approximate cost of 60 cents an hour.

### Gilbreath Wheat Runs 18 Bushels

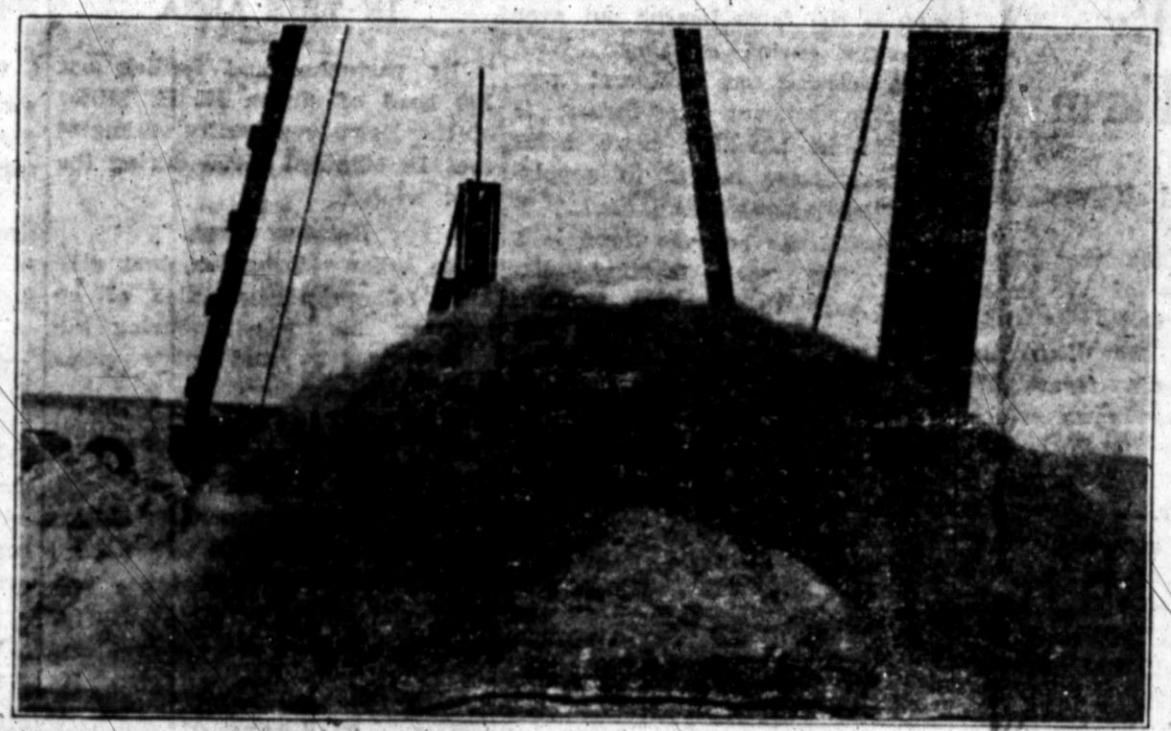
Digging his well in June, 1936, Jeff Gilbreath has irrigated during the past year, and this spring cut 18 bushels an acre on his 200 acre tract of wheat, despite loss from rust. He is located three miles west of town, has a well 166 feet deep, a Johnston pump and uses an International 50 horsepower engine. He gets 900 gallons to the minute at an estimated cost of 33 cents an hour.

He has 300 acres under irrigation with 200 in wheat. Like most other successful irrigation men, he believes in feeding out his row stuff and has found alfalfa and grain sorghums to be an excellent crop for irrigation in this section.

Ten thousand persons died in one day of bubonic plague in Constantinople.

### "Daddy of Irrigation" Gets Good Yields

D. L. McDonald Proves Value Of Irrigation With Exceptional Yields On Wheat, Sugar Beets, Grain Sorghums, Alfalfa, Corn and Other Crops.



Not satisfied with discovering the tremendous underground supply of water for the Texas Plains' D. L. McDonald also tapped the vast ocean and installed the first wells, as shown on the left; this 1,250 gallon-a-minute well, on the McDonald Farms north of town, has been in constant use since 1911 and still irrigates the McDonald place which is now under the management of his son, John McDonald. The next two pictures disclose examples of cotton grown in this section, while the fourth photograph shows hogs grazing. Livestock pays an important part in the McDonald all-around farming program as may be surmized from the huge 220-ton silo which can be seen in the background of most of the photographs included in this group.

Dropping to the fifth row of pictures we see on the left an irrigated corn field on the McDonald farm; the picture was taken several years ago, and the man on the extreme right is D. L. McDonald, "the Daddy of Plains Irrigation." The bottom picture is today a typical one in the Deaf Smith territory. From the wheat shown in this picture, McDonald harvested a yield of 35 bushels to the acre. His yields have consistently been high down through the years, and he is considered an exceptional farmer as well as a capable irrigation engineer.

### D. L. McDonald Sunk First Well In March, 1910

### "DADDY OF IRRIGATION" DRILLED WELLS FOR EARLY SETTLERS

Certainly no irrigation edition in Hereford, or in the shallow-water belt, would be complete without a summary of the activities of D. L. McDonald—the man who discovered the "wonderflow of shallow water" and was the first to tap and use it.

According to the files of The Hereford Brand, he made the discovery in March, 1910. McDonald came to Hereford in 1908 from Ohio, and has been active in boosting the resources and advantages of the Panhandle since.

### Pumped 1,000 Gallons

Shortly after coming to Hereford he began farming, which later led to a successful attempt at irrigation. His famous McDonald No. 1 well, located approximately one mile north of town on the present S. B. Walker place, had a total depth of 133 feet, while the depth of water was 28 feet. The well pumped 1,000 gallons a minute.

The discovery well was soon followed by two more wells: No. 2 was 263 feet deep, depth of water 48 feet, water bearing formation 208 feet; capacity 1,000 gallons per minute. Specifications on McDonald's No. 3 well follows: total depth, 213 feet; depth of water, 47 feet, and the water bearing formation was 144 feet. This well pumped 1,200 gallons per minute.

### Others Followed

The Hereford Brand, July 5, 1912, disclosed that several other progressive men were quick to follow in the steps of McDonald. Among the wells at this time was A. W. Gregg's well, total depth 190 feet; depth to water 50 feet, water bearing formation 140 feet, capacity 1,200 gallons per minute.

E. Renfro's well, total depth 170 feet, depth to water 58 feet, water bearing formation 112 feet, capacity 1,200 gallons per minute. Gough's well, Hillcrest Farm, total depth 196 feet, depth to water 71 feet, water bearing formation 125 feet, capacity 1,000 gallons per minute.

Morgan and Clammer's well, total depth 180 feet, depth to water 47 feet, water bearing formation 113 feet, capacity 1,350 gallons. Jim Robinson's well, total depth 104 feet, depth to water 52 feet, water bearing formation 112 feet, capacity 1,200 gallons per minute.

### Wells Were Large

All of these wells are the result of some very expensive experimentation," The Brand explained. "The drilling of the well itself is no small undertaking. All of them are put down with a rotary drill, making a hole 26 inches in diameter to the full depth. Perforated casing of the shutter type, 24 inches in diameter, is placed in the water bearing stratum, allowing as large inflow as possible. The machinery, engine and pump is enclosed in a well constructed house and the flow is carried to the main ditches from the pump in concrete boxed flumes. A large derrick stands over each well to be used in drawing the pump in case of accidents.

"All of these wells are equipped with the Layne-Bowler piston pump. The first three have Fairbanks-Morse engines and the others have the Bessemer Oil engine. The H. P. of these engines vary from 40 to 70 depending upon the lift and capacity. The statement as to the number of gallons per minute for each well has been accurately checked and correctly stated, and each well will show the amount of water claimed over a (Continued on page 4, Sec. 2)



# Keffer Boosts Annual Income By Feeding Out Farm Crops

## Well Is Used Entire Year By Local Farmer

### IRRIGATION EQUIPMENT EXPECTED TO PAY DIVIDENDS

The growing of different crops in the beds of successful irrigation farming, according to Chas. H. Keffer, who is also a strong believer in feeding out livestock for greater returns on irrigated yields.

Mr. Keffer dug a 140-foot well on his place, four miles northwest of Hereford, in May, 1936, and is now operating with a Byron Jackson Type K, pump, powered with a DeSoto gasoline motor. He pumps around 900 gallons a minute and estimates his cost at 40 cents an hour, not including depreciation.

#### Flowers Field Crops.

He has 200 acres of land under irrigation at the present time and raises ordinary field crops adapted to this section, along with a generous amount of alfalfa.

"These crops can be consumed right on the farm, except wheat," he explained, "and wheat can be irrigated without interference as to the other crops—giving a more continuous use of the well throughout the year."

#### Potato Crop Failed.

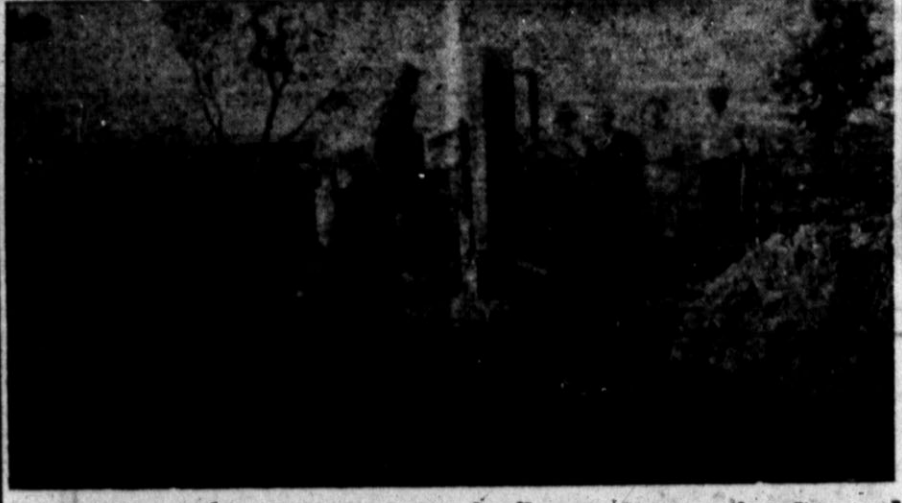
Mr. Keffer tried irrigating potatoes once, but reported a very poor yield and has not since tried the crop.

Perhaps it may have been due to inexperience that he is not interested in growing vegetables as a money crop. Anyway, he reports that he would rather stick with his present crops, which are doing well. However, he says truck farming might pay well if a good market existed close to the producer, but since very few farmers in this area have had much experience in raising vegetables on a large scale he believes they should go into truck farming by degrees—if at all.

#### Good Feeding Country.

Like many other experienced irrigation men in this section, Mr. Keffer feels that this country is naturally acclimated and adapted to the feeding out of livestock, and in that field he foresees the greatest possible development of the country through the use of extensive irrigation.

## Recent Irrigation Well



Members of the G. H. Whitaker family are shown gathered around the irrigation well which was completed on the Reinauer farm south of Hereford in 1936.

## Fair Cotton Yields Reported By G. H. Whitaker On Reinauer Farm

G. H. Whitaker, who operates the Reinauer Bros. farm south of town, reports exceptionally fine yields on irrigated maize and cotton.

He planted 80 acres of maize June 18-19, 1936, and made 1500 bushels from the plot—after the ducks had eaten about 500 bushels before threshing. From 80 acres of kafir planted June 20-21 he reported a yield of 30,000 bundles.

Mr. Whitaker planted 20 acres of cotton June 17 and averaged about one-half bale to the acre. Although not an amazing yield, he considered it to be unusually good because no rain fell on the

"Row crops and alfalfa should be irrigated and fed to livestock on the farm to secure best returns," he stated. "With present prices of livestock the farmer should realize from 80 cents to \$1.00 per bushel on his grain, which is about twice its market value in ordinary years."

Experience has shown Mr. Keffer greatest returns from several different crops on his irrigated land.

"Ordinarily several crops can be arranged so that they will need to be irrigated at different periods, giving more even water logue throughout the year and enabling the greatest possible utilization of the investment in the irrigating plant."

Mr. Keffer realizes, as most

cotton at all and it was only irrigated one time.

One row of cotton was planted along the side of the main irrigation ditch, and was just sub-irrigated from the ditch. He reported 800 pounds from this row. From 14 short rows, which he irrigated three times, he reported a yield of 1780 pounds.

Furthermore, Mr. Whitaker did not get his well completed until August 1, 1936. It is operated with a Peerless pump and uses a DeSoto engine as a means of power. He has a 200-foot well and although he was bothered with sand at first, he boasts one of the best wells in this section at the present time.

farmers who adopt irrigation will sooner or later come to realize, that his equipment is an investment which should pay dividends from time to time. He has carefully studied the various phases of irrigation, compared operating costs—and to sum up his theory, get different crops in order to best use the land, the well and the equipment.

In compliance with a concurrent resolution, adopted at the special session of the Legislature which recently adjourned, the Texas Planning Board has launched a study into the types of exhibits Texas should have at the World's Fair in New York and at the Golden Gate Exposition at San Francisco in 1939.

## Major Makes 30 Bushels On Watered Wheat

### OATS ALFALFA AND ROW CROPS AS SUITED TO THIS AREA

Although he does not have a well on his place, one mile south of here, Tracy F. Major this year secured water from a neighbor's pump to irrigate 60 acres of wheat. His yield was 30 bushels to the acre and he estimates that if he had been able to irrigate two weeks earlier the yield would have been materially increased.

For the irrigation farmer with a good well and reasonable amount of land, Mr. Major believes that he should certainly raise considerable alfalfa and row crops.

"They are both paying propositions, not a gamble," he says, and he strongly favors diversified crops because it distributes farming hazards—and at the same time spreads the farm income out over a longer period of time. With crops coming at different periods, he believes the farmer is enabled in handling more acres and can come nearer to supplying home necessities.

Although he believes there is a place for truck farming, Mr. Major says he does not favor a canning plant unless it can run on a cooperative basis. He bases this belief upon past experience along this line. He formerly operated a 90-acre farm in Wichita County, irrigating from Lake Kemp. The principal crops were cotton, oats, barley, wheat and sorghums. He tried truck farming also and says that he lost money, and could scarcely get the price of hauling the stuff to market. He believes it not practical with privately owned plants.

In this country, under present conditions, Mr. Major favors potatoes, alfalfa, grain sorghums and wheat as principal irrigation crops. He omits cotton from the list because he found it hard to irrigate without getting too much stalk, and producing a large crop of stalk which never matures. However, he believes if it is properly handled that it is a good bet.

Results of the Texas Planning Board's survey of the mineral resources of the state now fill 42 volumes.

Texas manufactured goods to the value of \$1,300,000,000 annually, according to the Texas Planning Board.

## Irrigated Garden Plot



The typical garden plot above shows the extent to which cabbage and other truck garden products may be grown in this section with the use of irrigation.

## Irrigated Crop Fed To Steers Nets \$1,000

### H. H. MILLER FAVORS WHEAT, ROW CROPS IN THIS AREA

By pasturing and feeding out 100 head of steers, H. H. Miller of the Dawn community estimates that he obtained \$1000 during the past winter.

#### Rotates Crops.

He believes irrigation, best utilized, follows the practice of irrigating his wheat during the winter months and other crops during the summer. He now has 300 acres of wheat under irrigation and is expecting a good yield. All told, he is watering 400 acres and is operating two wells on his place east of Dawn.

In August, 1936, he sank a 170-foot well which is operated with a Johnston four stage pump and a J. I. Case power unit. He

started his second pump March 15, 1937, but it was an old style and was badly worn. It failed about May 1, after he had covered 200 acres of wheat. Beneficial rains along in May gave him time to install a new pump and a 100 horsepower IHC motor. With the two wells in good condition he is now ready to water other crops this summer if the need arises.

#### Waters Native Grass.

With his No. 1 pump Mr. Miller watered 70 acres of native grass pasture and reports that it is responding nicely.

Starting his irrigation activities last August, Mr. Miller watered 120 acres of wheat land before planting. He used the wheat as a pasture during the winter—reporting the previous profit on steers—and now expects a good harvest from the wheat crop.

By grazing his wheat, he feels that he is practically getting two crops from the land—and this summer expects to plant other practical crops.

#### Irrigates 300 Acres.

With 300 acres of irrigated wheat for the coming harvest, he is

probably irrigating wheat more extensively than most other irrigation men in his section, but present prospects indicate that he will be well paid for his efforts. Like most other irrigators, Mr. Miller is strong for the idea of more than one crop—and the result of his work is being watched extensively.

Another interesting thing about Mr. Miller's second well is the fact that it is located in a shallow lake. The mouth of the well has been built up with concrete, and he believes the lake will recharge the well with water from time to time.

## Hancock Makes 25 Bushels On Wheat Here

"Don't put all your eggs in one basket," is M. C. Hancock's way of saying that he favors the practice of irrigating several crops each year.

His 180-foot well was dug in September, 1936, and he irrigated 200 acres of wheat this year, reporting a yield of 25 bushels to the acre. He plans to raise wheat, alfalfa, cotton and row crops.

Using Butane gas with his 1930 Buick engine, he reports a cost of 26 cents an hour and gets 900 gallons to the minute. He is one of the newer irrigation farmers in this area, and believes he will have a better story to tell next year.

The natural resources of Texas are only about five per cent developed, according to the Texas Planning Board's mineral resource committee, which is still engaged in surveying the underground resources of Texas.

:- Irrigation :-  
Hereford's "Ace in the hole"



:- Security :-  
Through Irrigation—The only Crop Insurance.

# Ready For Immediate Delivery IRRIGATION CASING At Money Saving Prices

We have a big supply of superior quality well casing, made especially for irrigation wells in the Shallow-Water area, and can save you money on your casing. Many successful irrigation farmers in Deaf Smith County are using our casing today . . . we will be glad to refer them to you. Why risk your entire investment on poor casing when we can sell you dependable casing at an even lower price than you would probably have to pay!

## Water STORAGE TANKS Gasoline In Any Size You Want!

For Details Write or Phone

# CITY MACHINE AND WELDING WORKS

1300 West 6th Street.

Telephone 2-1327

Amarillo, Texas

# Save every way with a CHEVROLET

Save on First Cost  
Save on Gas and Oil  
Save on Upkeep

CHEVROLET MOTOR DIVISION,  
General Motors Sales Corporation,  
DETROIT, MICHIGAN  
General Motors Installment Plan—  
monthly payments to suit your purse.



THE ONLY COMPLETE CAR - PRICED SO LOW

## BRUMLEY-WOODFORD MOTOR CO.

Hereford, Texas

. . . and enjoy better motoring too, in this smarter, more modern, more comfortable car



# Johnston Pumps "get the job done"

"Oceans of Water"  
... with less power

and a

**JOHNSTON  
TURBINE PUMP**

Better Results from

**Electric Motors and  
Gas Engines**

at less expense.

**Exceptional High Efficiency!**

*Our pumps are so constructed that they can be easily changed from mechanical power to electricity — when the Rural Electrification program becomes established in Deaf Smith County. This factor alone, makes the Johnston Turbine the practical pump for you to buy.*

*We advise you to think a long time before you buy your pump — because upon it alone depends the success of your irrigation project.*

Our Best  
Salesmen Are  
People Who Have  
Used

**JOHNSTON  
PUMPS**

**THREE QUESTIONS,  
Can You Answer Them:**  
Why do our patrons always give us the order for additional pumps?  
Why are our customers boosters for Johnston Pumps?  
Why do we get over 5 percent of the pump business where our pumps are in use?  
There's a reason. Find it before buying. Watch your business GROW. Yours for complete irrigation service.

Hereford Johnston Pump Co.,  
Wm. McGehee, Mgr.

- |                          |                                       |
|--------------------------|---------------------------------------|
| 1. W. A. (Bill) Hunter   | 30. J. E. Andrews                     |
| 2. J. C. Richardson      | 31. W. W. Adams                       |
| 3. Lester Galley         | 32. W. N. Hodges                      |
| 4. R. R. Jackson         | 33. H. B. Robbins                     |
| 5. Harry Kibbe           | 34. Lee Hopson                        |
| 6. Jeff Gilbreath        | 35. Frank Axe                         |
| 7. R. E. Underwood       | 36. O. G. Hill                        |
| 8. S. O. Wilson          | 37. T. J. Hawks                       |
| 9. W. A. Fisk, No. 1     | 38. H. C. Doak                        |
| 10. W. A. Fisk, No. 2    | 39. P. H. Dyer                        |
| 11. J. J. Perkins        | 40. V. C. Hodges                      |
| 12. Joe rorman           | 41. Mrs. Mattie Woolridge             |
| 13. Carl Luke            | 42. H. M. Benefield                   |
| 14. C. A. Wimberley      | 43. Dr. Joe W. Hendrix                |
| 15. Wm. Wimberley        | 44. Ernest L. Lippert                 |
| 16. Carl T. Wimberley    | 45. S. P. Rosson                      |
| 17. H. H. Miller         | 46. J. E. Manz                        |
| 18. E. C. Eubanks        | 47. Claud Ricketts                    |
| 19. J. F. Matthews       | 48. Dave Wallace                      |
| 20. J. T. Gilbreath, Jr. | 49. Ira Miller                        |
| 21. Mrs. Edna Bowe       | 50. A. J. Earp                        |
| 22. W. R. Matthews       | 51. Dr. Joe W. Hendrix No. 2          |
| 23. C. S. Gunter         | 52. Hunter Brothers                   |
| 24. O. E. Sherman        | 53. J. A. Hennon                      |
| 25. Morley C. Doss       | 54. J. E. Andrews No. 2               |
| 26. H. E. Ritch          | <b>Outside Hereford Territory:</b>    |
| 27. H. F. Benson         | 55. Pump in Santa Fe well,<br>Bovina. |
| 28. Louie Olson          | 56. M. L. McGehee, Wayside            |
| 29. E. W. Womble         | 57. W. L. McGehee, Vigo Park          |
- Numerous pump bowl assemblies on other makes of Turbine Pumps in the Panhandle.



The Answer to Your  
Irrigation Problem

is a  
**JOHNSTON  
TURBINE PUMP**

It is Now

**A Proven Product by  
Irrigation Farmers**

**In Deaf Smith County!**

*Do not take our word about the Johnston Turbine Pump. Ask someone who is now operating one. Without exception, the users of these pumps will tell you the same story of successful operation.*

*Made in the great irrigation districts of California, these pumps are designed to serve your needs. That is why they are proving so successful, and why we ask you to investigate them.*

**Practical :- Efficient :- Economical**

**JOHNSTON TURBINE PUMPS HAVE BEEN PROVEN FROM COAST-TO-COAST**

Farmers over the entire shallow-water belt are discarding obsolete methods — and installing the new Johnston Turbine Pump. Experience on the part of friends and neighbors has proven to them that it will take only a short time to pay for this equipment from the savings they are able to make in upkeep and operation cost.

Featuring built-in motors, the Johnston Turbine is demanding attention on every hand. If you are operating a well or if you are considering one, then you owe it to yourself to talk to some man who is using a Johnston Turbine. This remarkable pump also uses any type of power — with special belt attachment.

Johnston Turbine pumps are sold in Hereford by a 100 per cent home company. Wm. McGehee, local representative, probably knows more about irrigation and irrigating problems than any other man in Deaf Smith County today. Take your irrigation problems to him. Let him help you to work out the right plan for you. This will probably save you real money in the long run, and give you a well that will serve you without further trouble.

We are permanently located in Deaf Smith County, and are here to back up the goods we sell; to service our machinery and to help you with your irrigation work from time to time.

HEREFORD,  
TEXAS

**Wm. McGehee**

WESTERN NATIONAL  
BANK BUILDING

Representative of JOHNSTON PUMP COMPANY, 2324 E. 49th Street, Los Angeles Calif.



## J. B. Stoker Irrigates Three Years; Knows Little About It

**BELIEVES BEANS, WHEAT GRAIN SORGHUMS ARE BEST SUITED HERE**

Because wheat, beans and sorghum grains are adapted to this country, J. B. Stoker believes them to be the most practical crops in this immediate section. He has tried all three of the crops and has found them to be profitable to the producer.

"I have been irrigating in this country for three years, and know very little about it," he asserted, "but in watering wheat I find each good watering is worth about 10 bushels of wheat to the acre."

**Beans Net \$25 Acre.**  
Last year he tried pinto beans and reported about \$25.00 worth of beans to the acre. He had in 20 acres of beans. He also tried 10 acres of cane seed, reporting a return of \$30.00 to the acre.

This year he has 350 acres under irrigation, and 300 acres was planted to wheat. Although he has been irrigating only three years, the well was dug on his place, three miles east of here, in 1914; it is 150 feet deep and is equipped with a Layne and Bowler pump, using a Bessemer engine for power. He gets 1,200 gallons to the minute by government test and estimates a cost of 35 cents an hour for operation.

In suggesting wheat, beans and sorghums, Mr. Stoker says that he believes them to be better crops here because they require less labor and find a ready market.

"These crops, with a livestock program will win if properly conducted," he declared. He is strongly in favor of several different crops which will distribute labor over a period of time and help to avoid complete failure, at the same time giving protection against a low price on a single crop.

**Against Truck Farms.**  
Mr. Stoker expressed himself as being against truck farming in this section; for the same reason he also believes a canning factory would not be successful.

"I do not mean to speak disparagingly of our people," he said, "they are the finest ever, but a 10-acre truck patch requires more work in three months than the majority of these old cowhands put in on a section of land in 12 months. As long as you can't find a place to park your car on Main Street, this country won't develop into a truck area."

## D. L. McDonald

(Continued from page 1, Sec. 2)

standard wier.  
"These wells are located within a radius of 10 miles, the nearest only one mile from the court house in Hereford. Each of these wells will furnish enough water to properly irrigate from 160 to 200 acres of land."

**Secured Financial Aid**  
D. L. McDonald was not satisfied with merely discovering the shallow water flow for the Plains, but set to work in developing it. He went to Ohio and returning in October of 1911, set to work as a well contractor. According to The Hereford Brand, October 20, 1911, he proposed to dig the wells, install pumps and machinery — and had made arrangements to finance the wells.

The first well contracted by McDonald was the Baskin and Hester well on their 160-acre tract just east of town. The second contracted well was that of A. W. Gregg on his place two miles east of town. Each of the wells was to supply three feet of water to 160 acres during the crop season.

This experimenting in irrigation led to Friona's first irrigation well, which was installed by the Syndicate two and one-half miles east of the town. This well was sunk 450 feet, and was to be used chiefly for advertising purposes.

**Favored Sugar Beets**  
The present outcrop of interest in sugar beets and the possibility of a \$750,000 beet sugar factory in Hereford comes directly from McDonald's early experiments. He widely advocated the irrigation of alfalfa and of sugar beets.

"If the Hereford soil is not a beet growing soil, then there is no beet soil," W. H. Hawkins, manager of the land department of the Garden City Sugar and Land Company, said shortly after investigating the land in this area in October, 1911. McDonald was already growing beets at this time and began harvesting the crop in November, 1911.

**Texas' First Car Load**  
It was along in January, 1912, that D. L. McDonald shipped the first car load of sugar beets ever grown in Texas. He produced the beets on his farm northeast of here and irrigated the crop from his wells. They were shipped to the United States Sugar and Re-

fining Company at Garden City, Kansas, selling at \$4.00 a ton F. O. B., Hereford. The laboratory test showed 16.1 per cent sugar and 83.7 per cent purity — an excellent beet, according to the company. A yield of 25 tons per acre was predicted for succeeding years, and the establishment of a refinery in Hereford producers planned to use beet pulp for feeding stock.

In January, 1912, flax was also suggested as a practical crop for this section and attracted considerable interest.

**Gave Early Slogan**  
McDonald, who was rapidly making a name for himself in the irrigation world, suggested the following slogan, which was used to advertise the country at the Dallas fair: "We've Got the Water — Hereford!"

During these early years it can well be seen that The Brand was also a fore-runner in the development of irrigation. Editor A. C. Elliott, a capable man and an excellent journalist, gave excellent coverage and worked almost as consistently as McDonald. In February, 1912, Editor Elliott got into

a controversy with the Plainview Herald as to irrigation possibilities of the Plains. Apparently Editor Elliott was successful in downing all boasts offered by The Herald. He answered their boasts as follows:

**Brand Was Active**  
"Yes, the Hereford country is alright. It has more real irrigation wells than any other section of the Plains, and Hereford is willing to match Plainview in the number of wells. Name owners, please, and their actual flowing capacities (not of owners but of wells), the H-P of the engines and the pumping depths. This will show 'who's who and what's what.' Plainview is alright, too, but we've Got the Water and We Got It First."

Around February 15, 1912, E. R. Biggs let a contract with the Hereford Hardware Company for an irrigation well on his place 10 miles west of town. The 105 foot well guaranteed 1,400 gallons a minute.

**To Water 4,428 Acres**  
In March, 1912, Walker-Perkins began development of the Gregg School land for irrigating 4,428 ac-

res. This was one of the largest irrigation projects on the Plains and attracted wide attention. Four of these wells were completed July 25, 1912, ranging from 160 to 171 feet in depth and pumping from 1,200 to 1,600 gallons per minute.

It was along in October, 1912, that D. L. McDonald branched out of this immediate territory and drilled a well on the Flagg Ranch, six miles from the south line of Castro County. An abundance of water reported in this section.

In November, 1912, McDonald finished an 1,800 gallon well on the Long place for Albert Rush — the sixteenth well to be installed in this section.

**Baffled State Official**  
John L. Wortham, secretary of state, upon visiting Hereford saw one of the big water streams from a McDonald well. "Of course that big stream is hollow inside," he declared, "it certainly is not a solid stream." This remark generally amused local residents, who explained to Wortham's amazement that the wells pump such a stream day and night for long periods. Mr. McDonald worked untiring-

ly to promote irrigation on the Plains and especially in this section. At the present time he is located in Amarillo and drills large wells for oil companies, the Santa Fe and Rock Island railroads; he has also dug wells for many cities and municipalities in the Panhandle.

While Mr. McDonald now maintains his residence and office in Amarillo, he still retains his interests in the Hereford vicinity, and his son, John McDonald, is in active charge of the McDonald farm three miles north of town.

They farm a section of land, and are now irrigating 400 acres from three wells. Using electricity to power Peerless and Layne pumps, Mr. McDonald is still getting over 1,000 gallons from each of his wells.

**Gets Unusual Yields**  
Milo, kafir, alfalfa, barley, oats, wheat and livestock form the basis of his idea for a well rounded irrigation farm. His recent yields per acre are: 101 bushels of milo, 106 bushels of oats, 35 bushels of wheat, five tons of alfalfa, 15 tons of sugar beets; 20 tons of silage.

The silo on his place has a capacity of 250 tons.

For many years he has also been active as a breeder, and recently sent part of his Amarillo herd to Hereford after selling most of the stock. Believing this country best suited to grain sorghums, he has fed a large part of his irrigated crops to livestock.

When people in this section talk of irrigation they usually refer, before they finish, to McDonald and his activities; some of his amazing yields are also among the best ever produced here. He has become a definite part of the Plains irrigation, and it is safe to say that although McDonald discovered irrigation on the Plains — irrigation at the same time discovered its greatest friend, promoter and ally.

In removal of blood stains, soak the material in cold water until most of the coloring matter is dissolved, then wash in hot water. If the material is not washable, a thick paste of starch and water may be applied to the stain and then brushed away when dry.

# -- IRRIGATION --

## RURAL ELECTRIFICATION

BRINGS MORE OPPORTUNITY — MORE EFFICIENCY AND MORE COMFORT TO THE FARMERS OF THIS AREA

And We Heartily Congratulate Them On This Splendid Program Of Modernization!

We, the personnel and employees of this institution, were first introduced to the Hereford territory as a cattle section. Since that time we have seen it change to agriculture — perhaps for the better and perhaps for the worse — anyway, those engaged in agriculture who made a success were the men and women who practiced irrigation; always however, this section has been aggressive, always it has stood first in the Panhandle; in the cattle days, it raised and bred the finest Hereford cattle; today, it raises some of the finest wheat and grain sorghums in the world. As the first users of shallow-water irrigation on the Plains, Hereford is keeping stride with the times in being the first territory on the Plains to adapt and secure Rural Electrification lines.

This Institution  
Stands For Progress

We helped make the cattle industry possible and were among the first to help make possible agriculture in this area. The coming of REA lines we consider as a tribute—in our small assistance—for we have ever boosted electrification and practical irrigation! As builders who serve the Hereford territory we take genuine pride in congratulating the people of our community upon having secured the first REA project in the Texas Panhandle!



Capital  
**\$50,000**

Officers:

C. B. WILLIAMS,  
President.  
MILES ROBERSON,  
Vice President.  
C. C. ACKER,  
Cashier.  
EDGAR IRELAND, JR.,  
Assistant Cashier.

Directors:

C. B. WILLIAMS  
J. A. PITMAN  
E. S. IRELAND  
H. G. CONKWRIGHT  
MILES ROBERSON



**SMOOTH POWER**

Your car will run like the swish of a smooth golf stroke once you switch to this new liquid power, featured in both regular and high test grades. Get the habit of enjoying 100 percent performance with

**Texaco Gasoline**

the new, scientific, laboratory produced engine fuel that puts miles of extra distance and smooth operation in any car. But a coupon book today which gives you this better gas at a real economy. You'll like our better all around service, too, for keeping your car in tip top shape with a minimum cost.



**TESTED**  
Laboratory experts devised this new gasoline only after years of experimentation. It's right because it's tested.

**1907**

**1937**

**FIRST STATE BANK**  
HEREFORD, TEXAS

**Congratulations**  
DEAF SMITH COUNTY FARMERS  
On Your  
Rural Electrification and Irrigation Projects.

**MILBURN FILLING STATION**  
EMMETT MILBURN, Owner



# Zenith Leads Panhandle Area In Radio Sales

## Panhandle Is First In United States

### MODERN NEW RADIO SETS PACE IN AUTOMATIC TUNING, BEAUTY

While beauty is paramount in the new Zenith Radio for 1938, local and national dealers are not stressing this feature as the greatest achievement of the new modern radio set. The Zenith for 1938 stresses, more than all else, the efficiency and delicate tuning system, with which comes excellent comfort and the greatest radio reception it has ever offered.

George McConnell, dealer for Zenith radios in the Hereford territory, has stocked and sold a great number of these new sets for 1938. In first announcing them with the Zenith slogan, "A Year Ahead," he began stressing the convertible sets, which with a flick of the finger may be transformed from battery to electric sets. These sets, he felt, are most adaptable to this territory at the present time because they afford local residents an opportunity to enjoy the utmost in radio reception and achievement without forcing them to trade in their old sets as soon as rural electrification becomes available to farm homes in this section.

The new Zenith comes in all sizes and in a variation of power and performance. Mr. McConnell said. A complete line of the new 1938 sets are now on display in the local show rooms of the McConnell Company.

"Zenith is undoubtedly the greatest and most efficient radio which we have ever had the privilege of showing," George McConnell said. "We are anxious for you to see this marvelous new machine and to realize the possibilities which it offers. This especially means our famous convertible radio which with a flick of the finger can be converted from battery to electricity."

## Wiring Expert



To George McConnell, head of the McConnell Electric Company of this city, goes the distinction of having wired every electric irrigation well in Deaf Smith County. A thoroughly experienced electrician, Mr. McConnell has also wired many houses in Hereford during the past 12 years. He now operates a complete appliance company in connection with his wiring service.

## McConnell Has Wired Wells In This Territory

Square-D switches giving the utmost in service and protection for irrigation motors and machinery, are one of the featured lines at the McConnell Electric Company in Hereford.

George McConnell, one of the leading electricians of the Panhandle holds the distinction of having wired every electrically operated irrigation well in Deaf Smith County. During the past 12 years he has also wired many homes in Hereford.

A WANT AD WE'VE GET THAT FLOW!

## Leonard Has All Modern Features

The New Leonard Electric Refrigerator has swept the nation by storm, according to George McConnell local dealer, for one simple reason:

"Because it is made to operate efficiently on the least amount of electricity."

We hesitated a long time before we took the dealership for any refrigerator lines, Mr. McConnell declared. "We knew that the machine which we took must be one of the best made by modern machinery. There are lots of refrigerators, and it took us a long time to decide — then, we saw the new Leonard. Years of experience in the refrigeration business and years of repairing the many makes of machines had taught us the flaws and possible defects of each of them. As soon as we saw the modern, new Leonard our mind was made up."

"Truly, here was the refrigerator which we had always dreamed of; the refrigerator which we had always hoped for."

Today, the McConnell Electric Company — only three months after they started — stands at the top of the Leonard dealer list in the Panhandle. Today, the McConnell firm, which is reasonably new, is one of the leading electric firms of Hereford.

First, George McConnell says he

product — because he believes that when he is sold, it is a good product.

"Refrigeration and electricity is my business," George says; "I think that I know, it from A-to-Z, just as my customers and friends know farming. I am proud of the Leonard line and I am proud to recommend it to you, for I believe it is the one line that answers the service and efficiency of an elec-

tric refrigeration machine — and electric refrigeration is the one line that is the most popular in the world today."

Reversing the usual custom of presents for the bride, Miss Yoshiko Tokudaiji will distribute one and one-half million classical Japanese fans as her wedding present to the people of Kyoto. Printed on these fans will be a seventeen syllable Japanese poem written by

the bride elect who will marry County Kocho Otani, hereditary abbot of 13 million Buddhists, April 19. The two things that make husband and wife one in spirit are having a baby and having the same relatives.

**BONDED — LICENSED**

## ELECTRICIANS

To Wire  
... Your Home  
... Irrigation Plant

Rural Electrification will bring to farm homes of this section for the first time a modernized advancement in comfort.

When you are ready to have your home or irrigation plant wired — you naturally will want a bonded, licensed electrician to do the job for safety's sake.

Ask us for an estimate on your electrical wiring job! Our prices are reasonable and our work is guaranteed!

I have wired all the irrigation plants in this section, that have been wired to date.

### McConnell Electric Co.

Phone 759 ELECTRICIANS 303 N. Main St.

*All in lovely*  
**WHITE**

A brilliant combination of beautiful design with a gleaming white and chromium color plan — so unusual in a washer — so desirable in the modern home. See this new 1937 EASY with

**VACUUM CUP** Washing Action — gentlest, most uniform method since 1877.

**DUAL RELEASE** Washing — the safest wringer/bull.

**ALL FOR ONLY \$1.00 WEEKLY**

*New 1937*  
**EASY WASHER**  
McCONNELL ELECTRIC CO.  
Phone 759 Easy Washer Dealer 303 N. Main St.

## Rural Electrification News

*Read this Telegram*

WESTERN UNION

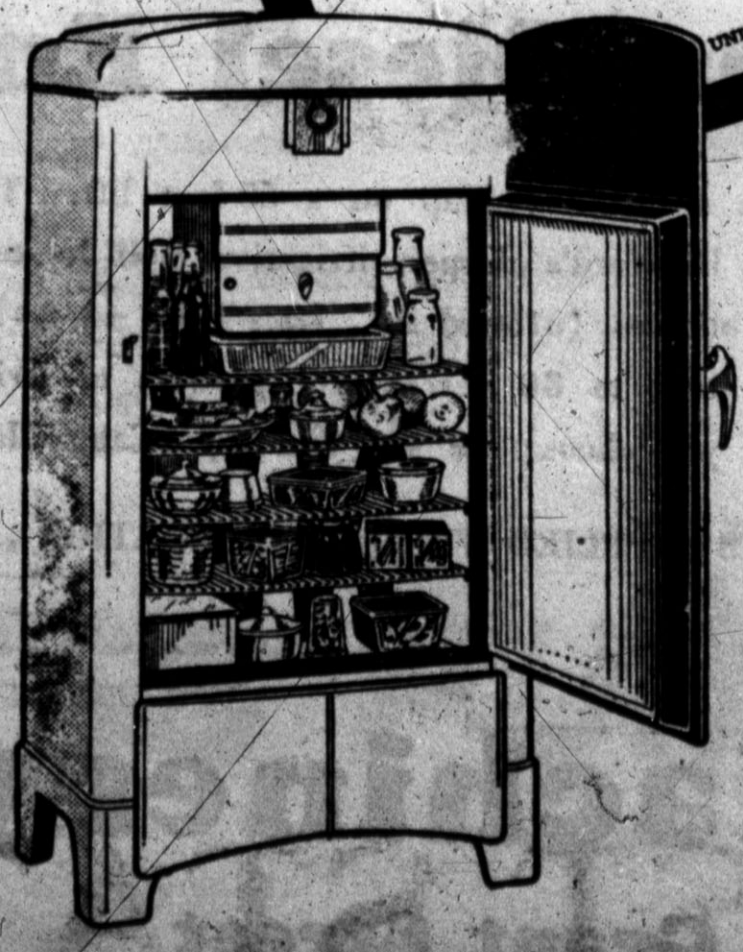
TO FARMERS AND FARM WIVES OF THE HEREFORD TERRITORY:

As you know, we sell Leonard Electric Master Dial Refrigerators. We are proud of them and stand behind them to the fullest extent. We congratulate each of you who are to become users of electric power. We know that you will be happier, more comfortable and more successful in your endeavors.

We ask that you investigate your appliances carefully before you buy. This is for your protection and means success for the future of your co-operative and local lines. We will be glad to assist you and to show you our modern, complete line at all times. But we ask you to buy the best, then you will be satisfied — and we believe that we will also be satisfied.

McCONNELL ELECTRIC CO.

**BIG 6 CU. FT. LEONARD**  
**\$182<sup>50</sup>**



## —And then—save money by getting YOUR LEONARD AT PRESENT LOW PRICES

We don't have to tell you that prices are going up. You see evidences of that in the rising cost of everything you buy—food, clothing, furnishing, rent.

The prices of the Leonard refrigerators in our store, however, are still down—largely because these refrigerators were built at a time when the factory costs were much lower than they are today.

### Demand For Leonards Will Soon Exhaust The Supply of These Low-Priced Refrigerators

Leonard sales in 1937 have broken all records—the Master Dial has appealed to every woman who has seen it as the most effective method of controlling her refrigerator to secure the lowest possible operation cost.

So don't delay. Come in now and make sure of getting your Leonard at the present low price. We cannot guarantee how much longer these prices can be maintained.

Only Leonard's Master Dial Gives You "User Control" For Economy. Leonard not only gives you every convenience feature — and the most completely usable refrigerator you ever saw — but through its exclusive Master Dial it gives you the greatest improvement of the year. Leonard is amazingly economical to operate. It allowed to operate automatically. But with the Master Dial — you can control its operation yourself so that daily and monthly costs are reduced still more. See this great refrigerator now. See its many values.

**McCONNELL ELECTRIC CO.**  
Phone 759 Leonard Dealer 303 N. Main St.

HIGH notes  
LOW notes  
BLUE notes  
All notes

**Does YOUR Radio Get Them?**

**\$74<sup>95</sup>**

Zeniths are famous for faithfully reproducing ALL tones throughout the scale. And these brilliant new 1938 models are simply phenomenal—thanks to over a score of year-ahead features including the Improved Personalized Adapter.

**ZENITH**  
NEW 1938  
LONG DISTANCE RADIO

**McConnell Electric Co.**  
Phone 759 Zenith Dealer 303 Main St.

ZENITH SHORT WAVE RECEIVERS OF 3 BANDS OR MORE ARE SOLD WITH ZENITH DOUBLET ANTENNA.



# Deaf Smith Hogs Top Market Twice For Irrigation Farmer.

## Galley Finds Irrigation Improves Land.

### PROGRESSIVE FARMER IS SOLD ON FEEDING OUT LIVESTOCK HERE

Lester Galley, known over this section for his outstanding success in raising hogs, is also an accomplished irrigation farmer. In fact, Mr. Galley attributes his success in the hog business chiefly to row crops made possible by irrigation.

Immediate cash returns from irrigated crops, either from direct sales or by feeding out stock, form the basis for general enthusiasm over irrigation and its possibilities. However, Mr. Galley looks at irrigation from an entirely different angle. Through irrigation, he predicts a gradual improvement rather than depletion of soils.

#### Improves Land.

"Lots of years after wheat is cut the straw blows off the field, but straw from irrigated crops is generally heavier and prevents excessive blowing," he said. "This straw remains on the ground to enrich the land."

Mr. Galley first noticed such deterioration of land in Iowa, where he lived many years.

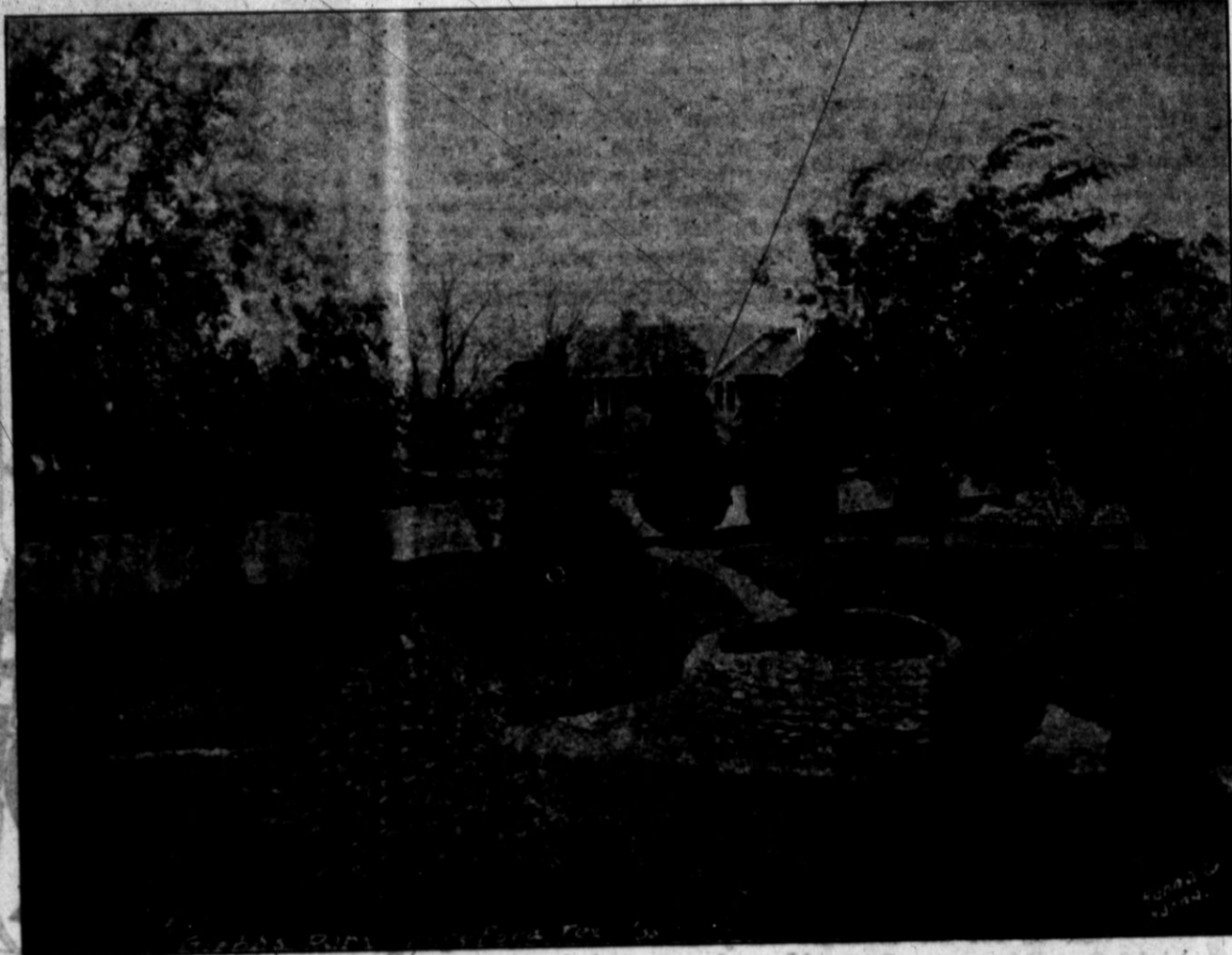
"You can actually go around in that country and point out the farmer who leaves his corn stalks on the ground," he declared. "It is blacker and richer looking, while the other land is thin and depleted."

Thought along the same lines was prompted Mr. Galley to feed out hogs and livestock. In addition to extra profits secured thru feeding out livestock, he also uses the manure as a ballast and fertilizer on his land.

#### Came Here In 1914.

Coming to Deaf Smith County from Iowa, Mr. Galley began irrigating in this area as early as 1914. Until recently he was in

## Beautiful Gregg Park In Hereford



Although irrigation is chiefly being developed in rural communities and with large pumps, it is also used to beautify Hereford. Gregg Park, shown above, is one of the seven beautiful parks in Hereford, and is made possible through an abundance of shallow water available to the City Water Department. The park was named for A. W. Gregg, who keeps it always trimmed and beautiful. Hereford, ever renowned for its beautiful lawns, yards and gardens, also extensively uses shallow water for irrigation in residential districts.

partnership with his father, C. P. Galley, now deceased. It was shortly after his arrival here that they began feeding out hogs, and gained a reputation for excellence along this line.

"You simply cannot fatten hogs on row crop stuff," they told him, but the Galleys came from a hog and corn country—and they had to be showed. A good yield from irrigated row crops gave them the start they wanted, and the rest is history. Twice their hogs topped the Kansas City markets. First in 1917, they topped the market by selling at 21 cents a

pound; again in 1919 they topped

the market, getting 24 cents a pound this time. And everyone described the hogs as "the prettiest I ever saw".

In 1919 Mr. Galley bought a half section of land 11 miles northeast of Hereford, and today he operates one of the model farms in this section.

#### Oats Look Good.

This year he has 250 acres under irrigation, 140 of the amount in wheat, 30 acres in oats—and they are looking fine—and the remaining 80 acres has been planted to row crops.

When it comes to what is the best crop to irrigate, Mr. Galley

will frankly tell you that he does not know. It depends a lot on the situation or set-up that a man faces, he says. But he does favor getting more than one crop off each plot each year. He irrigates wheat in the winter and row crops during the summer.

Last year Mr. Galley recorded a yield of 20 bushels to the acre on his irrigated wheat. However, he believes it was a good yield because the land was dry when he started out, and went without moisture until May.

Since he is located distantly from a trading point, he believes is all the more reason why he

should feed his products, out to livestock. He feeds a few head of cattle, hogs, dairy herds and chickens at all times.

#### Stock Pays More.

"It has always paid me more than marketing my crops direct," he declared. "I have always received enough to pay me for my labor and a little extra."

Feeding irrigated crops to his dairy herd is considered by Mr. Galley to be an unusually good source of income. He milks from 15 to 20 cows all through the year and reports an income of from \$1,000 to \$1,500 from the sale of cream. In addition to milk consumed by the family, and skim milk which he feeds to hogs.

A successful stock farmer, he says that he would not be interested in truck and vegetable farming by irrigation, but cites his reason as due to the fact that he is located 11 miles from town. Hauling truck or other commodities, he believes, would be an unnecessary expense as compared to feeding out livestock.

#### Has Modern Plant.

When Mr. Galley first started irrigating he used an old style pump with Bessemer power. He now has a modern Johnston pump which is operated with an Allis-Chalmers tractor motor with a V-8 belt drive. He dug his well in November, 1935, and it is 100 feet deep.

Irrigation, properly used, he believes, will do much toward making this section a more progressive, flourishing section.

#### BENEFIELD HAS EXCELLENT WELL

One of the new irrigation men in this section is H. M. Benefield, who lives near Hereford.

However, he has an exceptionally good well and expects to have a good report for next season. He dug the 180-foot well in June and has 40 acres under irrigation at the present time. His well is pumping 1,000 gallons to the minute with a Johnston pump, and he is using a Buick motor for power.

## Alfred May Has Irrigated For Past 12 Years

### TWENTY YEARS EXPERIENCE LEADS TO FEEDING STOCK

Twenty years experience as an irrigation farmer has placed Alfred May of the Dawn community in a position to thoroughly understand irrigation and its possibilities in this section.

#### Averages 30 Bushels.

Mr. May has four favorite crops: row crops, wheat alfalfa and sudan. He raises the wheat as a money crop, and consistently makes 30 or more bushels to the acre; he feeds the row crops, alfalfa and sudan out to his chickens and livestock.

"It pays to grow alfalfa for home use to feed livestock and to graze with chickens and hogs," he said. "I also feed most of my row crops to livestock—because it gives me a daily market for the crops."

Mr. May suggests the following plan for successful irrigation on his farm: On one side of the house he located the alfalfa patch, and on the other side a pasture, making both convenient for the poultry and stock. He plants 100 acres in row crops, oats and barley—and says, "You can make 50 or more bushels to the acre."

"Summer fallow 100 acres for wheat," he suggests. "You can expect 30 or more bushels to the acre. Water through the summer months; work wheat land well and keep it for the spring crop. This keeps the land in better shape, cleaner of weeds—and more will be raised on the 200 acres than can be raised on 300 acres which is seeded without fallowing."

Truck farming, he hates to endorse because of the distance from markets, and says a canning factory will be essential to make truck farming practical in this

#### Balanced Program.

"In fact, as far as the markets are concerned, milk cows or feeding out cattle is an ideal program," he thinks for this section. "Raise hogs and add a good flock of chickens to the program—and you will have something."

The well from which Mr. May irrigates was dug in 1914 and is 130 feet deep. He pumps around 1,050 gallons a minute and uses a Layne-Bowler pump which is powered with Allis-Chalmers diesel engine. He estimates a cost of 30 cents an hour.

From 165 acres of wheat this season, he harvested 30 bushels to the acre, and as stated above, attributes the yield in part to the practice of summer fallowing wheat lands, plus irrigation.

## Raise Several Crops, Advice Of Dr. LeGrand

Although he has had bad luck with his irrigated crops on his place five miles north of town, Dr. G. F. LeGrand still believes wheat, sorghum grain, and corn are the best crops to irrigate in this section.

This year he had in 180 acres of irrigated wheat which turned out 20 bushels to the acre. The yield was greatly damaged by rust, however, and in 1936 he lost part of his feed crop due to frost.

His experience on the two crops mentioned leads Dr. LeGrand to believe that several irrigated crops are better than just one of two, "because you have something to fall back upon."

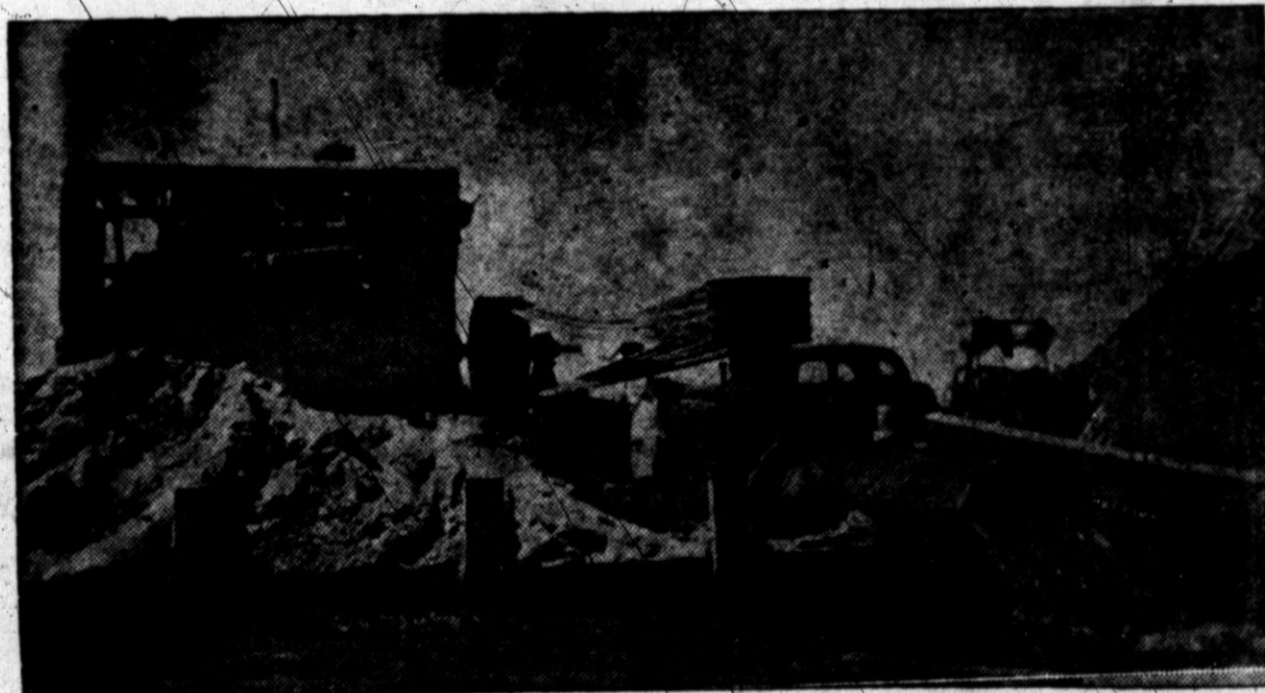
He does not feed out his row crops, but believes it is the best method for marketing irrigated yields after having studied the experience of his neighbors.

Dr. LeGrand dug his well in 1934. It is 165 feet deep and has a Johnson (Amarillo) pump with International power unit.

## Caterpillar DIESEL ENGINES

Are Available In Seven Sizes:

D-17000	160 H. P.
D-13000	125 H. P.
D-11000	100 H. P.
D-8800	80 H. P.
D-7700	66 H. P.
D-6600	60 H. P.
D-4400	44 H. P.



One of the deepest wells in the Hereford section, located on W. W. Hill farm 3 miles north of Hereford on 25-Mile Avenue. Powered with Model D-8800 Caterpillar Diesel 80 H. P. Engine. Pumping 2,000 to 2,500 gallons per minute. Engine cost 20c per hour.

## Caterpillar Diesel Engine

Delivering 2000 to 2500 gallons per minute with a turbine pump on a 65-foot lift. This "Caterpillar" Diesel's cost averages only 20c per hour. Such economy on Hereford's deepest irrigation well located on Mr. W. W. Hill's farm is typical of Caterpillar Diesel Engines. These engines (offered in 7 sizes from 44 to 160 maximum horsepower) are reducing the operating costs of pumping 60 per cent to 80 percent for growers of irrigated crops the country over. We offer you experienced co-operation in helping you choose the size and type Caterpillar Diesel that fits your needs.

FURTHER FACTS SUPPLIED WITHOUT OBLIGATION

# R. B. George Machinery Company

622 Grant Street

Dallas and Amarillo, Texas





# HAPPY FARM HOMES

A RESULT of shallow water Irrigation



With Irrigation

THE ONLY PERMANENT CROP INSURANCE



## A Crop Every Year

WITH A DEPENDABLE

# Peerless Pump

### "The Pump That Insures The Water"

A big portion of this Plains country has water—lots of water—stored away underground in quantities sufficient to properly irrigate large acreages—BUT—the biggest part of the land which can be irrigated is being farmed dry land methods.

So, like the sailor—stranded in the doldrums—dying of thirst—with oceans of water all around but no way to make it drinkable—the farmers of the Plains have struggled along in drouth after drouth with plenty of water under their farms but no way to bring it to the surface and put it to work for them.

NOW at your disposal—on terms within YOUR capacity—YOU can get the machinery (well, pump, engine)—everything necessary to bring this precious liquid—WATER—to your fields—to irrigate your crops—to make MONEY for YOU—to give you that sense of security that comes from knowing a good crop will be harvested.

We are now financing, on terms as long as two years, COMPLETE irrigation plants—so that by dealing with us, you can arrange to purchase a well, casing for that well, a pump that is easy running, sturdily built and cheap to operate, and an engine, all completely installed on your farm. The EXTRA profits will pay for it and leave many dollars besides to buy those other needed things.



Peerless Pump in use on D. L. McDonald farm, Hereford, Texas

### Peerless Pumps Cost No More!

If You Get The Same Equipment Geared Head Drive is Much Better. We Sell Vee Belt Drives for Less  
**GET OUR PRICES ON BOTH!**

**Let Peerless Put 'Water' To Work For You —and be assured of a Crop!**

#### PEERLESS Pump

Irrigates 640 ACRES

A Peerless Pump installed on the C. B. Burdine place, 10 miles southeast of Hereford, has successfully irrigated 640 acres since it was installed in 1936. Pumping more than 1,000 gallons a minute this pump has operated day and night for long stretches, irrigating wheat, broom corn, kaffir and maize.

We will be glad for you to contact Mr. Burdine as to the service this pump has given him.

When planning your irrigation project, be sure and spend considerable time and thought investigating your pump. Here is the key to successful irrigation. Recent improvements in pump manufacture have shown that unnecessary trouble and expense has been made because of old time pumps. A leader in the modern field, PEERLESS is offering you a small, compact pump which will operate on less power, furnish more water—and which works with either mechanical or electric power. When the Rural Electrification Project is completed here a slight change will allow you to hook onto the line, and use your same, dependable PEERLESS pump. The makers of these pumps have studied irrigation, and irrigating problems in California, Colorado and the Eastern states. The result is the new, modern PEERLESS—a pump that gets the job done—and does it right.

D. L. McDONALD has recently abandoned his old machinery and installed new, modern PEERLESS Pumps. He knows irrigation, and you know that he has made it pay. See his new Peerless pumps in action. Ask him what he thinks about these improved pumps.

Ask about a complete irrigation plant—from \$1,800 to \$2,000.

Be Your Own Rain Maker



# PEERLESS PUMP DIVISION

PANHANDLE DISTRICT OFFICE

C. K. HUGHES, Manager

Post Office Box 452

Plainview, Texas

Phone 927



**Serving  
the  
Shallow  
Water  
Belt**



**We Are  
a Firm  
Believer  
in  
Irrigation!**

**FISK Multi-Grip**

THE BEST TRACTOR TIRE FOR ALL TRACTORS

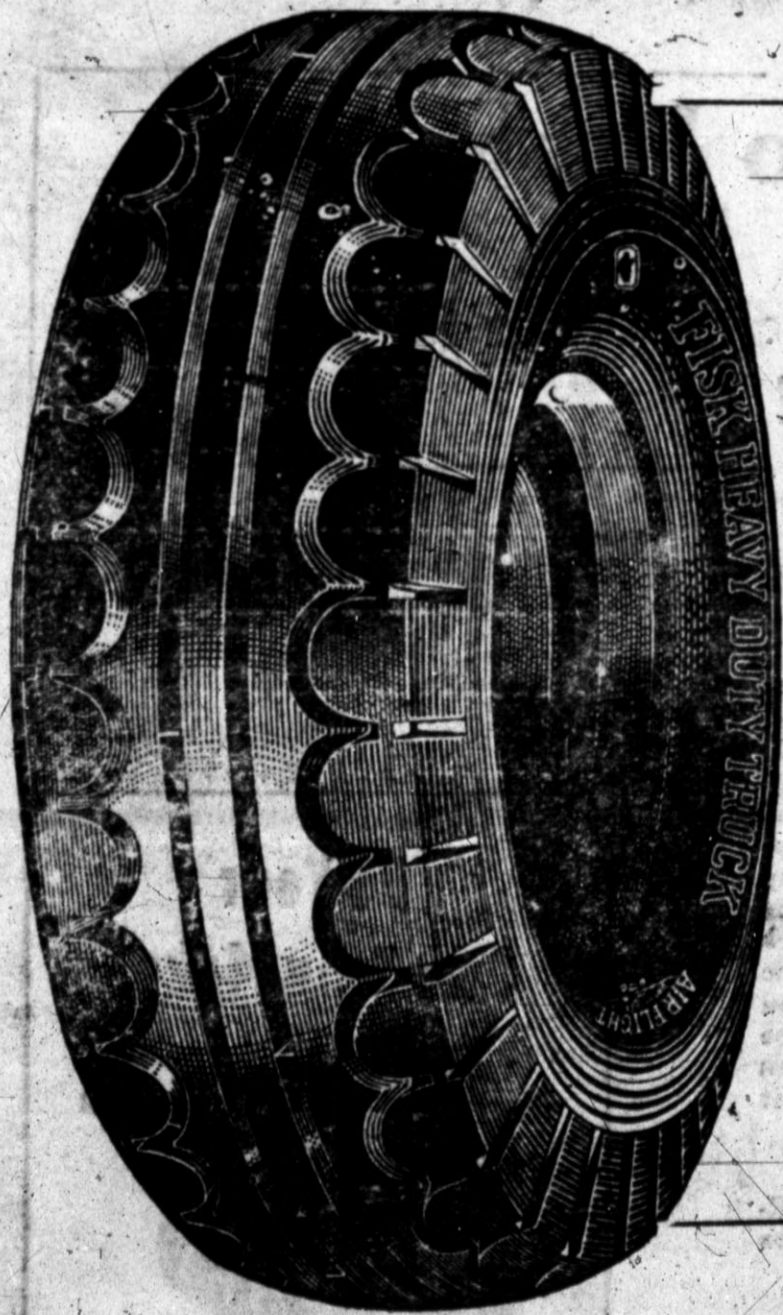
Ask Us Today, About  
**PRICES**  
On These Tires!

Buy your tires at FRASER OIL & GRAIN CO — the finest make of all — F-I-S-K in all sizes and treads. FISK Tires are especially built for hard consistent, day-after-day service. You'll be surprised how much longer FISK Multi-Grip Tires will last on your tractor. The FISK Multi-Grip tread is designed to eliminate all reverse, forward and side slip of your tractor tires, when under heavy loads. Before you buy tractor tires that you think are just as good as FISK — come in and see and price these new FISK Multi-Grips for your tractor.



The Road Runner Sign Means:

- QUALITY
- MORE MILES
- QUIET MOTORING



**Farmers Who Operate Irrigation Farms**

Do Not Have Time to Worry About Worn Tires

**Punctures and Blow-Outs**

Mean Loss of TIME—MONEY—LABOR

**FISK**

Is The Answer To Your Tire Troubles

Fraser Oil & Grain Company an institution, that stands for progress, is behind every civic move toward the advancement and modernization of our homes, business and farming methods. We heartily congratulate the farmers of Deaf Smith and adjoining counties on their great Irrigation and Rural Electrification projects.

We also hail the FISK truck, tractor and passenger car tires as another great advancement in motoring and in farm methods. Irrigation farmers do not have the time to worry with worn or faulty tires, they have too many other things to do — FISK tires stop all tractor, truck, trailer and passenger car Tire worries!

**TRUCKS      PASSENGER CARS      TRAILERS**

Irrigation Farmers and Dry Land Farmers will save money by investigating our complete fuel and lubrication service.

- ... Tractor Fuels
- ... Diesel Fuels
- ... Kerosene
- ... Distillate
- ... Gasoline
- ... Motor Oils
- ... Greases

Anything in the Fuel and Lubrication Line.

**FISK TIRES MAKE GOOD OR WE DO!**

**FISK**



**FRASER**  
**OIL & GRAIN COMPANY**

ALTON T. FRASER, OWNER

**FISK**





SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 3  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

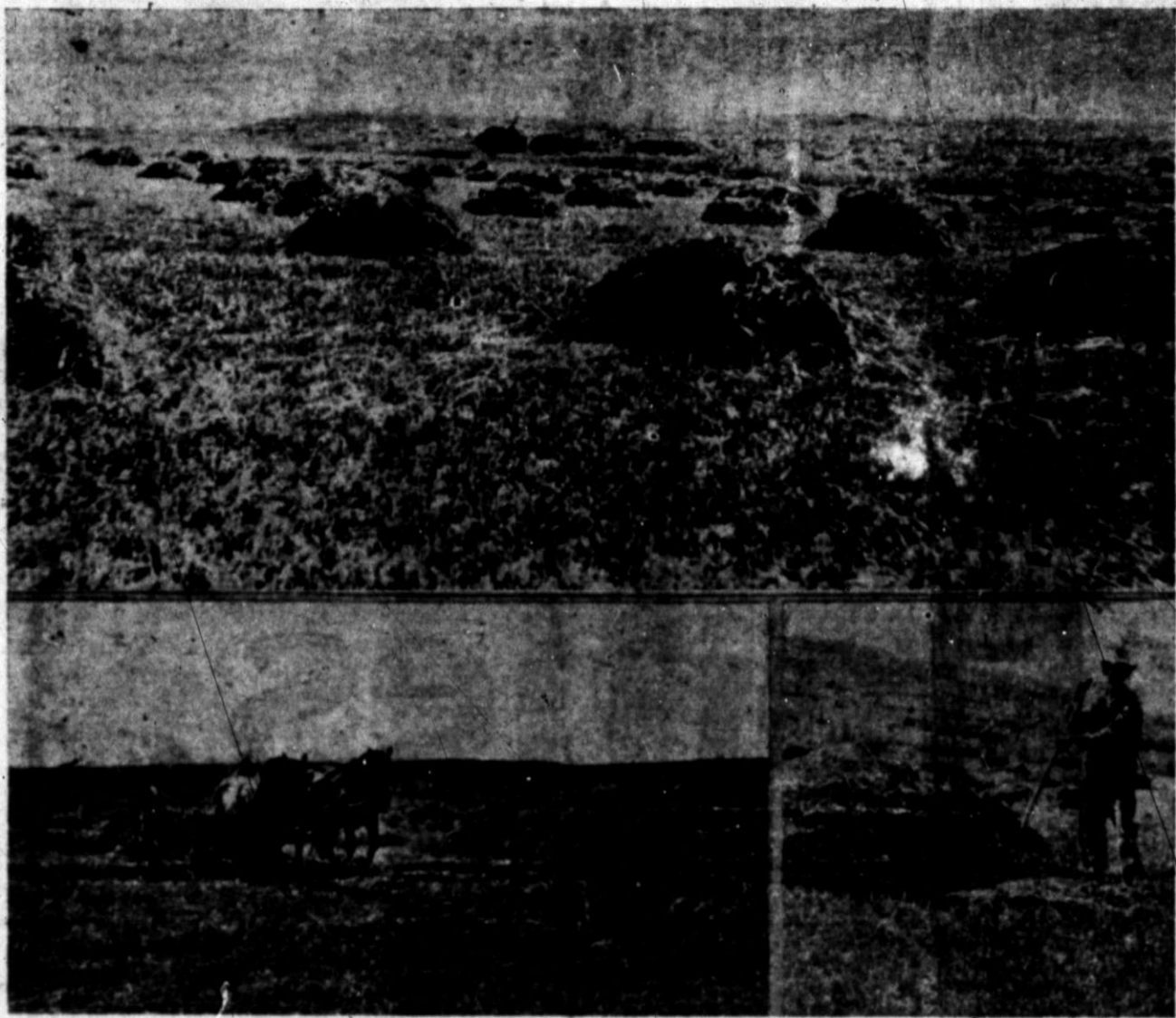
37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 12, 1937

FIVE CENTS PER COPY

## Brumley Harnesses Clouds To Round Out Balanced Program

### Irrigated Alfalfa Returns \$65.00 An Acre



In the top picture is a glimpse of the 35-acre alfalfa patch, which T. M. Bradley profitably irrigates four miles east of Hereford. Lower left he is in the process of raking alfalfa on his place July, 1937. In the lower scene Mr. Bradley is seen at work building up one of the alfalfa stacks. He cuts the alfalfa five times each year, producing one ton to the acre at each cutting. The field is grazed by horses during winter months.

### Sparkman Gets 60 Bushels On Kaffir Acres

#### USE OF ALARM CLOCK AIDS IRRIGATION DURING NIGHT

Four years of experience as an irrigation farmer in this section has led T. L. Sparkman to favor kaffir as the best possible crop for this area under present conditions.

Two years ago he threshed 3,000 bushels of kaffir from an irrigated plot of 50 acres. He also irrigates wheat extensively and this year on 135 acres of wheat he made a yield of 25 bushels to the acre. He now has 275 acres under irrigation on his place eight miles southeast of Hereford.

#### Favors Livestock

"Experience has led me to believe that row crops and alfalfa are the best crops for irrigation here," he declared, "and I think that when prices justify the yields should be fed out to cattle, dairy herds, hogs and chickens."

However, he diversifies his crops in order to take advantage of price variations on different commodities, and has found that this method also keeps him busy at different seasons of the year.

"By growing several different crops it is possible to irrigate at different times," he said. "This allows the farmer to get the greatest returns from the investment on his pump and power unit; with a single crop he could not irrigate the same amount of land with his well and he would naturally pay much more for labor to get water to the crop."

His present 10-foot well was dug August 23, 1933, and it is one of the best in his area, pumping 1,000 gallons a minute. It is powered with a McCormick Diesel engine and has a Kimball-Krough Western Special pump. He sets his operating cost at 16 cents an hour, 12 cents for fuel and four cents for oil.

#### Has Good Row Crop

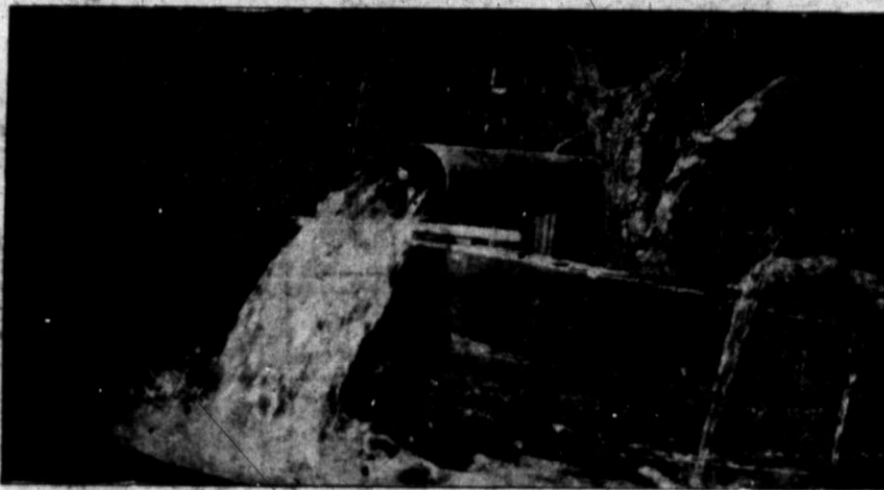
This year he has one of the best row crops in the country and is expecting to equal or surpass his 60-bushel kaffir yield of 1935.

Mr. Sparkman says irrigation is a day and night proposition if you want to make it pay. By setting his well from 900 to 1,000 gallons a minute he is able to figure how long it will take him to water a given space.

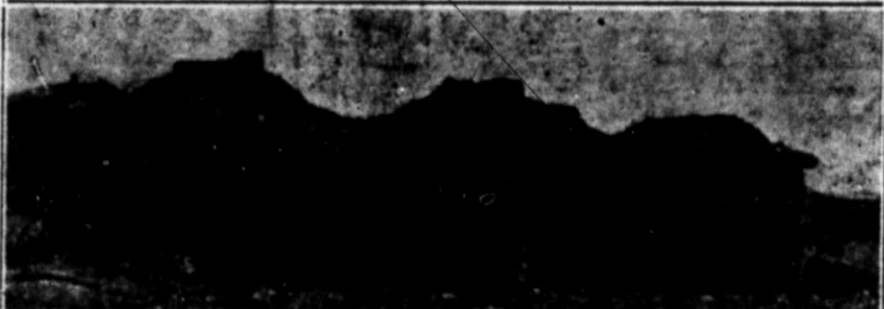
#### Uses Alarm Clock

"I have just about worn out my alarm clock," he said with a laugh. "About dusk I turn the water on a certain section and go home and go to bed; I know how long it will take to water this space, so I set my alarm. When the alarm goes off, I get up, go down to the field and change the water to the next space, then come back and setting my alarm again. By using this method I have found that I can get considerable rest and at the same time take care of my irrigating without undue expense."

### Scenes From Balanced Farm



B. E. Brumley's old style well, with new equipment, has a capacity of 1,500 gallons a minute and is the basis of the program of balanced farming which he practices on his place one and one-fourth miles east of Hereford.



Stacks of hay and fodder are common sights on the farm, because Brumley has the set standard: "Don't raise anything you can't take to market in a bucket or on the hoof." In addition to a large dairy herd, with which he uses electric milkers, he also feeds out steers each year for a large part of his income.



These fine hogs were snapped in the process of feeding—and are demonstrating Brumley's idea of one of the very best methods by which to dispose of irrigated yields. A farm without hogs just would not be a farm to Bonnie Brumley; modern improvements include electrified fences to keep the hogs in bounds.

### Irrigated Crops Pay When Fed To Hogs and Cattle

#### HEREFORD FARMER GETS GOOD RETURNS FROM IRRIGATED YIELDS

BY C. B. EUBANKS

Would you, with a wave of your hand, overcast the sky? Would you tilt brimful clouds and spill a deluge of shimmering water over lands which lie parching under a pitiless sun?

There is little difference between waving a wand and pushing an engine starter button. There is little difference between magic of Fairyland and the miracle of modern irrigation, wherein one can, each minute, flow up to 1,500 gallons of water over the good earth at will.

Farmers of an extensive territory in the Texas Panhandle, known as the Shallow Water Belt, are precipitating moisture when and where they will. Literally, they are rain-makers.

The water is lifted from a stream which lies from 50 to 200 feet underground. An inexhaustible stream of test-pure water which lies waiting to reclaim dust-ridden and drought-stricken farmsteads. The wells are operated by pumps, power being generated by gasoline, gas oil, natural gas or electricity. They throw a volume of 100 gallons per minute, each diameter inch. The average well elevates 60,000 gallons per hour. Approximately 340,000 gallons an acre foot being necessary during a growing season for each crop. This twelve inches of water can be divided as many times as seems best for the growing plants, without additional expense. A 3 or 4 inch blanket of water is the usual amount spread each time one irrigates. Fuel oil cost for pump averages \$1.50 per acre for each twelve inches.

B. E. Brumley is one of forty-seven farmers in Deaf Smith County, Texas, who have reaped a rich harvest from land in 1935 which, without this magic would have been practically desert waste.

Mr. Brumley's success is underwritten yearly by diversification and water. Sixty acres of wheat were watered twice. It was planted primarily for pasture. The grain therefrom is considered "velvet." From October 1 to April 10, seventeen milk cows, twelve horses and 356 hogs ranged over it. Later, from each acre fourteen bushels of high protein test wheat were threshed. There were 1,170 bales of straw stacked to be used as bedding for the fifty-five brood sows now on the place.

Forty acres of barley were watered three times, and 1,400 bushels were threshed. This, too, will be fed to hogs.

Rep Top cane was broadcast over 60 acres. In the plains area where dry farming is pursued, 30 pounds is sufficient to plant an acre. Sixty pounds of seed were sown on each acre of this irrigated area.

(Continued on page 3, Sec. 3)

## ALFALFA PAYS

T. M. Bradley Gets \$65 An Acre From Alfalfa Yields On Irrigated Farm East of Hereford

Soil, Sunshine—and Water will grow most anything, according to agriculture authorities, and T. M. Bradley has found that the three factors will certainly produce an abundance of Alfalfa.

Mr. Bradley's place is located four miles east of Hereford, and a quarter of a mile east of his house is a deep draw. After putting in his irrigation well in the Spring of 1935, he sowed 10 acres of the land in alfalfa. The land, in addition to its adaptability to irrigation, is sub-irrigated at a depth of eight feet.

**Cuts Five Times**  
In 1936 he cut the alfalfa five times, and will cut it five times this year, getting a yield of one ton to the acre with each cutting. The amazing yield led him to increase the plot to 35 acres this year.

Alfalfa in this year selling at \$13 a ton, and last year brought \$17 a ton. From the land Mr. Bradley says he will realize an income of \$65 an acre this year. He advocates planting alfalfa in the fall, and favors the crop because it eliminates grass and weeds. He grazes his alfalfa with horses during winter months in addition to his yields.

Although he has been in the Panhandle since 1892, Mr. Bradley has only resided in this section for nine years. During that time, however, he has established a reputation as a successful farmer and his place is modern in every respect. In the spring of 1935 he dug his present 120-foot well. It is equipped with an Amarillo Johnson Pump and powered with a V-8 engine. He gets 900 gallons per minute and estimates his operating cost at 23 cents an hour. This year he irrigated 45 acres, 35 of which is on sub-irrigated ground.

#### Oats Run High

Annually he irrigates from eight to ten bushels of oats and this spring cut 5 bushels to the acre on the crop. He also thinks that millet does exceptionally well in this area; from one and one-half acres he made 110 bales. Mr. Bradley is intensely interested in the proposed beet sugar factory for this area. He planted a few rows of sugar beets in 1935 and reported a tremendous yield. He irrigated Irish potatoes on a limited scale and reports that the yield was good; his irrigated onions also turned

out unusually well.

#### No Irrigated Wheat

Mr. Bradley is one of the few irrigation men on the Plains who does not irrigate wheat. He has never irrigated wheat since his well was completed in 1935 and offers as his reason the fact that he believes there are better money crops.

"I believe that a canning plant would succeed in this area," Mr. Bradley said, "if the people would take an interest in it. I would be especially interested in a tomato canning factory and think that it could be made to pay well."

#### Cream Nets \$40 Month

When the dry land farmer fails, Mr. Bradley believes it the best time for the irrigation farmer to splurge, because the shortage will generally improve prices. With higher prices he usually markets his yields direct, but in ordinary years he feeds out a large portion of his products. He has seven good milk cows at the present time and averages an income of \$40 a month from the sale of cream. He is also feeding out four hogs from which he expects (Continued on page 3, Sec. 3)

### Grain Sorghums Popular



Irrigated row crops are popular in this section because they are always dependable and the Hereford territory is a natural feeding ground for livestock.

### Home of Fine Herefords



Shown above is one of Tom Ivey's fine registered Hereford bulls. Scores of stock farmers and ranchmen annually use irrigated grain sorghum fields to fatten some of the finest cattle in the world.

### Hog Feeding Is Important



Of equal importance to feeding out cattle is that of feeding out hogs. Lester Galley was one of the first men in this section to feed row crops to hogs. The practice is now general and profitable.

### Cotton Grows Well In Area



Although cotton is not grown extensively here, it will produce abundantly, and Hereford once reported a cotton gin. Above is an irrigated cotton crop which was a good plant in 1935.



## Here's What One Kilowatt Hour Will Do

IN THE FARM HOME

Light a 40-watt lamp for 25 hours or  
Run a flat iron for 2 hours or  
Pump 1,000 gallons of water from a shallow well or  
Wash 70 pounds of clothes or  
Refrigerate food for 15 hours or  
Run a radio for 15 hours or  
Run a vacuum cleaner for 3 hours or  
Cook a meal on an electric range or  
Run a sewing machine for 8 hours or  
Tell time for 20 days or  
Operate a mangle for 50 minutes or  
Take care of door bells for a month and one-half or  
Toast bread for 8 mornings or  
Percolate 40 cups of coffee or  
Operate kitchen mixer for 20 hours or  
Heat 3 gallons water from 62 to 212 degrees or  
Run 6-inch fan for 50 hours or  
Run pump for 3 hours or  
Heat pad for 15 hours or  
Heat curling iron for 42 hours or  
Make 10 batches of ice cream or  
Run exhaust fan for 5 hours or  
Operate sun lamp for 1 hour and 2-3 or  
Make 30 waffles or  
Operate moving picture machine 4 hours or  
Operate razor blade sharpener 40 hours or  
Stoke 1-4 ton of coal or  
Heat a hot plate for 2 hours.  
There are many other uses in the home such as pants pressers, tie pressers, floor polishers, sick room vaporizers, egg boilers, water coolers, hair dryers, toys, trains, Christmas tree lights, jig saws, bottle warmers, massage machines, drink mixers, corn poppers, dumb waiters, clothes dryers, elevators and electric razors.

### ON THE DAIRY FARM IT WILL

Milk 30 cows or  
Cool 10 gallons of milk or  
Separate 2,000 pounds of cream and milk or  
Wash 2,000 milk bottles or  
Bottle 50 gallons of milk at 24 quarts per minute or  
Operate milk irradiator for 6 hours or  
Put ton of eggslage in a 30-foot silo or  
Elevate 1,500 pounds of shavings  
Other uses include, utensil sterilizers, feed grinders, fly screens, milk testers, food handling and water control machinery, bottle cappers, and pre-cooling.

### ON THE POULTRY FARM IT WILL

Hatch 4 chickens in an incubator or  
Brood one chick through an entire season or  
Test eggs for 40 hours or  
Light a 100-bird poultry house for 4 days or  
Cut 300 pounds of green feed or  
Grind 90 pounds of bone or shells or  
Shred 500 pounds of roots or  
Operate a 200-watt flood light for 5 hours or  
Cut 1,000 pounds of straw in 2-inch lengths.  
Electricity is also used for sprouting oats, warming drinking water by an immersion heater.

### ON A GRAIN AND LIVESTOCK FARM IT WILL

Shell 30 bushels of corn or  
Grind 400 pounds of shelled corn or  
Grind 100 pounds of ear corn or  
Grind 100 pounds of oats or  
Grind 200 pounds of rye or  
Grind 200 pounds of wheat or  
Husk and shred 3 bushels of corn or  
Grind 90 pounds of hay or  
Thresh 4 bushels of oats or  
Clean and grade 100 bushels of small grain or  
Clean and grade 30 bushels of small seed or  
Bale 4 bales of hay or  
Shear 40 sheep or  
Hoist 4 tons of hay or  
Clip and groom animals for 5 hours or  
Operate hay dryer 15 minutes (with fuel oil) or  
Grind 250 pounds of meat or  
Operate seed tester for 12½ hours.  
Other uses include pig brooders, feed mixers, branding irons and animal exercisers.

### ON ANY FARM IT WILL

Grind 50 axes or  
Gum ten five-foot cross-saws or  
Run a paint spray machine 4 hours  
Grade 600 bushels of potatoes  
Mix 2 cubic yards of concrete  
Saw a cord of wood  
Operate 2 square yards of hot bed 24 hours where outside temperature is 40 degrees or  
Operate one-quarter horse power utility motor 5½ hours or  
Operate air-compressor 2 hours or  
Charge batteries 7 hours or  
Operate forge-blower 5 hours or  
Operate engine warmer 5 hours or  
Operate drill 3½ hours or  
Operate honey-extractor 3.8 hours or  
Operate grind stone 3.8 hours or  
Cook 62 pounds of bulbs or  
Operate hedge trimmer 5 hours or  
Operate lathe 1.8 hours or  
Other uses include glue pots, soldering irons, cultivators, hive warmers and potato kilns.

(This is not a complete list but it gives a good rough idea of the relationship between the kilowatt and work done. The figures will vary under different conditions.)

For Complete Coverage on  
**REA & IRRIGATION**  
Developments from time to time  
Read The Hereford Brand

Protect What You Have  
**INSURE**

Congratulations  
DEAF SMITH COUNTY FARMERS  
On Your  
Rural Electrification and Irrigation Projects.

**JOHN McLEAN**  
INSURANCE

## Row Crops Important Here



Grain sorghums are important crops for irrigation farmers of the Hereford territory. C. P. Hussey, six miles southeast of here, has raised 70 to 80 bushels of kaffir to the acre. Like most successful irrigation farmers he feeds out most of his yields to cattle, hogs and chickens.

### "Water At Right Time," Says Hussey Regarding Row Crops

"It depends upon the amount of water you give your crop, and the time you water it," says C. P. Hussey in summing up his experience in irrigating. "I have raised kaffir that produced from 70 to 80 bushels per acre—and some that only made 25," he said, carrying out the point of watering at the right time. Three Years Experience.

Three years of experience in

the irrigating business have shown Mr. Hussey that sorghum feeds of all kinds, wheat, oats and barley are his best crops. This year he had 40 acres of irrigated wheat which made 25 bushels to the acre.

If a market might be secured he believes a great future awaits this section in truck farming. However, he believes vegetables like anything else, would be profitable only with a market and reasonable prices. Tomatoes, and beans, in his opinion, are two excellent products for this section.

Mr. Hussey feeds out much of his irrigated crops to cattle, hogs and chickens, when feed prices are cheap. When feed prices are high he markets the products and believes that it pays to watch such situations closely.

Located six miles southeast of town, Mr. Hussey's 130-foot well, was dug in December, 1934. He has a Peerless pump which is powered with a Buick motor, and gets around 800 gallons to the minute, ample for the 80-acre tract.

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

## Adams Reports Irrigation To Be Profitable

### WHEAT YIELD OUT TO 14 BUSHELS BY HAIL STORM

After one year of irrigating here, W. W. Adams reports that his irrigated yields far offset the time and expense which they require.

"I believe this country is better adapted to irrigating row crops than anything else, because of the many ways to market the crop," he said. He had in 120 acres of wheat this season, and still made 14 bushels to the acre after a large portion of the crop was destroyed by hail.

Mr. Adams also favors irrigating several crops, varying the crops with the seasons—and he feeds out a large part of his yield to livestock and poultry, which nets nice dividends.

With the experience which he gained this year, he hopes to

show even greater success next season. His well was dug in May, 1936, and is 132 feet deep. It is equipped with a Johnston motor and is powered with a Buick automobile engine. He gets about 800 gallons of water to the minute.

**666** checks  
**MALARIA**  
in 3 days  
**COLDS**  
first day  
Headache,  
Salve, Nose Drops 30 Minutes  
Try "Rub-My-Tism" World's Best Liniment

**Switch**  
TO  
**DODGE and**  
*Save Money!*

# IRRIGATED Farm Homes

I look after non-resident landholders interests in this section, helping them secure reliable tenants and getting the maximum rents for their lands. I will be glad to correspond with any landholders in this section of the country about taking care of your land interests here. Place your lands in my hands for renting, leasing or selling.



If you are in the market for a real irrigated farm home, where you can raise Wheat, Oats, Barley, Cotton, Alfalfa and any kind of feed crops, vegetables of all kinds — where you can make money, now is the time to investigate the Hereford Country. Prices are below normal. Land is bound to rise in this section with the coming of Rural Electrification.

## FARM AND RANCH LANDS

### in Deaf Smith and Adjoining Territory

We have farm land and ranch land which is priced at a sacrifice; far below its normal value. Irrigated land in the REA section. We have quarters, halves and sections listed at our office, and also handle leases. Some Dry Land Sections here averaged from 25 to 30 bushels of wheat to the acre, and irrigation represents crop insurance for the farmer. See us today. We probably have just what you want in the location you desire.

In The Very Heart of the Irrigation District!

... a land of Opportunity

Irrigation insures your crops and Rural Electrification takes the drudgery out of farm life, harnessing power for electric pumps! Back in 1910 when shallow water was first discovered on the Plains, the discovery was made in Hereford territory. That first well is still pumping more than 1,000 gallons a minute. Today, this area is still the forerunner of progress; The Deaf Smith Rural Electrification project is the first in the Texas-Panhandle. With REA comes happiness, comfort, pleasures, and improved conditions, which are certainly deserved by the fine, far-sighted people who are developing this vast, fertile territory!

Irrigation is Big News at Hereford, and has been since 1910. Top, the S. O. Wilson electrified well and picture No. 2 shows his wheat which produced 35 bushels to the acre. Picture No. 3, left, shows the ditch leading from the W. N. Hodges well, beside it is a glimpse of his irrigated wheat. Below, irrigated barley on the Carl Gilliland farm may be seen; this crop produced 80 bushels to the acre!

# T. J. CARTER

## REAL ESTATE

For Information and Prices Write Us

Hereford, Texas

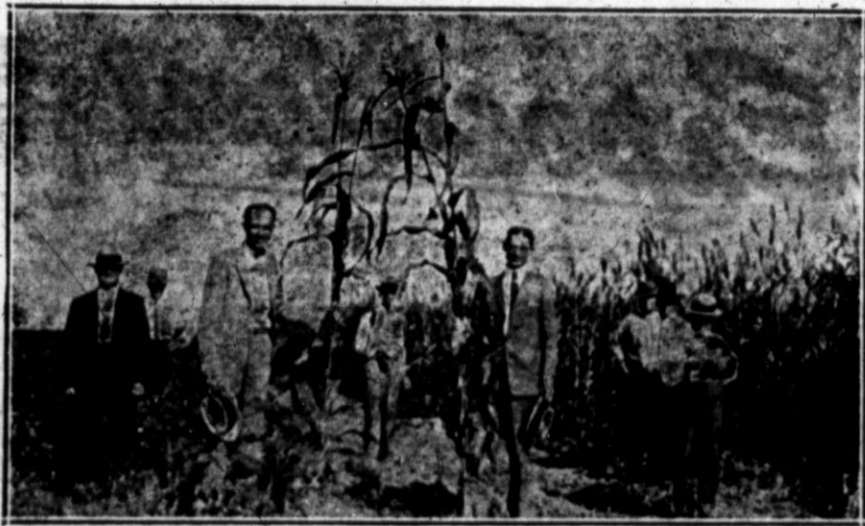


# RAINMAKERS

Presenting a Panorama View of Methods used by Modern Rainmakers of This Section to Defeat Old Man Drouth.

BY C. B. EUBANKS

## Irrigated Corn Grows Tall



Shown above is a group of Hereford men checking over a prize field in this section. Corn, broom corn and pop corn flourish here as the heights of the stalks in the picture indicates.

Mystery no longer shrouds the activities of the Rainmaker. He no longer ushers in a deluge of life-giving water with incantations, grotesquely masked dancers and rattling terrapin shells. He is as necessary to life in the American Southwest as he was two centuries ago. He is commonly known as an irrigation farmer. But he is, nevertheless, a Rainmaker. And an even more efficient one than the Medicine man of an ancient Indian tribe. He produces water upon which depends plant and animal life in the semi-arid regions. And his rainmaking miracle never fails.

### Great God Machinery

Under thousands of eroded acres in the Panhandle of Texas and New Mexico lies a crystal sea. Waiting for today's Rainmakers to lift and distribute over fecund earth. Over a surface, much of which has been torn away by blinding, suffocating blasts. Whirlwinds, howling like dervishes, have covered as much more with drifting dunes. Fences are hidden. Houses are half-buried in blowing sand. But it is rapidly being reclaimed. By Rainmakers. By modern Rainmakers who make no use of the symbolic plumed serpent. Who offer no prayers to the Thunder Bird. But who, instead, pay homage to the great god MACHINERY. They give thanks to metal drills which bite through sand and stone and steadily drive through into underground waterways.

Section upon section of land has been restored to a floor-like level by the use of large tractors, discs and weighted, long-toothed harrows. The covering of foreign surface soil has added fertility to an already rich land. And the wells — old and new — are making a garden spot of a threatened desert.

### 20 Years Of Irrigation

For twenty years irrigation has been employed in what is known as the Shallow Water Belt. Practically an inexhaustible supply of water can be lifted from Nature's underground storehouse, a distance of from thirty to two hundred feet. The first power used on the plains for irrigation was provided by ponderous engines which required much money — and more and more money to operate. Fabulous prices were paid for this giant machinery, most of which was abandoned during years when dry farming was found profitable. Those too few years when rainfall was sufficient for maturing grain. But sandstorms which have scouraged a large part of the Unit-

ed States have made imperative some form of crop insurance. Neglected wells have been rehabilitated. During 1936, crops raised on irrigated farms of the Shallow Water Belt proved several things conclusively. Among them, that to place moisture where and when needed, produces certain and abundant crops in spite of cloudless skies and torturing suns. Also, it abolished the fallacy that several sections of land were necessary for a farm in the short grass country.

During the first two months of 1936, more than one hundred contracts were made for wells to be drilled on the plains and equipped with pumps and power.

### Silver Sea Underflow

Sparkling like a prism in the sun, the water gushes from these wells at a rate of from 500 to 1500 gallons each sixty seconds. And it is a steady, unwavering flow, with no perceptible lessening after a test run of ten days — of twenty-four hours each.

Different fuels are favored by the Rainmakers. Electricity is utilized to operate three pumps by D. L. and John McDonald on his Deaf Smith County farm. These wells are kept running during six months of the year, night and day. These six months are elective as provided in the contract with the power company. "Juice" is delivered at a flat rate. Making the most of this arrangement demands diversification. Seed beds are prepared and flooded during non-growing periods. And as often thereafter as deemed advisable. And Rainmaker McDonald is skilled in the art of trailing silver serpents from the mighty wells down the rows

counties through the Springer farm as persons sought the succulent ears. Thousands of cans were filled and stored in the cellars of those three counties. Truck loads were disposed of at markets in Amarillo.

### Top Corn Market

Aided by one of the fifty-seven wells in operation in Deaf Smith County during 1935, C. P. Hussey planted, irrigated and harvested sixty acres of diversified crops. Fifteen acres devoted to Indian corn produced approximately 1000 bushels. Kafir and maize from the remaining ground were fed to fifty head of whiteface steers which topped the market when shipped the following Spring. Seventy-five shoats had the run of the feed lots and did their part in realizing profits from the irrigated lands. Mr. Hussey watered three times. An average acre foot, altogether. His truck garden produced every edible vegetable which is indigent to the climate and altitude.

Mr. J. J. Paetzold, a farmer of experience on the High Plains, says, "A man can make a good living on eighty acres of irrigated land. I do." He believes that most profit accrues to the men who do his own work. For this reason he does not over-expand his acreage. He put 12 inches of water on forty-seven acres of wheat land. It cost \$1.40 per acre — a small per cent of the increased production.

### Potatoes Good Crop

G. W. Heard harvested and sold, from eighteen acres located near Hereford, potatoes to the value of \$3,528. This was net, after deducting expense of labor, irrigation and seed. And during 1935, a year when the entire Southwest seemed in danger of moving east. A three-inch sheet of water glimmered in the sunlight fifteen times during maturing of the "spuds."

Mr. Heard uses gasoline in a new type high-speed motor. One similar to that installed in a popular priced automobile. Capacity of the Heard well is 60,000 gallons per hour.

Carl Gilliland, an attorney of Hereford, has practically abandoned law because of an innate love of the soil. He uses forty horse power Bessemer engines. His fuel is gasoline when the weather is warm and naphtha during cold periods. The

lift is fifty feet, capacity 1,300 gallons per minute.

### Peaches and Berries

Carl and John Kropff have added peaches and berries to the usual products of West Texas farms. They utilize an old type engine because it is installed and paid for. However, they do not advocate purchase of such exorbitantly priced machinery. Mechanically minded, these young men have popularized among their neighbors a small engine which they build from parts of old automobile engines. These are efficient, enduring and require little outlay. Many times \$150.00 will construct and put one to work.

Rainmaker Henneman, another irrigation farmer near Hereford, planted ten acres to onions, in 1936. This was the first onion planting on a large scale in the territory. However, onion growing is popular in Bailey County.

### Muleshoe Irrigation

Near Muleshoe, are dozens of wells. Ten-acre tracts are being introduced. However, some of the small farms there contain 60 acres. One Rainmaker on such a farm netted \$8,613.35 during 1935. This was exclusive of by-products of the farm. He used for power a tractor propelled by gasoline. This was also accomplished when sandstorms were sweeping the plains. In early June every green thing of this farm was laid waste by hail. The crops on this farm comprised cotton, broom corn, potatoes, beans, peanuts, alfalfa, row crops and sudan seed.

Water in this section can be

## 1,000 Gallons



Completed by J. E. Springer, southeast of Hereford, the above well is 140 feet deep and turns out 1,000 gallons a minute.

of thirsty maize and Indian corn and over fields of oats, barley and wheat. And over emerald carpets of alfalfa. His market problems are solved by feeding practically all his products to the registered whiteface herds which graze his meadows.

### Sells Young Corn

Earl Springer of near Dimmitt, is an extensive operator in Castro County. His well, installed in 1936, is run with natural gas. A high-speed motor is geared directly to the pump instead of using a belt as do many. A definite increase of income accrued to this Rainmaker through the sale of corn, while in the milk, for human consumption. Automobiles from three

## When You're GOING PLACES



... fill up with **TEXACO GAS**

... the kind that puts pep and miles in your engine and the song of the road in your heart and disposition. Try it once for the driving thrill of a lifetime. Complete auto repair service. Standard equipment. Expert mechanics. Fair prices.

## Congratulations

DEAF SMITH COUNTY FARMERS  
On Your  
Rural Electrification and Irrigation Projects.

## TEXAS SERVICE STATION

GLENN SNYDER

PHONE 440



**STOP BILLS**  
BEFORE THEY START  
Use **GULF**  
GAS and OIL

You won't have to worry about costly repairs ... if you worry just a little bit about the oil and gas you use in your car. And by a little worry we simply mean, choose oil and gas with discrimination. Gulf oil and gas are especially designed to cut down wear and tear in your car. Get the habit of driving here for your needs. We'll help you keep down car operating costs.

## Irrigation Farmers

WE HEARTILY CONGRATULATE YOU on your Irrigation and Rural Electrification Programs!

## Gulf Filling Station

L. T. REESE, Manager

found in ample volume at from twenty to thirty feet below ground.

Several of the ten acre tracts are so laid out that one well will water four of them. One man drills and equips a well to use electricity for which he pays a flat rate. With it, he delivers water to his neighbors thus more than paying for his own power.

Near Portales, New Mexico, Rainmakers favor tomatoes, peas, sweet potatoes and small fruits. A cannery in that city provides a dependable market.

All of these men are experienced and successful Rainmakers. They will all say it pays to irrigate. It pays to diversity. A combina-

tion of the two pays, and pays BIG.

### Whispering Motors

The day of the modern Rainmaker is at its dawning. But the service he offers mankind is not new. It is rumored that on Indian Summer nights when a pale moon shimmers across mirror-like, man-made lakes, that ghostly sounds can be heard. Echoes of dancing, moccasined feet; monotonous prayer chants and the pulsing of native drums. But if one listens attentively, those elusive whispers of the past will be lost in the low rumble of electric engines and the staccato "put-put" of high speed gasoline motors.

## Congratulations

DEAF SMITH COUNTY FARMERS

On Your

Rural Electrification and Irrigation Projects.

## A Complete Produce House

We Buy

CREAM — EGGS — POULTRY — HIDES

## FEEDS and COAL

## WEST TEXAS FEED & SEED

Phone - - - - 265

... better cream  
is made possible by  
... Sanitation  
and more frequent  
Deliveries ...



Ask your local  
Cream Buyer  
for tips on better  
quality cream.

... the farmer ... buyer ... consumer  
— WE ALL LOSE!

### PRACTICE OF THE FOLLOWING MEANS BETTER CREAM:

1. Farm Sanitation.
2. Cooling on the Farm.
3. Frequent Delivery.
4. Clean Cream Stations.

When it becomes necessary, in compliance with the state laws, to reject a can of cream, three classes of people Lose: The Farmer Loses His Sale ... The Buyer Loses His Deal ... and the Consumer faces a rise in prices when enough cream has been rejected.

## Hereford Creamery Co.

S. E. Walker and Son  
E. J. Hudson, Produce

Welty Produce

Hollywood Produce Station

I. H. Spratt

## Furr Food Stores

Hereford Poultry & EGG

West Texas Feed & Seed

Carroll Hagar

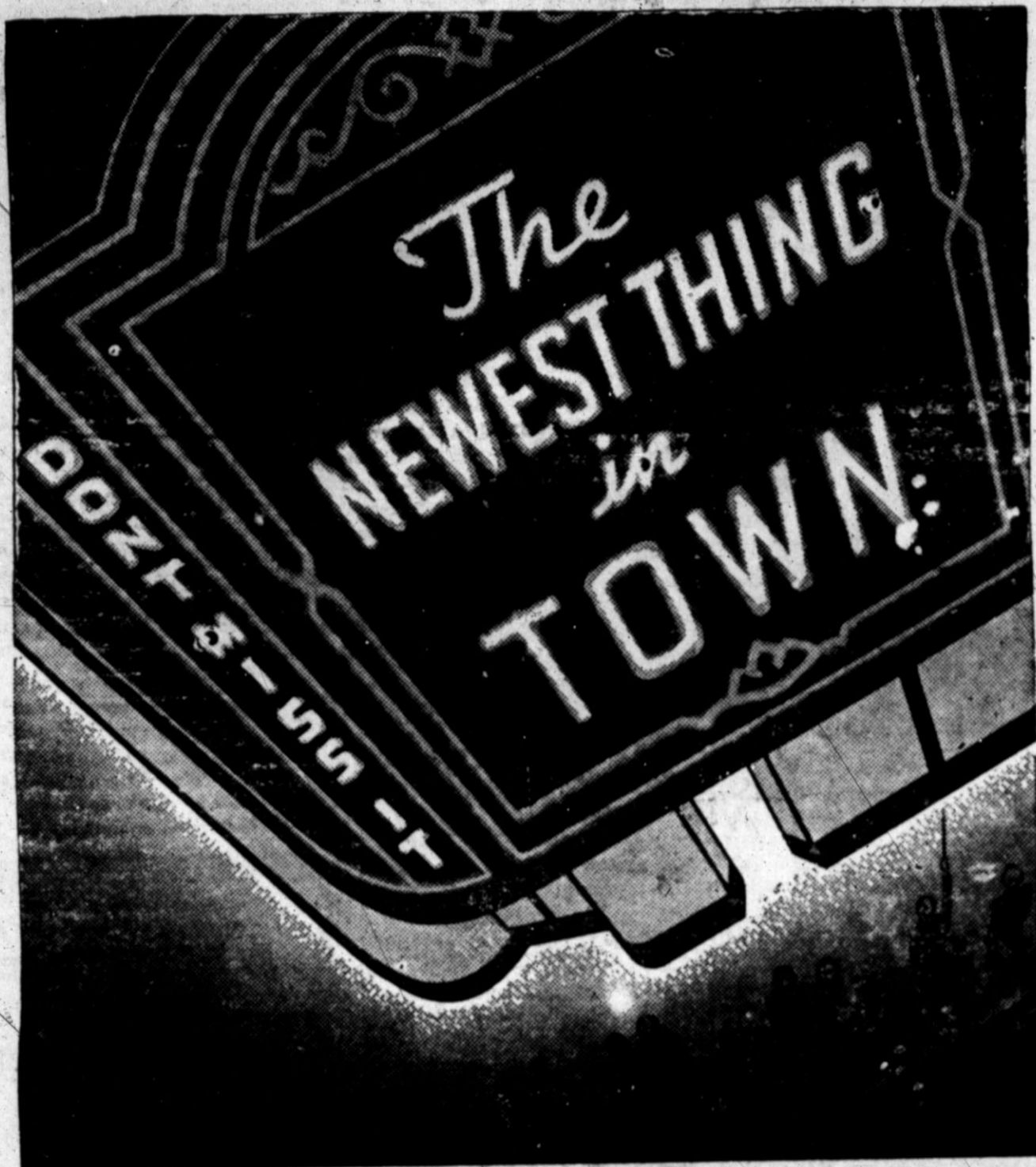
Flowers Grocery

It takes a little time and pains to turn out better cream, but it means more money to you in the long run!



# IRRIGATION

**DON'T Miss this *ELECTRICAL* Exposition!**



## The Newest Thing In Town Will Always Be Found In The **HEREFORD BRAND**

Starting with the discovery of the fabulous "Wonderflow of Underground Water" by D. L. McDonald in 1910, The Hereford Brand has been a booster for Progress and Irrigation. As your home town Newspaper, The Brand also worked and boosted for Rural Electrification. Down through the 37 years it has served the community, The Brand has always been a booster and a builder as well as a recorder of current events and happenings. Today, The Brand is proud of the reputation it has established; it is proud of the service it has performed toward making your community a better, happier, more comfortable and prosperous place to live. As one of the Texas Panhandle's Outstanding Weekly Newspapers, The Brand is proud to always offer its readers "The Newest Things in This Section" — and to offer merchants a practical, sure and reasonable medium of reaching the market of a vast, fertile, irrigated territory.



A Booster For Irrigation Since 1910

# The Hereford Brand

"YOUR HOME TOWN NEWSPAPER"





## "Know What You Are Doing, Then Irrigate," Advice of G. W. Heard

Predicting many failures by new irrigation farmers in this area, Dr. G. W. Heard urged the man who is taking up irrigation as a new type of farming to carefully study results and experiences of experienced irrigation men. Along this line he cites the failures made here during the past 20 years, declaring them to have resulted from lack of irrigating knowledge and manners of marketing. However, he adds:

### Great Possibilities.

"I am sure that wonderful possibilities are here," he said. "It is up to our people to develop these possibilities. The get-rich-quick man—and the man who does not like to stay on the job—had better not irrigate."

Dr. Heard's well is located three and one-half miles north of Hereford on 25-Mile Avenue, and it was here that "Potato Joe" Balingier made such a startling success.

### All Crops Good.

"Every kind of crop is best," Dr. Heard declares, "depending entirely upon the individual who is growing it. Potatoes are best for the potato expert, but can easily be the worst crop for the inexperienced potato grower."

In other words, Dr. Heard is a firm believer in a man doing the thing he is best qualified to do. Thinking along the same line, he believes a canning plant in this section could be of invaluable service when farmers master the art of truck farming. He says if such plants pay in other places and furnish adequate markets that he certainly thinks one could prove invaluable to this section.

From experience, he declares that row crops and alfalfa are excellent crops if fed out on the farm. However, he has kept no books upon his activities along this line, but does say that it pays more than marketing products direct. From his few acres of wheat he reported a yield of 10 bushels last season.

### Dug Well in 1917.

Dr. Heard's well was dug in 1917 and from the top of the 50-foot tower to the bottom of the well is 110 feet. He has replaced the old style power unit with a V-8 motor and gets around 70 gallons to the minute, operating at a cost of 30 cents an hour. He has a Layne and Bolter high speed pump.

"The old style pump when new or well cared for is cheap," he said, but installation and first cost are prohibitive. When old style is poorly cared for, repairs are also prohibitive," he declared.

Figuring on the possibility of a failure or low prices on one crop, he favors several crops under irrigation from time to time.

## SPECIAL SUMMER IRRIGAT Special Summer Service For Motorists here

"With motorists everywhere planning week-end motor trips and motor vacations at this time, the importance of safe mileage can not be over-emphasized," said Mr. Arthur Thompson, local U. S. Tire dealer, 3rd and Sampson. "For this reason I am urging all Hereford motorists to drop in and have their tires checked before starting on their trips."

"It is a well known fact that worn tires give the most trouble in summer," Mr. Thompson said. "Naturally, there is more driving in the summer months, but the increase in amount of trouble is much greater than the proportional increase in driving. Records over a period of years show that hot weather doubles tire trouble."

"Unless you made a study of it, you wouldn't think that temperature would have such a great influence on tire performance. But U. S. Tire engineers have gone into the subject thoroughly and have compiled some interesting facts which will give you an idea of exactly what temperature does."

"For example, they found that a tire which would give 100 per cent mileage in 70 degrees gave only four-fifths as much mileage at the same speed when the temperature was raised 10 degrees. If the temperature was raised 20 degrees to 90, then the safe mileage which could be expected dropped to 64 per cent. And an increase of 30 degrees to 100 would

## Silver Stream



Life giving water flows down this flume on the B. E. Brumley place to transform parched row crops into a carpet of green beauty.

the mileage expectancy to drop to one-half.

"With this knowledge of the effect of temperature on tire wear, U. S. Tire engineers have been able to build into U. S. Royals features which insure safe mileage under the most extreme weather conditions. U. S. Royals are famous for their safety among motorists the world over, from the tropics to the coldest habitations of the Arctic. You can ride on them with a sense of complete security."

## Alfalfa Pays

(Continued from page 1, Sec. 3)

to show a nice profit.

"Grow several different crops," he advises. "It gives you a chance to work them at different times and to get several crops from each piece of land."

## Irrigated Crops

(Continued from page 1, Sec. 3)

ated plot. This was inundated once before and once after planting. It was sowed with a wheat drill in rows 7 inches apart. There were 114,800 bundles of broad leaved fodder cut. Most of the heads were mature and threshed for seed, averaging 54 bushels per acre.

An experiment was made with dwarf maize. It also was sowed with a 7-inch broadcast drill, and 200 pounds of seed used on 1 1/2 acres. This feed was headed. The gutts were bound for roughage. Grain threshed 301 bushels. This crop was watered twice.

An 18-acre tract of seeded ribbon cane was also irrigated twice. It was planted in rows 40 inches apart, and 14,400 bundles resulted; grain threshed out 540 bushels.

Kaffir was broadcast over 40 acres. It was watered three times, and 44,000 bundles and 1,200 bushels of grain were its harvest record.

Alfalfa was cut five times. The first cutting yielded one and one-half tons per acre. Four successive mowings averaged 1 ton during the

season—twice for each harvest. More than the usual acre foot of water was used on alfalfa owing to the many times it was mowed.

Three-fourths acre of Indian corn was planted for home canning. From this was sold \$60 worth of roasting ears, and 100 quarts were processed. Together with many ears of corn which hardened before being picked for human consumption, the fodder remains for roughness. These small truck patches were watered at the same time feed crops were irrigated and at practically no additional expense.

Stringless green pod beans on three-fourths acre were watered three times, and 82 bushels were sold for \$1 each, 66 quarts were canned for home use, 20 bushels were donated to an orphanage. Watering cost was practically the same as for corn.

One-fifth acre devoted to tomatoes was covered with water four times to a depth of 3 inches, 80 bushels were sold for 5 cents each, and 300 quarts were canned. In addition, preserves, catsup and juice were made from this plot.

Sweet potatoes were grown on another one-fifth acre. Watered twice, and 22 bushels were dug.

Mr. Brumley's 12-year-old son, under supervision, planted and cared for one-half acre of water-melons and canteloupes. They were watered with the corn at no extra expense. The boy sold \$79.40 worth of melons.

Garden products were absorbed locally as the Brumley farm is but 1 1/4 miles from Hereford. However, a neighbor trucked 3 tons of green beans and 20,000 ears of green corn to Amarillo, a distance of 48 miles. He reported he had not been able to meet the demand.

The engine cost of operating the Brumley well was \$379.30 for oil and natural gas. Labor costs were on a parity.

Five acres of Sudan pasture were planted for dairy cows. These number ten or twelve. Wet cows replaced dry ones to keep up the number. The income from these cows is \$4 per day throughout the year. They are fed balanced rations. Whole milk is sold to a local creamery where it is used to sweeten over-sour cream.

For three years Mr. Brumley has bred registered Hereford cattle. He started with seven heifers. Since then he has bought one bull and traded for seventeen calves. Today his herd numbers twenty-four cows, twenty small calves, seven young heifers and one bull. A few days ago he sold seven young bulls for \$525.

Most of the farming on the Brumley place is done with horses, although one tractor is in use. Five years ago there were but two mares. Four more were purchased. There are seven colts up to two years old on the farm now. These are Percherons, weighing about 1,600 pounds when grown.

Seven sheep are kept by Mr. Brumley. Someone told him, once upon a time, that they served as flea traps and would eliminate the insects which had been bothering the hogs. The fleas no longer infest the pens so one can draw one's own conclusion.

The wool is clipped and washed at home. It is then sent to a mattress factory where it is carded and formed into soft, comfort size bats. The lambs are butchered or sold when fat to local meat markets.

Mr. Brumley went into the spring of 1935 with 35 purebred Hampshire sows. From the resulting 246 pigs, he sold 116, after fattening for \$2,111.48. The remaining 130 are in the fattening pen and are estimated as weighing out

\$16 each. There are now 380 fall pigs on the place.

The 34 brood sows have been increased to 55, by retaining gilts selected from the best of the herd. The Hampshire breed was chosen because it is prolific, with good, careful mothers and not subject to disease.

Mr. Brumley formerly shipped hogs. Hampshires are preferred by packers because of superior type hams and bacon. This, of course, influenced the selection of the

breed to raise.

To augment abundant pasture, the hogs are kept on straight grain, dispensed through self-feeders. In separate feeders, a mixture of tankage, cottonseed meal, bone meal and salt is available at all times. Running water is kept in the pens with the aid of windmill and tanks.

Brood sows are fed ground barley mixed with buttermilk. This last is bought from the creamery at 1 cent per pound. From 2,400 to

7,000 gallons of this buttermilk is fed each week.

Chickens are raised for home use only. They are never fed as waste feed can be picked up at any time at almost any place.

The Brumleys cure 8 or 10 hogs yearly. One or more hogs are butchered each winter. Much of this meat is canned. Soap is made from waste fat. Forty-six varieties of food are on the shelves, home canned. Wheat is ground into flour at the local mill and is trad-

ed for corn meal for the household. Eggs pay for most of the groceries purchased. The Brumleys live at home, practically.

You, too, may wish to harness the clouds!—Farm and Ranch.

### PURPOSE OF REA

The purpose of the Rural Electrification Administration is to take electricity to as many farms as possible in the shortest possible time and to have its use in quantities sufficient to affect rural life.

# TO Irrigation Farmers

All Farmers...

As Close As Your Telephone

# U.S. Tires

Let Us Save You

TIME — LABOR — MONEY

By Equipping Your

# Truck & Tractor

Built specifically for Farm Trucks and for Tractors, this line is finding favor over the entire nation — and especially in the Wheat Belt; they are rugged and dependable, but are still in the low price range. See them. Buy and Save!



Just Phone  
**317**

Tell us the size and our pick-up will be there in a jiffy and equip that TRUCK or TRACTOR with U. S. TIRES! Service to your farm home.



U. S. Royal

## BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 Per Cent Federal Farm Loans.

### INSURANCE

**JNO. H. PATTON**  
PHONE 20

ABSTRACTS  
of All Deed South County  
and Title.  
DEAD BEYER COUNTY  
ABSTRACTS INC.  
ONE Bldg., Hereford

**DR. J. W. HENDRIX**  
Chiropractor and Masseuse  
100 B Street—Just North  
of Mother's Park  
Phone 341 for Appointments

**THE CHOCOLATE SHOP**  
Fruit Lunches  
Sandwiches  
Cold Drinks, Candles  
Magazines.

**THE HEREFORD BRAND**  
JOB PRINTING

## A Complete Line Of OILS AND GREASES

As Wholesale Agents for Magnolia Products in this territory, we are serving many irrigation farmers. We invite you to give us a trial and to become another satisfied user of Magnolia Oils, Gasoline and Greases.

# W. J. [Bill] SMITH

## DISTRIBUTOR

You'll be safer on U.S. Royals



# Brumley Outlines Plans For Model Irrigation Farm Home

Uses Quarter Section Land For This Area

Farm Expert



G. W. Brumley, the man who made Hereford into one of the outstanding hog shipping points in the nation, is thoroughly sold on irrigation. On this page, he tells in detail what a farmer can do with 160 acres and a few head of livestock. He is an ardent booster of irrigation and is considered as one of the best versed stock-farmers on the Plains.

300 to 500 laying hens.  
**Estimates Production.**  
 Production from the model farm, he estimates as follows:  
 From the 60 acres of milo or kafir, 3,000 bushels. However, the 10 sows will raise 140 pigs, sows and pigs will consume, besides skimmed milk and pasture, approximately 2,600 bushels of the grain, leaving a balance of 1,000 bushels of grain for market at \$750.00; he would grow the pigs to weigh 200 pounds and estimates that they would bring \$2,100.00, while 20 acres of the hegarl will produce 15,000 bundles, which will feed mares and cows if ground or put into silos, and still leave a surplus of 5,000 bundles worth \$150.00. He believes the 10 cows will produce for sale: cream, \$1,000; calves, \$50.00. From the hens he expects 4,500 dozen eggs at 20 cents, \$900.00. Figuring the wheat at 30 bushels per acre, 1,200 bushels, less 100 bushels for seed and bread, he finds 1,100 bushels at 80 cents figuring \$880.00. The mares raising four colts worth \$5.00 each, would net \$200. Tabulated, the revenue of the farm would read:  
 Grain sales (milo) ----- \$ 750.00  
 Grown pigs (200 lbs) -- 2,100.00  
 Kafir bundles ----- 150.00  
 Cream Sales ----- 1,000.00  
 Calves ----- 50.00  
 Eggs ----- 900.00  
 Wheat ----- 880.00  
 Colts ----- 200.00  
**Total revenue for year --\$6,030.00**  
**Calculates Expenses.**  
 In calculating the expense, Mr.

## CALCULATIONS ON PAPER SHOW PROFIT TOTAL OF \$3,830.00

Irrigation farming is a vastly different proposition from dry land farming and should be considered upon an entirely different basis.

G. W. Brumley, one of the most successful hog breeders and dealers in the Panhandle, believes that an irrigation farm should be founded and operated like a business. To make a successful business of irrigation farming, Mr. Brumley reviews his ideas on the subject in the following estimate of an irrigation farm planned especially for Deaf Smith County: **Plans Model Farm.**

He believes the farm should include 160 acres of land, divided as follows:

- Five acres—for residence, yard,
- Five acres—for residence, yard, orchard lots and garden, alfalfa for chickens and pigs, including a patch of sudan for sucking calves.
- Forty acres—planted to wheat each year.
- Ten acres—in alfalfa for hog pasture and hay.
- Sixty acres—in milo maize or kafir for grain.
- Twenty acres—in sudan for cow pasture.
- Twenty acres—in hegarl.
- Five acres—in fences and roads.

Since Mr. Brumley is planning a model farm to profitably serve a family over a period of years, he carefully listed livestock necessary for the place. His list of stock reads:  
 6 good mares.  
 10 good brood sows.  
 10 good dairy cows.

Brumley has been careful to consider most of the details. He figures the 160 acres at \$50.00 an acre, totaling \$8,000.00, which at 6 per cent interest is \$480.00, equipment and livestock, \$3,000.00, at 6 per cent interest, \$180.00; gas and oil for watering with Chevrolet engine three times, \$440.00. The entire expense column would be tabulated as follows:  
 Interest on land ----- \$ 480.00  
 Interest on equip. stock -- 180.00  
 Taxes and insurance ----- 200.00  
 Hired labor ----- 600.00  
 Gas and Oil ----- 440.00

Depreciation ----- 300.00  
 Total expense ----- \$2,200.00  
 When the total expense of \$2,200.00 is deducted from the total income of \$6,030.00, a profit of \$3,830.00.

4 teaspoons of cream tartar to one pint of water is also successful in removing iron rust.  
 Joe Louis, heavyweight champion of the world, has announced that he will endeavor to have four

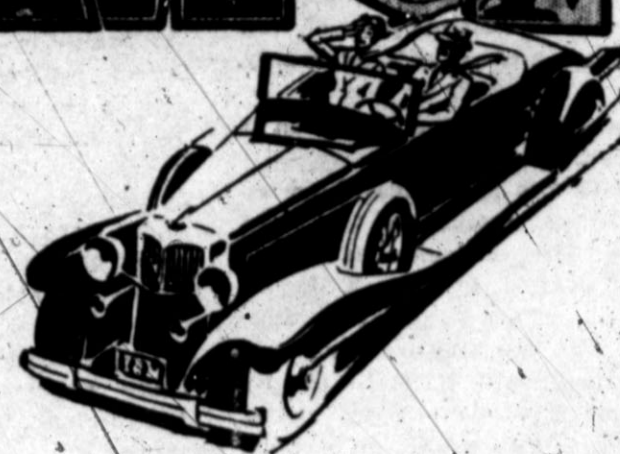
big fights a year. His biggest battle, he hopes, will find him in the ring with Max Schmelling, the only man ever to knock him out.  
 London has a movement to have only lawyers serve as coroners.

## Dr. M. V. COBB

NATUROPATHY — CHIROPRACTIC  
 (Ten Years Successful Practice)  
 Phone 470. Clark Building.



The kind of service that makes good customers is the kind of service you get at



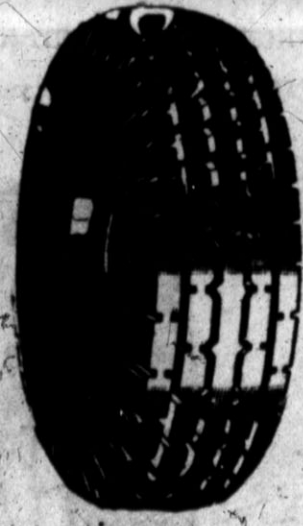
## Thompson's Service Station

Experienced irrigation men have found that they get better service, more quality and the greatest possible economy by trading at THOMPSON'S SERVICE STATION — the "Station that Experience Built."

As the oldest Filling Station in Hereford, the Thompson Service Station offers you the benefit of experience in fuels and lubrication in the operation of mechanical motors and Electric motors and we offer you U. S. Tires as the best possible tire you can buy for farm use.

# U. S. TIRES Guaranteed!

- Greater Mileage
  - Stop Side Skids
  - Stop Forward Skids
  - Flowing, Silent Ride
- U. S. TIRES built of Triple-Tempered Rubber



U. S. Royal

### BETTER FOR FARM USE

U. S. Tires for your truck or automobile are a real asset in saving so much time and money. U. S. Tires made of rugged triple-tempered rubber and guaranteed against defects in material and workmanship, give those extra miles of safety that only U. S. Tires can give. Come in today to Thompson's Service Station and let us give you prices on U. S. Tires to fit your car or truck — They cost no more than ordinary tires.

Experience has taught us that irrigation pays; for that reason, we wish to be among the first to congratulate you upon the securing of Rural Electrification lines, which will mean the extension of irrigation development.

We are always glad to see you and invite you to call upon us for the best service and products for your automobile, tractor or pump. In addition to U. S. Tires, we feature a complete line of Magnolia gasoline and motor oils.

Phone 191 for Tire Service

## There's Nothing Like

# GAS

- for -

## Cooking

The instant heat, higher speed and numberless shades of temperature, that only gas can provide, give finer flavor to all cooking!

## Refrigeration

Gas makes possible silent, simplified refrigeration. No moving parts to wear out. Air-cooled — uses no water. Low Operating costs.

## Water Heating

Gas provides an abundant, dependable supply of hot water when you want it — day or night! Low cost and nothing to tend.

## House Heating

Home heating with Gas is absolutely effortless. No fuel to order or store. Nothing to bother with. No dirt, smoke or soot.

## Irrigation

Gas is the most economical fuel you can use for Irrigation! It provides cheap, dependable fuel for power purposes.

# West Texas Gas Company

GOOD GAS WITH DEPENDABLE SERVICE

## "THE STATION THAT EXPERIENCE BUILT"

# THOMPSON'S SERVICE STATION

Arthur Thompson, Manager

Magnolia Products

You'll be safer on  Royals



# W. R. Matthews Advocates Two Crops From Each Plot

## Fair Crop Of Popcorn Is Reported Here

### DIVERSIFICATION PAYS TOP NOTCH IRRIGATION FARMER

While numerous farmers and irrigation men over the shallow-water belt have been talking about diversification, W. R. Matthews and his son, Tod Matthews, have been practicing diversification—and have made it pay.

Although they have had the well on their place for 13 years, they believe that by installing new equipment recently they greatly increased the efficiency of irrigating their land. Last December the well was deepened to 60 feet, having previously operated with Bessimer power at 110 feet. Their new equipment includes a 20 horsepower electric motor and a Johnston pump, which turns out 600 gallons a minute.

**Markets Vegetables.** Furthermore, Mr. Matthews is probably the only man in this country who has not at some time complained because he had no market for garden products. From irrigated truck patches, he reports a nice part of his income each year.

"There has always been a market for it, too," he said. "Trucks come to my place from Oklahoma after peas; they come from New Mexico for black-eyed peas, tomatoes and green beans—and then sell a lot of it to people in Hereford and around in this section."

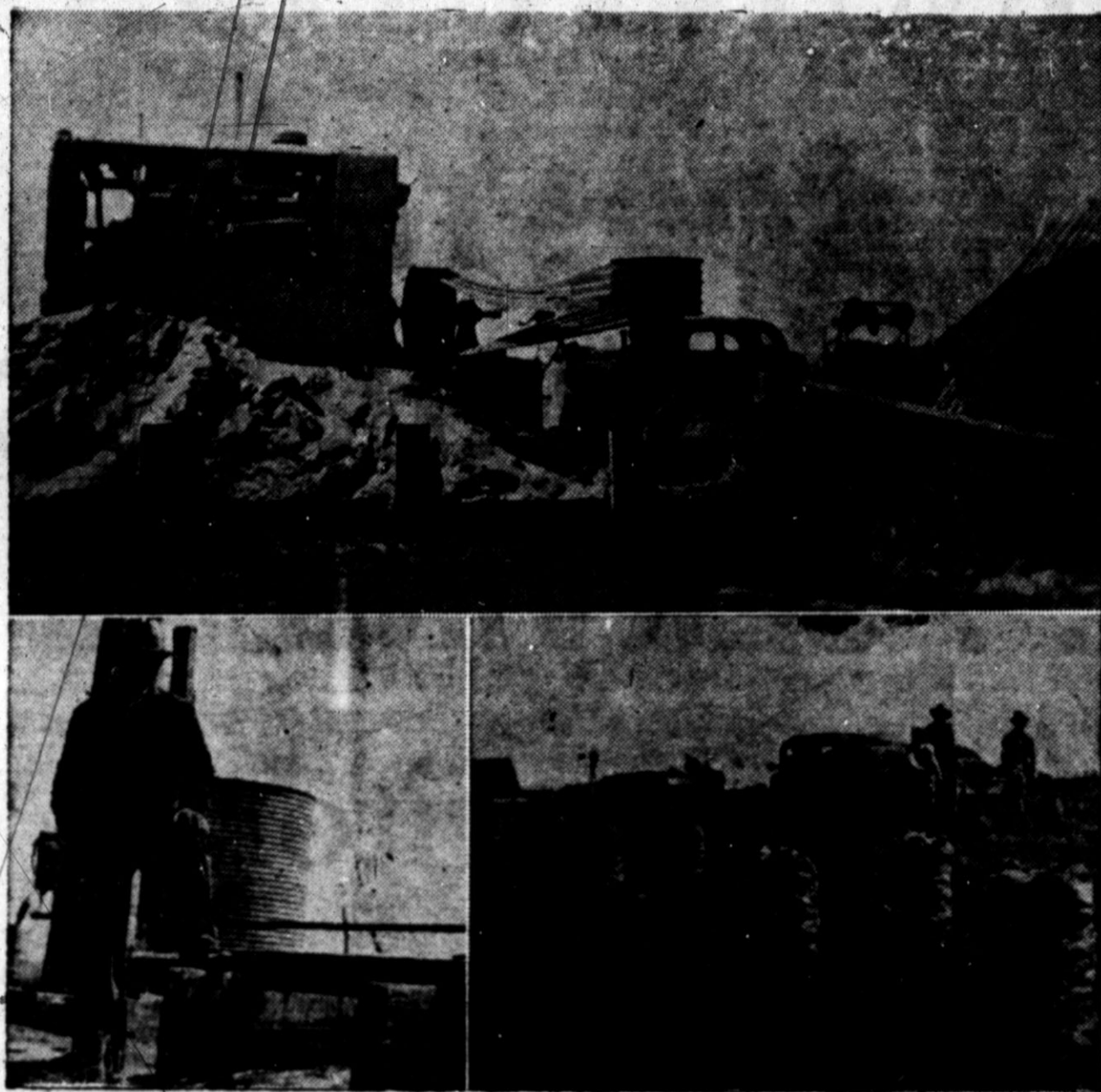
Mr. Matthews explained, however, that he does not concentrate all of his land in truck farming—in which case a market might be lacking.

**Crop of Popcorn.** During the years he has been farming with irrigation, Mr. Matthews has experimented with many different crops, and one of these crops which has proven reasonably successful is popcorn. From 25 acres of irrigated land, he last year produced 16,000 pounds of popcorn. He still has some of the corn left, but sold most of it. He gets letters along at intervals regarding the corn, much of which he has sold in Hereford. He says that the worms got part of the corn, or the yield would have been much greater.

**Gets Two Crops.** "I try to get two crops each year from each piece of land," Mr. Matthews declared. Under this system he grows peas and wheat on some land, and especially likes alfalfa because he can cut it more than once a year.

From 17 acres of alfalfa he reported 64 tons at one cutting. He feeds alfalfa and row crops—unless the market price is high

## Soil, Sunshine and Water Prove Profitable Combination



One of the recent wells in the Hereford territory is that of W. W. Hill, which is shown in the top picture. Lower left is W. R. Matthews at his well, two miles north of town; he says irrigation pays best when two crops are harvested from each plot of land each year. A portion of "Potato" Joe Ballinger's crop, produced from 15 acres of irrigated land, is shown in the lower right picture.

—and specializes in raising turkeys. In addition to hogs and calves this year, he raised more than 100 turkeys.

To show the manner of Mr. Matthews' diversification plan, he had in (last year) 35 acres of wheat, 25 acres of barley, 10 acres of corn, 15 acres of maize, and 25 acres of popcorn in addition to his alfalfa.

"Keep your land level," is his advice to new irrigation farmers, "and don't try to work too much land if you diversify."

**Cost Dollar Acre.** He estimates that it cost him one dollar an acre for each time he waters his crops. Since irrigation calls for more intensive cultivation, as well as water, he believes that smaller farms will be the ultimate result of extensive irrigation in this section.

As a pioneer in the field of diversification and successful irrigation of smaller tracts, he is setting a worthwhile example for the new irrigation farmer—and the man who plans to irrigate on a long-time basis can learn much by interviewing Mr. Matthews and by observing his methods.

A WANT AD WILL GET THAT FLOW!

## Peerless Pump Company Is Aggressive Firm

Peerless Pump Division, Plainview Branch, has recently leased the warehouse at 6th and Beech Streets, Plainview, and now have offices, showrooms and warehouse all under one roof.

C. K. Hughes, branch manager, states that the business of this branch continues to grow every month, and that since October 1st, 1936, Plainview has beaten all other Peerless branches in volume

of sales except the Joaquin Valley branch at Fresno, Calif.

Among sales made recently in the Hereford territory are J. G. Evans and Ky Lawrence. Others in the Plains irrigation belt are:

- West Texas Cotton Oil Co. (Lockview Farms) 4 pumps; R. W. Case, Petersburg; Conrad Frey, Lockney; O. W. Fry, Lockney; T. J. Hudson, Kansas City (Farm near Tulla), 4 pumps; R. A. Jefferies, Petersburg; E. M. Lawson, Lockney; W. E. Miller, Lockney; G. L. Mowen, Plainview; L. J. Nuckles, Chillicothe, (farm near Plainview); The Stringer Co., of Barwise.

Several installations have recently been completed at Lubbock,

Anton, Hereford, and Dalhart. The company is also selling many pumps at Portales and Roswell, New Mexico, most of which are shipped from the Plainview branch.

Anyone interested in irrigation will be well-repaid for the time spent on a visit to Peerless headquarters. All sizes of pumps and column are in stock, as well as cut-away models of pump bowls and gearheads, so that a prospective buyer can see just how they are made and how they operate. Tanks for an electric demonstration pump are now being made, and within a short time Peerless will be able to show the latest methods of repairing for sand wear without pulling pumps, and to demonstrate the actual back pressure created by pumping various amounts of water through the common size of pipe used in this vicinity. They have just received a complete tube-and-manometer equipment for measurement of water, this being the most accurate means of water measurement known to engineers.

### WAISTLINES ARE LOWER

New coats of soft finished woolsens that have the casual appearance which travelers like indicate by their cut that waistlines are definitely lower. Many of the coats have a semifitted waistline extending downward at the back. Panels and gorings emphasize the lower line while pockets placed much lower also contribute a similar impression.

The Library of Congress is among the largest in the world, with 15.29 acres of floor space and nearly 5 million printed books and pamphlets.

*First in the Blue Book*

**BLUE BOOK of Better Cleaners**

**STAMBAUGH COMPANY**

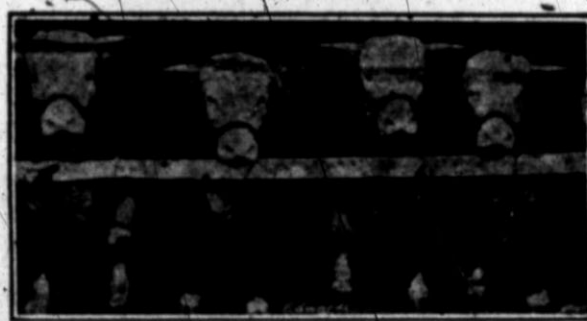
First families use this better dry cleaning year in and year out because they know it can be trusted 100 per cent. Our expert care and finer workmanship, plus modern scientific methods, insures your belongings the very best in re-conditioning and refreshing to the point of absolute newness.

CONGRATULATIONS  
FARMERS OF DEAF SMITH  
And Adjoining Counties on Your  
Rural Electrification and Irrigation Program!

**STAMBAUGH COMPANY**  
DRY CLEANERS

Called for and delivered

The Home of Fine Pure-Bred Hereford Cattle



Inexhaustible Shallow Water Makes Hereford Ideal

THE CITY OF

# HEREFORD

Located in the Very Heart of the

## Shallow Water Belt

Founded long years ago, Hereford is one of the oldest towns in the state of Texas, and roamed the plains in countless years. It was founded by a small herd of Hereford Fine-Bred cattle to this location. Thus was founded, and named, the town of Hereford. A little hamlet in the beginning, Hereford is today one of the leading progressive towns in 1937.

Why is Hereford today one of Texas' outstanding towns? Because those hardy men, and fine women fifty years ago expressed their faith in this fertile section. Because they knew that Pure-Bred cattle would pay, and they were courageous enough to devote their time, their money, and their energy to the raising of them. Because they were men and women who knew the value of life, and they lived it with courage, simplicity, and hard work. Gone long since are the Longhorns. Gone are the men and women who made our town possible! But left behind them is a memory of greatness. A greatness which will not go down in history, but a life of love, friendship and faith lingers behind them.

Today, we the people of this community are faced with a problem of equal greatness! The problem of irrigation. It is up to us to answer the call of the future. Just as we have us sand storms, future development is up to us. Today, Hereford is fortunate enough to offer its citizens one of the best and purest water in the world. Along with some of the finest citizens in the world.

ALL WITH IT

Comes From

# The City of Hereford

# QUALITY Chicks

If you raise chicks or have it in mind to stock your farm with them, see the Hillside Hatchery for baby chicks soon after the first of the year. You will find a big bargain to start you off for a big profitable season.

BE SURE TO SEE US BEFORE YOU BUY

WE HEARTILY

Congratulate

The Farmers of this section on their Irrigation and Electrification Program

HILLSIDE HATCHERY

RAY CONWAY, Owner



## 100% AUTO SERVICE

We are prepared — and well prepared — to give you any service on your car that you may need. We can adjust a speedometer, put on new license plates, or install a complete new rear end — with neatness, speed, and absolute thoroughness. And our prices are low!

WE CAN REPAIR YOUR

IRRIGATION MOTORS

## Congratulations

FARMERS OF DEAF SMITH and Adjoining Counties on Your Rural Electrification and Irrigation Projects!

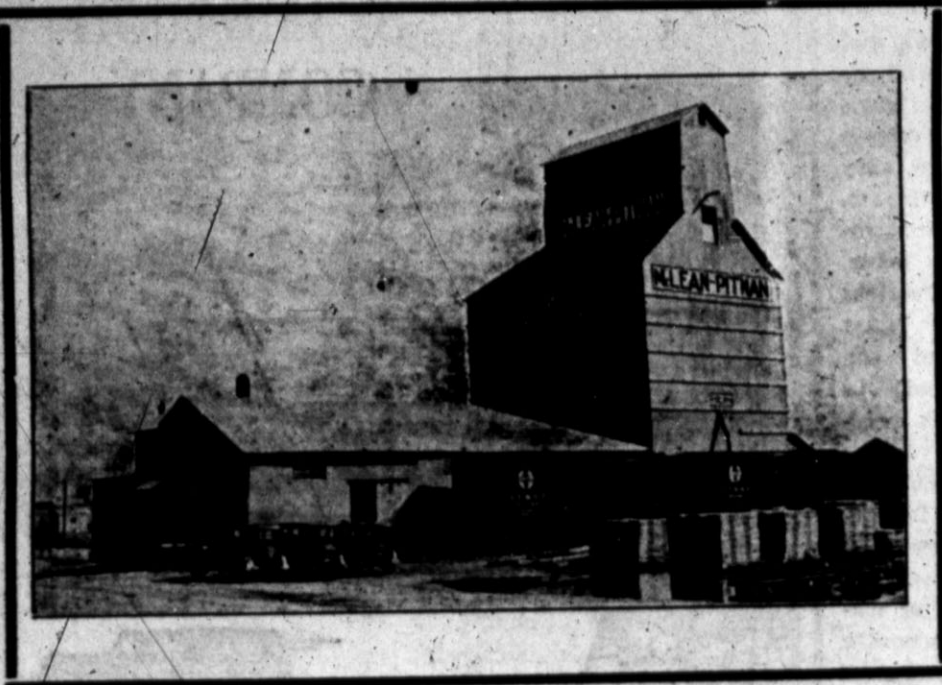
BEAMS & MARBS

MACHINISTS

WHERE THE FINEST PEOPLE CULTIVATE THE FINEST SOIL



# A HOME INSTITUTION



**... BOOSTING  
... WORKING FOR  
... SERVING**

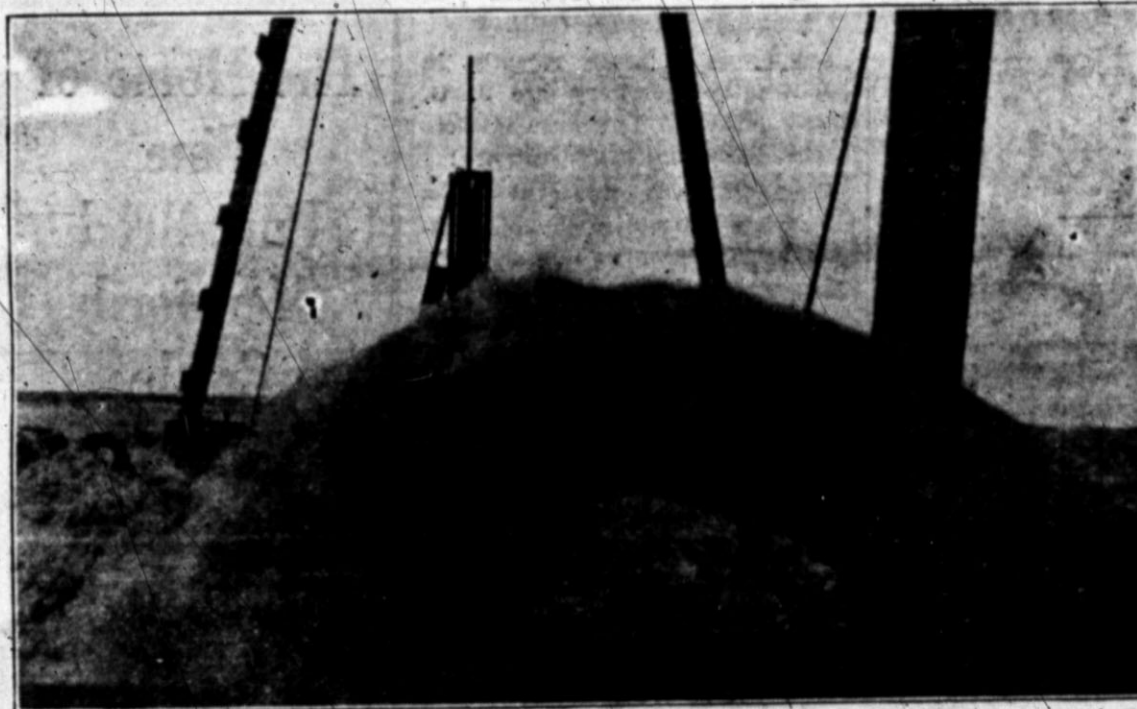
## A Vast, Fertile Territory

The actuality of Rural Electrification seems almost as a dream to those of us who have known life on the farms of yesterday! We are proud, however, because we know the people as friends who will benefit from the lines — and we know them as men and women who have worked and toiled to improve a virgin territory. We know them as a people with faith, and we are glad to see them secure the comfort, pleasure and benefits which they have earned and reserve!

Irrigation will follow Rural Electrification and with extensive, careful irrigation Improved Yields and Incomes will result. We are proud to be able to serve such a people and such a community, and we promise you a continuation of our policy of Honesty, fairness and willingness. Because we are closely associated with the farmers we may appreciate your advancement more than others — and certainly it is no less. A home owned and home operated institution, we are ever ready to do our bit and to assist you in any possible manner. Please feel free to call upon us.

### IRRIGATION

Shallow Water Irrigation on the vast Plains section was first discovered in this community. Those same people with the same determination and willingness were among the first to develop it. Again our territory leads the Panhandle with the First REA lines. We congratulate you and are proud to be one of you!



### RESOURCES

From the chocolate and sandy loams of this vast, fertile territory comes wheat, grain sorghums, and some of the world's finest cattle. The level topography, supplied with an unestimable source of underground water makes the territory the envy of the nation. Development will follow, just as it has preceded. Dairy cattle, hogs, sheep and poultry are already important industries here.

## FARMERS :- STOCKMEN :- SHIPPERS

SERVICE is the keynote of our industry. The Pitman Grain Company is proud of the knowledge that it is performing a definite service to so many factors, all important in the growth and prosperity of this vast territory. Through wheat, grain sorghums and many other commodities, their growing shipping, and the industries which facilitate these that the major and primary phase of the progress of this territory is based.

The Pitman Grain Company, through its services, helps this section to enjoy preferential rates with the concentration of wheat and sorghums. Since this firm was established many years ago, we have been through some drastic times — and have weathered them through the loyal support of the farmers and business men of this community. We look forward to serving you even more efficiently in the future.

### YEAR AROUND STORAGE SERVICE

**All Wealth  
Comes From  
The Soil**

Believing that agriculture is the foundation upon which rests the entire economic structure of this county; believing that the farmers must prosper, and believing in the principle of giving the farmer fair compensation, I have watched with interest and with sympathy the institutions and individuals, and have been inclined to promote the interest of the farming industry as a whole. I believe we have taken another definite stride forward — and I am glad. I promise you a continuation of the fair policy of this firm and will do my best to merit the loyal patronage which this firm has been accorded.

J. A. PITMAN.

**PITMAN GRAIN COMPANY**  
Serving Hereford and It's Trade Territory



SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 4  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

FIVE CENTS PER COPY

## Wilson Never Wants Farm Without Irrigation

### Irrigated Land Produced Good Yields In 1912

THE HEREFORD BRAND HAS BOOSTED IRRIGATION SINCE 1910

The following article from The Hereford Brand, October 18, 1912, will give you an idea of the shock and wonder which irrigation held for those who first visualized its possibilities in early days here. The description of the exceptional yield is of unusual interest.

#### All Crops Succeed

"It is said that nothing succeeds like success, but this is only another way of saying that after success is attained that it is easy to continue against the same line of resistance. It requires a greater amount of force to start a long chain or even an automobile than it does to keep the load resistance moving. Then it is simply stating fact of philosophy when the sage wrote: Nothing succeeds like success.

This has nothing to do whatever with the success of the farmers on the McDonald Irrigated Farms except that eminent success has crowned their efforts in each and every variety of crops attempted this year. With indifferent success last year and more resistance in the way of experimentation to overcome than the ordinary mind could contemplate, the good year of 1912 had brought a feeling next to exultation in the bountiful crops already harvested and being harvested by the men who have been farming with a combination of Soil, Water, and Sunshine.

#### Success Policy

"Farming with a Success Policy attached is a new idea for the Panhandle Country. With how much more elastic step and perfect confidence does the farmer, who has 'Oceans of Water' at his command, enter his field in the morning for a day's labor. And in the evening when the golden glow of the western sun calls him to his home circle, he returns with the knowledge and feeling that the day's efforts have not been spent in vain. A gushing well of water is his Success Policy; farming with certain success is inspiring.

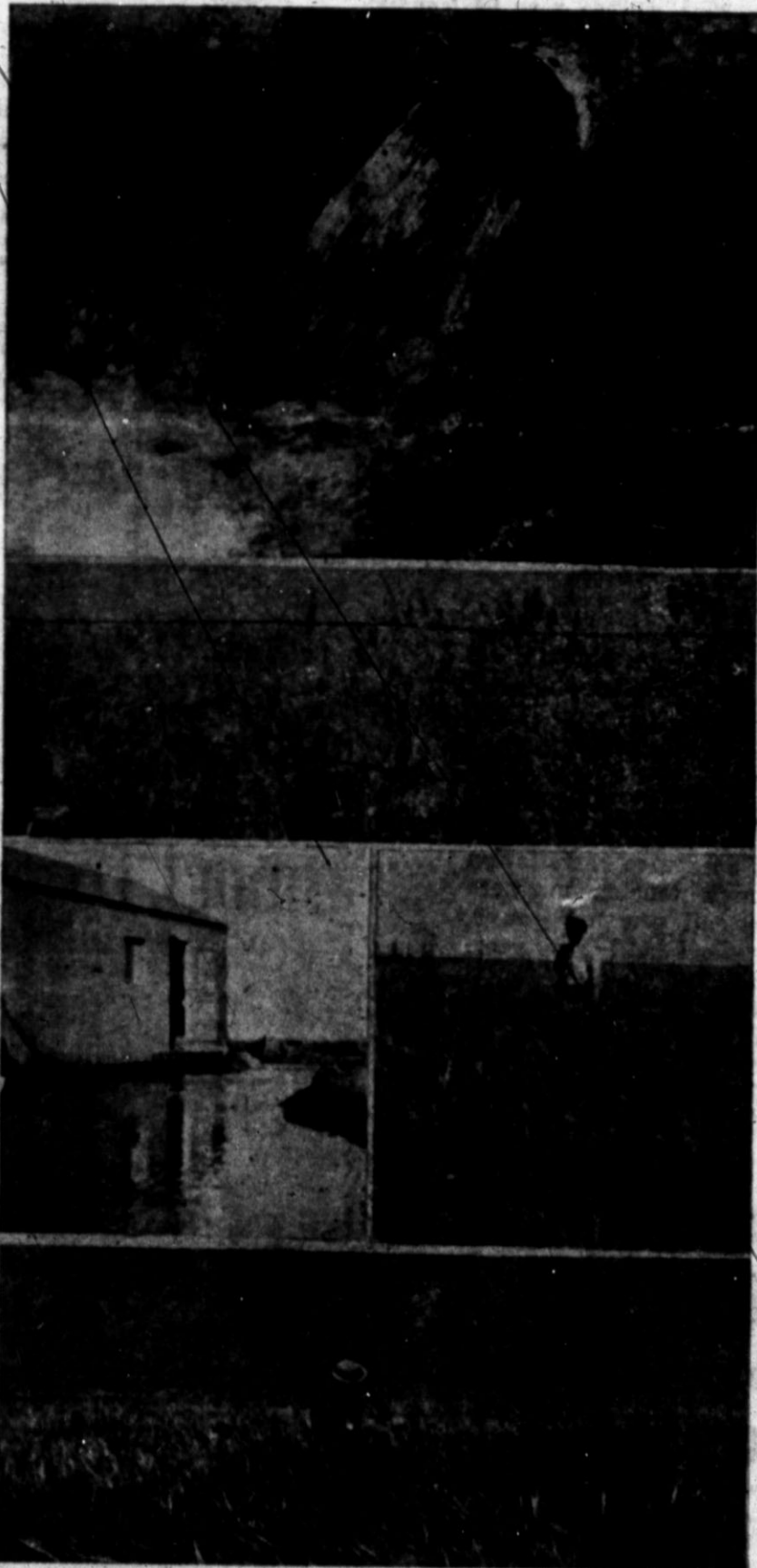
"A visit to the McDonald Farms four miles north on 25-Mile Avenue will convince the most skeptical Thomas that they have farmed with certain success there this year. The stacks of wheat, oats and alfalfa are mute evidence of a harvest already accomplished; the broad fields dotted with shocks of golden grain and corn makes a picture of prosperity no artist could copy with his brush. On approaching the field where the men were busy, the subdued rattle of sickle in the long rows of corn told of the heavy harvest. Other men were tugging at the bundles and placing them in wagon like shocks, making them stand in rows with wide avenues between. McGee, the photographer, took a snap here and there, while Mitchell, Elliott and McDonald hunted for words to express their astonishment and wonder. The long rows of maize and kafir, standing like sentinels, confident of their strength in the battle of life; the mower, drawn by three strong horses, like the bladed chariot of ancient times, laid low one line after another until few stood on the field, like some planted banner of a fallen friend.

#### Stalks Were Heavy

"In the field of maize visited, by actual count there were 100 matured stalks with heads in each 30 feet of row; the same was true of the kafir. While some

## Gushing Wells Pour Out 1,000 Gallons Of Water Each Minute To Boost Crop Yields

Some Favor Row Crops, Some Believe In Wheat; Still Others Talk Barley, Rye And Sugar Beets, But They Will All Agree—Irrigation Boosts Their Yields.



"Soil, Sunshine and Water" has long been the boast of the Hereford Irrigation Belt; above are scenes which depict the application and result of the famous combination. In the top picture on the left column is seen life-giving water as it flows a three-inch carpet over the tender, young row crop of Carl Frye on his farm 10 miles south of Hereford. Results is the topic of the second picture on the left as modern equipment plows a swath through golden, irrigated wheat on the Wimberly farm near Dawn, 18 miles east of Hereford; the lower left photograph shows a portion of George Robertson's wheat, which made 55 1-3 bushels to the acre. On the left, top, S. O. Wilson's well, two and one-half miles south of town, may be seen pumping 1,000 gallons of water a minute; just below the water is another result picture—wheat that averaged from 30 to 35 bushels to the acre. The third strip of pictures on the right show the lake formed by the 1,000 gallon discharge on W. N. Hodges place, three miles southwest of town, while the adjoining picture gives a glimpse of his irrigated wheat field. The lower right picture shows Carl Gilliland's 80-bushel-to-the-acre barley, produced on his irrigated farm three miles south of town.

### Specializes On Crops Others Cannot Raise

DAIRY COWS SHOW PROFIT OF AROUND \$250 EACH MONTH

"I don't ever want to farm without irrigation," is the sentiment of S. O. Wilson, successful irrigation farmer in this section since 1926.

When Mr. Wilson came to this section there were several men employing irrigation with old style pumps and Bessemer power; it was with such equipment that he first started. Since production costs at that time were considerably higher than they are today, he began to carefully study irrigation, its possibilities, hindrances and future.

#### Seeks Higher Prices.

"I have tried to raise crops which the dry land farmer could not raise," he said, and gave his reasons as the usually higher prices on the crops and the general demand for them. He has also consistently followed the practice of feeding a large portion of his irrigated crops to dairy herds, hogs and chickens.

"We are now milking 25 cows," he declared, "and from this source we get a gross return of \$250.00 per month. We also expect to market \$500.00 worth of hogs this year."

Operating on a basis of this kind, Mr. Wilson finds that his farm is consistently like a modern business firm. A regular monthly income places him in a position to accurately figure costs of production, and to know just where he stands all of the time.

#### Favors Truck Market.

Although he has definite ideas of what his best crops are at the present time, Mr. Wilson believes that with a good local market the most profitable crops for irrigation would likely be truck garden vegetables. He says that when such a market becomes available he will be one of the first to give it a trial.

For this reason he is in favor of a canning plant for Hereford, and believes the logical time to start such an industry here will be shortly after the rural electrification lines have been completed.

Diversified farming is another factor which he believes necessary for successful irrigation farming, and he sums up his reasons in the following statement:

"Take alfalfa, if you get a hail storm and lose one crop you have a chance for three more. In the one-crop system you would be out for the entire year. Price variations on different crops at various periods also makes diversification desirable."

#### He Likes Alfalfa.

And Alfalfa is one of his favorite crops, because it has 14 per cent more protein content if used on the farm—and because it is always salable at a good price. His alfalfa has made from five to seven tons per acre in a season. He raises oats and corn as two other exceptionally good crops for irrigation.

Mr. Wilson is one of the few farmers who have tried raising sugar beets in this county. One year he reported five big wagon loads of sugar beets from a one-fourth acre plot.

His irrigated wheat ran about 20 bushels to the acre, but he still favors alfalfa—and highly endorses row crops where they are fed out to livestock.

#### Came Here In 1926.

The Wilsons moved to Hereford on January 30, 1926, locating on their present farm one and one-half miles southeast of Hereford. They have irrigated ever since they came here. Mr. Wilson

### Young Irrigator Makes Progress In This Section

T. L. Sparkman, Jr., after irrigating with his father for several years, is now an irrigation farmer on his own hook. He is located nine miles southeast of Hereford and the 140-foot well which he operates was dug in 1930. He uses a 1930 Buick automobile motor to power his Kimball-Krough pump and gets 660 gallons of water a minute. Row crops, wheat and alfalfa are his favorite crops, especially Black Hull Kafir. However, he is only irrigating 10 acres of alfalfa at the present time, because he believes the market not adequate to raise alfalfa on a large scale. He has 85 acres under irrigation now and during the past few weeks has been running water day and night on his 75 acres of row crops. As one of the younger generation of irrigators, he has much faith in the practice and expects to enlarge his facilities.

### "Pour More Water On Smaller Plots," Advice Of Potato Joe, Whose Intensive Cultivation Made Yields That Startled Irrigation Men

"If it's a case of sink or swim, then pour on more water!" Speaking technically, it is perhaps poor logic—and the last place you might expect to hear such a statement would be from a country banker, whom experience had made conservative. The story is not a new one, however, to farmers of Deaf Smith County. Most of them have heard it before, and most frequently from the conservative bankers. If you take the statement on general terms every farmer in this section will agree with you. Not because the banker said so, but because their neighbors have made money at times when they failed to make a crop. Located in the heart of the highly-publicized "dust bowl," farmers in this section "took it on the chin," for many years; some were wiped out during the recent years, others managed to stick.



Netting \$3,525 from 15 acres of Irish Potatoes, Joe Ballinger "opened the eyes" of fun-poking neighbors. The potatoes are shown above as they were sacked in the field on G. W. Heard's place, two miles north of Hereford.

Today, if you visit this county you will be surprised. Where sand dunes a few months ago represented the result of hard labor, you now see fine fields of wheat and potatoes; orchards with budding trees, and gardens that show no need of moisture. The answer is irrigation. Shallow-water irrigation—and any boy or girl can tell you that the government has examined the water

supply and found it favorable. "Irrigation" is a simple word. It is easy to dismiss with a wave of the hand—but to farmers in this area it is something that is hard to understand and harder to conquer. Digging the well is simple. With reasonable backing it is equally simple to equip the well with pump and power. But that is only part of a long story. With sufficient water, this area is one of the most fertile wheat sections on the globe. Irrigating wheat, however, is another story. A tale that can be correctly illustrated only through hard work, and some farmers are beginning to wonder if wheat is actually the best of irrigated crops. Potatoes Paid Well The man who set them to wondering was "Potato Joe" Ballinger. A young man from Idaho, "Potato Joe" came here and reaped 15 acres subject to irrigation. (Continued On Page 5, Sec. 4)



# DEPENDABLE POWER

## For Low Cost Irrigation

### Allis-Chalmers Power Units--

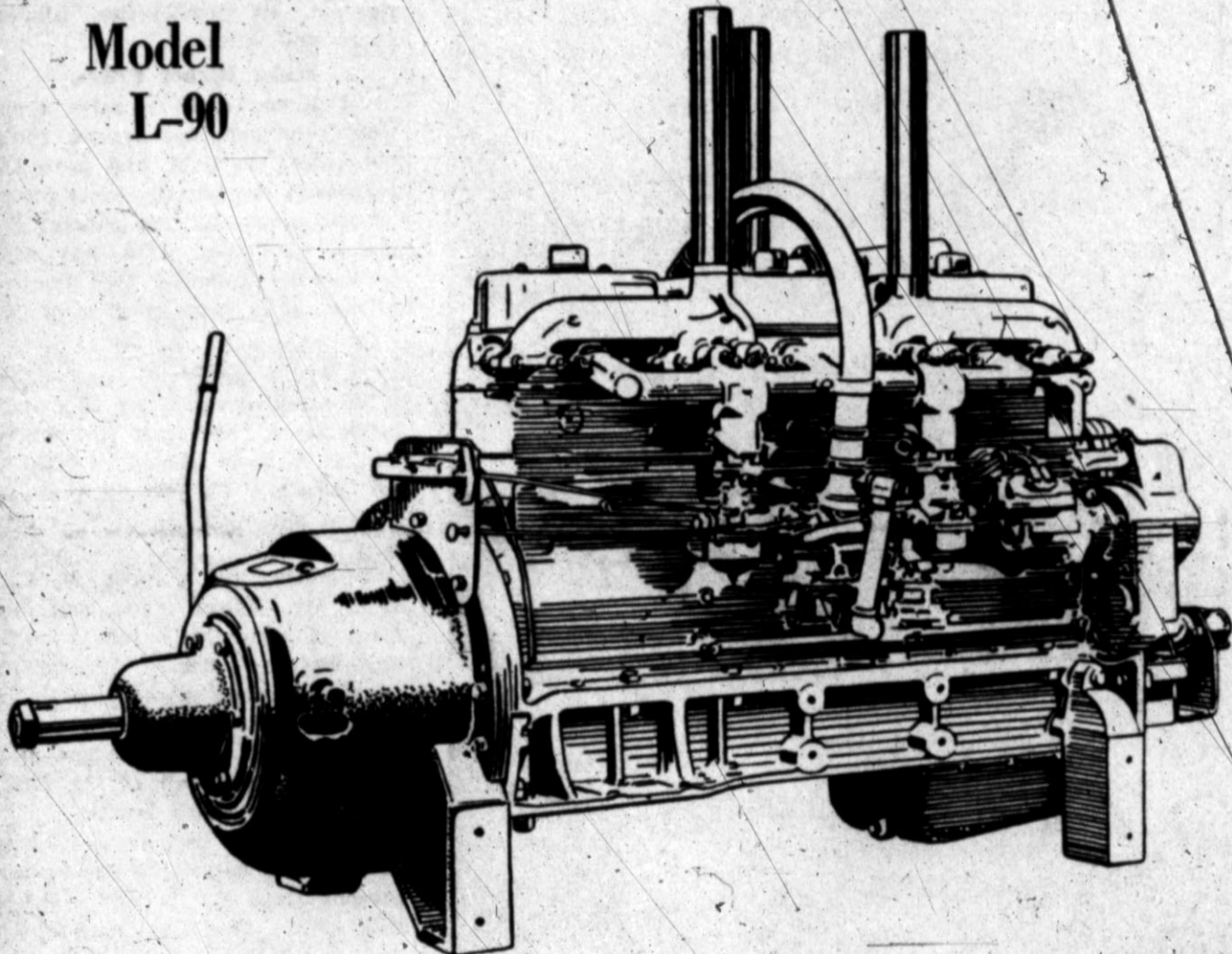
--BUILT FOR HEAVY DUTY SERVICE

Allis-Chalmers power units and industrial engines, built by one of the world's largest manufacturers of internal combustion engines, are of the vertical valve-in-head type, designed and built for long life and profitable service. They are simple in design, of excellent construction and workmanship, powerful, dependable and durable in any type of service.

The engine block is a rugged, single piece casting of exceptional strength, built to withstand the most severe service.

Husky, heavy-duty, drop-forged crankshafts of the suspended type are used to provide smooth operation and long life. Bearing surfaces are large with ample lubrication provided. A low carbon steel drop-forging is used for the camshaft. The entire camshaft is case-hardened and ground, making the surface smooth and exceedingly hard.

Model  
L-90



## Model L-90 GASOLINE OR NATURAL GAS

102 H. P. AT 1050 R. P. M.

The L-90 is a modern engine to the last detail. It is designed to safeguard your investment — to give you "TOP NOTCH" pumping performance. Like all Allis-Chalmers engines it operates smoothly and continuously . . . regardless of load . . . constant speed being maintained by the sensitive, built-in governor. It develops a maximum of 102 H. P. at 1050 R. P. M.

The L-90 pumping engine comes ready for installation — equipped with exhaust pipes, high tension magneto with impulse coupling, carburetors, oil pressure gauge, water manifolds, thermostat, flywheel and ring-gear, built-in governor, generator openings and starting crank, heavy duty clutch, power take-off shaft and foot-type clutch housing. Oil wash type air cleaner, fuel and oil filters — usually "extras" on competitive units — are standard equipment with Allis-Chalmers. Oil pressure

gauge, ignition switch, governor and choke controls are mounted on instrument panel conveniently located.

The L-90 power unit may be had with natural gas carburetors or with combination natural gas-gasoline carburetors at slight additional cost. High altitude pistons are optional equipment. Extra equipment, such as electric starting, spark arresters or mufflers, is available.

### MODEL LO-90 — Diesel Fuel

In this model Allis-Chalmers gives you CONTROLLED IGNITION — the economy of Diesel fuel COMBINED for the first time with the smoothness, instant starting, reliability and simplicity generally associated only with gasoline engines. 107 Maximum Brake H. P. — 85 Continuous H. P. at 1050 R. P. M.

## Model E-60

GASOLINE OR NATURAL GAS

68 H. P. at 1050 R. P. M.

Because of its smooth, continuous, economical operation the E-60 pumping engine is in much demand in the shallow-water section. Built by one of the world's largest manufacturers of internal combustion engines, it is of the vertical valve-in-head type, designed and built for long life and profitable service.

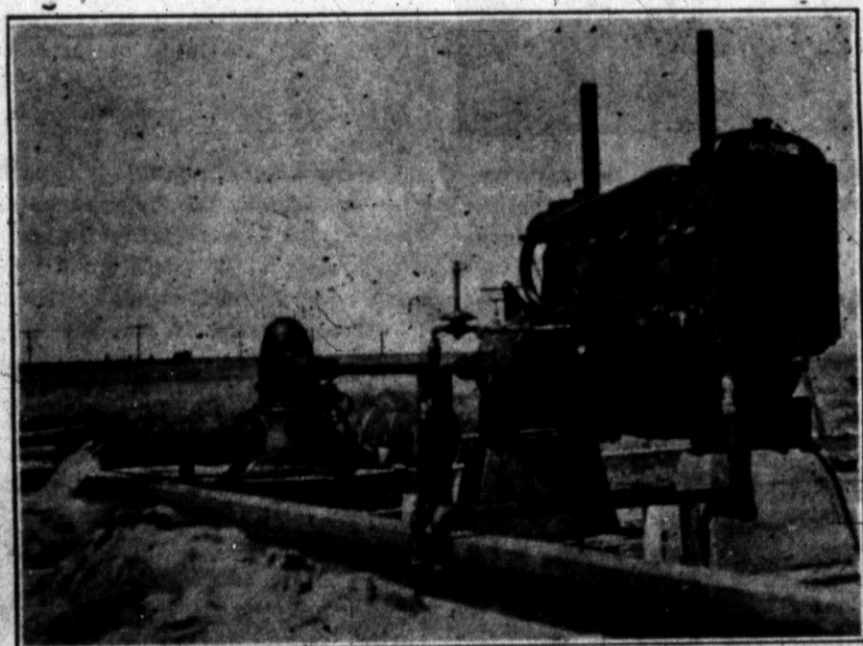
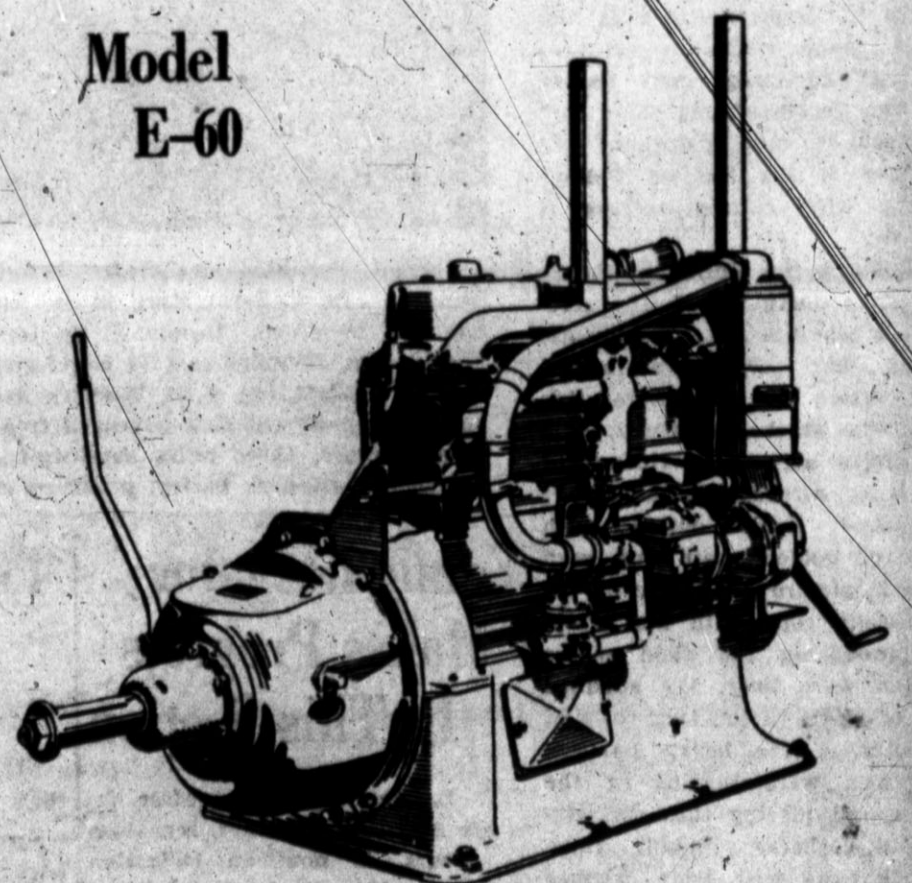
Of compact construction, the E-60 develops a maximum of 68 H. P. at 1050 R. P. M., is readily installed and comes equipped ready for operation. As a part of the standard equipment, the E-60, like all other A-C power units, includes oil wash type air cleaner, oil and fuel filters (usually an extra on competitive units), oil pressure gauge, full pressure lubrication throughout, high tension magneto with impulse coupling, exhaust pipe, carburetor, water manifolds, flywheel with ring-gear, built-in governor, starter and generator openings and starting crank.

Extra equipment such as starter, spark arresters and mufflers, may be obtained if desired. Natural gas carburetors or combined natural gas-gasoline carburetors may be had at slight additional cost. Pistons, for high altitude operation, are optional equipment.

### MODEL EO-60 — Diesel Fuel

The same smoothness of the gasoline model, PLUS the economy of burning low-cost Diesel fuel. The improved principle of engine operation — CONTROLLED IGNITION — given to you ONLY by Allis-Chalmers — makes this extra advantage possible. 70 Maximum Brake H. P. — 56 continuous H. P. at 1050 R. P. M.

Model  
E-60



The pump installation on the Carl Frye place is shown above, powered with Allis-Chalmers Power unit. Installed last year, the well gets 1,000 gallons a minute; Mr. Frye reports that the A-C unit handles the job easily—with power to spare.

# PEVLEY & SEED IMPLEMENT CO.

HEREFORD

Power Units  
Tractors - Implements  
All-Crop Harvester

# ALLIS-CHALMERS

TRACTOR DIVISION—MILWAUKEE, U. S. A.

TEXAS

Power Units  
Tractors - Implements  
All-Crop Harvester



# Eubanks Practices Rotation Of Crops On Irrigation Farm

**SEVERAL CROPS ALLOWS IRRIGATION THROUGH ENTIRE YEAR**

Crop rotation forms the basis of the irrigation policy practiced by Earl E. Eubanks on his place six miles east of Hereford on the Amarillo highway.

Mr. Eubanks rotates his crops between wheat and row crops of various kinds, arranging the program in order to do some watering in the winter, fall, early spring and summer.

**180 Acres Wheat.**

This year he has 180 acres of wheat and is expecting a good yield, past averages having been around 25 bushels to the acre.

With a market for truck vegetables, Mr. Eubanks says that he would certainly give truck farming a trial because he believes the return per acre would run higher than most any other crop he could produce. For this reason he believes a canning plant, properly operated might prove invaluable to this section.

He believes that irrigation of row crops and alfalfa should play a definite part in the farm program of every operator, and reports that by feeding these crops out to stock he has sold them for more than marketing them direct.

**Farms Several Crops.**

"Several crops are far more desirable than just one crop," Mr. Eubanks says, "because seasons differ and the actual pumping can be divided over the year instead of using it day and night to carry one peak load."

The well on the Eubanks place was dug in 1917 and is 114 feet deep. He uses a Johnston pump at the present time, powered with a motor from a 1929-Buick automobile. He pumps from 850 to 1,000 gallons a minute and approximates his cost at 35 cents an hour. He now has 132 acres of row crops in addition to his 180 acres of wheat.

**Gets More Water.**

He changed to the smaller, new style equipment two years ago and reports that it costs less per hour to operate with the present set-up, which also gives him more water.

## Raindrops And Kilowats Go Hand In Hand

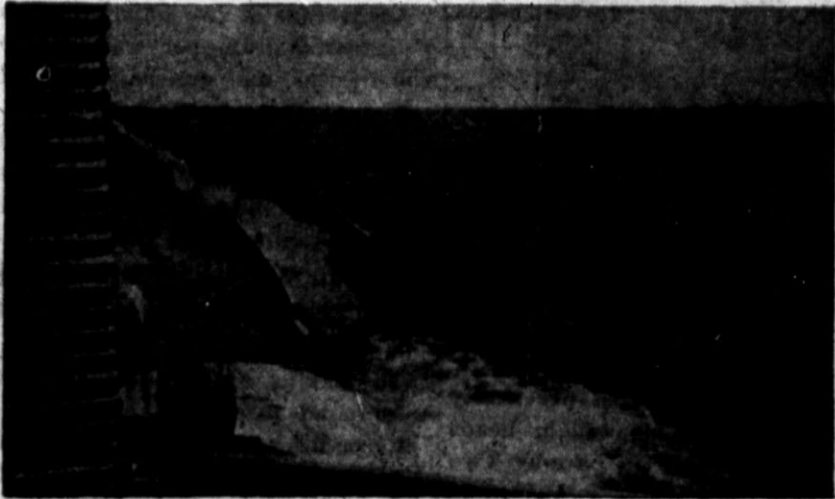
Without water, man, animals, and plants cannot live, and soil cannot produce food, clothing, or shelter. This precious fluid has been perhaps, the chief factor in the architecture of the Nation. America's greatest cities and villages have been built near an abundant supply of fresh water. The foremost public work is installation of water systems—dams, pumps, mains, and purifiers—to maintain a constant flow of good, uncontaminated water.

The early pioneer, when selecting a site upon which to erect his house and buildings, placed them near a stream, spring, or well that assured his family and his livestock of a pure water supply.

Water is used in unnumbered ways by the individual. First of all, he and his animals need water to drink. He needs it for bathing, and in the sick room it is indispensable. It is used to wash his clothes and to scrub his habitation. As steam, it sterilizes equipment and destroys germs and undesirable bacteria. It is needed in cooking. Livestock and poultry must have plenty of water to thrive and to produce good milk and eggs. By proper irrigation man is assured of bountiful truck crops.

It is not a coincidence that the percentage of American farms without running water is almost the same as those without electric service. The two go together. J. C. Scott, writing for Electricity on the farm, discusses water and health. He says, "Studies have shown that where water is carried by hand, the daily 25 gallons needed for each person is often reduced to 6 or 8 gallons. With such a reduction, health is impaired and doctor bills often increased. Public health investigations carefully checked show that 4 in 20 babies die in homes without running water, while only a little over 1 in 20 die in homes with running water, interior bat-

## Modern Irrigation Well



Looking down an irrigation flume which carries 1,000 gallons of water a minute from the Albert Springer irrigation well. Mr. Springer operates another well on his place in the north portion of Castro County and is considered an outstanding irrigation farmer of this territory.

ets, and septic tanks."

In the farmhouse, water is used in the kitchen, the bathroom, and the laundry. A modern electric washer and ironer coupled with running water and an electric water heater have taken the "blue Monday" laundry day out of the farmwife's week.

However, it is on the farm itself that running water means profits for the farmer. Since milk is 85 to 90 per cent water, a heavy producing cow should have an abundance of fresh water at all times. Dairy farmers know that a decrease in water consumption is reflected at once in decreased milk production.

A cow cannot get enough water

by drinking her fill two or three times a day. Water should be available at all times. Pasture troughs kept filled do this in the field, while in the stanchion with running water under pressure pumped to individual fountains, the cow can drink at any time by merely nudging the release.

Increasingly stringent health laws demand unceasing efforts on the part of the dairy farmer to keep his milk pure and sweet with a low bacteria count. As coming from healthy cows, milk contains very few bacteria, but contamination begins on contact with milk equipment and through handling. If left in a warm place these introduced bacteria quickly increase.

Here again electricity and running water solve the farmer's problem. With water under pressure the milking barns can be hosed out quickly and easily after each milking, keeping the barns spotless. Electrically operated steam and boiling water sterilizes free utensils from contaminating bacteria. But more important, the electric wet cooler for milk keeps the product at a low temperature so that bacteria colonies do not increase rapidly.

Laying hens also are very thirsty, as eggs are largely composed of water—about 65 per cent. When eggs sell for 30 cents a dozen, the water in them has been estimated at \$1.50 a gallon. On this account the poultry farmer cannot afford to be stingy with water.

By reducing water supply, hens lay fewer and smaller eggs. On a large poultry farm it is almost impossible to keep the drinking wells constantly filled by hand pumping. And if it were possible, hand labor working in competition with the electric pump would work for less than 5 cents an hour. No progressive farmer can afford to work for these low wages.

## Possible Now To Electrify Farm For Only \$1,000

With the economies in manufacturing and installation that are being effected, it will be possible shortly to complete the electrification of an average general farm for less than \$1,000, according to Rural Electrification Administrator, John Carmody.

"This will not allow for gadgets, nor for air conditioning, but

it will provide the essentials of wiring, home appliances, a few aids to work about the farm like a good powerful utility motor, and good serviceable plumbing equipment.

"Of course, a good start toward the electrification of a farm can be indeed is being made on hundreds of farms—for much less than \$1,000.

"One should remember, too," Mr.

Carmody added, "that in valuing electrical equipment we must consider not alone what it costs, but what it will save in dollars and cents.

**TURN ON THE LIGHTS**

"Now we can have lights!" This is the immediate reaction of the farm family that is to get electric power for the first time through the Lorain, Medina Rural

Electric Co-Operative, Inc. Every farm home served by the LMRE project will use electricity for lighting. However, rural electrification means more than just stringing up a few lights, and labor-saving electrical equipment will be installed by most farmers both in the home and on the farm.

Grass stains may be removed by sponging with wood or denatured alcohol.

# FRIGIDAIRE

The Answer To Your Refrigeration Problems In Your Newly Electrified Farm Home.

Rural Electrification means everything to the farm home; Rural Electrification means mechanical refrigeration. In recent years several companies have spent hundreds of dollars in an attempt to imitate the results of electricity in refrigeration. Their efforts have been fruitless, for electrical boxes still lead town homes by a huge majority. For kerosene, and other makeshift methods they have done exceedingly well—but we know, and you know, that electricity was the first and most successful means of electrified refrigeration. There is no substitute for electricity on the farm, in town or in the largest of cities. Likewise, there is no substitute for Frigidaire — most persons call all types of refrigerators "Frigidaire." There is but one genuine Frigidaire, and in Hereford it is sold by the Chocolate Shop. Make no mistakes; See it. Use it before you buy.

## WATER

### Means Profitable Farms

The whole world is now finding out what the people of this territory have known for years: that Deaf Smith's Sunshine, Land and Water are an unbeatable combination! The Hereford Territory is a mecca of irrigated lands and fine farm soils. Shallow Water is an unbeatable crop insurance.

With the coming of Rural Electrification the Hereford section again indicates its advancement as being the first community in the Panhandle to bring the comforts and advantages of electricity to its farm homes. We take pride in extending our sincere congratulations to the community and to the people whom the coming lines will serve. When we can serve you, feel free to call upon us!

**Rural Electricity MEANS HAPPY HOMES**

**A. O. THOMPSON**  
ABSTRACTS

Now on demonstration

## NEW "SUPER-DUTY" FRIGIDAIRE

WITH THE METER-MISER  
CUTS CURRENT COST AMAZINGLY

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

*Come in. See the Proof!*

- 1. GREATER ICE-ABILITY**  
Ends "Cube-Struggle" and "Ice-Famine"! SEE THE PROOF!
- 2. GREATER STORAGE-ABILITY**  
New 9-Way Adjustable Interior! SEE THE PROOF!
- 3. GREATER PROTECT-ABILITY**  
Keeps food safer, fresher, longer! SEE THE PROOF!
- 4. GREATER DEPEND-ABILITY**  
3-Year Protection Plan, backed by General Motors. SEE THE PROOF!
- 5. GREATER SAVE-ABILITY**  
ONLY FRIGIDAIRE has the Meter-Miser!

**NEW BEAUTY! AMAZING NEW ABILITY TO SAVE AND SERVE!**

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

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

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

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

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

5 YEAR GUARANTEE

PRICES AS LOW AS \$112.50

NO MONEY DOWN EASY TERMS

LOOK FOR THE FRIGIDAIRE NAME-PLATE

**Chocolate Shop**

COLD DRINKS TOBACCOES SANDWICHES



## Kropff Boys Recondition Old Auto Engines For Irrigation

**ABANDONED WELLS FLOW SILVER STREAMS AT MINIMUM COST**

By C. B. Eubanks

Thirty to two hundred feet from sand-covered fences and the birth of a desert lies the economic salvation of that vast area known as the shallow water belt of the Texas Panhandle. The direction is down.

### First Large Wells Here

On the Plains the first large well for irrigation was sunk in that territory surrounding Hereford, Texas. An inexhaustible supply of water underlying hundreds of thousands of fertile acres at an accessible depth drew an influx of pioneer-spirited immigrants from the Corn Belt.

These were mostly men of financial means who had seen the vision of the Silver Stream. Not only the sparkle of life giving water, but a stream of silver clinking into their coffers.

Hundreds of wells were drilled and powerful stationary engines were installed at an approximate cost of ten thousand dollars each. Seemingly, prosperity reigned.

### High Operation Cost

The prohibitive expense of operating these giant engines soon resulted in the abandonment of most of these wells. For years they have been idle. With the exception of those owned by men to whom farming was an avocation, not a living.

### High Operation Cost

The prohibitive expense of operating these giant engines soon resulted in the abandonment of most of these wells. For years they have been idle. With the exception of those owned by men to whom farming was an avocation, not a living.

Years of drought, crop failure and erosion have reduced many prosperous farmers to dependence upon Government aid. The top soil was blowing away or being covered up with sand which came in sun-obscuring clouds.

Wells and casings are still fit for irrigation, but after a decade of abandonment most of the ponderous engines are out-dated, expensive to restore or have been stripped and in many cases junked.

Now there is dawning a new hope for the poor man who has one of these long unused wells. Also for the man of limited means who has ambitions to possess one.

### Home Made Equipment

The Kropff brothers, John and Carl, of near Hereford, are revolutionizing irrigation in the southwest. Another crop failure stared these young farmers and their neighbors in the face. Mechanically minded, they began to plan a

## Large Flume



At the rate of 60,000 gallons an hour, water flows through this flume on the Jas. W. Witherspoon place, north of Hereford, to water row crops, wheat and other farm products.

way to avert disaster.

A neighbor, O. L. Rutherford, had an abandoned well. Little was left above ground but the rusty shell of an obsolete engine.

Without guaranteeing success, but confident they were on the right track, John and Carl moved the tons of useless iron from its concrete base and started the construction of a comparatively pygmy-like engine to be built from parts of two old motors.

### Use Old Car Motors

This first experiment was made with a 1929 model Master Six Buick. However, since then the Kropff brothers have utilized many other high speed gasoline motors with equal success.

The motor was first reconditioned and mounted on its own, and an additional frame from the junk yard. This was braced with welded two-inch pipe and mounted head-high above ground. The drive shaft was retained as it was originally fitted into the car.

Adjusted to the drive-shaft was a ten-inch wooden pulley over which a belt runs to the pump. The reconstructed engine was placed on heavy timbers over the base of the abandoned engine. Chains from the four corners were fastened to eyes imbedded in concrete and drawn taut to eliminate vibration.

The belt from pulley to pump was adjusted. A can of oil was elevated so that a continuous drip lubricates the working parts of the pump.

### Circulating Water System

A barrel of gasoline was substituted for the car's gas tank. The

old instrument board and starter were affixed. The radiator from the car was placed in the well-trough where it would be immersed while the well was operating. It was connected with the engine by an inch pipe which carried the water in and back from a fifty gallon barrel of water placed near the front of the engine, forming a perfect, circulating cooling system.

A coat of paint and the little, salvaged irrigation plant was ready to prove its success or failure.

A shove on the hand of the starter, the meshing of gears, and at twenty-seven miles per hour the little engine began its stationary run. A guttural rumble under ground. A queer sucking noise. And, a ten-inch silver stream leaped from the well's mouth, dashed into the shallow concrete reservoir and foamed away to restore life to curling corn.

### Water 99 Percent Pure

Clear as a crystal, 99 percent pure by analysis, sixty thousand gallons of water gurgled over the

## Row Crops Grow Tall



Irrigation is enabling Hereford to retain its place as a cattle feeding center. Yields from irrigated fields like that shown above is profitably fed to cattle, hogs and poultry.

thirsty land each hour. And at comparatively small cost.

On a farm controlled by The Western National Bank of Hereford, Texas, they are using a similar plant. A boy of twelve operates it during the day time and his sixteen year old brother is in charge throughout the night.

After one inundation, kaffir which had been judged practically past help stood man high, heads erect like soldiers on parade. Two waterings, and twenty-two thousand bundles were cut from forty-five acres. From this a conservatively estimated sixty-five hundred bushels of number one grain

could be threshed.

Twelve acres of cane, once curling and crackling from the blazing of an unrelenting sun produced five thousand bundles, nine feet tall. An estimated five hundred bushels of seed.

Hegaria, watered but once, yielded twelve thousand bundles on thirty-nine acres. All well matured grain heads.

An average of two hundred acres of matured grain per well, where a short time ago was only parched and dying blades. This is the result of the silver stream. And at a cost of twenty-seven cents for gasoline and oil for each sixty thousand gallons of water.

And all of this because of the ingenuity of two youths and an old motor car.

On making up the cost sheet it was found to read:

Reconditioned motor.....	\$ 50.00
Incidentals .....	25.00
.10 inch belt .....	65.00
Total .....	\$140.00

If one has to buy the old motor car, it can be figured at one hundred dollars. Labor, if hired,

would come to another hundred. This well can be run twenty-four hours per day and be stopped only to change oil.

### Has Little Trouble

A. O. Thompson of Hereford, finds a similar plant adequate to water two hundred forty acres and reports practically no mechanical trouble. He states emphatically that he would not consider returning to his old type engine. Mr. Thompson uses gasoline for fuel at a cost of twenty-six cents per hour.

### Uses Natural Gas

O. L. Rutherford, of Hereford, states that natural gas, when available for fuel, is satisfactory at an approximate cost of eighteen cents per hour, with a flow of one thousand gallons of water per minute.

S. O. Wilson, also of Hereford, states that sixteen cents per hour operates his well with a flow of eight hundred gallons of water per hour.—Capper's Farmer.

Wood makes heat for cooking, but it can't produce ultra-violet rays for baby chicks and pigs.

# Congratulations--

## To The Farmers Of Deaf Smith and

## Adjoining Counties

### On Your Rural ELECTRIFICATION

Achievements

And Your

### IRRIGATION

PROJECTS



### Officers & Directors

**GEO. L. MUSE,**

President

**E. B. HEDRICK,**

Vice-President

**A. R. POSEY,**

Cashier

### Directors

**J. S. ORR**

**TROY WOMBLE**

**F. A. GYLES**

**J. L. FUQUA**

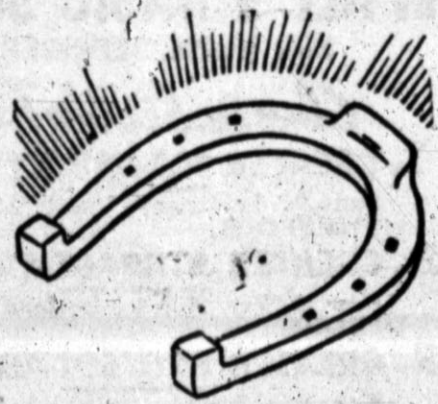
**MRS. L. R. BRADLY**

We wish to congratulate the farmers who are THE DEAF SMITH COUNTY RURAL ELECTRIFICATION, COOPERATIVE, Inc., on their hard work and tireless efforts in helping to bring about this great advancement and modernization of the rural homes of this community. Your project stimulates a new order of things in the minds of the people; it makes for a higher conception of advancement, and sets a goal for other rural areas. May continued success be yours. We take great pride in the farmers of this section which you and us have helped to build, and pledge our unqualified support to every upward effort of the future era.

**A STRONG BANK  
THOUGHTFULLY MANAGED**



**FIRST NATIONAL BANK  
OF HEREFORD**



## 'CLOSE'

### COUNTS IN HORSE SHOES

Tomorrow's Insurance Policy will not cover today's misfortune. Half-way coverage does not provide complete freedom from loss or worry. CLOSE counts in horseshoes — but in life, the story is different.

### LET US SURVEY YOUR NEEDS

Don't take a chance with "close" coverage. Let us study your needs and be sure you are getting the most perfect protection that good insurance can provide.

### Congratulations

DEAF SMITH COUNTY FARMERS

On Your

Rural Electrification and Irrigation Projects.

**Plains Insurance Agency**

JOHN H. PATTON



# MODERNIZE . . .

## ELECTRIFY YOUR HOME

IT COSTS SO LITTLE TO

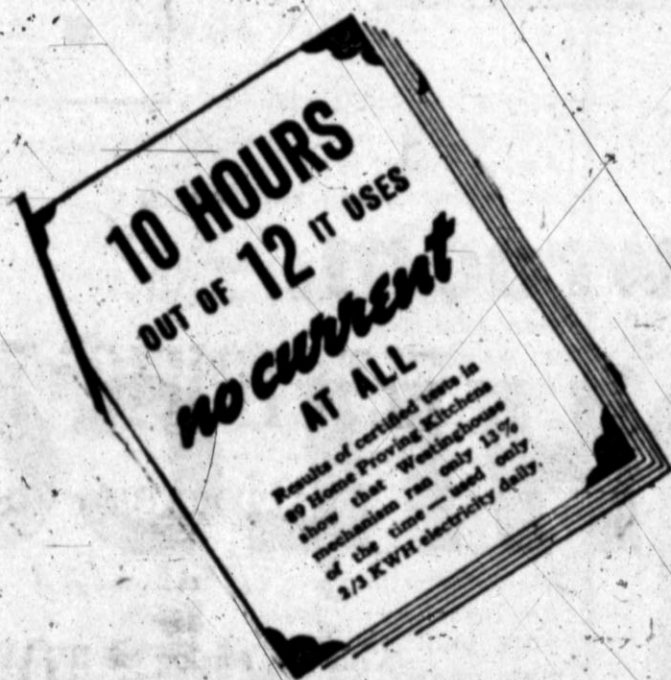
COOK ELECTRICALLY

THE FACTS ARE: A recent survey of our electric range users showed the average cost of cooking to be less than 2 1-2 cents per meal for an average family of four people. But economy is only one feature. A Demonstration will tell more. May, we have the privilege?

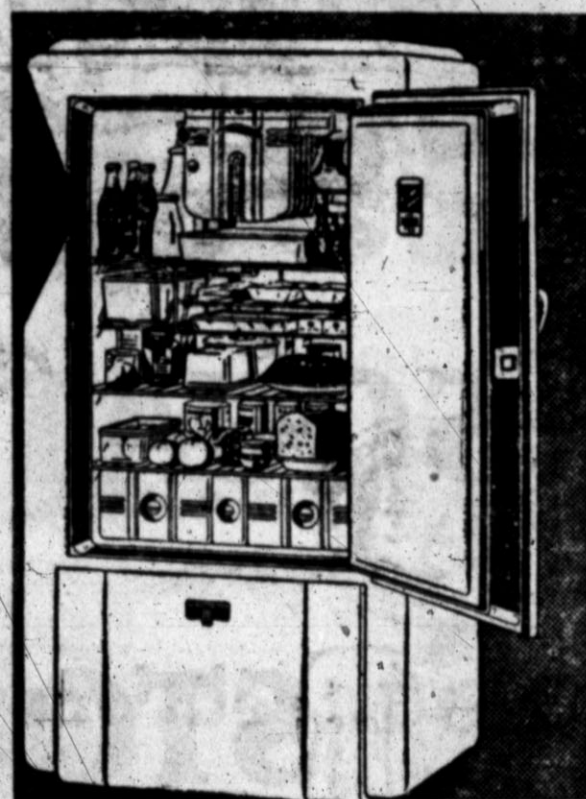
CLEAN — COOL — SIMPLE — ACCURATE



Believe it or not, your cooking method has much to do with the health of the entire family. In the first place, because electric cooking is practically "waterless cooking," the food cooked holds a much greater proportion of its precious nourishment elements. There is no flavor-laden excess of water to rob your food of the very qualities it is supposed to be providing. But electric cooking goes farther—it provides a clean, wholesome, healthful atmosphere in the kitchen; a complete absence of smoke and soot. It makes the kitchen a cool, comfortable place to work the year round.



### Westinghouse Kitchen-proved REFRIGERATOR



**Better Food Protection**

Milk, meat, leftovers kept safely days beyond any average requirement.

**Full Power**

Efficient Economizer Unit averages less than 15 minutes per hour running time!

**Greater Convenience**

Conclusive savings with Triple Food Saver, Triple Storage, Ad-justo-shelf.

**Faster Freezing**

70 minutes or less for ice—under kitchen conditions with full food load.

**Greater Economy**

Daily operating cost only little more than postage stamp.

Go over the Westinghouse Kitchen Proof results for yourself. See how each refrigerator feature contributes to new usability and economy. More than ever, "It's 10-Year Economy that counts!"

SEE IT TODAY! THE SENSATIONAL NEW Kitchen-proved REFRIGERATOR

## Useful and Lasting Appliances

**I. E. S. LAMPS**

- BETTER LIGHT
- BETTER SIGHT
- BETTER STYLE
- BETTER VALUE

**\$3.95 to \$14.95**

**SUNBEAM IRONMASTER**

WITH DUAL AUTOMATIC HEAT CONTROL

See It Today!

Never Before Such Comfort and Speed in Ironing

**NEW Premier Spic-Span Electric Cleaner**

WITH 101 Uses

NOW ONLY **\$19.95**

**ELECTRIC**

- ... PERCOLATORS
- ... CLOCKS
- ... TOASTERS
- ... WAFFLE IRONS
- ... MIX-MASTERS
- ... HEATING PADS
- ... ROASTERS
- ... COFFEE MASTERS

And Many Other Appliances



TEXAS-NEW MEXICO UTILITIES COMPANY



# Philco Radios Feature Combinations

**Shops Located  
In Modern Home  
On Main Street**

**NUMEROUS FARM LINES  
ARE INCLUDED IN  
LARGE STOCK**

Ever famous for its precision tone, beauty of design and range of distance, the Philco Radio for 1938 has again made innovations in the radio field, according to L. L. Womble, local dealer, who said that featured in the new Philco line is the Combination electric and battery sets, which may easily be converted from battery to electricity when power becomes available in rural homes in this section.

"The new combination sets are strictly modern and the very latest thing on the market," Mr. Womble said. "With the coming of electricity to the farm homes of this area, we believe that they are the most practical set on the market for farmers of this territory also."

"Among chief improvements for 1938 is the Philco Automatic Tuning device," Mr. Womble declared. "Designed for tuning ease and grace, Philco for 1938 is announced on the basis of No Squat, No Stoop, No Squint."

"Tuning is easy—standing or sitting," he continued. "The inclined control panel shows you your favorite station at a single glance—the automatic tuning device gets it with a single motion. This famous foreign tuning doubles overseas reception."

While Mr. Womble is highly enthused over the new line, he is no more so than the large sales force which assists him. The force includes Ray Singleterry, W. B. Bowen, sales; Aubrey Daniel, radio repairman; John C. Hicks, mechanic; Mrs. Lucille Posey, saleslady; David Boyer, mechanic, and everyone on the staff is talking Philco, even planning to get one of the new machines for their own homes.

Surrounded with an attractive atmosphere of displays and modern home appliances, the Philcos for 1938 are now on display in the new Hereford Implement and Appliance home just south of the post office.

Although Lawrence Womble, is one of Hereford's youngest merchants, he is also one of the city's most aggressive and competent business men.

Mr. Womble received his early training on the Womble Ranch, and in addition to his business in Hereford is also one of the best versed and competent cattle men in this section. He was born in this county and has spent the entire 31 years of his life here.

He is the son of W. T. Womble, deceased, who was widely known for his fine Hereford cattle.

"It is our hope to serve the community and our friends even better in our new location," he declared. "We believe we have the very best line of farm implements, refrigerators, radios, heating systems, air conditioners, appliances and general service in the country today. We are locating them in the new building for your convenience and comfort. We have spared no expense in completing this modern store, and we are anxious for you to see it, and the vast line of merchandise which we are offering."

Featured lines of the firm at the present time are Electrolux refrigerators, Maytag washing machines, Philco radios, Oliver farm machinery and implements, butane gas systems, Ward's furnace systems, air-conditioning machines, and scores of implements and appliances.

The Hereford Implement and Appliance Company recently occupied a new location at 110 Main Street, and now boasts one of the most modern and complete appliance shops in the Panhandle.

The spacious ground floor included in the new location, a balcony also affords display and storage space.

The building has been remodeled and repainted and affords attractive display space. It will also be arranged for the convenience and comfort of customers and visitors. In his new location, Mr. Womble expects to have one of the most modern and complete implement and appliance houses in

the Texas Panhandle.

"We will continue to feature the same lines which we have always carried," Mr. Womble stated, "including Oliver implements. We will also keep a large force of courteous sales people at all times to assist you and to show you through our modern home. We are anxious for you to visit us and to see what we really have. We believe you will be surprised and elated."

### Running Water

Running water on the farm provides modern convenience and sanitation and relieves the housewife of a major part of her household drudgery.

Are you working for your home or is your home working for you?

### Did You Know—

That the U. S. Navy broadcasting station at Ft. Meyer Reservation, Arlington, Va., is the "Dean of American Wireless?" That it has given the longest continuous broadcasting service of any station in the world? That it has broadcast daily since 1912?

### Power For The Farms

"Nearly 10,000 Kansas farmers have signed up to seek a place in the government's rural electrification program. This announcement was made by Chester Lake, REA field representative. Indications are that the county organizations will be ready to ask for government aid in a couple of weeks.—Topeka, Kansas, Journal May 3, 1937.

**WHY THOUSANDS OF TEXAS WOMEN WASH CLOTHES THE MAYTAG WAY**

The cost of clothing is an important item in the family budget. Careful handling makes them last longer. Washing them at home is assurance of sanitary conditions.

Do your own washing on a MAYTAG, either gasoline or electrically operated. MAYTAG popularity is the result of an ever increasing respect for clean, careful, efficient home-washing.

**HEREFORD IMPLEMENT & APPLIANCE CO.**

## Now On Display . . .

SEE THE NEW

**1938  
Philco**

New, Improved Models that will operate with Battery or on 110 A. C. Current Hook-up.



AGAIN . . .

**Philco**

LEADS IN

- SALES
- VALUE
- EFFICIENCY
- PERFORMANCE
- RECEPTION
- LATEST FEATURES

**We Service  
Everything!**

- AUTOMOBILES
- TRACTORS
- RADIOS
- WASHERS
- REFRIGERATORS

**Welding  
Service**

**Hereford  
Implement &  
Appliance Co.**

**In Our Showroom**

# The NEW 1938 PHILCOS

**NO SQUAT**



**NO STOOP**



**NO SQUINT**



With the coming of RURAL ELECTRIFICATION, many new homes will be equipped with many useful electrical servants and luxuries. PHILCO RADIOS will lead the list of these wonderful gifts. PHILCO with their ideas far advanced for just such things as rural electrification have a completely new radio set that can operate on 110 A. C. Electrical Current or on a Battery.

This new wonder in radio is just as good as any radio set you can buy and will save farmers of this section from having to trade in their battery sets for electric sets, when their house is wired for electricity.

**with the NEW 1938  
AUTOMATIC TUNING  
PHILCO**



We're proud to announce this completely new kind of radio . . . the Double-X Philco . . . built for tuning with ease and grace, standing or sitting! Eye and hand fall naturally on the Inclined Control Panel. One glance, and you spot your favorite stations . . . one motion, and Philco Automatic Tuning gets them! Everything you could wish for . . . ocean-spanning power, glorious tone, thrillingly beautiful cabinets! See it . . . tune it . . . own it.

PHILCO RADIO is featured in 1938 by its many models and designs, modernistic cabinets that will beautify the living room of any farm home. Before you buy any other make — be sure and see the new PHILCO first. Again Philco leads in latest features, having a cabinet that requires "NO SQUAT—NO STOOP—NO SQUINT" in tuning your new 1938 PHILCO.

**See Them Today!**

**BIG ALLOWANCE FOR YOUR OLD RADIO!**

**HEREFORD IMPLEMENT & APPLIANCE CO.**

L. L. WOMBLE

PHONE 451

110 MAIN STREET

## VEGA

**The Lifetime  
CREAM SEPARATOR**

**ANOTHER  
Electrical  
House Servant**

The VEGA CREAM SEPARATOR can be purchased equipped with an electric motor that eliminates all the work of having to do it by hand. See this money-saving marvel on display at our store today!



BUILT TO LAST  
A LIFETIME

**SAVES—Time—Labor—Money!**

**HEREFORD IMPLEMENT  
and APPLIANCE CO.**



# Johnny Paetzold Favors Small Plot For Best Results

WATERING SOON ENOUGH IS OPINION OF GOOD IRRIGATION MAN

BY C. B. EUBANKS  
J. J. Paetzold, a farmer of experience on the High Plains, says "A man can make a good living on eighty acres of irrigated land. I do it. But it takes work — plenty of it."

"Too many farm a small tract successfully, failing with larger ones. I don't want to operate in a big way. When farming with power, expensive machinery must be bought and help hired. This eats up profits and produces more gray hair on the head than dollars in the pocket. When my boys grow up, perhaps we'll farm more land."

"A few years ago, I planted forty-five acres of wheat, sowing thirty pounds to the acre. Before seeding, I soaked the ground. I submerged it once while the plants were young, and again before harvest. Production was only thirty bushels, because adjoining land had blown over it."

"My well puts one foot of water acre, throwing 1000 gallons each minute. When running day and night, the flow lessens slightly. But after a few hours rest, it is strong again."

Barley produced twenty bushels per acre.

Sudan matured 1200 pounds of seed to the acre.

Sixty-five acres of row crop averaged 30 bushels each.

Eight acres of cotton yielded a bale each.

"The main thing about irrigation," said Mr. Paetzold, "is watering soon enough. It is costly to watch for clouds and hope to avoid expense and labor of irrigating. Put out the water when needed. If it rains afterwards, one is that much ahead."

An allotment tract was utilized for garden truck. Farmers being allowed to plant such ground if the resulting harvest was not sold. A neighbor did the work. Mr. Paetzold supplied the ground and water. Both families were provided with a year's supply of 16 varieties of vegetables.

The Paetzolds balance their farm program by raising hogs, poultry, and dairy cows. Eggs and cream meet table and clothing expense.

This wide-awake farmer is an exponent of what a man can do with irrigation.

"To make rain at will," he said in an awe-filled voice, "is almost like playing at being God."

Try First to Buy in Hereford



A Real Meal

FOR ONLY ..... 50c

And when we say a real meal, we really mean it! First, a bowl of our delicious soup, then one of our famous salads followed by your own choice of meats or fish, potatoes, two vegetables, delicious hot bread and butter all topped off with a generous sized helping of dessert! Boy, what a meal.

Congratulations  
DEAF SMITH COUNTY FARMERS  
On Your  
Rural Electrification and Irrigation Projects.

**Foster's Cafe**

PAUL E. FOSTER, Manager

of milk products. Spotless electric milking machines insure pure milk, and that embarrassing moment when the cow put her foot in the milk pail becomes a thing of the past. The machines are timesavers too.

### Cooling Units Ideal

It is essential that milk be cooled immediately and kept cool. Electrical cooling and refrigerating units now do this work with a minimum of bother and expense.

On farms where cream is sold or butter is made, the centrifugal cream separator is a necessary part of the equipment. The more smoothly and uniformly the separator operates, the more completely does it extract the butterfat. An electric-powered separator has this constant and smooth operation.

Many times during the winter months it is dangerous to turn the cows out to drink, especially when there is sleet or snow on the ground. Again, cattle will not drink their fill of water that is too cold, and an abundant consumption of water is essential for maximum milk production. With fresh, running water electrically

pumped to individual stanchions, these difficulties are overcome. It is much easier to keep the dairy buildings clean with water under pressure.

Just as do humans, cows require plenty of fresh air. A full-grown animal needs about 60 cubic feet of air per minute to be at its best. Calves must have over a

third as much. The cow barn can be ventilated in a modern and efficient manner with the judicious use of electric fans. As these can be controlled to fit weather and wind conditions, a plentiful supply of air is always provided at negligible cost.

Long underhair which collects dirt and may contaminate the milk

## Adams Irrigation Well



Shown above are Hope and Winston Adams beside the irrigation well on the W. M. Adams place. The well was dug 132 feet on May 22, and is pumping 800 gallons to the minute.

can be kept trimmed with electric clippers. Bottle washers and bottling machines, electric churns, water heaters, sterilizers, aerators, and other pieces of equipment which are now available to the dairy farmer who has electricity.

## RE AFulfills Edison's Dreams

The Rural Electrification Administration, young nephew of Uncle Sam, is instrumental in fulfilling the prophecy of one of the world's greatest electrical geniuses.

Thomas A. Edison, before his death predicted a "breathing spell" in electrical invention that would give the world a chance to develop the marvels that it has acquired. In the preface of a book written by his friend, Ernest Greenwood, Edison wrote:

"... I am an old man now. I have lived to see the street car, the elevator, the electrified railroad, the automobile, the phonograph, the motion picture, the radio, the airplane, and the beginning of television. It seems today

to many, as it seemed to most men and women in 1882, that no great forward steps remain to be taken.

It may be that the next 40 years will not produce inventions of such revolutionary character. Progress has been made so rapid that we may require a breathing spell in which to consolidate our gains, and develop present inventions to their fullest capacity. But of one thing I am more positive than I was 40 years ago—the electrical development of America has only well begun."

The lull, the breathing spell in which to consolidate our gains, to develop these inventions and to expand the use of electricity, is here.

### FARM WIFE

Economical and a trouble-saver is the electric coffee percolator.

Since the heating element is permanently attached to the coffee pot and so insulated that the heat produced is not wasted, the electric percolator consumes less energy than any electric hot plate method of making coffee.

It also saves the trouble of heating up the stove just to "make a little coffee."

# SUNSHINE, LAND AND WATER

## THE SLOGAN OF YESTERDAY STILL RINGS TRUE

Truly, the Hereford territory has been called the "Land of Opportunity." Crop Insurance is the term local farmers apply to Irrigation. Sunshine goes with most land — but only in the shallow water belt will you find WATER, when you want it or when you need it. Water at 40 to 70 feet transforms the Hereford territory into a mecca in the midst of a desert . . . a Wonderflow of water gives this section a touch which would be made possible only by the Great Magician. Astounding yields, coupled with the factor of Electrified Homes makes this section one of the most desirable in the world.

## FARM LANDS

At Sacrifice Prices

We have several Quarters, Halves and Sections — right in the heart of the Irrigation Belt . . . and the prices are surprisingly low. Now is the time to figure on Land in this section . . . and we are the people to see, because we put in one of the first irrigation wells in the Hereford area . . . and have always been boosters for Irrigation.

We look after lands for out-of-town land owners, securing reliable tenants and getting the best possible rents from your lands. Write us and get details for renting, selling or leasing.

A LAND OF

- - Flowing Water
- - Grazing Cattle
- - Golden Grain
- - Electrified Homes
- - Green Pastures
- and WHITE PEOPLE!

... it's still  
Sunshine and  
Water

AND A WONDERFLOW OF WATER passed down the great flume, transforming parched and seared stalks into a veritable carpet of green — Yes, it sounds like the passage from a Fairy Story, but it is a reality in the Hereford section. It is the story that many a farmer can tell you now and hundreds more as soon as the REA lines (now under construction) are completed. Take it upon yourself, see this mecca as soon as possible. We will be glad to show you over the entire country!

# HILL & RICKETTS REALTORS

HEREFORD, TEXAS

(MEMBER OF NATIONAL ASSOCIATION OF REAL ESTATE BOARDS)



# "Pour More Water On Smaller Plot," Is Advise Of Potato Joe

(Continued From Page 1, Sec. 4)

A measly 15 acres made wheat farmers—who are prone to talk in terms of sections—laugh. They laughed even louder when Joe hired a man to assist him—but that was before he harvested his 1936 crop.

Joe bought an automobile and equipped it to his satisfaction. Joe owed no man, and had money in the bank. He took a nice long vacation this winter and a few days ago showed up to lease more land—20 acres this time.

"I believe onions and lettuce might make even more money," Joe said, "but I know potatoes, and I am going to stay with them unless the price gets too low."

Connie Brumley, one of the most successful stock farmers in the Texas Panhandle, looks at irrigation from an entirely different angle.

"Don't ever raise any crop you can't take to town in a milk bucket or on the hoof," he said.

Recently he has increased his acreage, which is now measured in sections, and much of which is grass land. Coming from a family of cattle breeders, Mr. Brumley feeds out cattle each year, but says "It was bogs that made me a living."

His farm is irrigated with an old type pump, but he recently added a new engine to his equipment. His policy is to be ever alert in accepting new developments; he has electrified fences, and electric milkers. By using irrigation he raises feed for his cattle. From milk cows he secures a nice income in the sale of butterfat and uses the skimmed milk to feed the swine.

### Alfalfa To Front

As an all-around crop alfalfa is rapidly coming to the front in Deaf Smith county.

Alfalfa is one of the favorite crops of W. R. Matthews, another progressive irrigation farmer. He contends, however, that it is more profitable to raise a large variety of crops, including pop corn—and to get at least two crops off each piece of land each year. Many farmers object to this policy on the grounds that it requires too many different types of equipment.

Compared with most irrigated areas, water is the easiest thing irrigation farmers get here. In some low sections they strike water when digging post-holes. Generally speaking water is struck on most places at around 40 feet. The tremendous number of wells which are going down at the present time are resulting in deeper wells—varying up to 300 feet—in view of a possible drop in the water level.

Irrigation is not new in Deaf Smith County. As early as 1910, irrigation wells were being dug in this section. Realizing the need of water, some 50 farmers installed wells, pumps and Bessemer power at costs ranging from \$10,000 upward. During recent years most of these wells have been abandoned or replaced.

### Termed It Unprofitable

"It takes a fortune for repairs," farmers said then. "Irrigation will pay, but not on a scale like this. It takes two men; one to irrigate and another to operate the engine."

"During the past three years has come the answer to their needs; the same wells with compact pumps, which will operate on smaller engines or electricity—and at a lower cost."

Although it is a sparsely settled country, this area has been granted a rural electrification project. Wells have gone in by the score during the past six months, and many drillers can not supply the demand.

Chamber of Commerce officials will tell you it is because of the high-class, progressive type people—all honest, hardworking Americans; because you can drill, equip and start operating a well under \$2,000. But some of the farmers might tell you it was because:

"We had to irrigate—or emigrate!"

Electric clippers are also time-savers in the shearing of sheep.

There are now over 200 different uses for electricity on the farm. Many of those uses save time and labor, reduce the cost of production and improve the quality of farm products, while others add to the comfort and convenience of farm life.

## Down Goes Another Big Well



Plenty of sand, and plenty of water. They go hand in hand, according to W. W. Hill, who this month completed his new well shown above. This is the second well on his place, north of town on 25-Mile Avenue. The new 300-foot well is pumping a full stream.

## First Lady's Kitchen Far Cry From Martha Washington's Day

The movement toward a kitchen to keep women young reached a new high recently when Mrs. Franklin D. Roosevelt escorted a group of newspaper women through the shiny new all-electric White House kitchen, just installed in the First House of the Land.

While this particular electrified kitchen is on a huge scale, ready to serve not only the Presidential family but scores of official guests and the large White House staff, every item can be individually duplicated in sizes suitable for families of two and up.

Such models of efficiency in the culinary art have been within the reach of city women for several years; the rural electrification movement, now spreading across the country, is bringing them within range of the farm wife.

The White House all-electric kitchen with its automatic heat controls, its meat grinder, its food

mixers, its toasters, warming ovens, soup tanks, and swift dumb-waiters is a far cry from the primitive kitchen over which Martha Washington presided at Mount Vernon.

### Many Peep at Restored Kitchen

Many a modern housewife has examined the restored kitchen of the first First-Lady and returned home well satisfied with her lot. For them, the beauty of the old plantation is dimmed a little by the thought of the hardships which once were a part of the simplest household tasks.

The huge fireplace with the built-in ovens, covers one whole wall, its yawning mouth eternally hungry for logs. Iron spits of assorted lengths, long and short stemmed gourds, formidable iron spiked broilers, and great iron pots are reminders of the Iron Age of cooking.

Mount Vernon's kitchen is far

from the house and connected by a covered outdoor walk. Kitchen smells in the dining room were thus rare, but so were piping hot dishes.

### By Way of Contrast

In the White House a swift electric dumb-waiter whisks the food from the kitchen to the State dining room in no time at all. And electric fans blow what few cooking odors remain in the gleaming kitchen far away in another direction.

Electricity has virtually eliminated dirt and smell and smoke and heat. The porcelain walls, ivory-green-and-cream, the deep green linoleum floor and the countless drudgery-saving appliances can retain their original lustre and freshness for years to come.

If a modern housewife were to inspect the White House kitchen she probably would go home determined to match its convenience and comfort at the earliest opportunity. Where electric current is within reach, the same wires that bring light will bring power to operate such a kitchen. And on millions of American farms where it is not yet available, another kind of power is being applied.

## Irrigated Land

(Continued From Page 1, Sec. 4)

have estimated the yield of the maize at 80 bushels, the writer, by careful calculation, counting the stalks, weighing some of the heads, has determined that the entire field will average 90 bushels per acre. The kaffir will average 110 bushels per acre, the estimate being made the same way. Some old time kaffir corn farmers have looked at the field and say this estimate is not too high. The field of maize raised by P. G.

Eckert and he is wearing a smile that only a calamity could take off. J. R. Webster is the proud farmer who cranked up the automobile that pulled the plow up and down the rows of kaffir. These men have both been farming with a Success Insurance Policy attached and they have succeeded.

## Specializes On

(Continued From Page 1, Sec. 4)

ports as high as 60 bushels of corn per acre from irrigated fields, and he made 60 bushels of oats to the acre last year.

In the past he has not irrigated all of his place because of old equipment and the cost of operation. He irrigated about 75 acres a year with his old pump and engine, and due to the cost of irrigating and the trouble, he raised very little wheat because he found it more profitable to raise alfalfa, corn and oats.

### Uses Electric Power.

This year, Mr. Wilson installed a new Johnston pump and a 25-horsepower U. S. electric motor for his 150 foot well. He has an electric current contract for one year at \$75.00 per month and has to pay for six months out of the 12, but can select the months he wants to run with a 30-day hook-up for each month selected.

He is now watering all of his farm that is in cultivation, and ran 70 nights and days just after installing the new equipment, covering 588 acres during the time.

This year he has 186 acres of wheat, 15 acres of oats, 25 acres of sudan for pasture, 15 acres of barley, 30 acres of corn, 30 acres of alfalfa, and five acres of sweet clover for pasture. He has pastured 40 cows and calves on the five acres of clover all spring and

has cut it one time for hay, because the cows could not keep it down.

In addition to those listed above, Mr. Wilson has had many more experiences during his activities as an irrigation farmer—and from him can be secured much valuable information by prospective irrigation farmers.

# RCA Victor

## 1938 WORLD-WIDE RADIO WITH SONIC-ARC MAGIC VOICE

### ALL THESE FEATURES!

- Sonic-Arc Magic Voice
- Magic Brain
- Magic Eye
- RCA Metal Tubes
- Sunburst Dial
- Beauty-Tone Cabinet
- Full Dynamic Speaker
- 10 Tubes
- Magnetite Core
- I-F Transformers
- Tone Control
- 3-Band Superheterodyne
- Short Wave Reception
- Police, Aviation and Amateur Calls
- Phonograph Connection



Now on Display

This sensational radio offers you thrilling world-wide performance—at a price that seems almost impossible! Sonic-Arc Magic Voice gives you radio's most lifelike tone! Look at these many extra-value features; then come in—see for yourself!

EASY TERMS  
LIBERAL TRADE-IN ALLOWANCE

AL THE WAY!

# E. B. BLACK CO.

## SAVE 3 WAYS!

NEW **Triple-Thrift** REFRIGERATORS

1—save on PRICE!  
2—save on CURRENT!  
3—save on UPKEEP!

Now you can easily afford the finest refrigerator money can buy, General Electric—the refrigerator that *always* cost less to own—is now priced lower than ever! Don't be satisfied with anything less. Know the thrill of owning the best—and save three ways.

Big, Roomy Cabinets • Brilliant New Styling • More Ice Cubes • More "Cold" Capacity • More Usable Storage Space • More Conveniences ALL AT LESS COST!



The only refrigerator mechanism with forced-feed lubrication and oil cooling, that assures less current consumption and longer life.

# E. B. BLACK CO.

# 36 Years

... keeping faith with a community



For 36 years I have watched the Hereford territory develop, expand and grow. I well remember when the first Irrigation was discovered on the Texas Plains was made here. Therefore, it gives me untold pleasure to see the coming of Rural Electrification Lines to our fertile country. Our people—my friends and customers—have worked hard, and they deserve the comforts, pleasure and prosperity which will result for the REA lines. I congratulate you upon your foresight, your energy and your success. We were the first to bring Irrigation to the Plains, and now we are the first to bring power to our Rural Homes. Through all these years I have tried to serve you well, and with the present achievement, I again pledge you my untiring efforts and loyal cooperation as a merchant and as a citizen!

E. B. BLACK



# The Hereford Brand

SECTION 5  
Electrified  
Farm Homes.

SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

FIVE CENTS PER COPY

## Irrigation Important In Transition From Ranches To Farms

50,000 POUNDS OF

### Broom Corn

Although Broom Corn is a New Money Crop in this area, C. B. Burdine has Found it a Profitable one; He Produced 25 Tons on 75 Acres here last Season



Irrigating 640 acres of farm land 10 miles northeast of here, C. B. Burdine, practices diversification. In addition to wheat, barley, alfalfa, grain sorghums and other row crops, his unusual yield in broom corn has attracted much attention in this area. At the left top, is a cross section of the field; below, is the main ditch which carries water from the well to cover the section of land. On the right, Dick Ellis, who measures around six feet and two inches, is standing in front of the Burdine broom corn; the stalks grow up to nine and ten feet in height.

### Irrigates Section Of Land; Practices Diversification

Irrigated For Past Seven Years



Standing beside their irrigation well are Albert Springer and John Springer. This is one of the two wells which are operated on the Springer place, eight miles southeast of Hereford, in Castro County, to irrigate wheat and row crops. He feeds out much of his row crop yields to hogs, finding it a profitable practice. Mr. Springer has been irrigating since 1930.

### Stock Feeding Important On Thompson Farm

LIKES WHEAT BECAUSE IT CAN BE WATERED

The ever-normal granary, advocated so strongly by government authorities in recent years, forms the basis of operation on Alex O. Thompson's irrigated farm, five miles northeast of Hereford.

The well, dug in June, 1934, is 110 feet deep, and water was struck at 48 feet. He uses a Case motor to power his Amarillo deep well, turbine pump and gets 60,000 gallons of water an hour at an estimated operating cost of 35 cents an hour.

At the present time, Mr. Thompson has 200 acres under irrigation; 150 acres of which is devoted to wheat. His wheat made 30 bushels to the acre this year, and was materially cut by rust.

He raises alfalfa, wheat and barley as crops best suited for irrigation in this country under present conditions.

"Not too many acres of alfalfa," Mr. Thompson said. "It is good for the land and excellent pasture for hogs; it also makes good hay for other stock."

"Wheat is a good cash crop," he continued. "Wheat does not take very much water and is watered at a time when evaporation is at a minimum. Barley, oats and grain sorghums always do well and are excellent feed." These crops, in addition to wheat, he feels furnish a balanced program for his farm.

"I think a canning plant is something that is very much needed in this community," Mr. Thompson declared, "it would stimulate truck gardening, which could become a very important feature on every man's irrigation farm."

In regard to row crops, Mr. Thompson reports that they have been profitable—where they were fed out on the farm, but says he would not advise them to be raised for the purpose of selling on the market. He bases his opinion upon past experience. In the winter of 1935 and 1936 yearlings were fed out on the Thompson farm; they were run on the wheat pasture, and self feeders were used to feed ground bundle stuff, including grain sorghums which were supplemented with cotton seed meal and hay. He reported that the yearlings showed a nice profit above the cost of feed.

"By all means, irrigate several crops," he said. "Something could happen to one crop and cause it to fall or to be unprofitable. An irrigation farmer should practice diversification, above all other things, and will likely find it profitable to round out his program with the feeding of live stock, if possible."

### C. B. BURDINE SELLS LOCAL BROOM CORN TO GOVERNMENT

Brooms that sweep the barracks of the United States Army and brush the dust from other of Uncle Sam's great enterprises are produced in this territory.

Irrigates 640 Acres  
C. B. Burdine, who irrigates a section of land 10 miles southeast of Hereford, is one of the most successful producers of broom corn in the irrigated belt. Last year he produced 75 acres of broom corn and reported a yield of one ton to each three acres. This year he expects an even better grade and yield on the 75 acres which he has allotted to broom corn.

Farming is a business with Mr. Burdine, and that is probably the (Continued on page 5, Sec. 5)

### Albert Springer Is Successful Farmer

Mr. Springer started irrigating back in 1930 and generally averages 30 to 40 bushels on his grain sorghums. Although he made 25 bushels on wheat this year he says the yield was materially cut by rust infections.

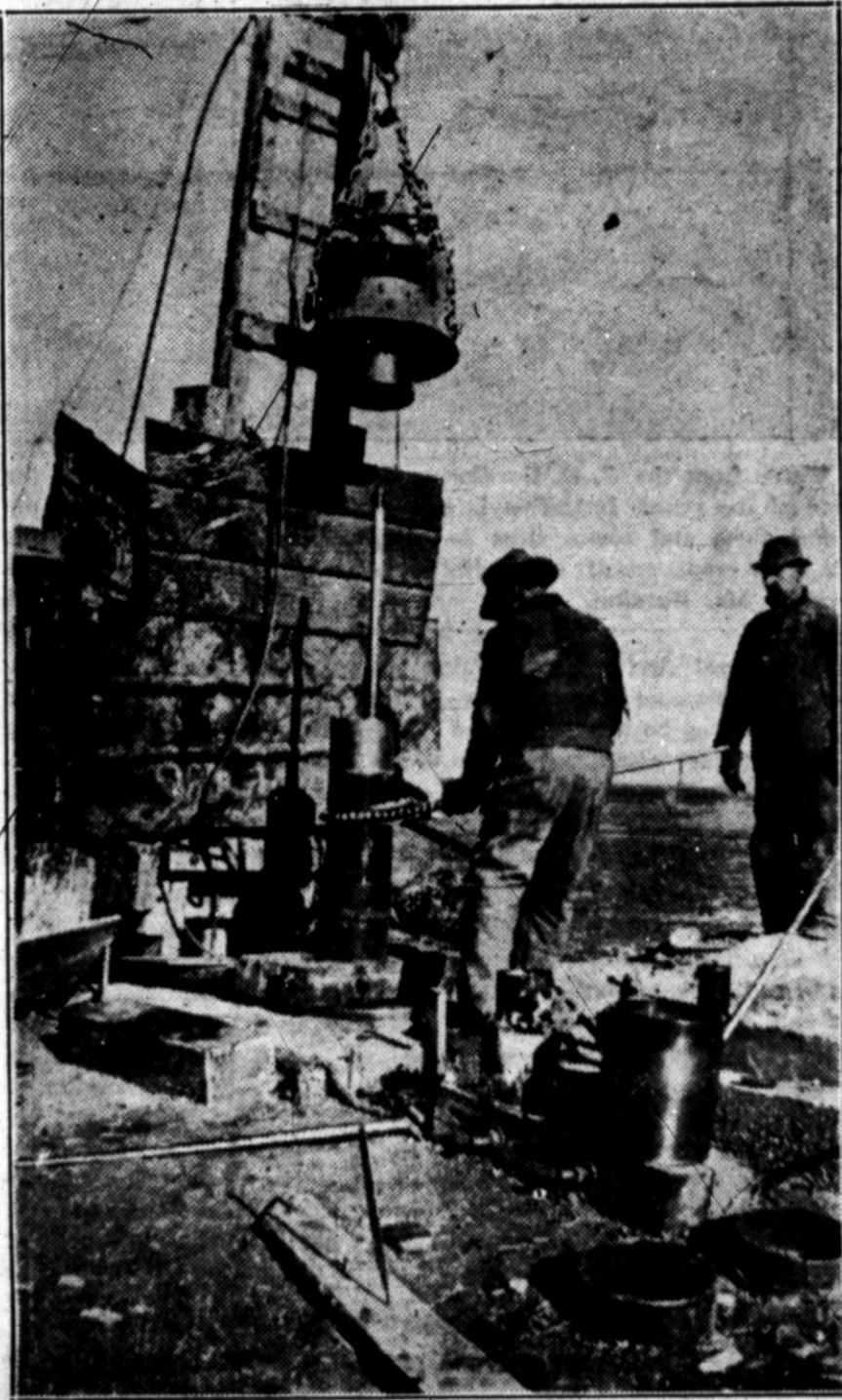
He grows an abundance of garden stuff, melons and other crops which are consumed at home.

His first well was dug in 1930 and is 112 feet deep; it is equipped with a Kimball-Krough pump and powered with an old Buick motor. The second well is powered by an Allis-Chalmers unit and uses an Amarillo Johnson pump.

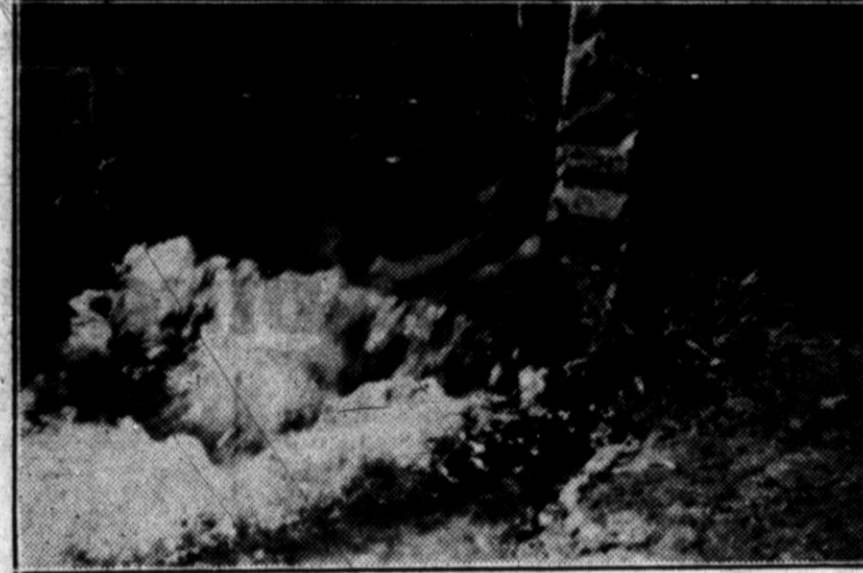
County farmer, who resides eight miles southeast of Hereford, has been irrigating for seven years and is considered one of the most successful irrigation men in this territory. He now operates two irrigation wells and is this year irrigating 225 acres of land.

Diversification is the basis of his irrigation activities. He planted 120 in wheat this year and reported a yield of 25 bushels to the acre. He also grows row crops as a principal crop and has made some excellent yields in past years. His row crops this year are looking unusually fine and he anticipates an exceptional yield.

### Irrigation From Start To Finish



Irrigation from start to finish is graphically shown in this column. In the above pictures workmen are seen setting the pump in an irrigation well on the J. J. Perkins place, one mile south of Hereford. The well was completed in February, 1937.



The swirling stream above comes from the H. H. Boardman well, also south of town. This well is powered with a large Diesel engine and pumps around 1,500 gallons a minute.



In the top picture we have seen a well being installed, another in operation. This picture, made on the T. I. Springer place, shows irrigation at its best as a carpet of water flows out over row crops.

### Former Rancher Now Successful Irrigation Man

CROP YIELDS, POULTRY AND CATTLE MADE TO PAY HERE

By C. B. Eubanks

The Texas cattle-man is not extinct—yet. The clank of his spurs and the click of his boots still can be heard. Tall, lank cow-punchers, topped with ten gallon hats, still stalk about the streets of Panhandle towns. They still lope across the plains. But they are few.

Calves still bawl when they meet the branding iron. The stench of burning flesh and hair still pervades the range. But it is no longer an open range. Barbed wire to right. Barbed wire to left. The old time cow-man has lost his fight. "Nesters" have taken possession of the wide, open spaces.

#### Small Farms Increasing

True, many farms are almost of ranch proportions. Some farmers have scoffed at the idea of making a living on less than several sections of plains lands. Others have shamefacedly admitted to owning as little as six hundred forty acres. But smaller farms are increasing, and they are here to stay.

Instead of "headquarters" of big cattle companies huddled in lea of an occasional "break," level lands are dotted with modern homes. This is the result of irrigation and diversification.

The shallow water which underlies the plains has successfully combated drought, and terrifying dust storms. One ten inch well with a flow of one thousand gallons of water per minute amply irrigates two hundred acres.

#### Alexander Irrigated

J. W. Alexander is an exponent of diversification. He farms a small amount of land. Only seventy of his three hundred twenty seven acres. He has prospered in a year when erosion has destroyed thousands of sections of good land, either by blowing away the top soil or covering it many feet deep with unproductive sand.

His farm lies level as a floor, two and one-half miles from Hereford. He operates the well and also breeds registered Hereford cattle in conjunction with his other farming activities. During the grazing season he leases pasture for his herd of seventy-five.

The following statement was made from the record of Mr. Alexander's farming operations during 1935. The story of these seventy acres reads like a fairy tale.

#### Reeds Like Fairy Tale

On January 1, 1935, \$100.00 was refused for the privilege of grazing seventeen acres of wheat pasture until April 1st. Mr. Alexander's calves were turned in. They emerged fat and sleek, having gained in value many times \$100.00.

This land was watered once before the wheat was planted and twice while it was making growth. Care was taken not to water while the grain was in the "dough" as it would lessen the protein content. Thirty-two bushels per acre were harvested. This was 18 1/2 percent protein test wheat, 6 1/2 percent above average test of Panhandle wheat, and the protein test of wheat grown in this section of the United States. This wheat was sold for \$1.50 per bushel.

Because of a faulty binder there was considerable loss of grain. However, it provided volunteer wheat pasture later, so was well lost. The baled straw was contracted to Hereford cattle breeders for bedding purposes. Amount \$185.00 net.

Hegera was planted in the (Continued on page 5, Sec. 5)



# Muleshoe Irrigation Farmer Grows Beans And Potatoes

Over 400,000 Gallons Spread On Sandy Loam

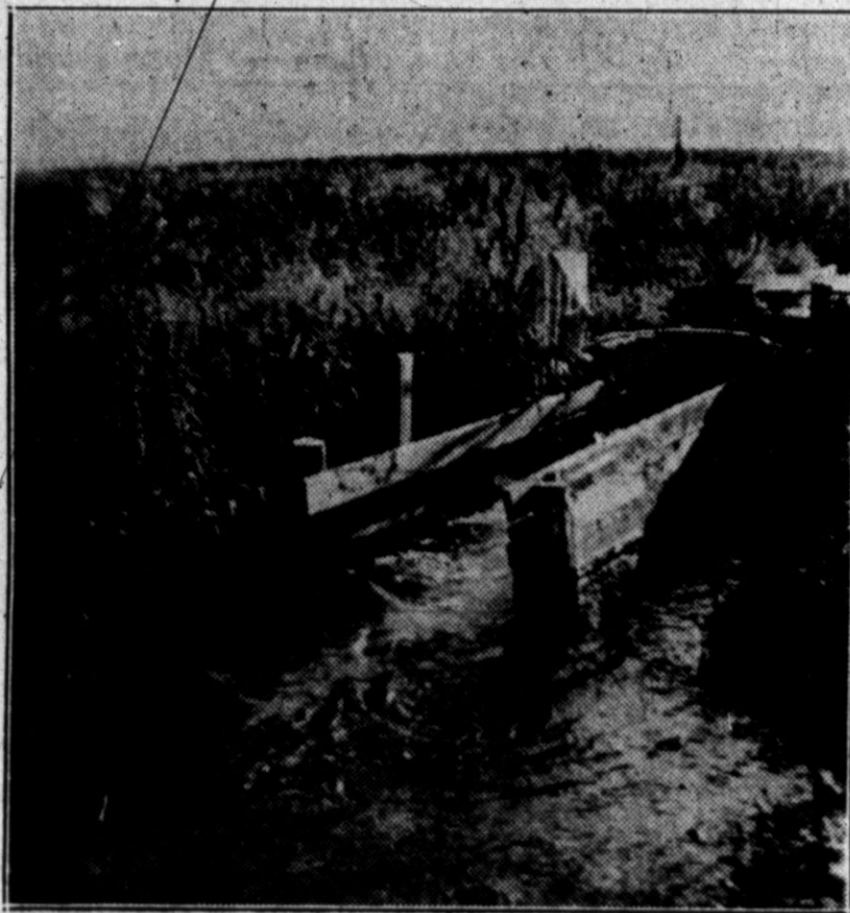
ONE-TENTH SECTION IS "ONE MAN'S FARM" AND IDEAL HOME

By C. B. EUBANKS  
The Muleshoe ranch, so called because of its cattle brand, ran an average of six head of cows on sixty acres of Bailey county, Texas, land. Today, fifteen years later, that approximate one-tenth section permits the establishment of a home. It supports a new motor car now and then. It guarantees economic independence. To such a place, two miles from the town of Muleshoe, Levi Churchill moved his family five years ago.

A few feet below the sandy surface, a silver sea of water awaits to serve man. It underlies a vast acreage of Panhandle Plains land. Much of the good earth in that part of the country has been torn away by winds and covered with blowing sand. The water is so close to the surface it can be elevated and spread over drought stricken and eroded areas for \$1.50 per acre foot—about 400,000 gallons covering an acre to a depth of 12 inches. This can be divided as often as one wishes at no additional expense. Labor cost is on a parity with engine operation. This water is as sparkling as a crystal lake. In its reflections are as sharp and clear as are those in a mirror.

Mr. Churchill operates a ten-inch irrigation well with tractor power. This permits dual service which a stationary engine does not. Most of the farming, however, is accomplished by horse power. His theory is that feed raised on the place is more practical for him to use than gasoline and oil which would have to be hauled from town.

## Swirling Waters Improve Yields



Water from the C. B. Burdine well covered 640 acres during the course of the year. Irrigation is a day and night proposition on the Burdine farm and comes close to being a year around business as well. Row crops, wheat, corn, alfalfa and other crops are successfully grown by Mr. Burdine.

It is natural that after several years of successful potato growing in Wyoming, he was prejudiced in their favor after he moved to the Panhandle. He planted 14 acres to Red McClure, Bliss Triumph and Irish Cobbler potatoes. This was done between winds which screamed across the plains in the spring of 1935, driving ahead, dark, devastating clouds of dust and sand.

The young plants were putting on vigorous growth in spite of adverse conditions when hail fell. Everything green for miles was cut to the ground. That necessitated replanting, an operation calling for much labor and additional expense. Then, too, there

was promised another "yellow summer," to use the parlance of the plains. Another summer of fields lying day after day in shimmering, unrelenting heat without moisture, either falling or subsoil.

But Levi Churchill didn't mind much. He submerged those 14 acres until they might have been mistaken for paddy fields in a rice growing country. Soon it was covered again with the lush, sturdy vines. Seven times more he drenched the thirsty land before the tubers were ready for harvest. He runs the horse-drawn digger while his men pick up the potatoes. He believes that workers accomplish more when he

says "come on" instead of "go on."

The average yield was 150 sacks, 15,000 pounds per acre under usual production, but satisfactory, considering the late replanting. These potatoes graded 92 per cent firsts. Those too small to grade were not taken into consideration, altho later they were picked by needy families on the halves. Mr. Churchill feeds these tiny potatoes to his milk cows. He claims that milk production is stimulated and increased when they supplement regular grain rations.

During any moment he could find time from immediately imperative labors, Mr. Churchill made preparations to care for his imminent potato harvest by constructing a storage cellar. It is known as a "half-dugout." It is 50x32 feet. Five feet underground. The skeleton of the roof is made of timbers over which is stretched hog wire covered with two feet of straw. Over this insulation is fifteen inches of dirt. At each corner and down the center of the roof air shafts built of lumber for ventilation and control of temperature. A driveway is reserved through the center of the cellar doors at each end. This is wide enough to permit passage of potato laden trucks. On each side of the drive are separate bins for three varieties of potatoes. The bins are subdivided for different grades. Today's market price of potatoes netted \$1492 profit from 14 acres. As grassland, it would have provided food for only 1.4 cows.

Once upon a time, someone said something about the desert blooming.

Mr. Churchill planted, cultivated, irrigated and harvested his pinto beans without help. They, too, were irrigated twice. Net (Continued On Page 3, Sec. 5)

## DON'T FORGET THE DAIRY COW AN IMPORTANT SOURCE OF FARM INCOME

A small dairy herd can do much to help make the farmer independent. Many Deaf Smith and Castro farmers are marketing their cream and feeding skimmed milk to their hogs. We know, just as they know, that this is a substantial income for each of them. Your dairy cow should play an important part on your farm—and we are always glad to assist by paying you top prices and giving the best possible service.

### A HOME INSTITUTION

The Hereford Creamery Company is a home owned institution. As local tax payers we are ever doing our bit to help you and to assist in improving our company and educate our children. To serve you better, we have installed the most modern equipment available and strive to ever pay top prices for your cream and milk. All of our employees are local people; every cent of our profits are spent in our county. As land owners like yourselves, we try to understand your problems and to serve you better. We always appreciate your business and are glad to have you visit with us.

HOME OF CREAM O' PLAINS BUTTER

Hereford Creamery Co.

S. B. WALKER & SON

### What Two Irrigation Farmers Say:

"We are milking 25 cows from which we get a gross return of \$250 per month. In addition, we expect to market \$500 worth of hogs this year."

S. O. Wilson.

"From our dairy herd of 15 to 20 cows we realize an income of from \$1,000 to \$1,500 a year in addition to the milk which we consume at home. We believe in dairy herds."

Lester Galley.

## IRRIGATION

And

### Rural Electrification

WILL LEAD TO

### Better Homes

AND MORE

### Modern Equipment



This picture made on Albert Springer Place, May, 1937

That's why we salute those who have pointed the way to a more prosperous and comfortable farm life.

Our aim is to keep pace with future farm building needs as we have tried to do in all the years of Hereford's existence. We try to keep complete stocks of everything in the building line that this territory demands.

Our experience over a long period of years and over a wide range of territory has shown us that nowhere else are people more exacting in their search for high quality in lumber and other building material, and more appreciative when they find it. For that reason we feature a stock of Long Leaf Yellow Pine, which we consider the finest structural material available at any price. We are particular about the cement, lime, and other masonry supplies we buy, and as for Paint, many satisfied customers have convinced us that BP is truly what its makers claim, "BEST PAINT SOLD."

We are not much interested in selling you something "cheap." What we earnestly strive to do is give you your money's worth.

## Rockwell Bros. & Co.

### LUMBERMEN

In Hereford Since 1898—104 S. Main Street

Phone 4

## WE HAVE MOVED

From Our Old Location Above Streu Hardware TO THE STAR THEATRE BUILDING At 321 Main St.

TO THE PEOPLE OF THE HEREFORD COMMUNITY: I purchased the HEREFORD INSURANCE AGENCY from Mr. Paul Barnett a few months ago and have moved to Hereford to stay. Since that time I have made many acquaintances and friends and have enjoyed a good business. We have moved to a new and more convenient location in the Star Theatre Building in order that we may serve you better. The Hereford Insurance Agency, the firm name under which I operate has no connection whatever with any past agents operating under the same name, or any individuals connected in any way with the Hereford Insurance Agency in the past. I personally invite all of you to visit us and will appreciate any business you might see fit to give me.

Sincerely,  
HUBERT R. FREEMAN

We Insure Everything Except Eternity

SINCE 1898

HEREFORD INSURANCE AGENCY



### Muleshoe Man Grows Beans And Potatoes

#### WYOMING MAN SHOWS 'EM HOW IT SHOULD BE DONE IN TEXAS

(Continued From Page 2, Sec. 5) profit \$304.60. Not bad production record for eight acres.

Cotton is a new crop for Mr. Churchill. Owing to the necessity for hand hoeing to get best results, it is not popular with him. He planted 18 acres. It also had to be replanted after the hail of June 5th. Estimated cotton harvest is one and one-half bales per acre—not yet picked. Present value is \$55 per bale.

Broom corn is another crop this experimenting farmer had not formerly raised. Believing in diversification, he practices it at every opportunity. It has paid. Only once did he have to flood this crop. From six acres he pulled 2 1/2 tons, which at present market price, is valued at \$120 per ton. Instead of leaving it baled in the field, this has been cared for in an especially built shed. In this way the color will be retained while he holds it for better prices, which are always lower at harvest time. Care after a crop is garnered is almost as important in Mr. Churchill's lexicon as is the attention given during the growing period.

Seven acres were devoted to raising Indian corn. It snapped 50 bushels per acre. It was watered twice. It, too, is being fed on the place. Mainly to turkeys.

Maize was grown on 20 acres. It will be fed to the turkeys, also. There was a yield of 800

### Good Feeding Country



Due to climate and resources, the Hereford territory is an excellent feeding country. The above litter of eight pigs were sold by James Lusk in June, 1930, for \$166.20, showing a profit of \$75.70.

bushels threshed grain. Milk cows will range the stalk field.

Thirty-six acres of sudan threshed out seed amounting to \$360 when the market was low. A second growth of the grass a foot or more high will furnish pasture for stock during the time when snow covers the short grass.

A nice profit was returned from two acres of peanuts.

Turkeys are rapidly becoming the leading instead of the sustaining crop. There are more than 500 "baby beef" type bronze turkeys grown for market on the farm each year. Mr. Churchill holds a government grader's license which enables him to handle dressed birds more profitably. For several successive years Churchill Dressed Turkeys have taken the Grand Chapion prize money at turkey shows all over the Plains.

The Toms heading the flock weigh in the neighborhood of 40 pounds each. The aim for next summer is 1000 birds, and the

Churchills are on a fair way to realize this ambition.

Only a few chickens are raised. They are kept penned so that there will be no danger of infecting ground for turkeys. For in this way, disease is introduced into many flocks of turkeys.

Irrigation pays. Diversification

pays. A combination of the two pays. And pays BIG.

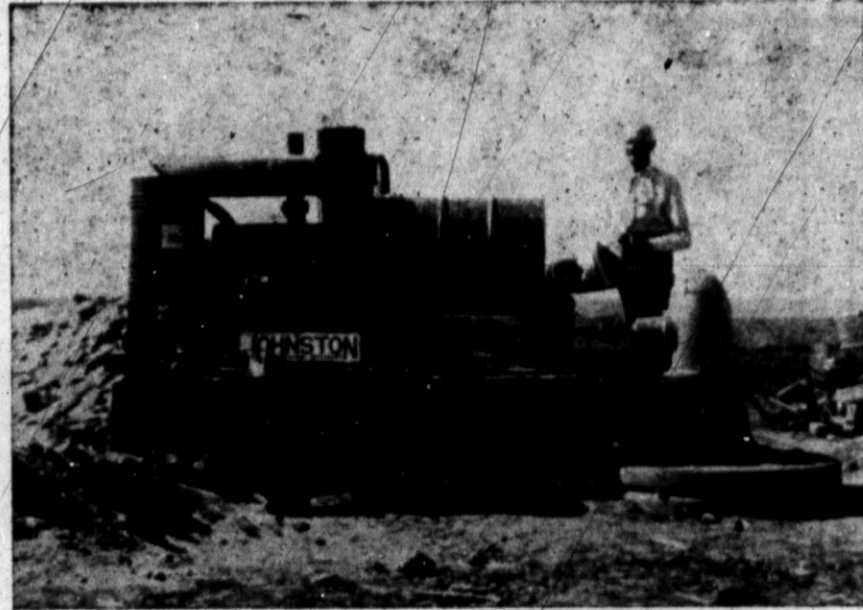
There are countless farmers on even smaller tracts than Mr. Churchill who are making profit on these lands so recently used for cattle range. The eerie call of the coyote is stilled. Instead, through the dusk comes a song of home-going reapers. And a harvest moon rises over contented homes hushed in slumber.

#### "SAUER RUBEN" IS NAME OF "TURNIP SAUERKRAUT"

Europeans have long used fermented turnips, beans and other vegetables as well as fermented cabbage or sauerkraut. Sauer Ruben is the German name for fermented turnips, an appetizing, easily made food. Both spring and fall turnips may be used, but the fall crop gives better results.

Recent studies of sauer ruben by the Bureau of Chemistry and Soils show that the best sized turnips range from 2 1/2 to 3 1/2 inches in diameter. This size produces a sauer ruben of superior flavor and texture compared with very small or very large roots. The sweeter the variety of turnip the better.

### Recent Irrigation Unit



Shown above is the S. P. Rosson irrigation well, located southwest of Hereford. Standing beside the recent installation is Wm. McGehee. The well is operated with diesel power and pumps more than 60,000 gallons an hour.

The investigators say that unpeeled shredded turnips produce a sauer ruben of superior quality resembling the texture of sauerkraut more closely than when the tur-

Slightly less salt than is used in making sauerkraut gives the best flavored sauer ruben. When the fermentation reaches the desired stage of acidity the sauer ruben may be canned in tin or kept in open stone jars with the surface completely covered by mineral oil; or it may be fermented from the start in glass jars and sealed without processing as soon as the fermentation stops. Detailed directions for these three methods of treatment are given in a circular issued by the United States Department of Agriculture.

The important feature in the entire process is to exclude air from the sauer ruben through fermentation and storing.

#### YARD AND BARN LIGHTING

A centrally located floodlight in the farm yard is both a convenience and a protection. The amount of light for various farm buildings depends on the visual demands of the work to be performed. In farm buildings, as well as in the farm house, avoid working in your own shadow. Make sure enough light is provided for the speedy performance of all farm tasks.



To help you realize a dream of everlasting prosperity by successful irrigation.



To make Deaf Smith County a happier, more gainful place to live.



## FOR SUCCESSFUL IRRIGATION

The Farmers Listed Below Are Successfully Operating Irrigation Wells Powered By International

J. T. GILBREATH  
LeGRAND BROTHERS

HEINNEMAN-  
UNDERWOOD

LYLE WOODFORD

J. E. ANDREWS

J. T. GILBREATH, JR.

OWEN ANDREWS

HENRY ALLMAN

T. L. SPARKMAN

JOHN PAETZOID

L. L. CANNON

S. P. ROSSON

H. H. MILLER

C. D. BURDINE

ELMER WOMBLE

HEREFORD CREAMERY

HEREFORD LAUNDRY

WEST TEXAS FEED  
& SEED

PANHANDLE  
LUMBER CO.

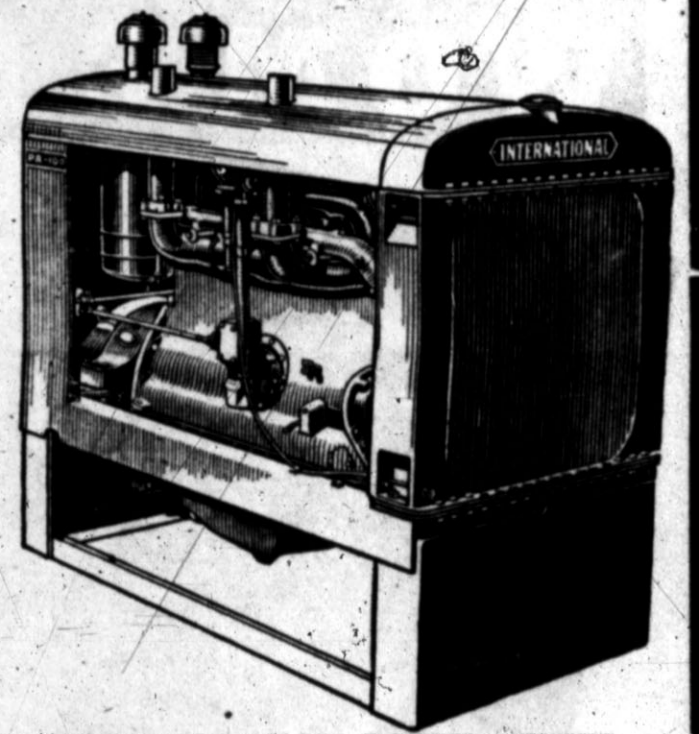
CARL LUKE

POWER YOUR PUMPS WITH

### INTERNATIONAL

Pioneer Manufacturers Of Dependable Farm Machinery

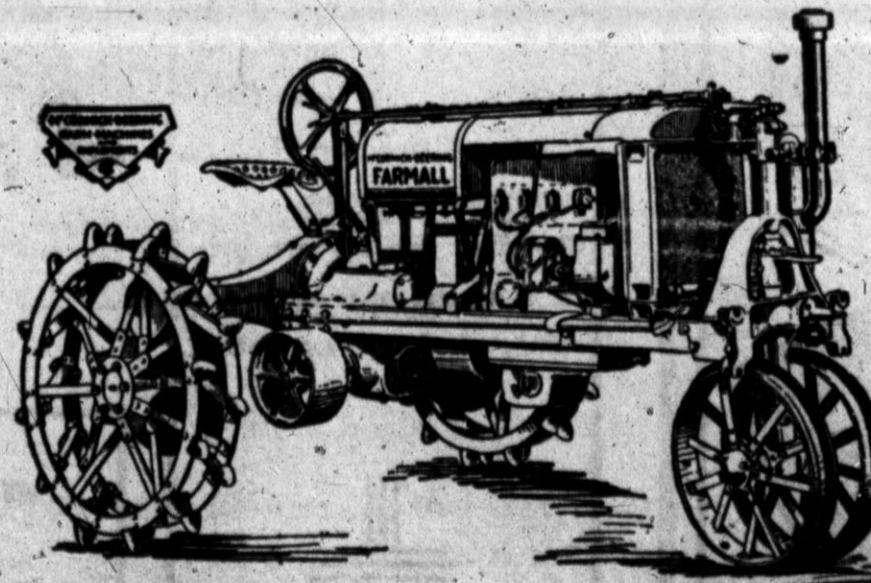
"By far the most economical power we have experienced." That is what users say about INTERNATIONAL power units. You too, will find this power a practical means to extra savings. When the I. H. C. name is stamped on a piece of machinery, you can depend upon it . . . because skilled engineers and actual usage have proven its dependability. You know what the name FARMALL stands for . . . and you will find these power units equally dependable.



**INTERNATIONAL POWER UNITS**  
Are built in sizes with a range of power from 10 to 100 horsepower for gasoline, kerosene, distillate, diesel fuel or natural gas.

## FARMALL

DOES EVERYTHING THAT THE NAME IMPLIES



### 23 Reasons Why

You Can "GO TO TOWN" With The FARMALL

Ask your local dealer today for the list of reasons. Study them and compare the FARMALL with other Tractors.

A Complete Line Of International Repair

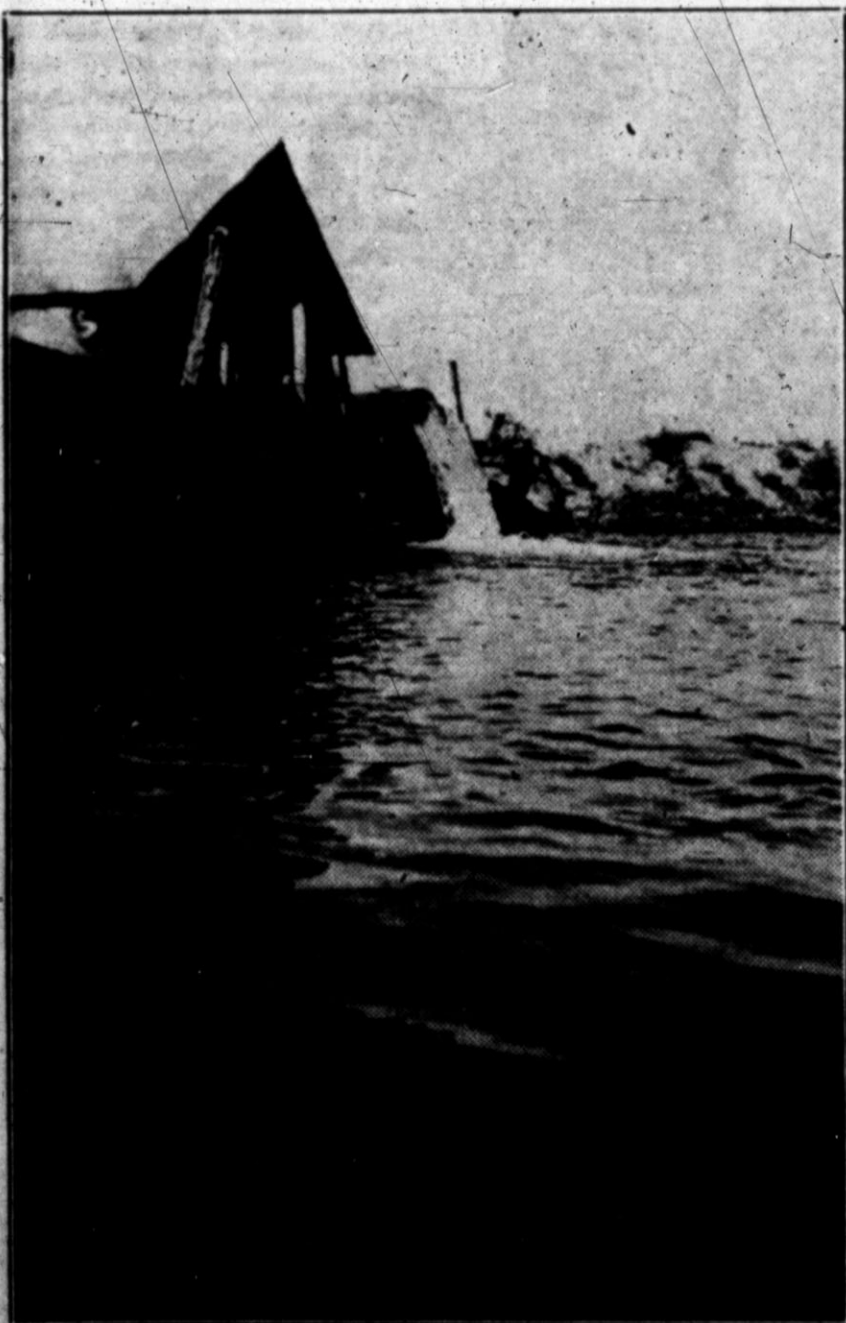
parts is one of the reasons that it always pays to have

**INTERNATIONAL IMPLEMENTS**

Widely spread over the country, International Dealers all carry complete repairs. This is important because a delay for repair parts might result in the loss of your crop . . . if badly in need of water.



## A Land of Plenty



THE BEST LAND WITH WATER GALORE

I am indeed glad to extend our sincere congratulations to the farmers of this section upon the access of the first Rural Electrification lines in the Panhandle. We believe the irrigation projects in this community will do much to the future and to the development of this country and to the prosperity of our people.

We can sell you land to fit your pocketbook, from one acre up, at prices you will never see again. If you want to sell your land or town property—see us.

"WE SELL OR TRADE THE EARTH"

### Jas. B. Elliston

REAL ESTATE

Why Buy Farm Machinery "Just As Good" When You Can Get International

# ROSSON IMPLEMENT CO.



### Irrigation Crew From Practices In Early Egypt

CRUDE LIFTS USED THOUSANDS OF YEARS AGO ALONG NILE RIVER

By WM. McGEHEE  
Irrigation, or the principal of watering land by other than rainfall, is as old as the human race.

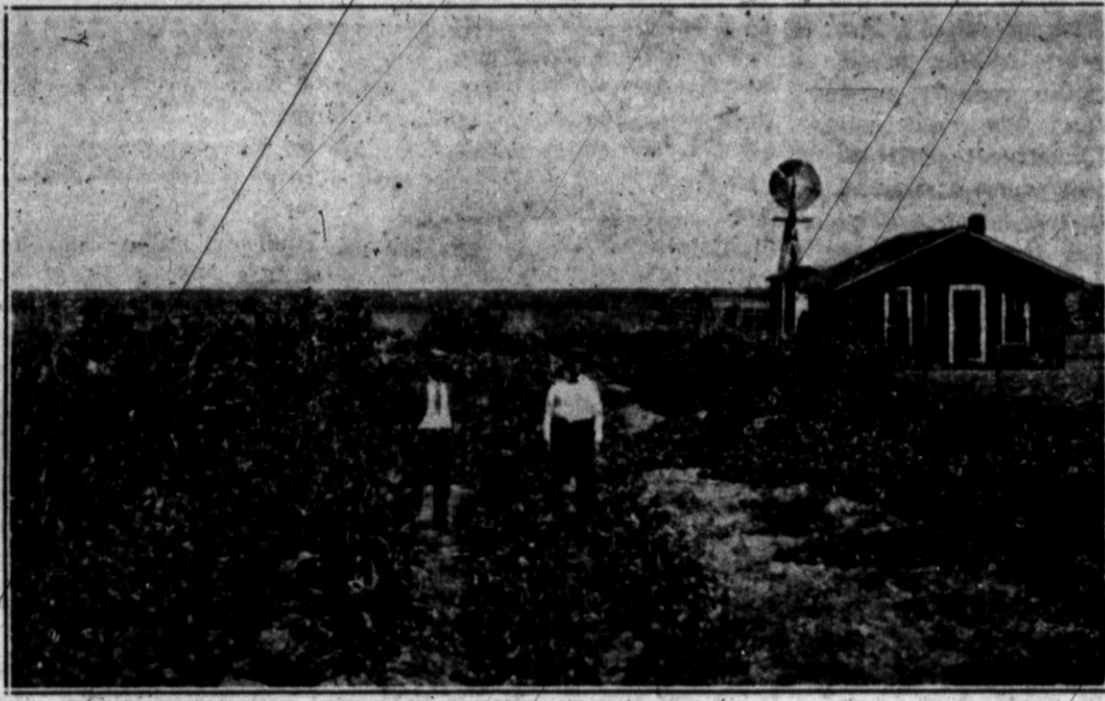
Egypt, as we all know, had its annual floods but the Egyptians long before the time of Moses, even before the Pyramids were built, drew water from shallow wells by large buckets fastened on a long pole or sweep with a weight on one end to balance the weight of the water. This was possibly the first mechanical device for lifting water for irrigation, and was used throughout Egypt, India, China, and all of the known world many thousands of years ago.

Then some inventive genius conceived the idea of a large wheel with buckets attached and arranged so that when the wheel was revolved by mechanical means the buckets filled at the bottom of the wheel and discharged above ground as the wheel was rotated. It is very probable that the operation of these pumps was one of the tasks assigned the Children of Israel by the Egyptians.

Then we have a period of thousands of years that so far as we can learn from history very little, if any, progress was made in invention or any kind of labor saving devices. They simply said: "Let well enough alone."

Then another inventive mind conceived the idea of a submerged wheel with spokes encased

### An Irrigated Farm Scene In Hereford Territory



While most farmers are prone to stress money crops, the above scene shows how a garden plot can be made to complete the picture by a successful farmer in the shallow water belt of Hereford's vast irrigated territory. Most farmers consider gardens and dairy herbs among their most profitable enterprises.

centrifugal force and revolved at a rapid speed, designed to raise water with less friction than the water wheel. This idea was the embryo, undeveloped, of all Turbine Pumps which are now in common use.

Competent engineers have devoted many years of their lives and have built hundreds of thousands of models in their efforts to build a Turbine Pump with less resistance than the other fellow. This means in plain English the elimination of friction, or as much thereof as possible.

Only in comparatively recent years has the multiple stage turbine pump been perfected to the point where it will give good service, lifting water in large quantities from several hundred feet depth.

Pump manufacturers generally

are ever on the alert to perfect their pumps, and by employing engineers for this purpose have been able to raise the efficiency of their various pumps several points in the past few years. One of the leads in this improvement,

and one that stands at the head of the list is the Johnson Pump Company, Los Angeles, Calif.

This company now has more pumps in operation in the Hereford area than all others combined, and to my certain knowl-

edge they scarcely ever sell a pump of less than 80 per cent efficiency. This fact and because they use the Self Aligning Pump Base, and Vitriformed Bowls and Impellers invariably deliver the required amount of water contracted for at the least possible amount of power expended.

Arthur Brisbane has suggested "putting electricity on every farm, regardless of distance or cost, as rural mail delivery is put on every farm."

The extra eggs obtained by putting the farm flock to work at four o'clock on winter mornings will pay a big electric bill and furnish a fine profit besides.

The city dwellers have no God-given right to the exclusive use of electricity. Rural people who work hard enough and undergo enough hardships, are as much entitled to the better things of life as anybody.

Homes properly wired for electricity are safer from lightning than those which are not wired at all.

If man is a reasoning being we sometimes wonder how to class some humans.

Kerosene can cook satisfactorily, but it can't run a radio. Acetylene makes good light, but it can't wash clothes.



### Our Hair Styles are "First Editions"

Limited to you, and you alone, the beautiful coiffure designs our artists create after studying your type and your facial contours. It's the reason CHARM-AID permanents always receive so many flattering compliments. They're individual. They keep your hair looking its best. Best of all, they're not expensive. Clear away the end marks of the summer heat with some good facials. Our operator knows her "facial," and can really give them good.

### Congratulations DEAF SMITH COUNTY FARMERS

On Your Rural Electrification and Irrigation Projects.

### CHARM-AID STUDIO

Verna Culpepper

## FOR WOMEN



who love Fine Things

and who know that only perfect handling can assure a long life and a clean one! These women have been sending their weekly Laundry to The Hereford Laundry for so these many years. They appreciate the carefulness of our service, because it protects their fine things.

### This Summer Use ALL-FINISHED SERVICE

When temps and temperature rise, use the true Family Service. Every article fully finished at only a slight extra cost. It's a money saver!

## FOR MEN

### Congratulations

DEAF SMITH COUNTY FARMERS On Your Rural Electrification and Irrigation Projects.

## HEREFORD LAUNDRY AND DRY CLEANERS

PHONE 298

## For Irrigation



NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE—Much more powerful, much more spirited, and the thrift king of its price class.

CHEVROLET'S powerful engines have proven themselves to be a dependable and economical source of power for irrigation plants in this section of the shallow water belt.

Before buying any other power unit for pumping—investigate the new Chevrolet valve-in-head high compression engine.

Chevrolet engines are priced low and will save you money on fuel consumption.

## Count the Features · Count the Savings · and CHOOSE CHEVROLET

## for all farm uses

Farmers everywhere have turned to CHEVROLET for the best all-around Commercial trucks and pickups—there must be a reason—sturdy construction combined with CHEVROLET'S countless economical features make it the ideal truck or pickup for farm commercial hauling.

See them on display in our showroom, and let us explain these features that make Chevrolet the outstanding value in 1938.

## for HAULING



## for MOTORING



The whole family will enjoy the luxurious ease and comfort and other outstanding performance features that only CHEVROLET (The only Complete Car—Priced So Low) can give you.

Let us show you the many models and popular body paintings—that will make you want a CHEVROLET—Remember its the only complete car, priced so low.

--CHEVROLET--  
The Only Complete Car--Priced So Low

## --CONGRATULATIONS--

To the farmers in the shallow-water belt. We sincerely believe you are doing a worthwhile thing in the promotion of irrigation in this section, making it a better and more prosperous place to live, giving you the only crop insurance—"Water When You Want Water."

OLDSMOBILE, The Ideal Heavier, Roomier Car in the Medium Priced Automobiles.

## BRUMLEY-WOODFORD MOTOR CO.

SALES

CHEVROLET—OLDSMOBILE

SERVICE

MORE POWER per gallon CHEVROLET LOWER COST per load



# Irrigation Helps To Transform Ranches Into Small Farms

(Continued from page 1, Sec. 5) wheat stubble July 9th. Eight thousand bundles of matured grain was shocked when it was cut, October 11th. They are marketable at six cents each, but will be fed on the place as the most profitable method of disposition. The conservative value of volunteer wheat pasture and begaria stubble is \$34.00.

**Alfalfa Is Good**  
Alfalfa on the Alexander farm was watered ten times during the summer. Five times a shining sickle flashed over that forty acres, leaving thick swaths of new mown hay to scent the dusk. The first cutting yielded one and one-half tons per acre. The succeeding four cuttings averaged one ton per acre each time mowed. This is marketable at the farm at \$15.00 per ton. It has been baled and stacked for winter use on the place.

Ten acres of Indian corn was inundated twice. An estimated fifty-one bushels per acre will be gathered and fed to sixty-five head of Duroc hogs. It will also fatten fifty bronze turkeys for Christmas market. This corn is salable at 66 cents. The stalk field, valued at \$25.00 is reserved for use during snow storm emergencies, should they arise.

The remaining pasture land has not been included in this survey.

**Expense Summary**  
The summary of the year 1935 for seventy acres is:

Value and income recd.	\$5,157.80
Expense	914.09
Net income and value of crops	\$4,243.71

This does not take into consideration the cattle breeding side of Mr. Alexander's business. Feeding them on the farm returns fertility to the soil, and in itself is an asset to the place.

This record makes a nice showing, however, in itself. Especially as it is for an adverse year. Unquestionably, Mr. Alexander has made irrigation and diversification pay. And but twenty-five years ago he loped a cow-pony across this land and became hopelessly lost on the open range.

**Small Farms Pay**  
Mr. Alexander's experiences and practices do not exhaust the possibilities of small farms in the Panhandle. Within seven miles, Mr. Ray Bowers has his financial problem nicely tucked into an egg shell.

Mr. Bowers tackled the job of making a living for his family with sixteen hundred white leg-horn hens. He moved to a place near Dawn, Texas, ten years ago, from Garden City, Kansas. To-

gether with his uncle, W. G. Slagle, he operates an irrigated farm of eighty acres, in connection with his chicken raising.

**Chickens Pay Way**  
Mr. Slagle manages the farming end of the business, irrigating only during droughty seasons. He plants and irrigates rape, kale, alfalfa, wheat, and grain sorghums. The hens, like fluffy snow-balls, dot the cool young green of these vitamin supplying ranges. It is also Mr. Slagle's job to harvest the grain which forms the major part of the flock's ration. Nothing is neglected which encourages the hens to cluck, scratch, sing—and lay eggs.

Mr. Bowers states, "Success with chickens is entirely a matter of scientific feeding, intelligent care and sanitation." He makes his chickens his business. They, in turn, make his living their business. Roup and other infectious diseases are warded off by timely vaccination. Brooders are heated with natural gas. Artificial light has not been resorted to in order to stimulate egg production. Mr. Bowers culls his flock and adds new strains of his chosen breeds, constantly.

The Bowers-Slagle farm is less than an hour's drive from Amarillo, Texas, which is a city of approximately fifty thousand people. Mr. Bowers trucks his produce there once each week.

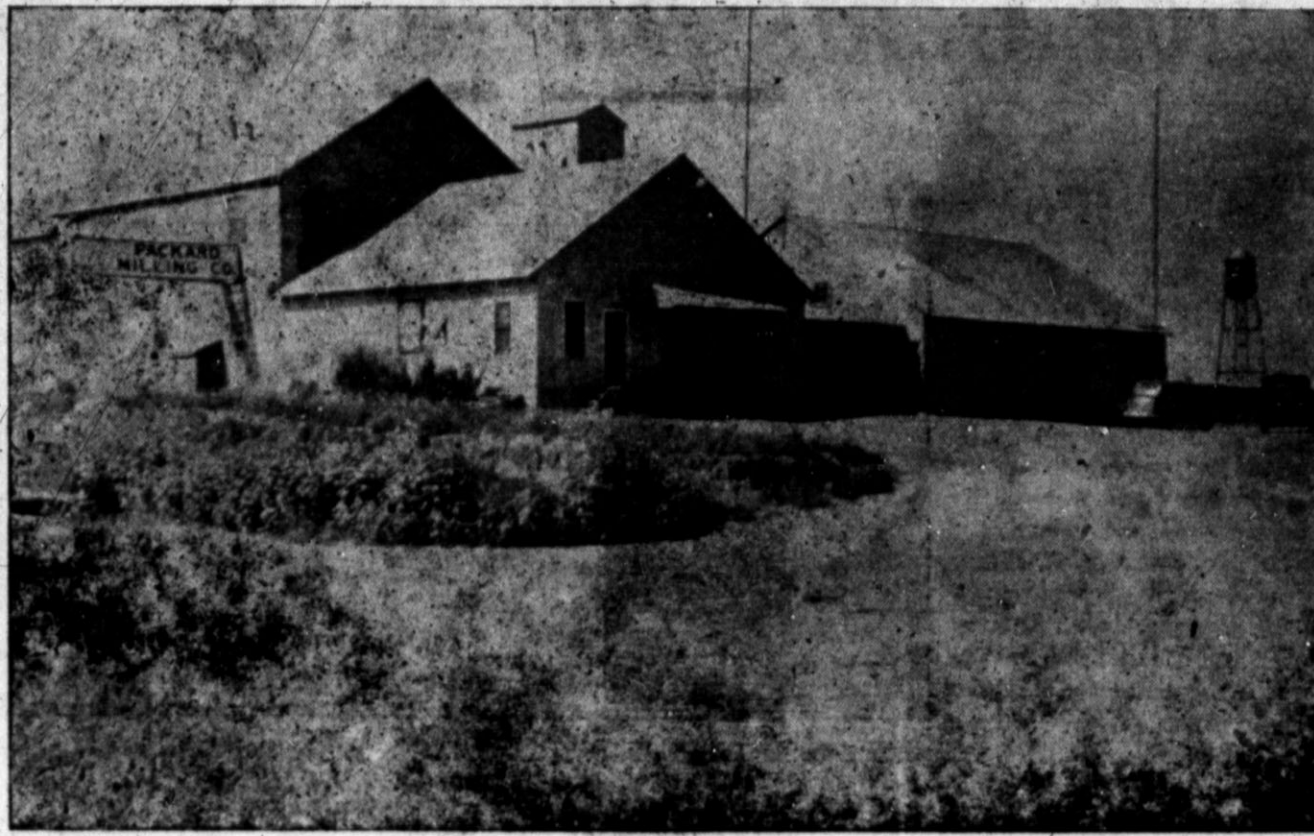
His eggs, infertile and carefully graded, command a premium of five cents per dozen above market price. The males of his Spring hatch never are permitted to lag in growth and are fattened quickly. They command a price equal to that of "heavy" fryers. He has never been able to supply the demand for either his eggs or chickens.

There may be nothing different in Mr. Bowers' method of handling and raising chickens. He insists there is not. Perhaps it is that his egg shells contain more dreams and ambitions. Both of which are rapidly reaching fulfillment. A family well provided for and contented; each day is busily and happily lived in a lovely modern home. A shining future for his children who are looking forward to college educations from an egg shell.

There are numerous others who are proving that one need not have a fortune with which to make a modest success in a new country. There are many more exponents of "more people—more farms," which is the local slogan.

Sheep are no longer sneered at. A sheep man can show as plump a bank book as can his friend, the

## Modern Flour Mill Located At Hereford



Located at Hereford in the center of the irrigated wheat belt, Packard Milling Company serves a wide territory. Modern equipment and complete facilities place Packard as one of the foremost flour mills in this area.

cattle man.

**Sheep Net Profits**

On his farm near Dimmitt, Castro County, Texas, Wesley Anthony has one hundred ten Rambou-

bred to Hampshire bucks. The theory was that as the mother's breed produces fine wool and the bucks' breed fattens rapidly, the cross would be an all purpose lamb. Last year they were bred to Hampshire bucks. The theory was that as the mother's breed produces fine wool and the bucks' breed fattens rapidly, the cross would be an all purpose lamb. Last year they were

ing the last thirty days before shipment. This insured maximum gain on the lambs. They went to Ft. Worth and topped the market, April 12.

These lambs reached their destination weighing ninety-five pounds each. Mr. Anthony is another man who is satisfied with small acreage and limited numbers of stock.

Endless ranges and big round-ups are past in the Panhandle. The day of haphazard attempts at farming is gone. Today, farms are operated scientifically on the plains. A sight of their prosperity banishes the idea that "good days are gone forever."—Farm and Ranch.

## Irrigates Section

(Continued from page 1, Sec. 5)

reason he goes in for several different crops, including wheat, corn, kaffir, and maize in addition to broom corn.

This year he made 20 bushels to the acre on 150 acres of irrigated wheat, but says that it still did not compare with broom corn, despite good grain prices this season. His broom corn brought \$170 a ton and was sold to the government, several cars having been shipped.

Since he considers himself strictly in the farming business,

Mr. Burdine does not go in for extensive feeding of cattle, hogs and poultry. To him, irrigation is the most important part of his farming program and he employs several men to assist in getting the water to his crops at the right time. Due to the large acreage which he is irrigating, Mr. Burdine finds that irrigation calls for plenty of work, but that if handled right it will pay nice dividends.

His 140-foot well was dug in 1936, and is equipped with a Peerless Pump and powered with a McCormick-Deering power unit. He estimates the cost at 28 cents an hour, 25 cents for fuel and three cents for oil.

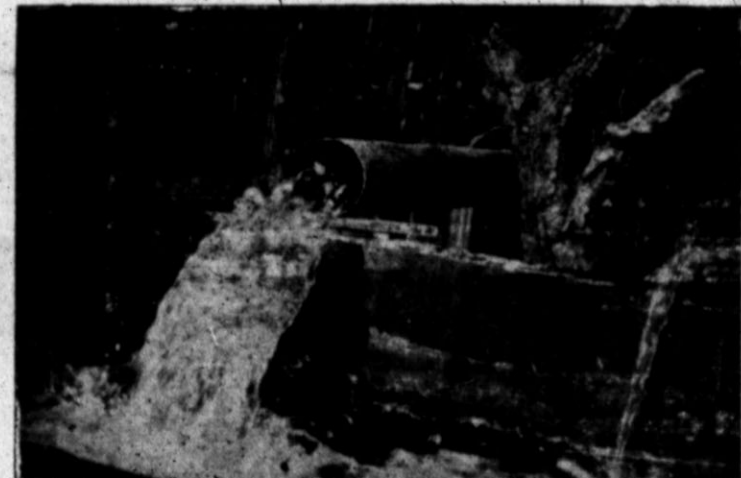
As one of the first men in this section to produce broom corn on a large scale, Mr. Burdine has paved the way for a new money crop in this territory.

Wonder what would happen to the sit-down strikers in the city if the farmers staged a "sit-down" during the crop growing season.

More rural families in Virginia received electricity from a central station during 1936 than in any previous year.

Rural electrification is essentially a problem of establishing electricity as a necessity on the farm and not a luxury.

# A LAND OF CATTLE--FARMS IRRIGATION ELECTRIFIED HOMES



Balanced Farming is made possible by a balanced country. Ever famous for its fine, thoroughbred cattle, the Hereford territory is well adapted for feeding of cattle, dairy herds, hogs and poultry. Some dry land farms make astounding yields, and the factor of irrigation insures a crop. Wells flowing at the rate of 1,000 to 1,500 gallons a minute are a beautiful sight in the heart of this vast, fertile district.

We have plots of land, all sizes, in the very center of the famous Hereford Irrigated Area. Electrification will make the hopes a far happier place to live. Write us for Details.

# C. R. SMITH Real Estate

Out-of-town Land Owners: We specialize in handling property of this type. Write us in regard to leases or tenants. We are Reliable.

Get Ready For The New Fall Styles



HARMONIZE YOUR HAIR DRESS WITH THE NEW FALL STYLES

New Fall colors demand a perfect skin, well-cared-for hands, and hair that does justice to the lines of smartly fashioned hats.

Let us help you to achieve the beauty that you . . . and fall fashions . . . desire.

PHONE 107 FOR APPOINTMENT

Congratulations DEAF SMITH COUNTY FARMERS On Your Rural Electrification and Irrigation Projects.

PERSONALITY SHOP

Annie Mae Minton



# "Rain For Twenty-Five Cents An Acre," Was Boast In 1911

## Hereford Brand For Irrigation Through Years

REPRINT FROM EARLY PAPER INDICATES MUCH ACTIVITY

A booster for irrigation and the development of irrigation facilities in this area since the first well was discovered back in 1910, The Hereford Brand ran many informative, interesting and forceful articles in earlier days. The following article appeared in The Brand July 12, 1912—about the time most of the Bessemer Engines were installed and the first big wells were becoming popular in this section.

**From The Brand**  
 "In all departments of human endeavor, thinking men have solved many problems of nature's mystery. They have gone into the depths of the earth, they have harnessed the air of the heavens and the waves of the sea, they have battled the lightning of the clouds and pictured the light of the sun. No field of science has not been turned, no stream of thought has been seined, no department of life has not been catalogued.

"The last, yet most sustaining power of the human race, to be studied and investigated has been that of farming—the tillage of the soil. At one time it was thought that any one could farm, and only the slow and tardy were permitted to stay on the farms, the boys of brighter minds being pushed into the so-called professions. As a result, farming deteriorated. But, within the last ten years, men of mind have devoted their best efforts to soil study and plant culture. In semi-arid and rainless districts, private and government enterprise have developed millions of otherwise barren acres into veritable gardens. The question of irrigation, taken along

## Lawyer-Farmer



Jas. W. Witherspoon, district attorney, also operates an irrigation farm north of Hereford on 25-Mile Avenue, and serves as attorney of the Deaf Smith Rural Electric Cooperative, Inc. He is a booster for irrigation and electrification.

with proper soil culture, has lifted the desert up to the clouds and snatched from its hidden bosom the life giving streams of providence.

"Experience has shown that all countries are subject to periodical drouths—or rather subject to changes of minimum and maximum rainfall. In those years when the rain gods were tardy or when, perchance, they are off on their summer vacation, men of science have snatched the scepter from the sleepy grasp of Junius Pluvius, the chief rain god, and have hurled it at the head of Jupiter, the thunderbolt god, breaking up the drouth of revelry and opening the springs of summer showers.

**Farmers Bought Rain**  
 "At Hereford, the farmers are making contracts for the purchase of rain at a stipulated price per shower for each acre under cul-

tivation. They hold the key which unlocks the chambers of water-vale in which are stored the showers for thousands of acres of fertile fields. As with a magic wand, the farmer opens the sesame of his fortunes, turning on at will the needful showers for his thirsty fields. He waits not for the wind nor the clouds, he observes no signs, he studies no weather maps, he counts no days, and consults no prophets—he sees no moons nor listens for the croaking of frogs; he places his faith in the power of gasoline to save his crops from the devouring drouth god, whose hot breath scorches his green fields and makes desert of the fertile valleys.

### Was Life Line

"The contract price for a good shower, 3 inches spread over his entire field, will not exceed, under proper conditions, 25 cents per acre, and who would not pay this price for such a good rain? Under irrigation, the farmer is master of the situation. In the morning he sends a flowing stream of crystal through his field and returns in the evening with a song in his mouth, feeling that a day's labor has not been spent in vain. He beats no tom-toms nor fires no salutes to break loose the rain clouds from their moorings in the sky. The clouds are of little use to him except to brighten the blue of the sky-scape or mellow the green of the land-scape. Yes, they are all doing it: at Hereford and not many days hence the broad, fertile plains will be waving in green fields.

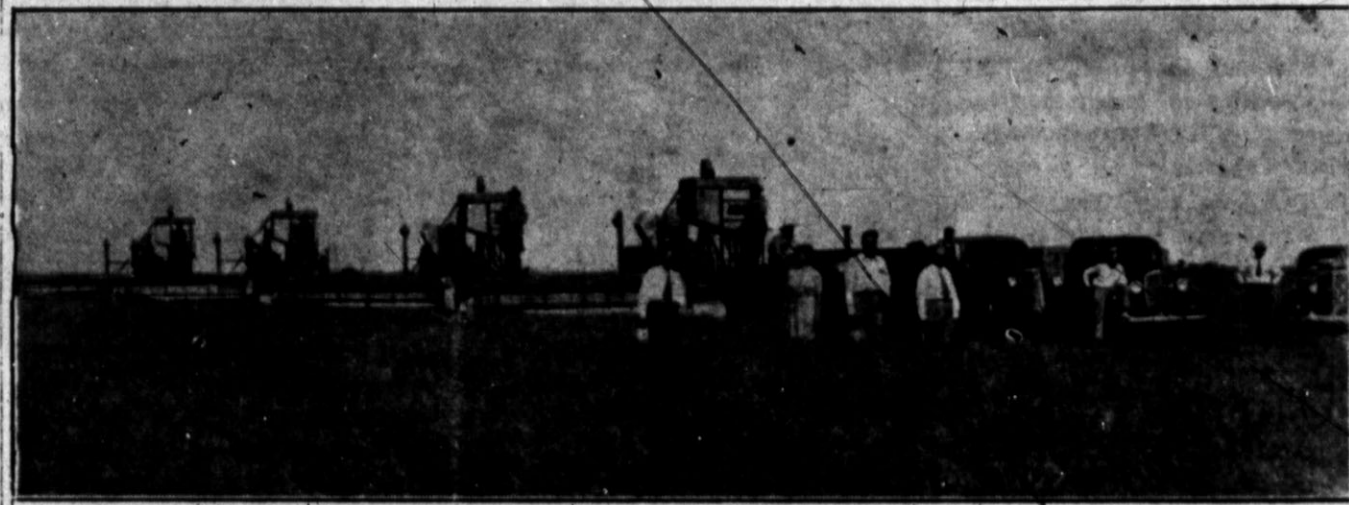
"Come to Hereford and irrigate. Wait not on tardy cloud rents. Throw out the life line of water. And save your fields for twenty-five cents."

Clippers with an electric motor enable one man to perform a task formerly requiring two. Better clipping is possible.

### POOR WIRING

Inadequate wiring may be both expensive and hazardous because, current easily, it sets up resistance

## Dry Land Wheat Also Makes Good Yields Here



Shown above is a portion of the Tom Carter and T. W. Medlin 5,000 acre wheat crop in this territory. The picture was made on the Carter tract of 400 acres, three miles east of town and the average yield was reported at 27 1-2 bushels to the acre; other portions of the crop ran from 25 to 30 bushels this year. Standing, left to right, are: Dr. C. Q. Smith, vice-president of Southern Methodist University; Mrs. T. J. Carter, Elric McCall, T. J. Carton and Don Parks.

to the flow of current. This may current consumed by the heating lights or appliances. This under-cause the wire to heat, and the is wasted before it can serve either

cessive voltage drop, and it should be noted that often, although safety requirements are met, the wiring still may be inadequate and current wastage will result.

Dairy cows should have their udders and flanks clipped regularly as an aid to the production of cleaner milk with a lower bacterial count.

### Electric Water Heaters

Electric water heaters for stock eliminate the trouble and danger of freezing and also result in higher efficiency during the winter months. Milk and eggs are both largely water, and the use of an electric water heater will increase the production of both during cold weather. The cost of operation is small.

A windmill will pump water, but it can't toast bread.

# IRRIGATION

Buy At Home—No Freight or Trucking Charges To Pay



ARC WELDING SERVICE

## BUY YOUR IRRIGATION CASING AT HOME

No use for JACOBSEN BROS. to put out a "lotta hooey" about being "home owned", "home operated" or spending a lifetime for the betterment of the irrigation territory. Just to be plain—we are in business to better ourselves. But, by better serving you with better well casing at a better price, with better welding in better time.

"Figger" with us on casing, delivered to and welded in your well. You can return what you don't need and you don't pay for what you don't use.

"Yores" truly,  
**JACOBSEN BROS.**  
 Hereford, Texas.

ASK US FOR PRICES ON CASING



SAVE MONEY ON IRRIGATION CASING

# FORD V-8 Power Unit

Proved By Actual Service

**2 ENGINE SIZES**

1 An improved 85 H. P. V-8 Engine built for heavy-duty work.

2 A new 60 H. P. V-8 Engine built for light delivery service.

Powered and priced to cut your costs!

For Dependable Economical Irrigation

Preferred By Majority Of **Irrigation Farmers**

In this semi-arid country, Irrigation is the very essence of reliability—a symbol of successful farming—and the one possible crop insurance! Coming in two sizes, the Ford V-8 engine is rapidly being adopted by irrigation men over the entire Shallow-Water Belt. Offering power-a-plenty, the Ford V-8 engine with its high revolutions is ideal for pumping water in this district; it maintains a steady stream at all times and requires very little attention—because the powerful V-8 engine is made to operate at a high speed. Numerous farmers, who are successfully operating V-8 engines to power their pumps tell us that they operate on a minimum of fuel and oil. Before you make up your mind, you owe it to yourself to investigate the V-8 Engine and its possibilities!

**Hereford Motor Co.**

SALES FORD V-8 SERVICE

# Jacobsen Brothers

BLACKSMITHING MOTOR REBUILDING WELDING MACHINE WORK WELL CASING



# George Robertson Produces 55 Bushels Wheat Per Acre

## Wheat Watered Twice, Land Was Fallowed

**ADJOINING CROPS MADE 25 TO 30 BUSHELS FOR SAME MAN**

Although practically every irrigation farmer in this territory waters and grows wheat to some extent, 30 to 35 bushels to the acre is generally considered a good average yield.

From George Robertson, five miles southeast of Hereford, this year came the report of an exceptionally good yield on wheat. From 31 acres Mr. Robertson cut a total of 1,726 bushels—a yield of 55 2-3 bushels to the acre.

The field was measured by H. V. Hennen, secretary of the Hereford Chamber of Commerce, and the amount of wheat was checked with elevator tickets.

**Forty Inches High**  
The wheat stood about 40-inches high, and was one of the prettiest fields of wheat ever seen in this section. Mr. Robertson operated the combine, and Mrs. Robertson hauled the wheat to the elevator in a trailer, thus holding expenses to a minimum.

Mr. Robertson irrigated the wheat first on February 15, and again on April 15, but says he is at a loss to explain the exceptional yield on the particular patch. He treated other wheat in the same manner, irrigating at practically the same time.

His land was badly over-grown with weeds, which led him to plow the vegetation under and to summer fallow the wheat land last year. It was seeded 15 pounds to the acre.

As progressive young people, Mr. and Mrs. Robertson are among the most enthusiastic and ardent supporters of irrigation in this section. They also practice feeding out hogs, some stock and poultry on their modern farm.

## Harvesting Bumper Yield



Snapped in action, George Robertson is seen above in the process of harvesting wheat on his farm, southeast of Hereford. The yield of 55 2-3 bushels per acre was the best reported in this territory during the recent harvest season. He watered the crop twice.

## Saturday Night Bath Era Soon Only Memory

Saturday night is about to lose its significance in many parts of rural America. The time honored custom of the Saturday night bath is doomed to go the way of the horse and buggy.

Electric power will bring running water to the farm and that means kitchen sinks, bath tubs, and other comforts and advantages so familiar to millions of city folk. The Rural Electrification Administration has been created to assist the farmer in securing the extension of electric power lines to farm areas.

The average farmer and his family go to great lengths to keep themselves clean, but it takes time, energy, and fuel to draw enough water from the well, carry it indoors bucket by bucket and heat it on the stove. To carry and heat water for several members of a family every day would tax the patience of the most fastidious.

Saturday night seemed the most logical time to refresh themselves for Sunday's day of rest. By the time the entire family had bathed in relays in the wash tub near the kitchen stove, the mother, who supervised the scrubbing of necks and ears, emptied the water, and mopped the floor, needed her day of rest, no doubt.

Lack of running water and proper equipment does not indicate that American farm families are against bathing. They are as well aware of the benefits of cleanliness as anyone else, perhaps more aware. It only shows that the simple necessities, which should be the birthright of every citizen of our country, are not available to them.

That bathing facilities, available in Greece and Palestine thousands of years ago, should be denied to American farm families today seems unreasonable.

Bathing for comfort, health and pleasure has been practiced by nearly every people since the beginning of mankind.

Homer records that in his day warm baths were used "after fatigue and exercise." Ancient Jewish history refers

to hot and cold baths, running water and the application of oils and ointments to the body after bathing.

That ninety-three per cent of the thirty million rural inhabitants in the United States have no bath tubs or showers is as deplorable as it is true.

Certainly there is nothing that gives such a feeling of general well-being as an all-over bath—either the tingling, exhilarating shower or the soothing, restful tub.

Indispensable during illness, hot baths are employed to relieve chills and pain; cold baths to reduce fevers. And mineral, such as salts, are added to the bath in the treatment of some skin afflictions.

Tepid tub baths are known to have a beneficial effect in the treatment of mental or nervous strain, and are conducive to sleep.

## REA Will Bring Many Comforts To Farm Homes

Everyone knows that after electricity is turned on it works almost without attention—quietly, dependably and comfortably. But not everyone realizes that if electricity is used with a time-clock it will even turn itself on or off automatically.

This additional feature is especially valuable on the farm. Modern all-electric stoves are now equipped with a time-clock. A story told by an Indiana farmwife illustrates how cooking may be done in the modern way with both temperature and time control. The family was to attend a reunion the next day. She prepared the beans and put them in the oven in the evening. At 2 o'clock while the family was asleep, the heat turned on automatically. At 7 o'clock it turned off. The oven kept them hot until after 9 when they were taken out and then driven 60 miles to the reunion. The dinner was still piping hot upon arrival.

The farm woman who has such an arrangement on her electric range is entirely free to go to town during the day and her dinner will be cooked perfectly when she returns in the evening.

The farmer himself has uses for the time-clock on the farm. During the winter it has become a prevailing custom among many poultry farmers to light the chicken houses in the morning and at night in order to increase winter egg production. With the time-clock, this is all taken care of, and the farmer does not have to break into his sleep at four o'clock in the morning to snap the switch. At night the lights turn off automatically at 9 or 9:30 or at whatever time the clock is set.



**KEEP THAT BALANCE!**

It is impossible to weigh the advantages enjoyed by the man whose credit is good. Respected by merchants and his neighbors alike, he enjoys the high place in his community that is every man's due. Keep your credit good!

**Pay Bills Promptly**

**Hereford Credit Association**

DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

# Four Factors

OF A GOOD FARM  
fertile soil  
good climate  
irrigation

AND A  
**CASE Model L or C C**



**GOOD EQUIPMENT MAKES A GOOD FARMER BETTER**

Today there are more than 150 satisfied farmers in the Hereford territory who are using CASE TRACTORS and power units on their farms. A large number of these farms are irrigated places, but on both types of farms Case has proven tremendously popular—because of its extra power; its dependability; its low fuel and upkeep cost.

**THAT IS WHY SO MANY IRRIGATION AND DRY LAND MEN PREFER CASE!**

**CASE**

Power Units

A. O. THOMPSON  
J. E. BLAKEMORE  
H. H. MILLER

and  
O. L. RUTHERFORD

are successful irrigation men who are using CASE L. E. SKIDS (Power Units) to power their irrigation wells. Like the users of all Case Tractors, they are among our best advertisers—and we refer you to them if you want to really know how well CASE GETS THE JOB DONE and KEEPS IT DONE!

**One Case Sells Another**

There is but one kind of Case Owner—and that is a SATISFIED CASE OWNER! Maybe it is because they can own and operate a Case without undue repairs; Maybe it is because of the low fuel cost—and maybe it is because Case is just the best all-around Tractor for this territory. Anyway, Case owners are always satisfied ones... and we know that is why One Case Sells Another... that is why Case owners are always Case boosters, and the best salesmen we have. If you are in the market for a tractor, don't take our word ASK THE MAN WHO OWNS A CASE!

# The Whole Family Likes Packard's Flour



Packard's Flour is made from wheat grown in this territory; Panhandle Wheat runs high tests, which is one of the reasons that The Whole Family is crazy about our flour. Dad likes the biscuits which it makes; Mother is crazy about the cakes she can turn out—because the texture and quality of Packard's Best is always dependable; always the same... and then when it comes to Sonny and Sis, well they like it, too; "Jes' cause it's so good." And that is one of the reasons why you will also be "nuts" about Packard's Flour.

Check up on our big list of premiums; save your coupons and get beautiful glassware for your home!

**CONGRATULATIONS To Our Friends!**

Congratulations to our friends and customers, the farmers of Deaf Smith and Castro County upon having been the first in the Panhandle to secure Rural Electrification. We are happy for the comfort, pleasure and progress it will bring you through Irrigation expansion and Development!

A Home Institution Serving This Territory!

**Packard Milling Co.**

H. E. DANFORTH, Manager

Parts  
And  
Service

**C. A. Skelton**

CASE IMPLEMENTS

Day Phone

332

Night Phone

578



# Correct Moisture At Right Time Is Highly Important

GOVERNMENT ARTICLE INCLUDES TIPS ON IRRIGATION MEN

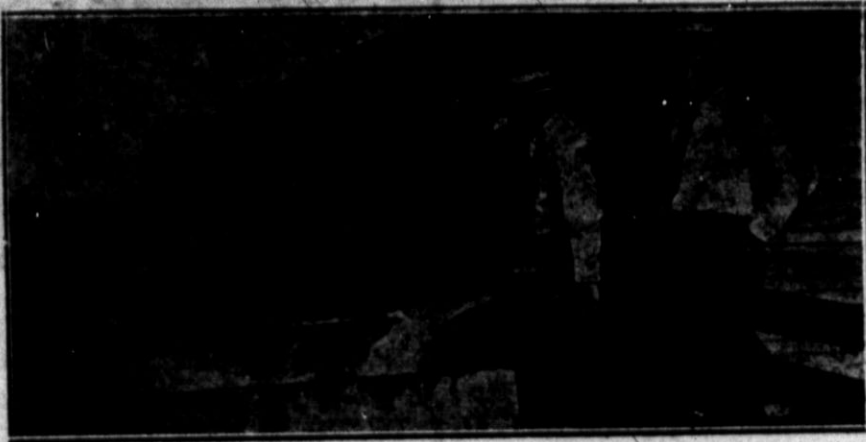
The following article, which deals with the proper percentage of soil moisture, was released by the United States Department of Agriculture, and is cited as being highly important in connection with successful practice of irrigation.

### Need Correct Moisture

The main purpose of irrigation is to furnish the requisite amount of moisture to cropped soil. Either too little or too much moisture injures plants, and it is not easy to find out how much is best for a particular soil or crop. If soils were uniform in texture and were composed of the same materials, the proper quantity of water to apply would be much more easily determined, but there is an infinite variety in the texture and composition of soils. The soil on a single acre of ground may consist of several more or less distinct types. The problem is rendered still more complex by a wide variation in the moisture-holding capacities of soils. Clay soils may hold 40 per cent of their dry weight in moisture, whereas sandy soils may hold only 8 per cent. Coupled with this is a difference in the way in which the moisture is held in the soil. A certain percentage of soil moisture—which may be less than 2 per cent in sandy soils and as high as 18 per cent in clay soils—is held very tightly by the particles of soil and is not available except to a very limited extent, to the rootlets of plants. Another portion is free to move and is drawn downward by the forces of gravity and capillarity.

That portion of the water which is neither drawn downward thru the soil by gravity nor tightly held by the soil particles, is the portion available to the crop. So long as some of this available water is in all parts of the root zone, crops will grow well. As soon as the available moisture in any considerable part of the feeding area is exhausted, the growth of crops will be retarded. It is then necessary to apply irrigation water if maximum yields are to be secured. Best results will be obtained if just enough water is applied to increase the moisture content of the whole root zone to the point at which water will begin to drain downward. It is, in fact, impossible to moisten all of the dry soil to any less degree than this. As the water moves downward it thoroughly moistens the soil as

## Cool, Refreshing Cups Of Water



A popular and refreshing habit in the Hereford section is drinking from irrigation wells, and the tin cup or gourd dipper is always handy. Above D. L. McDonald is enjoying a refreshing sip, while the visitor marvels at the cold, refreshing water which he just drank.

it goes. If the supply is insufficient to do this the moisture will not penetrate to the full depth of the dry layer.

### Time Is Important

The quantity of water to apply in one irrigation, the length of the interval between irrigations, and the total quantity used in any one season all depend on a large number of soil, crop, and climatic conditions. As already stated sandy soils retain little water and need to be watered frequently, but with relatively small quantities. The equivalent of a depth of 3 to 4 inches over the surface should be enough at any one time. Loam soils retain more water and may be watered at longer intervals but with larger quantities. In irrigating clay soil the chief difficulty lies in effecting a deep penetration of moisture. Special methods of application are often necessary to do this, but when once clay soils are well moistened throughout the root zone they retain the moisture a long time.

The quantity of water applied likewise depends on the kind of crop grown. Forage crops require the most water; a medium quantity is required for grain, potatoes, and fruit trees; corn, sorghum to be cut for grain, and beans require the least water. The quantity needed also depends on the climate, particularly the rainfall.

### Information Available

Few farmers possess the technical skill and equipment to determine unaided the quantity of water required per acre and the best methods to employ in applying it, especially on land where water is being used for the first time. There are at least two points on which the water users

moisture in the soil at which plants wilt and fail to recover when water is added. The second is the effective water-holding capacity of the soil under crop. A knowledge of the first point enables the grower to apply water before the crop is injured permanently, and a knowledge of the second is a safeguard against the use of too much water or too little water. Farmers needing such information should seek aid from the State Agricultural Department or from the United States Department of Agriculture.

## Laying Out Ditches For

In laying out supply ditches, an engineer's level and rod are the most convenient instruments. Architect's and farm levels, less expensive forms of the same instrument, are satisfactory for laying out small ditches. The distances may be approximately measured by pacing. When better levels are not available, an ordin-

ary carpenter's spirit level attached to a portable wooden frame is a useful substitute. When the device is placed on a level surface, the bubble should come to the center of its run. Then one leg of the frame is shortened by the distance which the ditch is to fall in one rod of its length.

## Digging An Irrigation Well



A new irrigation well is in process of being completed in the picture above. The picture is a familiar one in this section and is expected to become even more familiar in months to follow.

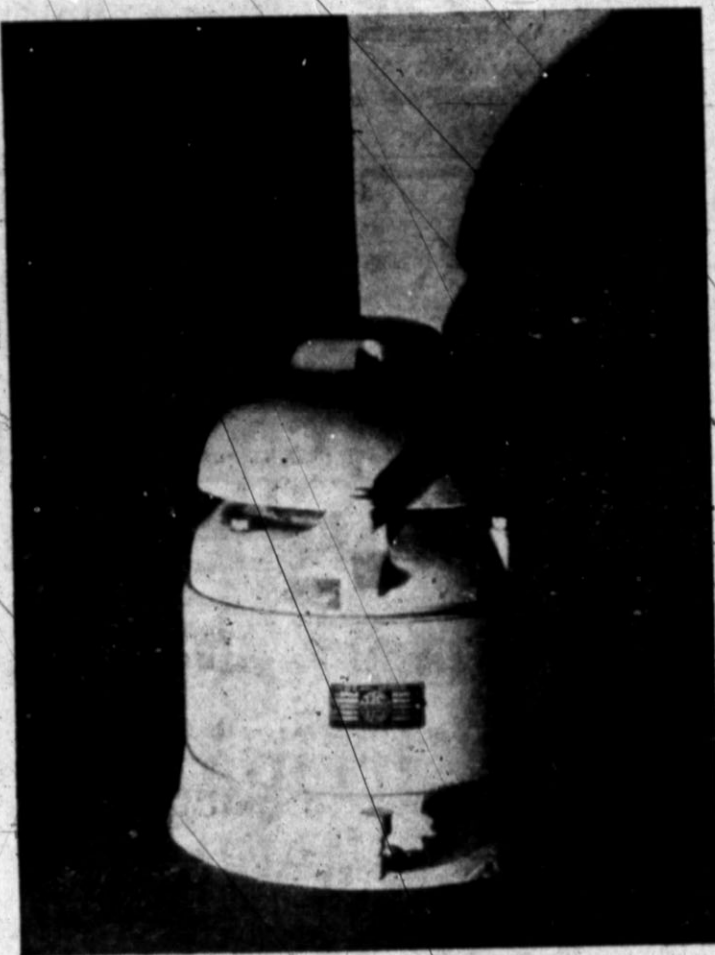
marks the location of the longer leg with a small stake, the level is carried forward, and the short leg is placed on the spot vacated by the longer. Again the device is leveled by moving the longer leg up and down the slope of the ground until the bubble is in the center of its run, a second stake is driven at the point occupied by the longer leg, and the device is moved forward again. This operation is repeated until the entire line of the ditch is laid out, when a furrow, connecting all the short stakes, is run—U. S. Department of Agriculture.

### Farm Shop Equipment

In addition to heating gluepots and soldering irons and doing other such jobs, electricity can be used in the farm shop for operating electric motor driven tools. Among those commonly used are circular and hand saws, drill presses, lathes, tool grinders, and forge fans. A small portable motor can be so equipped as to be quickly changed from one tool to the other.

Try First to Buy in Hereford

### U. S. VERTICAL UNICLOSED MOTOR



the VERTICAL MOTOR that harmonizes with the pump design

BUILT INTO THE PUMP . . . NOT ONTO THE PUMP.

## Its Features

---At a Glance:

1. Protected unclosed construction
2. Symmetrical design; modernized appearance.
3. Adjustable, floating hollowshaft
4. Dynamically balanced rotor unit
5. Non-whipping vibrationless shaft
6. Full ball bearing construction
7. Reduced overall height; greater rigidity
8. Lower center of gravity
9. Normalized castings; insuring permanent alignment
10. Efficient induced ventilation
11. Die-cast, solid aluminum rotor
12. AutoStart principle; eliminating compensators
13. Asbestos-protected windings

**Protected mechanically against deterioration!** The Unclosed design prevents moisture, dirt and abrasive matter from reaching the interior working parts of the motor.

**Protected electrically against carbonization** Asbestos insulation resists the effect of internal heat, thus protecting the electrical windings against failure from carbonization.

# Popular in Hereford

because it is specifically made to power pumps on irrigation wells! . . .

For the first time in the history of motor building, U. S. Electrical Motors Engineers developed a standard line of deep well vertical pump motors with a plan to make them weatherproof in mechanical design, heat-proof in electrical design, and symmetrical in appearance with the pump design. How closely the ideal design has been accomplished may be judged by the illustration on the left—or by personal inspection in our Hereford Sales office, operated by Wm. McGehee in the Western National Bank Building.

Fortunately, the location of the U. S. factory aided immeasurably in the development of this motor. Situated in and adjacent to the greatest deep well pumping fields in the world, U. S. engineers had the advantage of first hand study in the field, constant contact with pump engineers and the problems of the great irrigation projects of the West and Southwest.

The semi-arid valleys of this vast region bring forth a wide variation of climatic conditions; extremely hot and dry during the summer months with air temperatures as high as 120 degrees F., changing to a winter season of heavy torrential rains. These conditions of climate call for something more than "a horizontal open motor stood up on end" for vertical operation.

The U. S. engineering organization, studying these problems at first hand, evolved the U. S. Unclosed Motor. It is a motor that can be safely exposed to hard conditions, for the interior operating parts are shielded and protected against abrasive elements, dirt or dripping water. The electrical windings are insulated with Asbestos, specially treated to render it non-hygroscopic. Asbestos will not carbonize and, therefore, added years of life are built into the motor windings.

And finally, the motor is symmetrically balanced in design to harmonize with the pump head, so that the motor is at once a part of the pump.

### Popular U. S. Motors Sold and Serviced in Hereford

We congratulate the people of the Hereford territory upon their Irrigation possibilities and Rural Electrification program. These U. S. Unclosed Irrigation motors are sold in Hereford — and with the coming of Electric lines can be installed on modern pumps with the minimum of time, trouble and expense. Mr. McGehee will be glad to show you a sample of this especially designed U. S. Motor for Irrigation Pumps.

INSTALL A RELIABLE U. S. MOTOR ON YOUR WELL — JUST PRESS THE BUTTON AND IT STARTS!

# Wm. McGehee

Hereford Representative Of  
U. S. ELECTRICAL MANUFACTURING CO.

The Speedometer Test



## FOR GASOLINE

Don't take our word for it or the word of the manufacturers. Try it out for yourself. Put it in your car and see the difference in pull and mileage. It's mixed right for this time of the year to give you the most for your money.

WE HEARTILY

Congratulate

The Farmers of this section on their Irrigation and Electrification Program

Phillips "66" Station  
No. 1

AUBREY DANIEL, Manager



SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 6  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

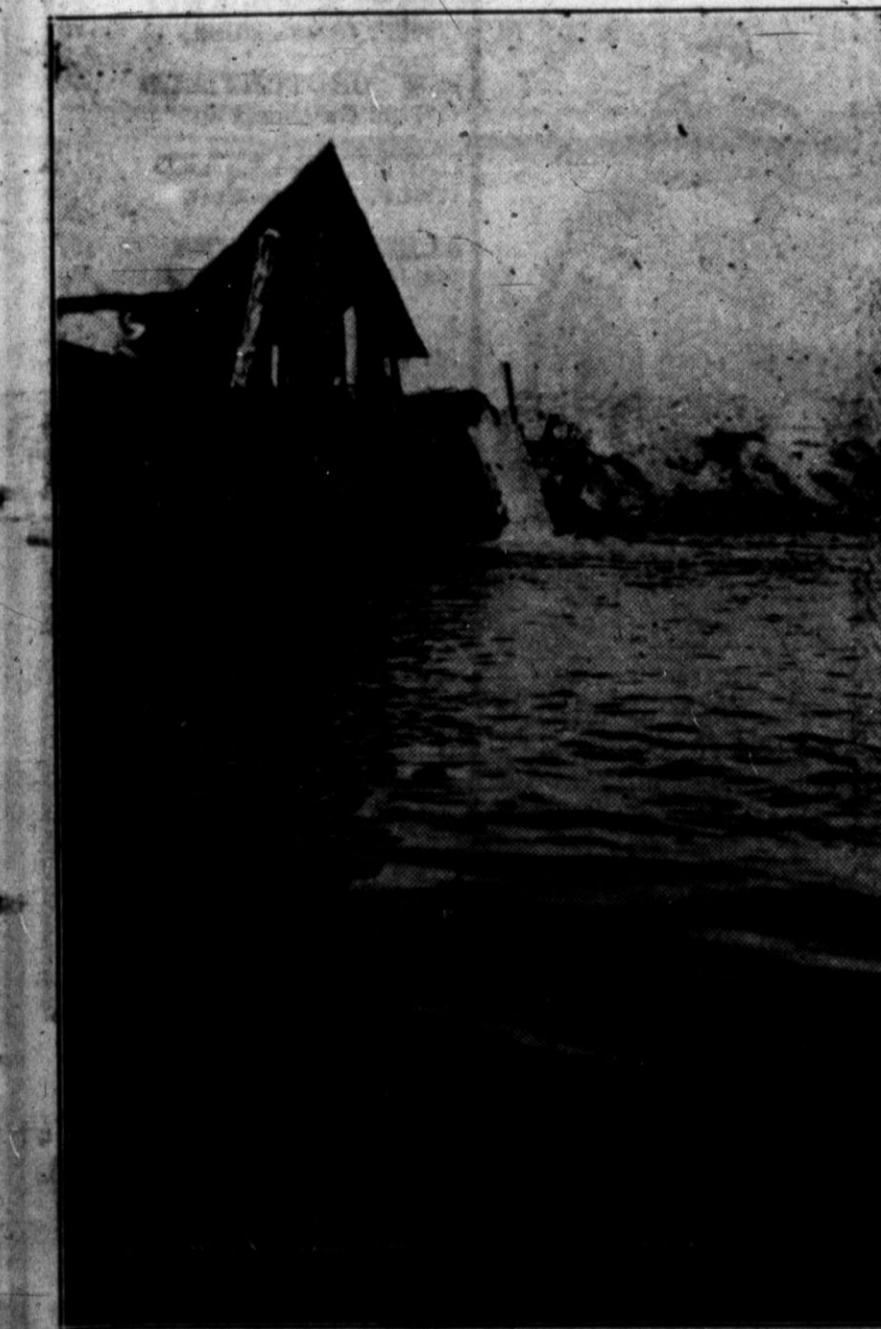
FIVE CENTS PER COPY

## Hereford Area Is First In Panhandle To Secure Rural Power

### Two Irrigation Wells Now Serving Hereford Territory



One of the oldest and most successful wells in this section is that operated by S. B. Walker on his place, one mile north of Hereford. The well is known as the famous McDonald No. 1, and is today flowing around 1,200 gallons — never having faltered in flow since it was dug in 1911.



Earl Springer's well, eight miles southeast, fills the lake shown in this picture, and flows 60,000 gallons an hour through flumes leading out from the lake.

### Brand Published First Irrigation Edition In 1911

#### KAFFIR PRODUCTION RAN TO 110 BUSHELS ON HEREFORD FARM

The irrigation edition of The Hereford Brand this week, combined with the Rural Electrification phase, is the first of its exact type to ever be published, according to present information. The Brand, however, has always been a booster for irrigation, and on July 9, 1911, published the first and only other irrigation paper in the history of this immediate section. A. C. Elliott, editor and publisher of The Brand at that time, was instrumental in promoting the famous Water Carnival in Hereford June 15, 16, and 17, 1911.

#### Attracted Comment

The Brand in 1911 published a smaller page than at the present time, including five columns, each of which were 17 inches deep, as compared to the present seven-column page with a column depth of 29 inches. The special irrigation paper of 1911 included 32 pages, which attracted nation-wide as well as local attention and comment.

The first eight page section of the paper was devoted to the subject of irrigation; wells and yields were featured both in print and pictures. Section 2 was devoted to the subject of "You'll Like Hereford" and was profusely illustrated with pictures of churches, public buildings and homes in Hereford, accompanied by sketches descriptive of the buildings of interest or note. Section 3 dealt with Deaf Smith County and the state of Texas from a historical standpoint, while section 4 mentioned Hereford's prominent citizens, its clubs and orders and covered all points not included in the other sections. The entire edition comprised 32 pages and was heralded as a work of art of which the citizens of Hereford and the Panhandle might well be proud.

#### Carnival Was Success

Like the special irrigation edition, Hereford's Water Carnival proved a tremendous success. Advertised as "Three Big Days and Three Big Wells," the event was a history making one. The Brand records the event as follows:

"The crowd that poured into (Continued On Page 5, Sec. 6)

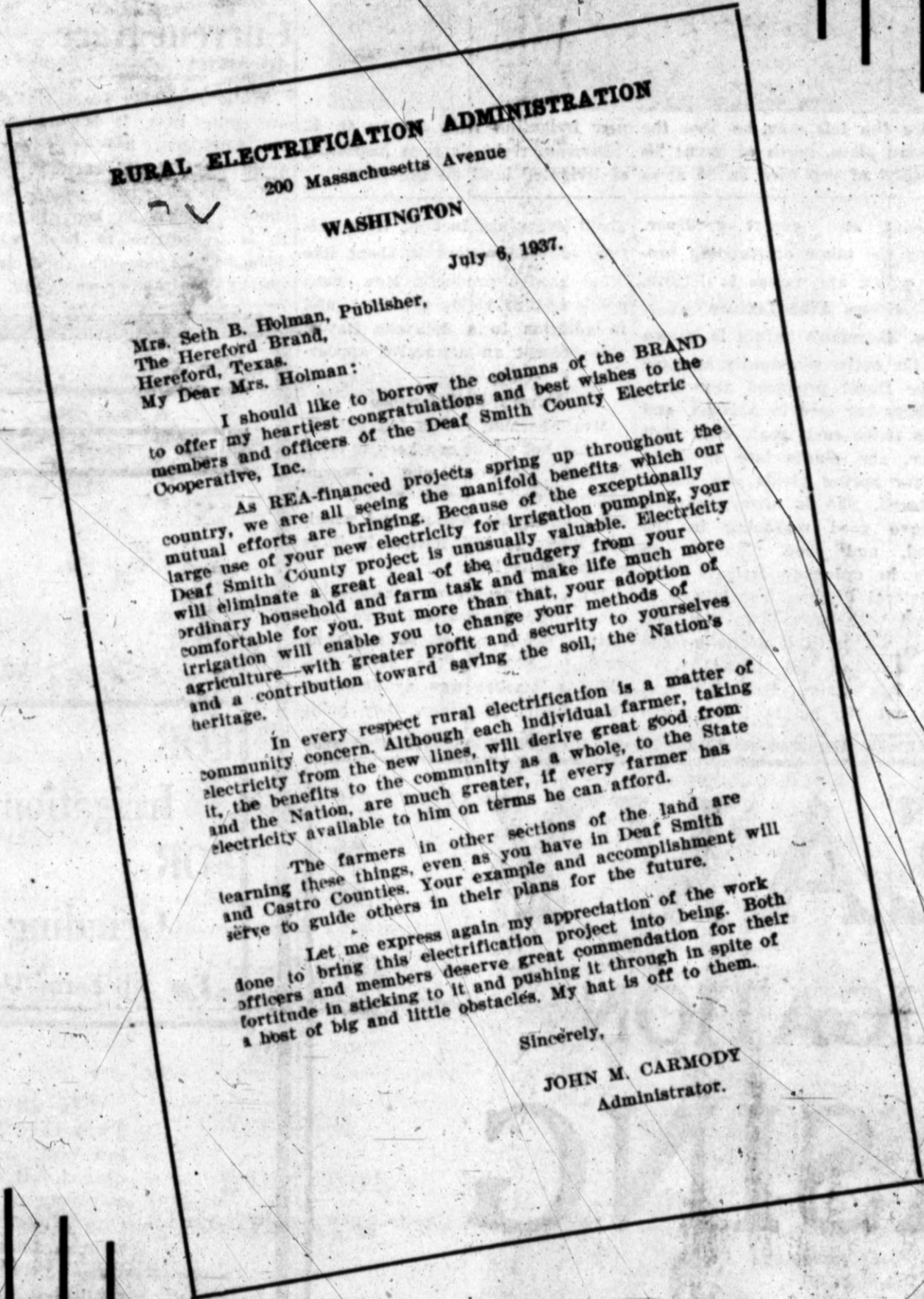
### Upton Advocates More Intensive Crops For Area

W. E. Upton is one of the new irrigation farmers in this section, and is also one of the most enthusiastic. His 156-foot well was dug in May 1937, and he is getting 950 gallons of water a minute. He operates his Johnston pump with a Case tractor.

Although his experience is limited, Mr. Upton frankly favors more intensive crops, believing they will pay greater returns on the investment in his well, pump and other equipment. Among the crops with which he expects to experiment are sugar beets, potatoes, and truck garden stuff; he will plant wheat in the winter.

At the present time, he is watering 100 acres on his place nine miles northwest of Hereford.

"If a market could be secured I will certainly be interested in irrigating and raising truck vegetables," he said. "If properly started and operated, I think a canning plant would be the answer (Continued On Page 5, Sec. 6)



### Electrification Program Will Lead To Modern Rural Homes, Taking Drudgery From Farm Life



Presenting some of the most beautiful and modern farm homes on the Plains, the Hereford territory is expected to show even greater advancement along this line with the harnessing of electric power on its farms. Above is the beautiful modern R. R. Jackson home two miles north of Hereford; the center picture shows Mr. Jackson resting upon a rail which surrounds the lily pond in the center of a landscaped lawn and yard adjacent to the attractive home. On the lower left may be seen the striking J. F. Ward home, one mile south of Hereford; complete in every detail, this attractive home represents an achievement in convenience, comfort and genuine "livability."

### Contract Let On Power Lines For This Territory

#### PURPOSE AND MEANS OF PROJECT TOLD BY REA LEADERS

As work of securing easements for the erection of Rural Electrification lines in this county got underway during the past week, the eyes of the entire shallow water district of the Panhandle focused on the Hereford territory, which will be served as by the Deaf Smith Rural Electric Cooperative, Inc.

#### Let Contract Here

Deaf Smith Project 47 became a reality when a contract was let on 80 miles of lines to J. E. Morgan and Son, El Paso, in July, 1937, at \$89,636.75. The Rural Electrification Administration approved the contract early in August, and today this section stands as the first in the Texas Panhandle to get project approval, and the letting of its contract for electric lines to serve its farm homes.

The project also holds the distinction of being the first of its exact kind in the United States, due the factor of irrigation, which made it possible. Several other towns and counties are watching the progress of this project for they feel that the success of the project here will determine the possibility of similar projects over the entire shallow water belt.

Materials have already been ordered for constructing the lines in this territory.

#### REA Summarized

Following is a brief summary on REA, which tells what it is and how it functions. The summary, was prepared by Washington officials.

On January 1, 1936, there were in the United States nearly 6 farms without electricity for each farm that was receiving central station power. This must be considered as one of the prime causes of the difference in viewpoints, and the misunderstanding, between our urban and rural people.

It means that over 85 per cent of our farm population cannot enjoy modern living and working conditions that city people take for granted. It means lack of running water and good illumination. It means endless and useless drudgery on tasks that can be done easily and quickly with electricity. It means "Blue Monday" as the farmwife washes her clothes on a primitive scrub-board and carries water for every household task.

#### First As Relief

When Congress and President Roosevelt realized the situation, steps were taken to remedy it. In May, 1935, the Rural Electrification Administration, was established as a temporary relief agency, designed to encourage electric line construction by loans to local agencies. Although the first year was largely taken up in breaking ground in a new and uncharted field, REA proved the need for and practicability of the program by lending and approving some \$15,000,000 in line construction loans.

Farmers increased their demands for power. Private utilities began to look upon the rural market as important and promising. For the first time, rural electric cooperatives were seen to be one of the important keys to the rural electrification problem. In 1936, privately financed line construction increased 15 per cent over 1934. In 1936, conservative estimates indicate a further increase of at least 75 per cent.

As a result of the new and unprecedented burst of enthusiasm (Continued On Page 5, Sec. 6)



# Mrs. Sherman Is Famous For Fine Lettuce Produced Here

## Expects Good Yields From Pop Corn Crop

### O. E. SHERMAN PLANS SEVERAL DIFFERENT IRRIGATED CROPS

A new irrigation farmer and an energetic one is O. E. Sherman, who resides two miles north of Hereford.

"I intend to try just everything," Mr. Sherman said, when asked what crops he expected to water with his well which was completed in April, 1937, "and after trying a variety of crops I believe that I will find what I can grow most profitably."

Mr. Sherman has 135 acres under irrigation now. He uses electricity to power his Johnston pump.

#### Growing Pop Corn

About 100 acres of grain sorghum is under irrigation now and he also has a good stand on 35 acres of pop corn.

Completing his well late in the season, Mr. Sherman watered his wheat just before the big May and June rains and made a poor yield, due to rust. However, he expects to plant and water more wheat next season.

Although Mr. Sherman is new at the business of irrigation farming, his wife has accomplished a feat which is the envy of the entire community. With an abundance of water, supplied by a windmill, to assist her, Mrs. Sherman has acquired the reputation

## Is Growing Pop Corn Here



On the left may be seen the new irrigation well on the O. E. Sherman place, north of town; Mr. Sherman, right, is seen inspecting the stand of pop corn on 35 acres of irrigated land on the farm.

of being an expert gardener. Among the other outstanding produce which she raises is lettuce.

#### Grows Fine Lettuce

Mrs. Sherman's lettuce is known over the entire community as some of the finest produced anywhere. She buys her seed in Arizona, and plants twice each year. For fall lettuce, she plants late in July, and for spring yields she plants in March. She is always careful to have good seasoning in the ground, and then plants on ridges in order to irrigate with the lateral ditches. The lettuce is covered with very little dirt and is kept wet until it grows up one or two inches and thinned.

At this stage, Mrs. Sherman thins out the plants leaving one

about every six inches; from this time on, she waters it about like other garden products. Mrs. Sherman's lettuce yields are firm, and in addition to a delicious flavor, also present an attractive appearance.

#### Favors Fall Lettuce

Mrs. Sherman favors fall lettuce, because hot winds can keep it from folding. However, she warns against early frosts which are common in this section, and which are likely to kill lettuce if it is exceptionally late.

With the proper care and cultivation, the Shermans believe that lettuce might return as much as \$200 to \$300 to the acre, provided a market was available to this section. However, they point

out that growing lettuce requires much work, patience and skill — and that it might result in failure at the first or second attempt, due to early frost on fall crops or to unusually hot winds on spring yields.

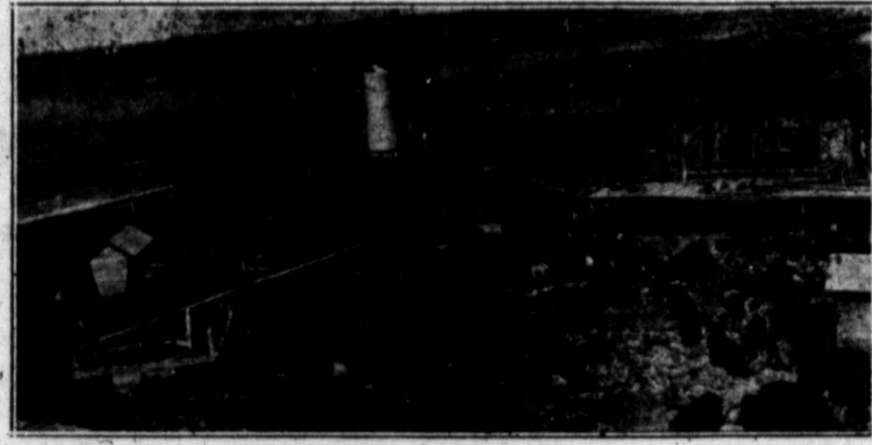
Mr. Sherman's well is 150 feet deep and pumps from 800 to 1,000 gallons a minute. He expects to plant his crops in such a manner as to use his well at all profitable irrigating seasons, growing several different types of crops which he believes may prove profitable. Mr. Sherman has made an intensive study of irrigation on Colorado farms and on the Texas plains. He is thoroughly sold, and hopes to get the greatest possible returns from his new well.

## Accidents From Current Rare

While accidents from electricity are quite rare, it is possible by the intelligent use of power to avoid them almost entirely.

Experts list two points which should always be kept in mind. It is imperative to have wiring done by a competent and trustworthy contractor who will use

## Scene In Loading Pens



Dubbed in 1936 as the most important hog market on the Panhandle-Plains, Hereford has continued to hold an important rank in the breeding and raising of swine. Irrigated yields play an important part in this achievement. Above is shown hogs awaiting shipment and they usually top the market.

only approved materials. The second thing to remember is that electricity and moisture do not mix. Moisture stimulates the flow of current through any conductor and makes some non-conductors capable of carrying a charge. A dry board is a good insulator and will protect a person while changing fuses, for example, if he should make the common error of doing that with the current on. But a damp or wet board ceases to be an insula-

tor and becomes an excellent conductor because of the moisture.

There are other general practices that are apt to cause unpleasant and in many cases serious shocks. Light cords should never be run under rugs or in door jams, for they wear out quickly and may cause a short circuit and will certainly give bad service. Nor should cords be run over steam or water pipes, since this will tend to spoil the insulating materials.

Heating appliances should not be left connected when not in use. This is a cause of fire. Nor should appliances be disconnected by pulling on the cord, as this loosens the connections and frequently causes trouble.

Cords should be examined regularly to guard against weak places that may develop. Worn out cords should be replaced immediately, and cords should never be used in place of permanent properly-installed wiring.

Repairs of appliances and wiring should be made by a competent electrician, and when repairs are made, approved materials should be insisted upon.

When wiring is first installed or replaced it should be inspected thoroughly by an electrical inspector. This assures that the work has been properly done and will give good service.

To promote greater safety driving, highway officials in England have placed mirrors at many of the cross roads and other intersections to enable motorists to see oncoming traffic and thus avoid many accidents.

Electricity is fast moving in to the realm of necessities. It should, therefore, be made available to every farm home in Hereford.

# HEAVY IRRIGATION CASING At Lowest Prices

We purchase seven-gauge, first grade steel by the carload and manufacture it at our Amarillo factory into fully satisfactory, long-life irrigation casing. Our modern equipment gives you straighter and truer casing; and our welding is extra heavy, done by welders expert in this work. Yet because of the large volume of such casing we manufacture, our prices are as low or lower than those asked for ordinary casing.

All Sizes In Stock For Immediate Shipment.  
We Deliver To Your Well Site!

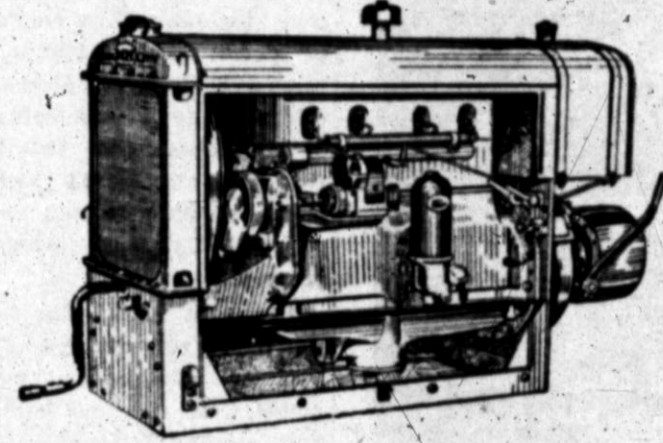
## WES-TEX Pipe & Supply Co.

4th at Jackson

Phone 8113

AMARILLO, TEXAS

FOR Irrigation FOR Grinding For All Farm Uses



In all parts of the country where irrigation is practiced, Twin City Power engines have given the irrigation farmers the low cost, dependable power that their irrigation pumps have required. It's the same way with the Hereford Country—just ask any user of M-M Twin City Power. Above is pictured the Twin City Model GUD, 4-cylinder engine, which has a 4 5-8-inch bore, 6-inch stroke, reaching a maximum of 60 horsepower at 1075 R.P.M. These engines may be had in different sizes and can be regulated to fit any pump, using natural gas, gasoline, kerosene, or distillate



Economy  
Long Life  
Dependability

A TWIN CITY FOR EVERY JOB



No irrigation farm could be complete without a good Minneapolis-Moline Tractor—and we have a Twin City for every farm need, however large or small. Low-cost fuel consumption, pressure lubrication and heavy duty construction of all Minneapolis-Moline Tractors make them the ideal tractor for irrigation farming. In irrigation farming you have no time to lose or waste and the Easy-On, Easy-Off implements, made especially by M-M to fit your M-M Tractor are ideal for all irrigation and dryland farms.

ASK THESE SATISFIED USERS ABOUT



POWER UNITS

- PACKARD MILLING CO. (165 H.P. Natural Gas Unit)
- B. E. BRUMLEY (70 H.P. Natural Gas Unit)
- EARNEST GOETTSCH (70 H.P. Butane Gas Unit)
- DR. B. M. PUCKETT (70 H.P. Gasoline Unit)
- ROY CRUTCHFIELD (70 H.P. Gasoline Unit)
- DENNIS BARNARD (70 H.P. Gasoline Unit)
- ALBERT HIGGINS (60 H.P. Gasoline Unit)
- J. F. HICKMAN (60 H.P. Gasoline Unit)
- S. B. WALKER (60 H.P. Gasoline Unit)

AND YOU'LL BE A SATISFIED USER TOO



# Davis-McCracken

MINNEAPOLIS-MOLINE IMPLEMENTS  
Parts and Service



## SOME QUESTIONS ABOUT REA

- Will loans for construction of distribution lines be confined strictly to farm lines, serving farms only?**  
Prospects will be confined to rural areas in accordance with the provision of the act which states that "The term 'rural area' shall be deemed to mean any area of the United States not included within the boundaries of any city, village or borough having a population in excess of fifteen hundred inhabitants, and such terms shall be deemed to include both the farm and non-farm population."
- How many new electric customers will the REA program connect?**  
Rural line construction in 1935 was nearly three times that of the previous year. Competent authorities estimate that 1936 construction will be about 75 per cent greater than that of 1935. Besides this increased construction on the part of utility companies, REA anticipates increasing activity on the part of public bodies and cooperatives which were just getting started during 1935. It is not unreasonable to anticipate that the 10-year programs will reach approximately one million rural homes through the use of Government loans, and a second million through the increased activity of private capital in this field.
- May tenant farmers sign up for service?**  
Yes.
- Who will own the rural power lines financed by REA?**  
Those borrowers who build the projects and whose obligations the Federal Government will hold as security for the funds advanced will own the lines, subject, in most instances, to liens pending the repayment of the loans.
- To what extent will individual consumers be liable for repaying the Government loan for the line construction cost? To what extent will they be liable for the obligation to take current of other consumers who may move away or default? Will any consumer have to mortgage his farm?**

No consumer will be required to mortgage his farm. No consumer will be liable for the cost of the line construction or for the obligations of other consumers.

- What can be done to finance wiring of premises and purchase and installation of plumbing and appliances?**  
The quantity of current consumed has an important bearing on its cost to the consumer. As the quantity increases, the average cost per kilowatt-hour is reduced. That is one reason why the farmer should have adequate wiring and appliances from the beginning.

The Federal Government in its rural power program is trying to clear every obstacle. In addition to the loans for new power-line construction, REA is financing adequate and proper wiring for farm homes and buildings. The preferable financing method is for the company or public agency which owns and operates the distribution lines to borrow these funds for wiring from REA. The borrowing agency will employ local electrical contractors to do the work and will assign the notes of the individual farmers to REA as security for the loan. It is possible, however, for REA to make loans directly to the electrical contractor or to an agency other than the owner of the line which may contract directly with the farmers to install the wiring. No loans are made directly to individuals. Wiring must be done on a group basis so that advantage can be taken of the savings resulting from group purchasing.

Pressure water systems, including up-to-date kitchen and bathroom facilities, are among the greatest benefits farmers will receive from electricity. In order that running water may be available as soon as the current is switched on, REA financing is available for plumbing both in the farm home and other farm buildings. A plumbing loan may finance an outside pressure water system for watering stock. It may also finance a bathroom installation, including three fixtures—bathtub, lavatory, and toilet; the kitchen sink; and, unless otherwise provided for, a pressure tank and pump. The methods of financing correspond generally to the methods described above in connection with wiring loans.

- What is a kilowatt-hour (kw-hr.)?**  
A kilowatt-hour is the unit by which electric energy is measured. Just as the bushel is the unit for measuring wheat and corn, and the gallon the unit for measuring gasoline. It represents an hour's use of 1 kilowatt of power. For example, a 100-watt light burning for 10 hours will use 1 kilowatt-hour of electricity. One thousand watts is 1 kilowatt; 746 watts is 1 horsepower (hp).
- What are the uses of electricity on the farm?**  
There are now over 200 different uses for electricity on the farm. Many of those uses save time and labor, reduce cost of production and improve the quality of farm products, while others add to the comfort and convenience of rural life. Electricity can be used in rural homes for all the things it does in the city apartment—cooking, cleaning, heating water, radio, lighting, kitchen aids, and a host of others—and in addition it furnishes power to pump running water. On the farm electricity can be and is being used to increase income and lessen drudgery in literally scores of ways. Modern dairy, poultry and fruit farms have found electric power indispensable in almost every stage of production. Feed grinders, milkers and milk coolers, incubators and poultryhouse lighting, stationary spray outfits and fruit grinders, utility motors, paint-spray equipment—all these and many others can be operated efficiently with clean, steady dependable electric power.

## Crossings For Water Flumes

Many farms are cut up by ravines or depressions, and supply ditches must be extended across these. Usually this is done in one of three ways: (1) By levees on each side of the ditch, if the depression is only a few feet deep; (2) by wooden or metal flumes built on grade; or (3) by a pipe in the form of an inverted siphon. The earth levee, if very low is the cheapest, but is subject to leaks and washouts for the first few years. The wooden flume answers the purpose fairly well, but is subject to early decay. The concrete pipe laid beneath the ground surface, although higher in first cost, often is really the cheapest in the end. When a short

## Orchards Make Excellent Yields



Row on row of peach, cherry and other fruit trees can be seen on most farms in the Hereford irrigated district. Grape vineyards are also numerous and produce excellent yields in this section.

walls may be installed across smaller ditches. The bottom of the inside of the pipe should be set at the same elevation as the bed of the ditch or a little below, and a pipe large enough in diameter to care for the full capacity of the ditch should be used. Sufficient earth should be graded over the pipe to form an adequate cushion to absorb impact and to keep the tires of vehicles from coming into direct contact with the surface of the pipe.

Good fresh drinking water for the stock means healthier, heavier animals. A supply of water always available to the poultry will result in greater egg production.

To remove water marks on waxed floors rub the spots with a cloth dipped in turpentine, cover them with a little wax, then polish.

# ONLY NORGE GIVES YOU:

See it today!

### ROLLATOR REFRIGERATOR

New Norge flexible interior arrangements give you 9 different interior variations. Famous Rollator mechanism even further improved!

See it today!

### CONCENTRATOR RANGE

New, improved oven controls and top burners make these ranges even more efficient and economical.

See it today!

### AUTOBUILT WASHER

The washer with Autobuilt Transmission—Super-safe Pressure-Indicator Wringer—Feather-Weight Agitator—many other high quality features.

See it today!

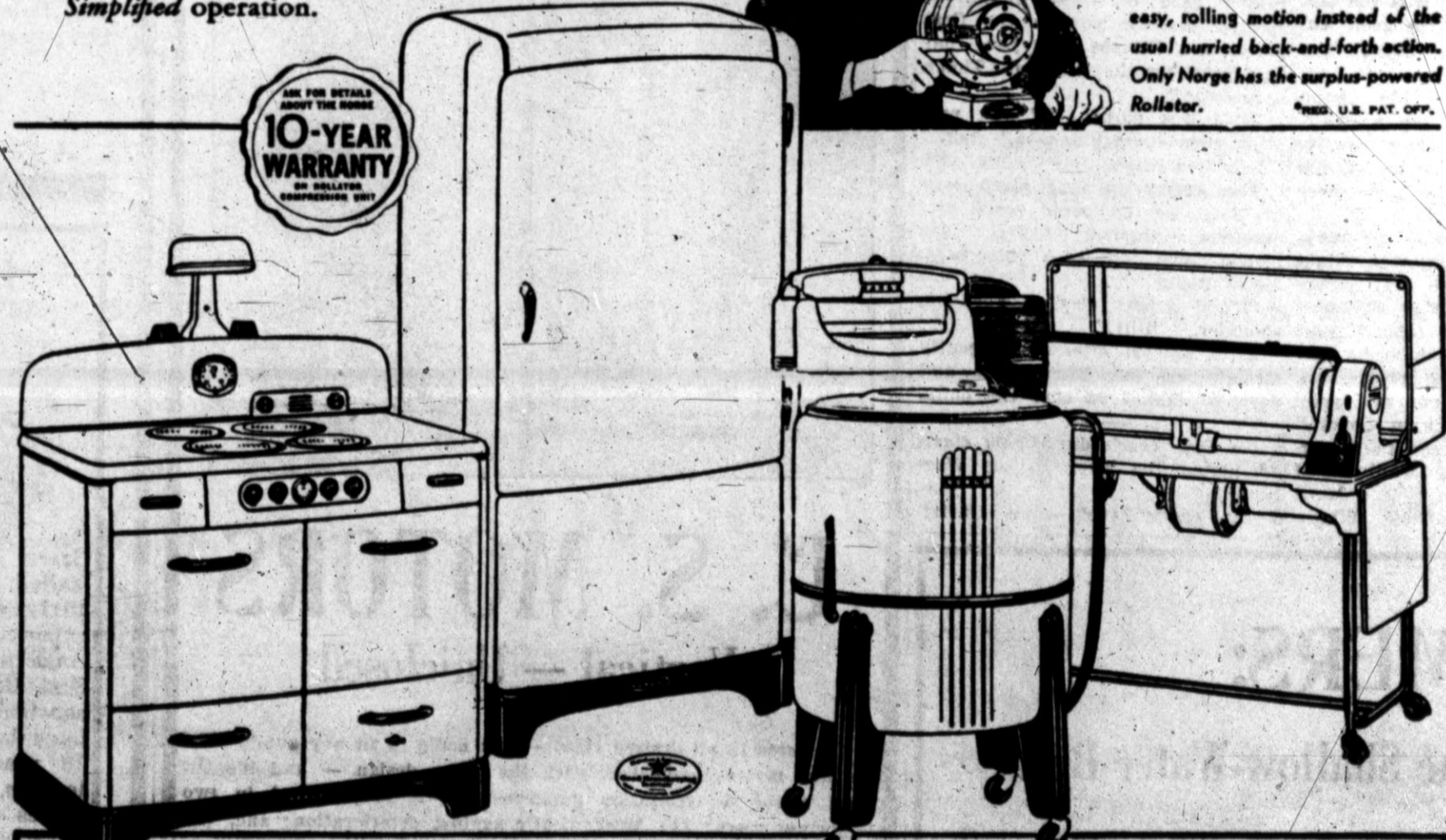
### DUOTROL IRONER

Heat, speed, and pressure under accurate control. Simplified operation.

*Matched Home Appliances*  
**NOW ON SALE**



**THE ROLLATOR COMPRESSOR . . .**  
exclusive three-moving-parts cold-making mechanism, provides more cold for the current used because of its smooth, easy, rolling motion instead of the usual hurried back-and-forth action. Only Norge has the surplus-powered Rollator. REG. U.S. PAT. OFF.



SEE FOR DETAILS ABOUT THE NORGE 10-YEAR WARRANTY ON ROLLATOR REFRIGERATORS

Rural Electrification means the utmost in convenience, economy, safety, and the Logical use of Electricity on the Farm! NORGE means the utmost in the CONVENIENCE, ECONOMY and LOGICAL use of ELECTRICITY anywhere. A complete line of Norge appliances is always on display at BATTERY BOB'S ELECTRIC SHOP, 404 N. Main St., and we are always here to stand behind what we sell — and to service it for greatest possible results!

BOB STANDS BEHIND WHAT HE SELLS BECAUSE NORGE ALWAYS STANDS BEHIND WHAT THEY SELL — ASK ABOUT OUR GUARANTEE!

**FREE!**  
ONE OF THESE LOW-TEMP ROLLATOR NORGE REFRIGERATORS WILL BE GIVEN FREE TO ANYONE DUPLICATING ITS PERFORMANCE IN ANY OTHER MAKE REFRIGERATOR.

FOR COMPLETE COVERAGE ON REA and IRRIGATION DEVELOPMENTS FROM TIME TO TIME Read The Hereford Brand

ROLLS  
Our Specialty



Congratulations FARMERS OF DEAF SMITH and Adjoining Counties on Your Rural Electrification and Irrigation Projects!  
**HEREFORD BAKERY**  
BOYD KNOX, Owner

**Fullwood Battery & Electric Sta.**  
404 N. Main Street Phone 20



# RESURRECTION RIVER

WILLIAM BYRON MOWERY



COPYRIGHT-WILLIAM BYRON MOWERY - . . . W.N.U. SERVICE

### SYNOPSIS

Still attentive to Pat, Warren wages a subtle campaign to get the claims. Just before Christmas, Craig returns suddenly and Pat is overjoyed at his changed attitude. He brings her a present of furs and apologizes for his former suspicions. Concluding that she can not ever marry Warren, Pat returns her engagement ring. He reveals that Craig Tarlton is already married.

### CHAPTER VII

On his lone vigil with Bill Fornier, Craig wearily stirred the fire in the stove, put in fresh wood, and came back to the bunk where Bill was lying.

Moving restlessly, Fornier was on the point of waking out of his drugged dose. As Craig anxiously watched, he thought it would be merciful if Bill did not come back to consciousness at all. Conscience only meant a feverish worry about his claims and a hopeless longing to see his wife and little girl before he died.

Bill moved, and his eyes opened, heavy and slow.

"What place—is this?" he asked, gropingly.

"You're in my cabin, Bill; my cabin at the Bay."

Bill did not seem to realize who was beside him. He struggled with the blankets and tried to sit up.

"Where's Lea? Why ain't she around?" he demanded. He shook his head, as though to clear the fog out of it. "Uh, I keep forgetting; this is the Bay, ain't it?—and she's over on the Mackenzie, at home." He pushed away Craig's restraining hand. "I got to git back there. Got to!"

Craig held a candle so that Bill could see him distinctly. "Bill, look at me. Everything's all right, old man. But you must be quiet, mustn't struggle like that."

Bill recognized him then. "Craig!" he said. After a moment he lay back.

Presently, more rational, he begged: "Can't you send for 'em somehow, Craig? Can't Miss Pat git one of them big red ships to go? It's been two whole years since I saw 'em. I promised Lea I'd come home. That was the last thing I told her." He grew excited, gripped Craig's wrist. "I'm gonna go back—"

Craig reached for the hypo which he kept ready on a chair. In a few minutes Fornier was lying quiet again, oblivious to his silver claims and his home over west on the Mackenzie.

As he sat there beside the bunk, hour upon hour, Craig was thinking of his Dynamite Bay situation and debating the righteous course for himself to take. Except for the quiet word which he had passed around to the prospectors last fall, "Hang on to your claims; don't sell out to Lovett," he had kept aloof from the struggle. Four years of disillusioned thinking had made him dubious about espousing causes. Where

Patricia had plunged headlong into the fight, he had maintained a scientific detachment, from which he could study and judge without partisan bias. Broader of outlook than Patricia, he thought in terms of social forces where she thought in terms of individual people. This battle was her whole horizon; but he saw it as just one isolated instance—there were many Lovetts, many Dynamite Bays.

The injustice of the situation had aroused a slow deep anger. He had begun to ask himself whether it was right of him to sit back, take no hand, see these men get ironed out flat by the steamroller of Wellington, Parkes & Lovett. He went further and asked whether his four years of detachment should not be brought to an end. Those years of thoughtful study had been an invaluable phase, but it seemed to him that this phase was drawing to its inevitable close and that he would have to chart a new path for himself. There was a time for thought, and a time for action.

On one of his trips to the stove, to thrust in fresh wood and pour himself a cup of coffee, he scurried the rime from a window pane and looked out into the storm. It had reached its worst at last; had settled to the steady, full-lunged roar that marked its peak. In the blind seething swirl he could see nothing except the "hearse" pines—a drove of huge black animals tossing, pawing and rearing. One tall pine that stood near his cabin was so doubled over by the screaming gale that its top was beating upon the roof.

He thought it fitting that Bill Fornier, Arctic born and bred, should be passing in this storm riding away in the fury of the worst that the Arctic could unloose.

When he went back to the bunk, Bill was awake. More clear-headed than at any previous time, he was also weaker, so weak that his voice was gone and he had to whisper.

"Those claims of mine, Craig—I didn't git the work done on 'em. Lea will be left without—"

"Bill, now listen to me. I'm taking care of those claims. I spotted 'em for you in the first place, and I'll see that you—that Lea gets 'em in the end. That's a promise."

Bill's lips moved. "If you promise, then everything's—all right." His eyes closed and he lay still.

The expression that came over his face, the unwanted peace and quietude, startled Craig. He leaned down, felt for a pulse beat, found none.

"Bill!" He shook Fornier's shoulder. "Bill!"

After several minutes he gently straightened out Bill's arms and drew a blanket up over the bunk.

On New Year's day, Craig started across the river to see Warren. For entire week—since Christ-

mas—he had kept to his cabin, secluded from everybody, thinking, mapping a new course for himself. The slowly gathering forces which had been at work in him for many months had at last won out. The death of Bill Fornier merely marked the end of the old epoch and the beginning of a radically different one.

Warren received him courteously, drew a chair near the desk, held a match for his cigarette.

"Warren"—Craig went straight to the point—"I've been thinking about this deadlocked fight between your company and these men. I'm wondering why you and I can't work out some agreement whereby they'll get substantial justice and the company will make a good profit on its undertaking in this field."

Warren tapped the ashes from his cigarette. "You have some specific agreement in mind?" he inquired.

"Yes. Instead of buying these claims outright, your company would buy a part interest. Two-thirds, let's say. That way the men wouldn't be left out entirely, later on, when the actual mining begins; and still your company would be getting the big cut."

"Your suggestion," Warren said dryly, "is a fine one—for these men. But from the company's viewpoint it isn't so fetching. Let me correct you about one thing: This fight is not deadlocked. In the last week I've bought 60 claims. The stamped that I've been waiting for has begun. Within a month I'll own this field. Why, then, should I stop short of my complete program?"

"You mean, why—should you be content with two-thirds when you can get it all?"

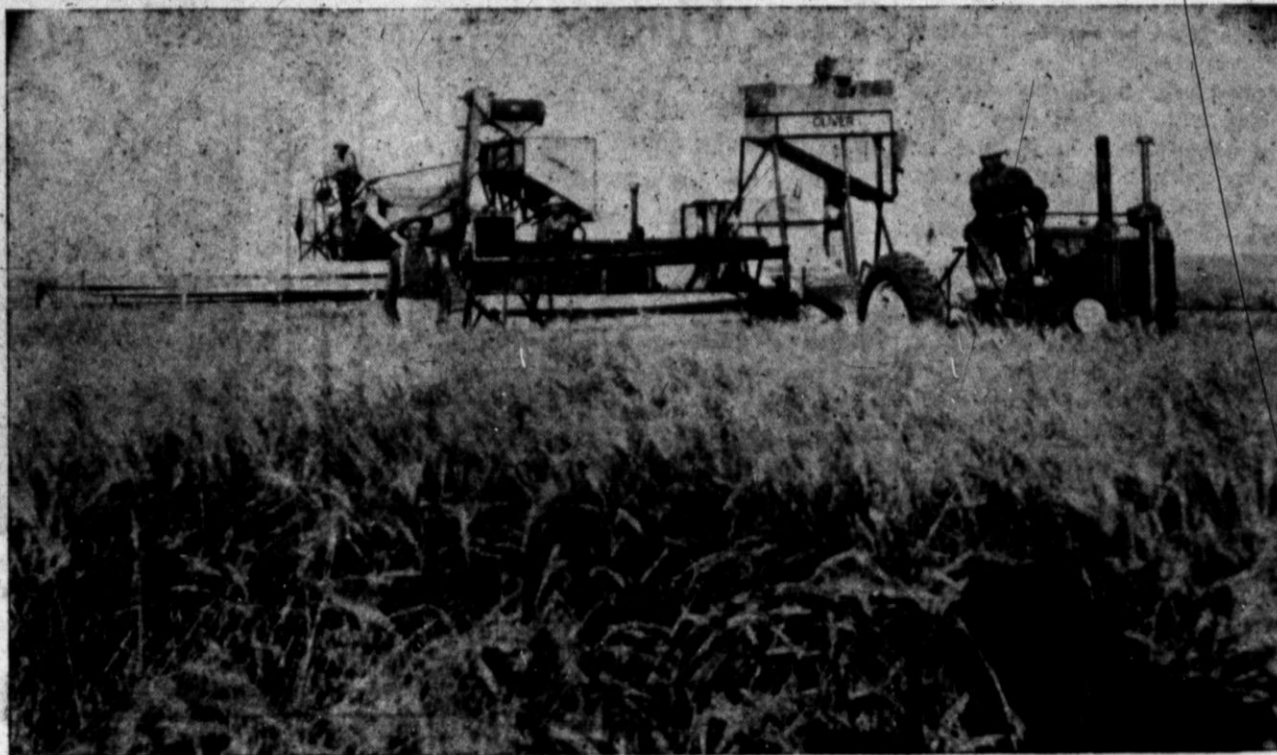
"If you wish to put it that way, yes."

"Why, damn it, Warren, because of the human justice involved! Doesn't the welfare of 300 men count for something? Most of them are married, have families—"

"The company," Warren cut him short, "has no responsibility toward them or their families."

Craig was little disappointed by Warren's cold refusal to arbitrate, for he had expected it. He had come across the river merely because he did not wish to throw away any hope, however faint, of

## Threshing Irrigated Wheat In Dawn Community



The above picture was made on the Wimberly Farms near Dawn, as combines cut their way into fields of golden grain, made possible by irrigation.

settling this struggle peacefully.

"So you don't recognize any responsibility," he mused. "Well, that's hardly a surprise. The house of Wellington, Parkes and Lovett wasn't founded on consideration of others, as I well know. The history of their deals with prospectors and operating mining companies would read like a slaughter-house story."

Warren drummed impatiently on his desk. "I've heard that same line before, Tarlton—from people who haven't got any money themselves."

"If you're aiming that remark at me, why, I made and threw away two fortunes, friend, while you were grubbing around after your first one." He paused to let that fact sink in; and then he went on: "Old Jasper Wellington belonged to a generation whose ideal was to capture the timber and land and mines and oil and finances of a nation, and wield a power as tyrannical as any old feudal baron ever wielded. But men like him won't be tolerated in the boat any longer, to scuttle the welfare of whole large groups and play havoc with honest busi-

ness companies. It's your good luck and mine, Warren, that we belong to a generation which has thrown out that old plunder-just philosophy and is groping toward something nobler."

Warren shoved back his chair. "Listen, Tarlton—I don't care to hear a lecture on political economy of the prophetic sort. And I'm not interested in your proposition about these claims. Did you have anything else to say?"

Craig got up. "Only this: I offered you a deal, Warren, and you wouldn't take it. We could settle this fight peacefully, but you refuse. Now we'll have to settle it on the basis of might. We'll battle it out."

"That suits me very well," Warren returned. He came around from behind the desk. "By the way, Tarlton, there's a

private matter I'd like to mention to you before you go. Now that you too have declared war, you'll likely be joining with Patricia. I can't stop that, but . . . Under the circumstances I must ask you not to associate with her personally in any way whatsoever."

"What circumstances are you referring to?"

"The fact that you have a wife."

"Hmmp! So you dug that up. You've told Patricia, I suppose?"

"Don't you think she ought to know?"

"I don't consider it of much importance."

"Good heavens!"

"Yes, good heavens. It's a sheer technicality. Besides, if the occasion ever arises, I myself will tell her about that misadventure."

"The whole story?"

"Quite. Far more, in fact, than you've uncovered."

Warren followed him to the door. "I think you're treating this Rosalie matter too lightly, Tarlton. It may turn out to be more important than you think. If you won't take my warning, you'll take the consequences."

"Don't be so mysterious, Warren. What's up your sleeve?"

Warren started to say something, but checked himself and nodded a curt good-by.

As Craig went back across Resurrection, he wondered whether that ugly word "consequences" was a poker-faced bluff or a genuine warning. He didn't know, didn't much care. For he was looking ahead to his battle against Warren and the company; and an exultation was pulsing in his veins. It felt good to be on the warpath again, gunning for powerful enemies; good, to be back in action, in the thick of a fight once more. A surge of unlocked energy ran strong in him, like a river at break-up.

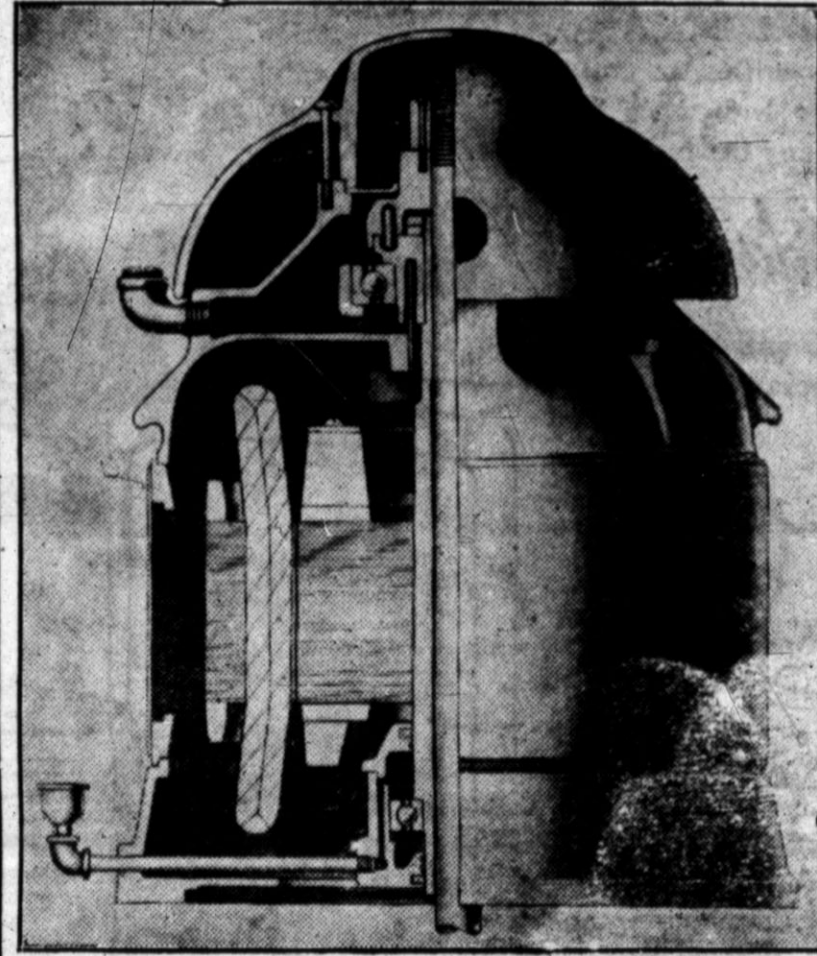
At Patricia's cabin no one answered his knock; and he went over to the community house.

It was the first time that he had entered the Den. With curious eyes he looked around at Patricia's handiwork as he passed through the gear-cluttered entrance-way and stepped inside the main room.

Although the Den was comfortable and cheery, it was a rough and rowdy place, truly the den of 75 rock-hogs. As Craig looked around the big room, he thought of the Wellington North Shore mansion, where he first had met Patricia, and he wondered how on earth she, a girl and a blue-blood besides, could endure the uncouth manners and ways of these heavy-booted miners. It took something more than sympathy. It took courage, took a fighting heart and a deep conviction of righteousness.

(Continued next week)

## For ECONOMICAL, Trouble-Free Irrigation Well Service . . .



# U. S. MOTORS

Vertical — Unclosed

Offered in all desired sizes — and made to fit any pump. The vertical motor harmonizes with the pump design — and it's the ideal motor for irrigation pump use, as it is protected in two important ways: (1) Mechanically against deterioration; and, (2) Electrically against carbonization. Weatherproof, unclosed construction; adjustable, floating hollowshaft; full ball bearing; and numerous other advanced valuable features. We recommend this Motor for Shallow Water Irrigation Service without Qualification. Prices upon request.

Manufacturers of the AMARILLO DEEP-WELL TURBINE PUMP and the AMARILLO RIGHT-ANGLE PUMP DRIVE.

Distributed By

## Amarillo Welding & Machine Works

217 N. Polk Phone 6913 Amarillo, Texas

## FARMERS:

### Of The Shallow-Water Belt

I sincerely congratulate you upon being the first in the Panhandle to receive access to Rural Electrification lines and upon your development of irrigation. We are fortunate to be in the midst of the great shallow-water belt. I feel that these factors in the future will mean much in the development of our community and the prosperity of the farmers. I favor any move that might be for the betterment of this fertile territory.

# F. M. Kester

OPTOMETRIST

## Investigate the Electric Submersible Motor Pump

### The Only Outstanding Development in Turbine Pumping Equipment In Years . . . . .

This pump has been developed during the past seven or eight years and is now being placed on high production by the Byron Jackson Pump Co. of Los Angeles, Calif.

This company is one of the oldest and most responsible Pump Builders in the United States. And have operated under the same name since 1872 and have had a major part in Centrifugal Pump Development.

The Submersible Motor Pump is submersed in the water same as other pumps but the power is direct connected to the pump down in the well. . . . .

### PUMP . . . MOTOR Both in the Well

The SUBMERSIBLE MOTOR PUMP is a deep well turbine pump and electric motor, direct-connected into a single short-coupled unit; designed so that it can be lowered on the column pipe to any desired depth and operate submerged in the well.

The motor is directly below the pump, and the two are connected by an adapter which forms the pump suction screen. This construction results in a very compact short-coupled unit—extremely simple, easily installed and operated even by persons inexperienced with deep well pumps.

The unit being a complete shop assembly permits of the highest precision in assembly, capacity and efficiency tests before leaving the factory; eliminating all dependence on accuracy in field assembly and installation in order to insure efficient performance.

### Something New! Green's Shutter Screen (Patent Applied For) IRRIGATION WELL CASING

A New Well Casing—Irrigation's most important development in Recent Years! Investigate it before you Buy Your Casing!

Pump Capacities Up To 4,000 Gallons A Minute

# Green Machinery Co.

Of Plainview

736 ABE STREET



# Brand Published Irrigation Paper To Boost Carnival

(Continued From Page 1, Sec. 6)

Hereford's wide open gates for the water carnival exceeded her citizen's most sanguine hopes. Every train brought its full quota and finally when Saturday, the last day, had arrived and the big crowd had assembled on the streets, in the hotels and private homes, Hereford found herself hostess to the largest gathering in the history of the county. All was a scene of gaiety and good natured enjoyment. The different shows and amusement concerns were busy to distraction and never failed to make their part of the carnival noises. The hum of the motors in the big autos were never stilled the entire three days as they hauled pleased and enthusiastic visitors from the big wells. The magic 'irrigate' was in the air and held in various places its many little audiences of interested talkers.

**Congress Program**  
Following is the official program for the Irrigation Congress which was held Friday and Saturday, June 16-17, 1911, in connection with the big water carnival:

### FRIDAY NIGHT SESSION (June 16, 1911)

Judge W. H. Russell, Chairman.  
8:30. Concert by Band.  
9:00. Talk on Irrigation by Judge W. E. Lindsey, of Portales, New Mexico.  
9:15. Selection by Band.  
9:30. Irrigation in the Llano Estacado by W. L. Rockwell, Government Expert, San Antonio, Texas.  
10:40. Selection by Band.  
10:45. Resources of the Panhandle by Hon J. C. Hunt, Canyon, Texas.

### Saturday Afternoon Session (June 17, 1911)

Hon Geo. W. Barcus, Chairman.  
3:00. Concert by Band.  
3:10. Welcome Address by Judge Jno. P. Slaton.  
3:30. Selection by Band.  
3:35. Possibilities of Sugar Beet

Culture by Dr. Townsend, of Garden City, Kansas.  
4:30. Selection by Band.  
4:35. Diversified Farming by H. M. Bainer of Amarillo.  
5:00. Selection by Band.  
5:05. What Irrigation Means to the Hereford Country, by Hon. Alex McPherson, of Roswell, New Mexico.

### Saturday Night Session (June 17, 1911)

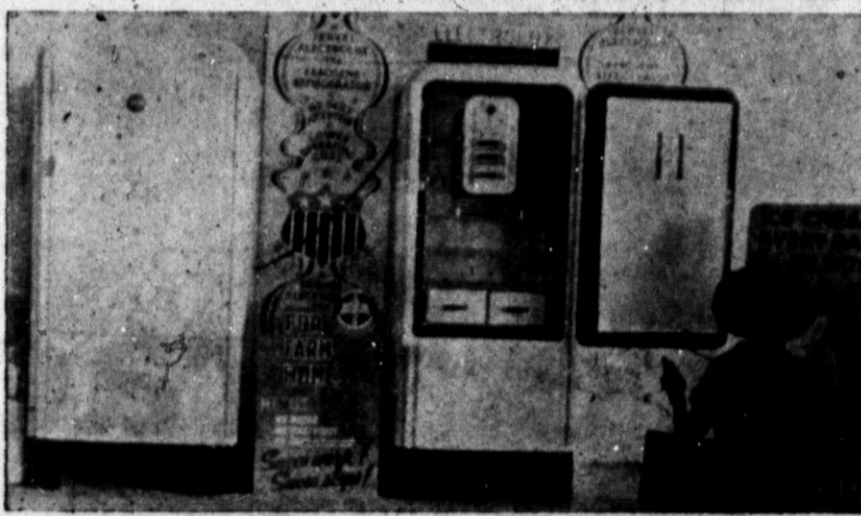
Judge Jno. P. Slaton, Chairman.  
8:00. Band Concert.  
8:30. Poultry Raising by L. L. Johnson, of Denver, Colorado.  
9:00. Selection by Band.  
9:15. Water Supply of the High Plains and Its Adaptability to Irrigation, by P. E. Fuller, Government Expert.  
The Irrigation Congress was aimed at information upon irrigation and kindred subjects that were available any day in the year. The speakers were able men, firm believers in the truths they gave, and each was considered an expert upon the topic assigned to him.

**What Others Said**  
Due to the unusual Irrigation Edition of The Brand back in 1911 some 100 papers made extensive comment. Reproduced below are a few of the paragraphs which give an idea of the acceptance and approval with which the edition met.

**Finest Thing of the Kind**  
The Special Irrigation Edition of the Hereford Brand is before us, and it is the finest thing of the kind ever before attempted in this section of the country. To appreciate it, you should have one or more to send to your uncles, your cousins and your aunts back yonder.—Vega Sentinel.

**Has No Superiors**  
The Brand number of June 9th is a 32-page paper devoted to all the interests of Hereford and Deaf Smith county. Of all the special issues of newspapers the News

## Electrolux Proves Popular



Proving popular in Panhandle farm homes is the Servel Electrolux, shown above in the display rooms of the Hereford Implement and Appliance Company. The refrigerators operate on natural gas, kerosene and butane gas.

has examined the Irrigation Edition of the Brand has no superiors. It is a panoramic view of the Irrigation Edition, and it was a Hereford country. Makes us feel like we have seen Hereford with the natural eye when we have examined the Brand. Long live the Hereford Brand!—Plainview News.

graphs of scenes in that part of the country. It also had a right nice advertising line-up and was well printed. The Brand is to be congratulated on the success of the undertaking, and the Hereford people are certainly fortunate in having such wide awake publishers.—Lubbock Avalanche.

### Will Bring Results

The News is in receipt of the special Irrigation edition of the Hereford Brand. The edition consists of thirty-two pages, profusely illustrated and presenting in comprehensive form the resources and possibilities of the Hereford country. The edition is highly creditable from every viewpoint, and can not do less than bring results for the irrigation district and the thriving city of Hereford. The News congratulates the Brand upon a notable achievement.—Amarillo Daily News.

## Upton Favors

(Continued From Page 1, Sec. 6)

to the question of a market—and I certainly think that one would pay here."

Mr. Upton believes a small patch of alfalfa is one of the best investments an irrigation farmer can make, because it will help take care of hogs, chickens and stock on the farm. He believes in several crops and in crop rotation.

Since he only started this year, Mr. Upton points out that he is far from experienced in the irrigation field, but hopes to be in a position to tell a story which will speak from profits and success next season.

## Location Is Important In Irrigation

It is a mistake to build ditches for the lower part of a farm and later, when it is desired to irrigate the remainder, be obliged to build a second series of ditches for the higher land. Sufficient water to irrigate the entire area should first be conveyed from the canal or other source of supply to the highest point to be reached, and

distributed thence to the various subdivisions. Permanent ditches should, if possible, be located along field or fence boundaries, in order not to obstruct the passage of teams and implements. When the grade is too steep to permit this, a curved location through fields should be chosen. Such curved supply ditches can be so laid out as to add greatly to the beauty of an irrigated farm. They become the margins of fields, and lanes are located, fences built, and fruit or shade trees planted beside them. When conditions permit, it is usually better for farm operations to locate supply ditches around the boundaries of square or rectangular tracts.

To reduce the number of horses required at hay making time, an electrically operated hay hoist is desirable. It operates more economically than horses and can be used for other purposes as well.

### Running Water

Running water on the farm provides modern convenience and sanitation and relieves the housewife of a major part of her household drudgery.

# ELECTRIC LIGHT and POWER Means Happy, Profitable Homes



## for DEAF SMITH and CASTRO County Farms AT A COST LOW ENOUGH THAT YOU CANNOT AFFORD TO BE WITHOUT IT!

1. Engineers have completed plans and specifications on 150 miles of lines.
2. An option to purchase land to construct a Sub-Station Plant one mile East of Hereford has been completed.
3. Engineers are working on plans and specifications for the plant.
4. A contract for construction of lines has already been let.
5. About 350 farmers have signed applications indicating their desire to use energy.
6. Over 300 farmers have already taken a membership in the county Corporation.

ELECTRIC POWER LINE PAST YOUR FARM WILL INCREASE THE VALUE OF IT SEVERAL DOLLARS PER ACRE. YOUR MEMBERSHIP OF \$5.00 AT THIS TIME, WILL DO MORE TO GET THAT POWER LINE THAN ANY OTHER THING. THIS FEE IS PAID ONLY ONCE— JOIN NOW! FOR FURTHER INFORMATION SEE DIRECTOR NEAREST YOU.

# REA is now a Reality Here!

Work has already been started on the lines and will soon be completed. This organization belongs to its members on whom rests the responsibility of its success. As directors of the county cooperative we are constantly working toward improvement and betterment. It is a means of cheaper irrigation — cheaper fuel — and a constant source of supply.

REA is with us . . . it is here to stay . . . it is here to make our country a better and more prosperous land in which to live. You, the people, own the cooperative. You, the people, buy the power . . . the more power you buy the cheaper it is to you. Take advantage of this opportunity — SAVE! REA is a reality, make the most of it.

# Deaf Smith County Rural Electric Cooperative, Incorporated

"FOR HAPPIER, MORE PROFITABLE HOMES"



## Whether It's Automobiles or Diesel Power Engines . . . we Can Fix It!

Beaver's Bros. have a reputation for knowing how to repair engines, no matter what the cause may be. We specialize in automobile and stationary Irrigation Engines. Repairing engines is our business just as irrigating is your business. A break down at the wrong time will cost you plenty, as you know. Take no chances, bring your repair trouble to us. Years of experience and the most modern of equipment are the basis of our successful repair work.

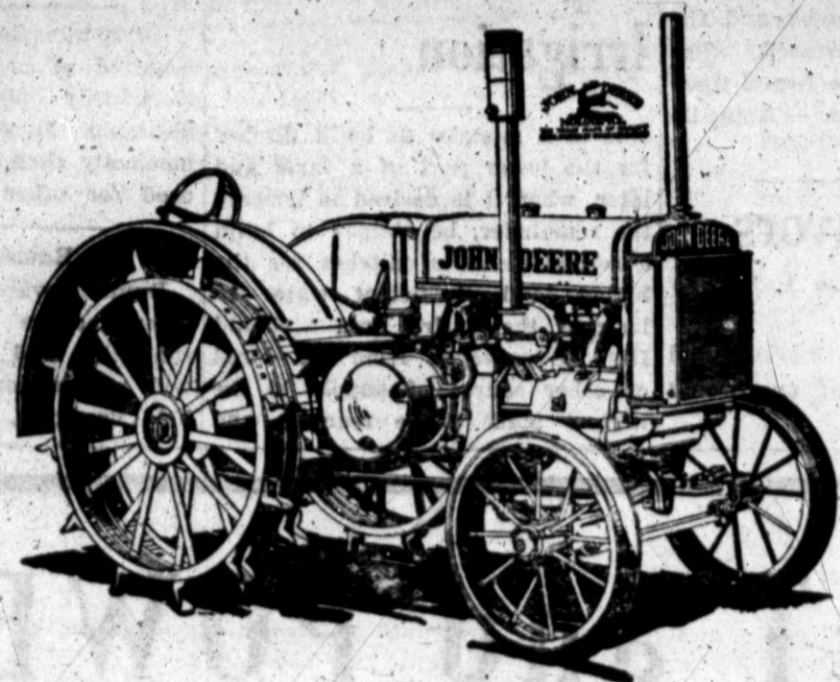
**Congratulations FARMERS OF DEAF SMITH And Adjoining Counties on Your Rural Electrification and Irrigation Program!**

**Beavers Bros. Garage**

MECHANICS — REPAIRMEN



# There's A John Deere Tractor



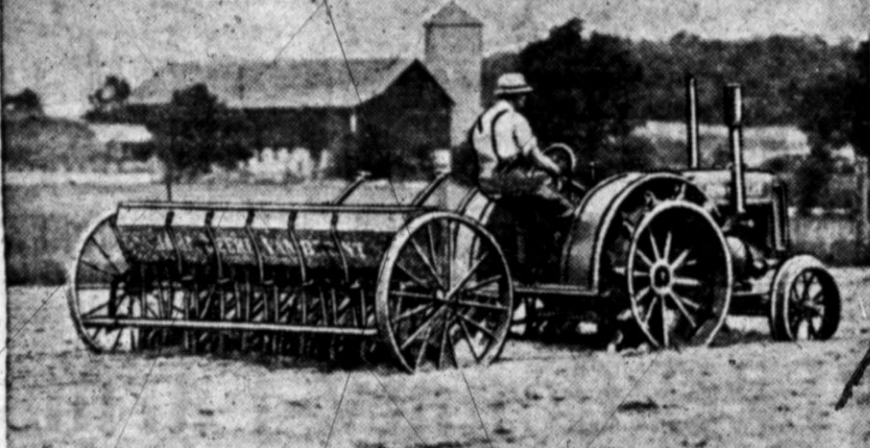
**for every farm . . . .  
. . . every crop . . . .  
. . . . every purpose**

There's a size and style to fit every size farm and type of crop raised. You owe it to yourself and to your pocketbook, to your farm success to get all the facts and to look over the many exclusive features that make John Deere the outstanding "Buy" in the tractor field today.

The John Deere Tractors have proven successful in this territory on irrigation farms as well as dry land farms — remember it's a tractor you can service yourself — the only tractor giving you all-around economy.

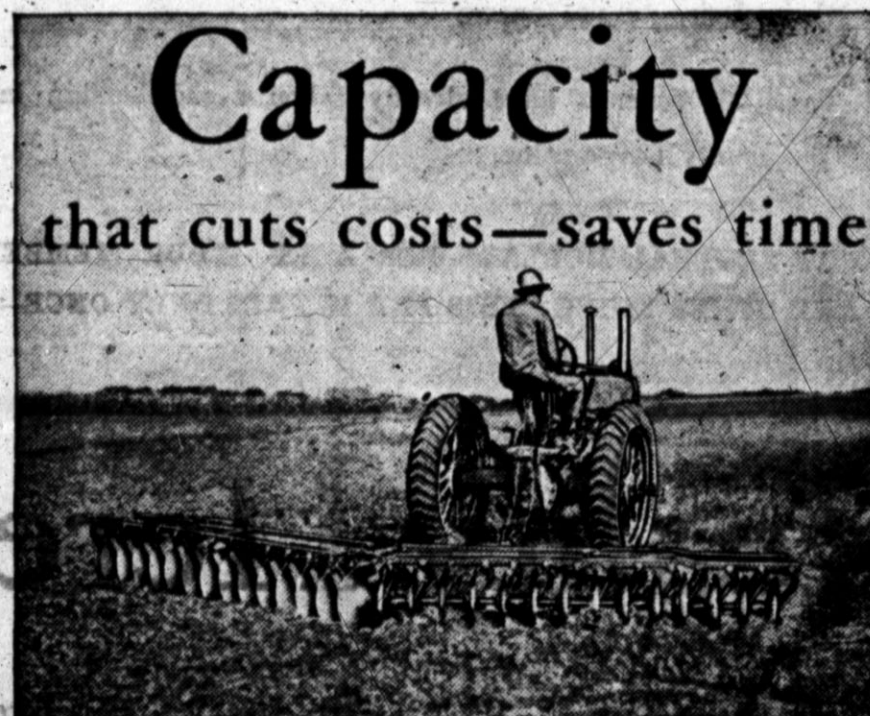
**Save Time - Money - Labor - With John Deere**

**Better Yields  
from the same fields**



**JOHN DEERE-VAN BRUNT GRAIN DRILL**

Perfect seeding is an absolute necessity to get the most from your crops. John-Deere Van Brunt Grain Drills mean a better stand of grain. You'll like the rugged strength, light draft, and perfect balance of this drill. Fluted force feeds or double-run feeds.



**JOHN DEERE MODEL S DISK HARROW**

You can cover a lot of ground with a John Deere disk harrow, 50 to 75 acres with the 15-foot size. For more than 40 years thousands of farmers all over the country have preferred the John Deere disk harrows, because of its great strength, penetration and flexibility. You'll like the type of work it does.

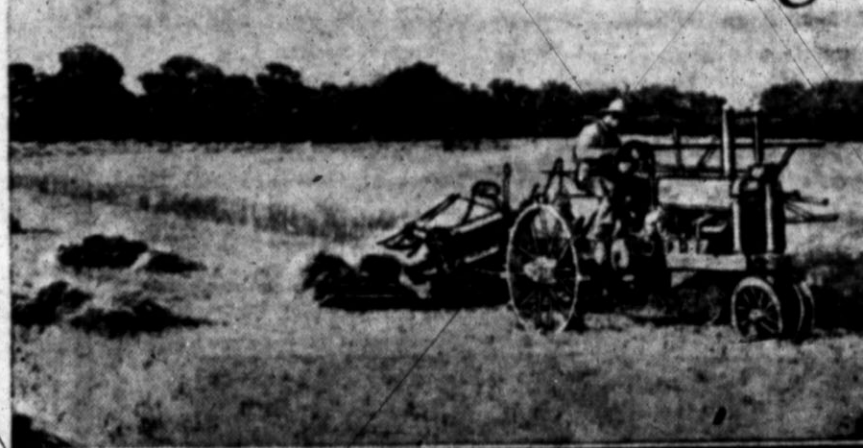
## Implements

### Mr. Farmer:

Check this list of Dependable John Deere farm implements over . . . they go hand in hand with your irrigation farming

- John Deere POWER UNITS
- John Deere ENSILAGE HARVESTERS
- John Deere COMBINES
- John Deere TRACTORS
- John Deere WALKING PLOWS
- John Deere GANG PLOW
- John Deere TRACTOR PLOWS
- John Deere DISK TILLERS
- John Deere DISK HARROWS
- John Deere FIELD CULTIVATORS
- John Deere COTTON PLANTERS
- John Deere CORN PLANTERS
- John Deere GRAIN DRILLS
- John Deere POTATO PLANTERS
- John Deere POTATO DIGGERS
- John Deere HAY MOWERS
- John Deere HAY RAKES
- John Deere RAKER BARS
- John Deere WINDROW PICK-UP PRESS
- John Deere BROADCAST BINDERS
- John Deere CORN BINDERS
- John Deere CORN PICKERS

**Save Time  
cut double the acreage**



**JOHN DEERE TRACTOR BINDER**

To save time you replaced your horses with a tractor, for plowing, planting and cultivating. Now, you can replace your horse-drawn binder with a tractor binder — get through cutting grain in half the time, harvest when the weather is right. On irrigation farms you have no time to lose on these jobs. Before you buy see us!



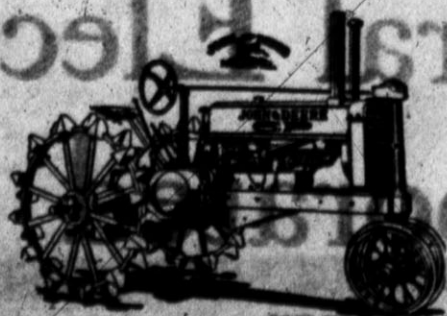
**JOHN DEERE FIELD AND ORCHARD CULTIVATOR**

Now the John Deere Field Cultivator is a real seed-bed maker . . . a sure fire weed destroyer. It's just a general purpose tillage machine that tills the soil as it kills the weeds. The wheels are inside the frame, making it possible for you to get close to irrigation ditches, fences and trees. This machine can be equipped with spring or stiff teeth and a complete line of shovel equipment.

—: BUY ONLY GENUINE JOHN DEERE REPAIRS:—

# KERR IMPLEMENT CO.

JOHN DEERE FARM IMPLEMENTS





# Hereford First In Panhandle To Get Rural Power Lines

(Continued from page 1, Sec. 6)  
 and activity, Congress during its last session made REA a permanent agency of the Federal Government. A 10 year program was outlined, with provision made for the eventual lending of some \$10,000,000 to build electric lines in rural areas and to finance farmstead wiring, water systems and appliances.

**Depends On Farmers**  
 Good government has been defined as one that helps people to help themselves. REA is based on that principle. Its ultimate success or failure in electrifying rural areas depends upon the extent to which farm residents work toward getting electricity for themselves. REA working alone cannot bring electricity to the farm. It can however, assure farmers that they will have a good chance to get power, if they cooperate with each other and with the Government.

In the first place, REA does not give anything away. It is a financing organization that lends money on equal terms to all agencies in a position to carry thru power-line construction projects promptly and adequately, and operate them when it is completed. The agency which builds the lines will own them. It does not generate its own current, it will buy power wholesale from a generating company, and resell the current to consumers connected to the power line. The difference between wholesale and retail rates will pay for operating the lines, preparing bills, keeping lines in repair, insurance, taxes, interest, and repayment of the loan.

There will be a definite provision for the repayment of every dollar, and the Government will have reasonable security covering 75 per cent of the funds advanced on projects.

Under suitable conditions, REA will advance the entire cost of building lines. Loans are made on favorable terms. Security for loans is usually the line itself and its revenues. There is no liability whatever on the part of individual consumer except to pay for the current he uses.

Generally the loan covers the cost of building the main distribution line, including the service lines to the farm home and the farmers' meters.

REA is willing to work with any group of persons that is interested in extending power lines. Borrowing may be state authorities established to promote rural electrification within the State boundaries. Farmer's cooperatives and other local corporations organized for special purpose of building and operating a rural line, municipal power plants or existing public utility companies, and public power districts or other public bodies authorized under the laws of a particular State.

**Cooperative Units**  
 REA may develop that the only method by which farm owners of a particular region can get electricity is for them to organize a cooperative association which will draw funds from REA to construct distribution lines. There are several ways an operating unit may have cooperative characteristics. It may be a mutual company, a non-profit private company, or a true cooperative.

In many ways the cooperative method is ideal for electrical distribution. The majority of rural utility systems in Sweden, Denmark, Czechoslovakia, and Switzerland, have been cooperative associations of farmers. In the United States more and more farmers are learning the benefits of cooperative organization and are buying and selling through cooperatives. Their effectiveness is increasing new confidence in this type of enterprise. Electric service cooperatives, too, have operated successfully in this country for many years.

employ competent managers and maintenance men to operate the lines; or they may contract with a utility company or a municipal corporation to operate them. Satisfactory operation and good service are the important items in all rural power extension.

**Now In 30 States**  
 Since its organization in May, 1935, both as a temporary and permanent agency REA has lent of earmarked well over \$25,000,000 to build nearly 25,000 miles of lines serving 85,000 farms in 30 states. Many of these projects have been energized and hundreds of consumers are getting acquainted with electricity and its benefits for the first time over REA-financed lines.

## Surface Grading Important Aid To Irrigation

When land is covered with a heavy growth of sagebrush or when it is uneven, consisting of sand hummocks or heights and hollows, it is best not to attempt to complete the preparation of the surface the first season. The ground may be prepared roughly and seeded to grain or planted to potatoes. Later in the season it is irrigated as well as the nature of the surface will permit, and afterwards when the crop is removed it is thoroughly prepared for a permanent crop like alfalfa. The roots of native grasses are then dead and the brush roots interfere much less with scrapers, graders, and other farm implements.

In the thorough preparation of a field for irrigation it is first plowed deeply and then graded with one of the implements commonly used for that purpose. Of these, the steel-shod float is one of the most serviceable. This float is 6 feet wide and 32 feet

long and has nine cross members. If horses are used, a float somewhat shorter, having three to five cross members, may be used. Various types of grading implements, referred to in greater detail later, also may be used to advantage.—U. S. Department of Agriculture.

## Preparing Of Garden Land For Irrigation

For obvious reasons the farm garden should be located as near to the farm buildings as possible. The next factors of importance in choosing its location are suitable soil and an ample water supply readily obtainable. A well-drained loam soil is the best for an irrigated garden. Soils which are naturally either too heavy or too light for gardening can be much improved by proper treatment. On abode soils E. J. Wickson, former director of the California Agricultural Experiment Station, recommends the use of air-slaked lime, deep and thorough tillage, and the plowing in of as much coarse material as possible. He states:

Farmyard manure, straw, sand, old plaster, coal ashes, sawdust, almost anything carries coarse or gritty, which will break up the close adherence of the fine clay particles, release the surplus water, and let in the air, will produce a marked effect in reducing the hateful baking and cracking, root-rotting, and moisture-losing behavior of the abode.

He recommends plenty of well-composed and decayed manure for improving a light, sandy soil.

The water supply for the garden may be taken from a main supply ditch or from the source of domestic water supply. A nearby spring may sometimes be utilized by piping the water to a tank or reservoir and from thence to the garden. When water can not be carried by gravity, it is often drawn from wells by means of small pumps operated by electric motors, gasoline engines, or windmills. If the domestic supply is large enough to furnish 8 or 10 gallons per minute (500 or 600 gallons per hour) more than the quantity needed for household and

## Oats Yield 100 Bushels To Acre Near Hereford



While most of this county is concerned chiefly with wheat, Alton Fraser reported an astonishing yield on irrigated oats. From 46 acres he reported 4,000 bushels — 100 bushels to the acre. The oats are shown above after they had been cut and stacked in the field on the Fraser farm. The above picture was made on the Wiberly Farms near Dawn, as combines cut their way into fields of golden grain, made possible by irrigation.

livestock purposes, it will irrigate about an acre of lawn and garden. If a tank is available in which to store water during the night, the same supply will be sufficient for a somewhat larger area.

## Improved Rural Life Foreseen In This Section

By JOHN OLSON  
 Oldtimers out here on the Plains used to say, "The wind makes the water and the cows make the wood."

While we all admire the hardihood of the sturdy pioneers who opened up this country, not many

of us will mourn the passing of an era of drouth and drudgery with which that expression is linked. The combined forces of Irrigation and Rural Electrification are about to unite in starting us off on a new phase of our development.

Full development of the irrigation possibilities of Hereford's Shallow Water Belt should put scores of farmers in this territory beyond the necessity of depending on rainfall to make crops. By their own experience, and with the aid of the scientific agencies of the Department of Agriculture, our farmers will gradually learn many ways of getting larger net returns from their acres, and eventually pull themselves out of debt up to a prosperous condition of economic independence.

The Rural Electrification program should furnish power at a price within reach of those who can be served so that wells can be operated economically, and plenty of power and light used in the home and about the farm to brighten the farm home and lighten the farm burden. This brightening and lightening will make farm home-life so appealing that greater pride will be taken in keeping the houses, barns, sheds, fences in good repair, and trees, gardens and lawns will begin to add their beauty to the countryside.

Before many years, our country homes will be more beautiful in every way than the homes in town. This will not all take place overnight, but it is on the way, and much of it is already here.

## Preparing Land For Irrigation

Land should be prepared for irrigation after the supply ditches are built. While this rule is frequently disregarded, it will be found better to grade land in conformity to permanent ditches already constructed than to locate and excavate ditches to suit land that has already been graded and leveled. Field ditches, however, are located after the land is leveled.

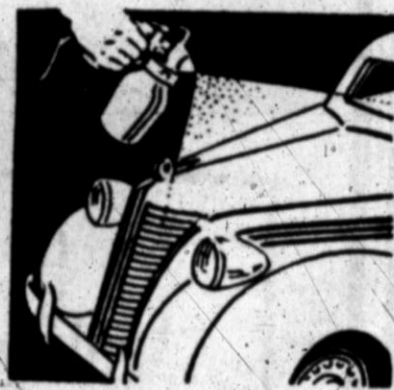
The beginner in irrigation seldom appreciates the importance of preparing the surfaces of fields so that they may be watered cheaply, easily, and uniformly. As a rule, crop yields are good or bad according to whether proper amounts of water are applied at the right times. When the ground is left so rough and uneven that water can not be applied evenly, the effect is shown in the reduced yield. Preparation of the land is a capital investment, and first or second year it will require if it is done thoroughly during the little expense afterwards. The difference in cost between a smooth, well-graded field and one that is poorly graded and rough may not exceed \$8 per acre, yet this sum is often lost in one season through diminished yields caused by imperfect watering, the result of a rough, uneven surface. Thorough preparation of the surface is especially important with crops like alfalfa and orchards that will occupy the land for several years.—U. S. Department of Agriculture Bulletin.

What is more versatile than electricity?

A horse can pull a load, but it can't sweep your floor.

# Modern Body & Paint Shops

## SECOND TO NONE IN THE PANHANDLE



"Why, it looks just like new!" Such exclamations of delight are common when the owner sees his car after it has been through our modern shops! We are equipped to do superior work on body repairs and on paint jobs—and have some of the most experienced and capable men in the Panhandle. Visit our shops and see these men perform miracles in the appearance of automobiles.

## FARMERS

We congratulate our friends and customers, the Farmers of the Hereford Territory who will benefit so extensively from the Rural Electrification and Irrigation Programs. We are happy for the comforts, convenience and improved conditions which are sure to follow. Again, we extend our best wishes and congratulations to you.

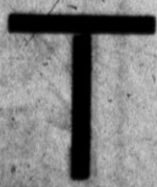
We Invite You To VISIT OUR MODERN SHOPS And See Our Skilled Mechanics At Work



We specialize in expert washing and greasing and will give you prompt, dependable service on a minutes notice. We also have a complete paint and fender repair works in our modern shops, offering all new tones and shades of paint found on the newest automobiles. Take advantage of this thoroughly modern service which is foremost in the Panhandle.

## MOTOR Repairing

Whether it is an irrigation motor or an automobile motor we can fix it and fix it right! Bring your repair troubles to us! Our skilled mechanics have the best equipment and we are here to stand behind the work which we turn out. We are equipped to take care of repairs on any make of motor.



Alemite Grease Service Ireland Motor Co. Alemite Grease Service Authorized Dodge-Plymouth Sales and Service Service

**BEST WISHES!**  
**REA PATRONS and Irrigation Farmers!**

It gives us genuine pleasure to extend our congratulations to the people of this county upon having secured the first REA project in the Panhandle.

**Dr. G. W. HEARD**  
 Dentist



# Reducing Water Waste Important Irrigation Factor

## PLANTS USUALLY USE ONLY PART WATER FOR IRRIGATION

The water which plants actually use is only a part of that which is diverted from streams for irrigation purposes. Large volumes are lost by seepage in the earth channels of canal systems. Similar losses occur in the ditches which supply farms, and a large part of the remainder is wasted in irrigating crops. The farmer is chiefly concerned in lessening the waste of water in his supply ditch and on his farm. Where water is scarce the supply ditch should be made more or less water-tight by lining it with cement concrete, cement plaster, asphalt, heavy crude oil, or clay puddle. Flumes or pipes may be substituted for earth ditches.

When the soil is irrigated by flooding, an uneven surface causes needless waste of water, extra labor in spreading it over the surface, and smaller yields. The water flows into the low places, which receive too much and may become water-logged, while the high places are left without water and the crops thereon are dwarfed. The land should be so evenly graded that water will flow in a thin sheet over the entire surface, and the excess water applied should be caught by the lower lateral.

Another common cause of waste is the lack of attendance. Water is often turned on a portion of a field and permitted to run without attention for hours and even days. On some farms the irrigators look after the water for 10 hours and turn it loose for the rest of the day. Under this practice the low places receive too much, the high places little or none, and a large part flows off the field to the injury of the roads and adjoining farms.

Too shallow and too frequent irrigation is another source of waste. Merely wetting the surface may result in the loss by evaporation of a large part of the water applied. For most plants, and particularly for all deep-rooted plants, the ground should be so prepared that water will readily percolate to a considerable depth beneath the surface, and enough water should be applied to moisten the subsoil. On the other hand, light, open soils retain but little moisture and should receive light, frequent irrigations. If heavy irrigations are applied to such soils, a large part of the water will percolate below the reach of plant roots and may cause water-logging of low-lying land.

## Electricity For Grinding Feeds

"How can I afford to pay for electricity?" is a question farmers now and then asked the Rural Electrification Administration. This question is answered by other farmers, who already use electricity, and who have calculated their savings from substituting electricity for other sources of light and power.

For example, Mr. and Mrs. Frank Ruse, of Canal Winchester, O., find that electric power pays for itself. They subtract the monthly cost of gasoline used for pumping water to the milk cooler, for running the washing machine, and for various other purposes. Then, they take out the cost of kerosene for lighting, and the frequent replacement of broken lamp chimneys, and find that the electric bill is offset.

**Keeps Milk Cooled**  
After adequate electric refrigeration is installed in his dairy, Mr. Ruse expects to keep his milk in better condition and to get a higher price for it. With proper electric lighting in the barn, he can care for his cows more easily and efficiently. With this saving in time and labor he believes he will be able to care for more cows and increase his income.

Where hard work is made easier, more work can be accomplished. One Indiana farmer saves \$50 a year by grinding feed electrically, and he further saves himself the task of handling the

ground feed twice.

### Savings On Foods

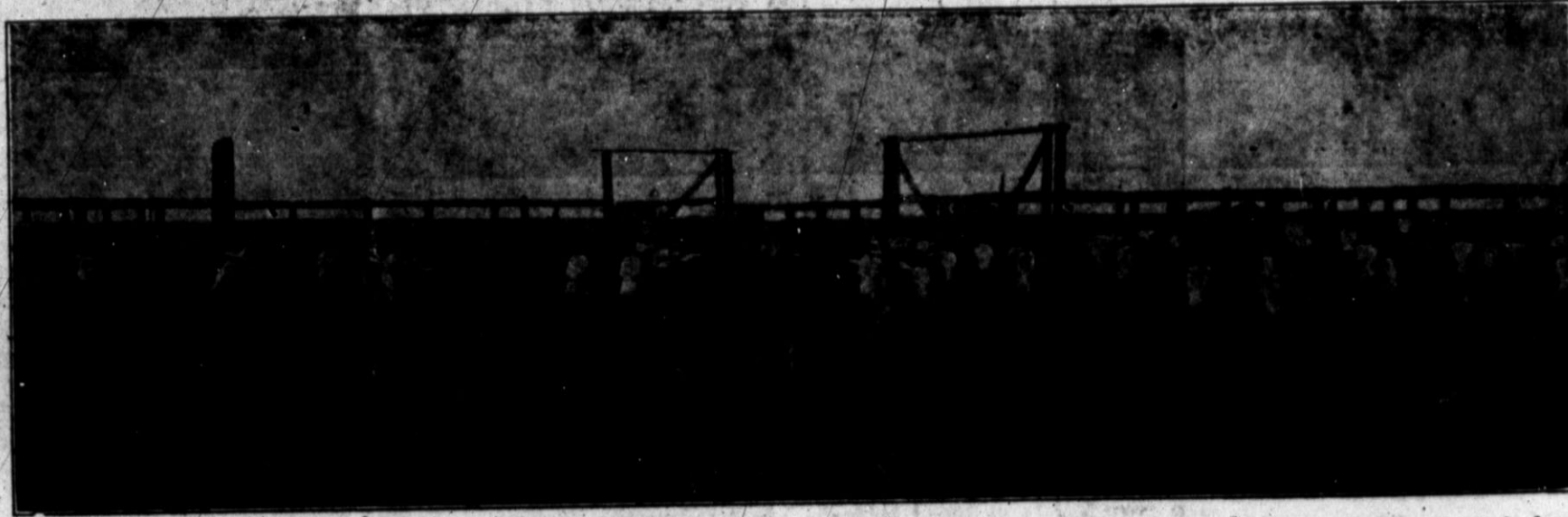
In many farm homes without refrigeration, food spoilage costs several dollars a month even in winter, since nearly as much is spoiled by freezing as by summer heat. Where ice is purchased, the amount to be deducted from the electric bill is substantial. In many cases, farm families figure that saving on food alone will justify electric installation.

A dairy farmer of the middle west reports that an electric milk cooler installed on his farm has saved time and labor, and cut down waste to an almost unbelievable minimum. Before using the electric cooler, he carted the milk to a creek a quarter of a mile away. Each morning he reloaded it on a wagon and took it to the railroad station. During warm months the milk frequently soured and was unsalable after the trip. Now, it not only arrives at the market sweet, but it has received a much higher rating, and brings a better price.

### Saves Time and Labor

These examples indicate that when the farmer sits down with pencil and paper and compares the cost of electric power—where the charges for it are reasonable—to the cost of gasoline or kerosene, and with the waste that occurs where there is no electric service, he is no longer afraid of electricity costing more than

# White Faced Beauties That Topped the Kansas City Market



Cattle breeding, always an important vocation in this section, is coming back with the spread of irrigation. Scores of stock farmers are finding it more profitable to feed out alfalfa and grain sorghums to livestock. Irrigation provides them with consistent and large yields for cattle, hogs and chickens.

he can afford. In fact, he may even find that in addition to being a labor-saver and a convenience, electric power actually costs less.

## Planting Fruit Trees Subject To Irrigation

According to E. J. Wickson formerly of the California Agricultural Experiment Station, apple trees should be planted on an average about 28 feet apart; cherry, plum, prune, apricot, peach, pear, and olive trees 24 feet apart; and citrus trees 20 feet apart. In the Pacific Northwest, apple trees and pear trees other than Bartlett are commonly set 30 feet apart; apricot, peach and Bartlett pear trees 20 feet apart; and sweet cherry trees

24 feet apart. On ordinary slopes from 10 to 100 feet to the mile, the trees may be planted in rows down the steepest slope. Where the ground is so steep that water flowing in furrows will scour the bottom, the tree rows should extend diagonally across the slope

so as to lessen the grade. On rolling ground the trees should be planted on contour lines so as to conform to the natural surface and make it easy to apply water. After the trees have once been planted there is no opportunity to change the slope of the land, and

changes in direction of furrows are limited. For these reasons the land should be properly graded and the irrigation system carefully laid out before the orchard is set out.

The most common method of irrigating fruit trees in the west-

ern United States is by furrows from 300 to 1,200 feet long.

The length of the irrigation season varies from 1 to 12 months according to the rainfall, temperature, and crop. Young trees are watered by means of a furrow on each side of the row and, as the trees grow older and larger, the number of furrows is increased until all the space between the rows is watered. The purpose is to train the roots outward and downward so as to enlarge their feeding zone. Frequent borings or excavations should be made to find out not only the location of the roots but also how far and in which directions the water from the furrows has percolated.

### Farm/Shop Equipment

In addition to heating glue-pots and soldering irons and doing other such jobs, electrically can be used in the farm shop for operating electric motor driven tools. Among those commonly used are circular and hand saws, drill presses, lathes, tool grinders, and forge fans. A small portable motor can be so equipped as to be quickly changed from one tool to the other.

*Complete* **a Guaranteed HOME Service** *For YOU*

**We have everything in the HARDWARE LINE at Streu Hardware Company**

# AERMOTOR Water Systems FOR Rural Homes

Comfort and convenience are just two of the reasons why every rural home should have an Aermotor Water System. They eliminate hand pumping, emptying buckets and tubs, carrying water, back-breaking labor. Exposure to cold and inclement weather, worry about the water supply. With an Aermotor water system, rural homes may enjoy city conveniences. Think of the value of running water to the whole family. It promotes cleanliness, health, comfort and better living for all. Ask us for details and price on Aermotor Water Systems for your home.

## Congratulations MR. FARMER:

To the Farmers, our good friends and customers, we extend our hearty congratulations upon the reality of Rural Electrification lines and the extension of irrigation developments. As always, we are glad to have you drop in and loaf or chat with us—and to exchange ideas with other farmers of the Hereford irrigated belt, for you will always find some of your friends at Streu's . . . the meeting place and loafing headquarters of all farmers of this section!

# Streu Hardware Co.

A. H. STREU, OWNER

## FARMERS IRRIGATION--DRY LAND



## NO MATTER WHICH Gleaner-Baldwin Combines and ANGELL PLOWS ARE THE BETTER

Our farm implements are right in line with the new and improved methods of farming. Gleaner-Baldwin Combines and Angell plows have proved to be satisfactory all over the shallow-water belt.

We heartily congratulate the farmers of this section of the Panhandle on their Irrigation and Rural Electrification projects and believe them to be for the advancement and betterment of the community, making for a greater prosperity to the deserving farmers here.

See the new Gleaco Hammer Type Feed Grinder on display at the Hereford News Stand, made by the makers of Gleaner-Baldwin Combines. Everyone in this section knows that Gleaner-Baldwin Combines have proven satisfactory in every way—the Gleaco Feed grinders have the same outstanding features of the Gleaner-Baldwin Combines, sturdy construction combined with the low price of such a feed grinder—make it the best buy in the feed grinder line. See them today.

**C. W. BENNETT**

DEALER



SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 7  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 34.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 26, 1937

FIVE CENTS PER COPY

## Deaf Smith County Shows Rapid Development

### Large Irrigation Well



H. H. Boardman burns natural gas in the second-hand engine which powers this irrigation well south of Hereford. The well was equipped with an old Bessemer engine until recently, when Glenn Boardman repaired and installed a large engine which was used to operate a flour mill in Amarillo.

### Marvin Jones Works To Aid Texas Farmers

#### DEFENDS FARM TENANT BILL IN DEBATE BEFORE HOUSE

The present session of Congress has enacted more major farm legislation than any other session in the history of the government, and foremost in working for farm legislation has been Marvin Jones of this district.

#### Important Legislation

Among the more important legislations are:

Extending the operation of the present Soil Conservation Act to 1942.

Agricultural Marketing Management Act, which probably affects more farm products, in value, than any other measure that has been passed.

The tenant farm act.

Reduction of interest on Land Bank loans.

Perishable Agricultural Commodities Act.

Great Plains Drought Act.

Farm Credit Act of 1937.

Crop Loans for 1937.

Cotton Classification.

Provision to destroy grasshoppers.

Extension of Commodity Credit Corporation.

#### Farm Tenant Bill

As chairman of the Committee on agriculture, Marvin Jones was instrumental in securing passage of the Farm Tenant Act, and in his address before the House made a strong appeal.

After pointing to the fact that the bill has passed both branches of Congress by an overwhelming vote, he sought appropriation for the bill.

"The argument is made that the amount sought to be appropriated is not enough to cure the problem. Of course, it is not. It took 75 years for this condition to develop. You do not heal typhoid fever overnight. If I were pretty sick, I would hate to have a doctor, or a group of doctors, hold a conference over me and say, 'He is so sick a few doses of medicine will not cure him overnight. He will have to have a barrel of medicine at once, therefore we shall not give him any medicine until next July, a year from now.' This just does not make sense."

He followed with a review of successful attempts along the farm tenancy line in Ireland, and that the first road program was started with \$75,000.

"I hope we have started one of the greatest programs Congress has ever fashioned," he declared.

#### To Fight Dust

"This program has another feature in which I am even more interested, that is, the Great Plains program and the submarginal land program. You have seen the dust come over the city of Washington. The Great Plains area is a fine country. Over a period of years, it has produced more both gross and net, per tilled acre, than almost any other part of our country. But it has its peculiar problems just like every other section.

"You and you are vitally interested in what is to be done for that great productive area. If your foot had blood poisoning the rest of your body would not say 'I have no interest in it.' Else it might mean paralysis for your entire body."

(Continued On Page 5, Sec. 7)

### Irrigation Spreads Over Panhandle-Plains Area



Irrigation started in Hereford, but it has rapidly spread over the entire shallow water district of the Plains. Top is part of 316 steers fed out by Abney Johnson of Dalhart on the C. L. Anderson farm, and part of 400 tons of feed from which he fed them. 1. The 21-year-old well on J. W. Bowman's place southeast of Lockney flows 1,000 gallons a minute. 2. Flooded wheat and irrigation ditches on T. J. Bloxom's farm south of Lockney. 3. C. J. Taylor's modern farm home north of Lockney. Many similar ones are found over the Plains area. 4. Electric pump, like those found on many wells over the Plains. Super-imposed on 4 is a rotary well drilling outfit. Workmen finish a diesel-powered well on the Whitfill-Baggett farm north of Lockney.

### Shallow Water Irrigation, Rural Electrification Tend To Make Plains Country Ideal Place To Live

Since that eventful day in March, 1910, when the first irrigation well in the shallow water belt was discovered near Hereford, irrigation has rapidly spread from this section over the Plains. A land of level, rich, tillable soil, the Plains country has never lacked in any factor except moisture.

#### Growth Is Rapid

Realizing that shallow water was the answer to the age-old question of rain, producers over

the entire district have been fast to take advantage of the possibilities offered through irrigation. Shortly after the first well was installed at Hereford, irrigation spread into the Plainview area, where it met with enthusiastic approval and rapid development. Lockney, Floydada and Muleshoe are other irrigation centers in the shallow water district today. Practically every crop grown in the Plains today is irrigated in some section of the shallow

water district. Cotton, in many irrigated areas, produces the high average of a bale to the acre; wheat makes 30, 35, 40 and more bushels to the acre on irrigated farms.

#### Orchards Important

Vegetables, melons, sugar beets and orchards also play an important role in the complete utilization of irrigation facilities in this area. Yields on these commodities are sometimes startling.

(Continued On Page 5, Sec. 7)

### Balanced Farm Programs Seen In This Section

#### PLEASURE, COMFORT AND ABUNDANT WATER ARE SEEN IN AREA

Much has been said and written the past few years about the Panhandle of Texas as an agricultural country, but many people who are still skeptical find it difficult to believe that where, only a few years ago, they thought the land could produce nothing but prairie grass for range cattle, and which sold for two and three dollars an acre, now produces 30 bushels of wheat per acre, and the finest maize, kafir, sorghum, and corn, as well as all kinds of fruit and vegetables.

#### Rich, Tillable Soil

There are 900,000 acres of land in Deaf Smith county, a large per cent of which is level, rich, tillable soil, ready for the plow; no grubbing or other preparations are necessary, and a great portion of the area is underlaid with an abundance of pure water. More than 100,000 acres of this land was sold to farmers from other sections of the country in 1920, at which time more new land was put into cultivation in Deaf Smith County than any like area in the United States.

In fact, more real progress has been made in developing the raw land in Deaf Smith county in recent years than in many preceding years. Old, abandoned irrigation wells have been put back into operation; new wells have gone in by the score—and now this territory stands as the first in the Panhandle to secure allocations for Rural Electrification lines.

The town of Hereford gained its name from the famous, thoroughbred cattle it later produced; sheep, hogs and poultry also play a prominent part in its growth and progress. Wheat shipments in this area, over a 10-year average, compare favorably with any like area in the world.

#### Diversified Farming

The Hereford territory is literally a land of diversification—and diversification is what government programs and state farm agents are now preaching in every county and parish in the country. The thinking farmer in the Hereford territory voluntarily diversifies, because of the factor of irrigation. He must diversify to utilize his land and irrigation facilities to the greatest advantage. (Continued on page 4, Sec. 7)

### Majors Reports Good Yield On Small Acreage

T. E. Majors who leased the G. W. Heard place, north of town, in December, 1936, has made some unusually good yield this year. From 10 acres of barley he averaged over 50 bushels to the acre, while five acres of oats averaged over 60 bushels per acre; three acres of wheat, which came up after Jan. 1, averaged 23 bushels. Each of the crops was watered only twice.

Mr. Major also has an exceptionally good row crop, including three acres of maize, four acres of sorghum, 15 acres of kafir, two acres of corn and 12 acres of sudan. Each of the crops have been watered twice with exception of the sorghum, which has only been flooded once.

Mr. Majors is a booster for the proposed beet sugar factory here, believing sugar beets to be the most practical crop for this section.

### Wheat Crop More Than Retires 140 Acres This Year

Irrigation pays, according to Rufus Sewell.

Last year Mr. Sewell purchased 140 acres of land three miles south of Hereford. He improved the place with an irrigation well—and after harvesting his irrigated wheat this year, he lacked only \$220 to clear the farm and irrigation plant from money secured through sale of the wheat.

Last fall Mr. Sewell planted the wheat and watered it twice during the growing season. His average yield was 33 bushels to the acre, and he sold the wheat at top price here, \$1.10 a bushel. The total yield was 4,125 bushels from the 125 acre tract, a total return of \$4,537.50.

Mr. Sewell paid \$20 an acre for the land. Itemized, the figure shows that he more than paid for the land with his crop this season:

Wheat, 4125 bushels on	
125 acres at \$1.10	\$4,537.50
Land, 140 acres at \$20	\$2,800.00
Surplus	\$1,737.50

After figuring the cost of his irrigation well, pump and other irrigating improvements, Mr. Sewell found that he lacked only \$220 from the wheat yield to pay the original cost of the land and irrigating equipment.

However striking the above figures may seem, they are given an even greater emphasis by the fact that they only cover wheat. Mr. Sewell also has 80 acres of row crop to harvest from the land

The row crop is looking exceptionally fine and he anticipates a good yield this fall.

Mr. Sewell has purchased the section which adjoins his place on the east, and in addition to the row crop on his original 140 acres, he has 120 acres of hegarl.

A booster for irrigation, Mr. Sewell is strongly in favor of securing a beet sugar factory here, if possible, and says that he believes sugar beets one of the best possible crops in this country—because they afford a good cash crop and at the same time beet pulp can be fed to cattle. Since Hereford has been proved a natural feeding ground he believes the latter phase to be a decidedly important one.

Although Mr. Sewell is primarily interested in operating his service station here in Hereford, he has made a success with his irrigation farm, which he operates on the same business basis as the station.

Mr. Sewell lives on his farm, which also features a strictly modern home, surpassed by few in large communities. The farm boasts an orchard and other modern improvements. Mr. Sewell has also stocked the land with quail. His place is well on the way to becoming one of the most modern and comfortable on the Plains. It is served by electricity, and he operates his pump with electric power.

### Morrison Wheat Cuts 40 Bushels

J. O. Morrison, who lives two miles south of town, has 100 acres of irrigated land. This year he averaged 40 bushels of wheat to the acre on 110 acres. The remaining 40 acres is in maize and hegarl and corn.

The Morrison well was installed last spring and he uses electricity to operate his Peerless pump.



## Helpful Hints On Irrigating Alfalfa Crops

### WATERING AT CORRECT TIME IMPORTANT FOR GROWERS

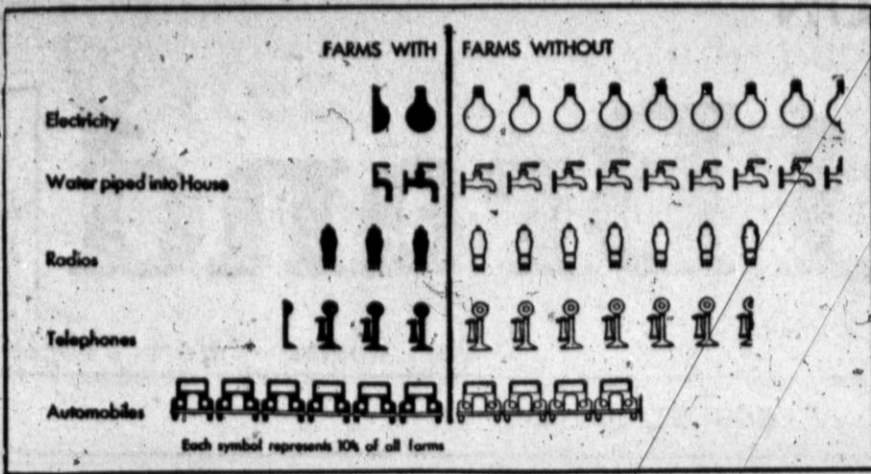
In the arid West alfalfa is the most important crop grown under irrigation. It was formerly most commonly irrigated by being flooded from field laterals but the border method is growing in favor. The check and corrugation methods are also used in some localities. In areas where the soil crusting badly a combination of the border and corrugation methods is used. The fields are prepared in the usual way for the border method, and after the alfalfa is seeded the strips are corrugated. The corrugations are used until the alfalfa is large enough to thoroughly shade the ground, after which the border method is used.

Alfalfa, like most other crops, should be planted in moist soil. It is almost impossible to get a satisfactory stand if the seed is planted in dry soil and moisture for germination supplied by irrigation. Better root development will be obtained by keeping the subsoil moist with occasional thorough irrigation instead of merely wetting the surface soil with frequent light applications. Maximum yields can be secured only by keeping the crop growing continuously. For this reason the water supply should not be cut off at having time longer than necessary to permit the ground to dry sufficiently for the use of the haying equipment. The need for moisture is indicated by the color of the plant. In general, a dark bluish green, especially if dull looking, indicates a need for water; a yellowish tinge often means that the soil is too wet, though with increasing lack of moisture it may follow the dark bluish green color.

### Good Pasture Necessary At All Seasons

The farmer on the irrigated lands of the Mountain States is far from the principal markets for his products. For this reason he must, so far as possible, sell concentrated products which can be shipped long distances economical-

## Farms Are Behind The Times



This chart, prepared by the Rural Electrification Administration, illustrates the surprising scarcity of electric service on American farms, despite its almost uniform availability to city people. Illumination and running water—made possible by electric pumping—are only two of the

many advantages which electricity brings to the farm. With them comes dependable refrigeration, cool cooking, power for feed grinding and other farm tasks, poultry house illumination for greater egg production, and electric dairy machinery—over two hundred farm uses for electricity have been listed.

Dairy and other animal products come in this classification. Low cost production of animal products requires good pasture over a long season. In the semi-arid sections, and also in some sections where irrigation is not generally practiced, irrigated pastures fill this need admirably. Pastures may be irrigated by any of the flooding methods or by the corrugation method. The border method is probably the most generally satisfactory on the higher priced land. Most permanent pastures consist of a mixture of grasses including at least one legume. In some sections either ladino or sweetclover is used alone. Since most of these grasses are shallow rooted only a small amount of water can be stored in the root zone of the soil between irrigations. Pastures, therefore, require frequent irrigation. In general, land intended for pastures should be just as carefully prepared for irrigation as if intended for any other perennial crop. However, by using sufficient care in irrigation, land too steep and rocky for cultivated crops can be used successfully for irrigated pastures.

Rural electric line construction in 1936 was about double that in 1935, and indications point to a 40 per cent increase in 1937 over the record 1936 levels. This activity has attained great momentum from a start almost from scratch less than 2 years ago, when rural power lines had practically ceased and inertia and the dead weight of the depression blocked efforts of farmers to obtain service.

### No Fixed Rule For Watering Grain Crops

Grain fields are irrigated usually by flooding from field laterals. Corrugations are used where the soil bakes after being flooded. For grain irrigation the border method is gaining favor over the other methods. In the Mountain States most irrigated grain is raised in rotation with a leguminous crop, like alfalfa or clover. In some localities potatoes or beets form a part of the rotation. In rotating with cereals and legumes, or with cereals, legumes, and roots, the flooding and border methods are readily adapted to each kind of crop. This accounts, in part at least, for their general adoption in most irrigated districts.

No fixed rule can be laid down for determining the proper time to irrigate grain. The soil should contain sufficient moisture at seed time to nourish the crop until it shades the ground. A quantity of water varying from 4 to 9 inches in depth, depending on the character of the soil, may then be applied. A second irrigation usually is applied when the grain is beginning to head out. At this time the plants are using the maximum amount of moisture, and as soon as there is a deficiency they begin to suffer. When the growth is checked at this stage, the lost vigor can not be wholly restored by subsequent

watering and the yield is lessened. Newly seeded land suffers heavy losses of moisture by evaporation, but except for meeting this loss the water requirements of grain during the first six weeks of growth is small. The amount of water required during the last three weeks of growth is likewise small. After the last irrigation, the banks of the field laterals are leveled and the field is ready to harvest.

## COURTHOUSE RECORDS

**Warranty Deeds**  
Standard Savings and Loan Association to A. D. Mills and Viola Mills: part of block 14, Evans addition Hereford.

E. Carter, et ux, T. W. Medlin, et al: part of section 66, block M-7.  
Standard Savings and Loan Association to Homer K. and Tessie Fox: west 68 feet of lots 7 and 8, block 41, Hereford.

D. C. Walton, et ux, to T. W. Medlin: section 32, T5-R3.

D. H. Alexander and wife to M. D. Womble: lots 11-12, also east 10 feet of north 40 feet of lot 10, block 18, Whitehead addition, Hereford.

J. M. Postelle and wife to Kathryn P. Benefield, one-half interest in section 42, block K-8.

North Texas Federal Savings and Loan Association to Fred A. Millard: east 80 feet of lots 1-2-3, block 18, Hereford.

Caroline McCord to E. H. Norton: northwest quarter, section 37, block K-14.

E. H. Norton to Jas. W. Witherpoon: one-half interest in northwest quarter of section 37, block K-14.

Great Southern Life Insurance Company to Ren Henson: section 50, block K-6.

**Quit Claim Deeds**  
E. B. Black to R. B. Vaughn: lot 4, block 229, Hereford.

Charlie Church, et al, to Great Southern Life Insurance Company, section 50, Block K-6.

**New Automobiles**  
Edwin Mauk, August 23, Ford coach, Hereford Motor Company.  
George Bippus, August 21, Chevrolet pick-up, Brumley-Woodford Motor company.

Lee Renfro, August 19, Chevrolet pick-up, Brumley-Woodford Motor Company.

Paul Foster, August 19, Buick sedan, Norton Motor company.

C. C. Acker, August 18, Dodge sedan, Ireland Motor Company.

Mrs. W. I. Valentine, August 17, Pontiac coupe, Norton Motor company.

C. H. Dyer, August 16, Dodge sedan, Ireland Motor company.

A WANT AD WILL GET THAT FLOW!

## Miss Paris, 1937



Only seventeen years of age, with curly blonde hair, a naive smile, Lilly Lamb, who has been designated "Miss Paris, 1937," shows a divergent trend from the frail beauty of former winners. Miss Lamb was elected as beauty queen at the Casino de Trouville from a multitude of candidates at the Paris International exposition.

### Weed Control Along Banks

On most irrigated farms the margins of supply ditches are breeding grounds for weeds. Weed seeds fall into the water and are widely scattered by the stream. The banks of ditches should be graded and smoothed so that the weeds which grow along them can be readily cut and burned. A fast-growing forage crop like alfalfa also tends to keep down the weeds and may be sown along the banks for this purpose. The right of way may be fenced and sheep pastured on it.

### FLUMES OF CONCRETE

Head flumes of either wood or concrete, being placed on the surface of the ground, interfere greatly with the free passage of teams and implements in cultivation, irrigating, and harvesting the crop, and dead leaves clog the small opening in the flumes. Weeds grow in the space on each side of the flumes and the seed are spread by the water in the open channel. These and other objections to flumes have induced many orchardists to convey and distribute the water in underground pipes.

The tracts between the ditches should be well graded so as to allow a small stream to flow steadily down each furrow. Common farm implements may be used for this purpose. The railroad rail previously mentioned and the buck scraper, often may be used advantage.

### APPLICATION MEDICINAL LIQUOR PERMIT

"The undersigned is an applicant for Medicinal Liquor Permit from the Texas Liquor Control Board and hereby gives notice by publication of such application in accordance with provisions of Section 10, House Bill No. 77, Acts of the 44th Legislature, designed as the Texas Liquor Control Act."

"The Medicinal Liquor Permit applied for will be used in the conduct of a business at 300 Main Street, Hereford Texas."

(Signed)  
CORNER DRUG STORE  
J. J. Clark R. T. Roden  
Owners

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

# For Sale ALFALFA SEED

SEE OR WRITE

JOHN McDONALD

3 MILES NORTH, ON 25-MILE AVENUE

## The Home of Century Tires



# YOUR TIRES MAY LOOK SAFE—BUT ARE THEY?

RIGHT NOW is a good time for you to look at your tires—to ask yourself if they are equal to the demands you make on them in today's high speed traffic.

REMEMBER...—the few dollars new tires cost is a low price to pay for safety—that in Century Tires you get the extra protection of the speed grip tread, full cushion carcass, super strength beads at no extra cost.

All we ask is that you come in and inspect our Century Tires. Compare them for strength—compare them for appearance—compare them for SAFETY. We know that Century quality is high—that our prices are low. Just see for yourself before you buy.

SAFE—STRONG—SILENT—the new Century Cushion Balloon. Wide, positive traction tread. Extra cushion carcass. Super safe beads. The finest tires made for today's fast cars, yet cost no more than ordinary tires. In 16 inch sizes.



Century Balloon

Century Leader Balloon

Century Cushion Balloon

# Consumers' Fuel Ass'n CENTURY TIRES

## NEW POLYMERIZED POWER!



## Shamrock Polymerine Gasoline

TRY THIS NEW

# Polymerized Power

If you haven't already tried Polymerine Gasoline—then give it a trial today and you'll be surprised at the difference in the performance of your automobile. Your car just naturally runs smoother, no knocks, faster pickup.

Because we serve the Hereford territory and every community in it, we are indeed glad to extend our sincere congratulations to the farmers of this section upon their great irrigation projects and believe irrigation will do much to the future and to the development of our community and to the prosperity of our people.

TRY US FOR  
IRRIGATION  
FUELS

- GASOLINE
- KEROSENE
- TRACTOR FUEL
- DIESEL FUEL
- DISTILLATE
- GREASES
- MOTOR OILS
- COAL

STOP  
AT  
CONSUMERS

Consumers Fuel Ass'n



## Check Method Aids Alfalfa Irrigation

### SOIL MADE TO ABSORB MORE WATER WITH CHECK LINES

The check method is confined mainly to the irrigation of alfalfa. It consists in dividing up the field into checks or basins each comprising, as a rule, from one-half acre to 1 1-2 acres. These checks may be rectangular, or their upper and lower boundaries may follow contour lines. Around the margin of each check a low embankment or levee is formed to retain the water until it has been absorbed by the soil.

The field to be checked is first laid out in contour lines—the difference in level between any two lines being 3 inches or more, depending on the slope. On land which slopes about 8 feet to the mile contour lines would be 3 inches apart vertically and about 100 feet apart horizontally. On steeper slopes the horizontal distance is increased but for convenience in farming operations it is advisable to increase the vertical distance as well. Land which slopes 50 feet or more to the mile is not suited to check irrigation. The contours may be located by the use of an engineer's level and rod, or by the homemade level. When the contour lines have been run, levees are built and the intervening spaces are subdivided by cross levees into areas containing on an average about three-fourths of an acre. Provision is also made at this time for field ditches to convey water to each check. After temporary stakes are set to mark the corners of the checks, a plow furrow is run around the margin of each so as to mark it more permanently. This being done, portions of the field may be checked when time permits. Many farmers prefer rectangular to contour checks. In laying these out, contour lines are run and the rectangular checks are fitted into the spaces in such a way as to require the moving of the least possible volume of earth. Such checks cost more at first, but are more convenient for farming operations.

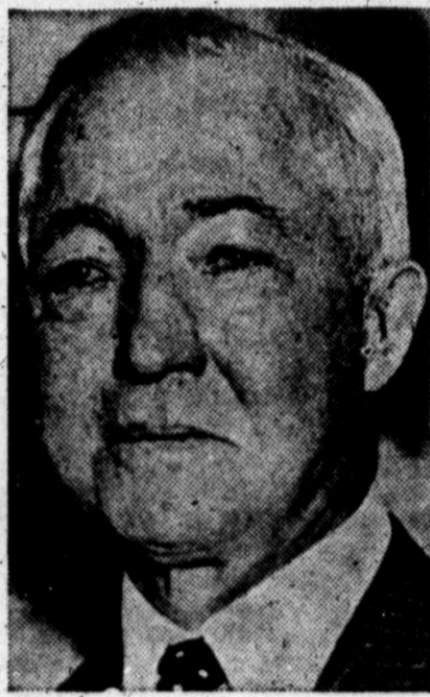
In building the levees around checks, a scraper drawn by a tractor or by two or three horses or mules, is generally used. All knolls and hummocks within the check are first scraped down and the earth placed in the levee. If more dirt is needed the high corner or end of each check is removed, leaving the floor fairly level or with a slight grade away from the check box where the water is admitted.

Levees are also made by plowing twice across and bank along the line and crowding the earth into the levees with a crowder or with a leveler or grader. The field is then plowed, harrowed, and seeded in the usual way. Levees when first built are too high steep, but with subsequent plowing, harrowing and settling they should become more level about the time the first crop of alfalfa is ready to be cut.

A ditch is built to carry water to each check or pair of checks. Its capacity should be fully equal to the quantity of water used, which in California is about 10 cubic feet per second. Each check should be provided with a box controlled by a gate of wood or concrete.

In irrigating by the check method the entire flow of the ditch is turned into each check in turn. A large stream is used in order that it may quickly reach the portion farthest from the ditch.

## Chief



Christopher D. Sullivan, New York leader of Tammany Hall in New York who succeeded the late James J. Dooling as head of the famous Democratic organization. Following his election, Grover Whalen withdrew as a candidate for mayor of New York in favor of Senator Royal S. Copeland.

## Vega News

MRS. H. R. SHIELDS

Mr. and Mrs. A. F. Linger have gone to Hooker, Colo., for a month's vacation.

The Methodist Missionary Zone meeting will be in Canyon next Tuesday, Sept. 8. Mrs. Raymond Thompson is Zone leader.

Mrs. Iva Houseman entertained her Sunday School Class, Wednesday night at the W. A. Jinks home. Games furnished diversion for the evening. Refreshments of cake and punch were served.

The Kiwanis Club entertained their wives with a watermelon feast on the C. L. Morris lawn, Tuesday night.

Mr. and Mrs. A. M. Click and son, Frank, of Springfield, Mo., are the guests of Mr. and Mrs. B. M. Montgomery this week.

Mr. and Mrs. Harold Ivy are visiting friends and relatives in Vega this week.

Mr. and Mrs. Lawson Stevens of the Rafter O Ranch left Monday for two weeks visit with friends and relatives in Floydada, Decatur, and Hillsboro.

The Worth White Home Demonstration Club met with Mrs. A. G. Bell last Friday with Mrs. Jack Roberson as co-hostess.

Mr. and Mrs. Raymond Thompson and C. E. Winder spent the week-end in Antonito, Colo., Lodge. Mrs. C. Winder and Cecile returned home with them Monday.

The section house in which Mason King and family, also J. A.

The water is allowed to run just long enough to reach the depth desired, after which it is turned into the next check.

Brents and family, were living, was destroyed by fire late Thursday afternoon.

Miss Edith Shields returned Monday from a visit with friends in Yellowstone Park. She left Wednesday for Carlsbad, N. M. where she will resume teaching, Sept. 6.

C. C. Wimberly spent the first of last week in Tulla.

Information contained in a report received in Jack Roberson's Office, County Clerk, from the Texas Old Age Assistance, stated that 38 resident persons of Oldham County received \$490 benefit.

A group of Agriculture students from Tech, located at Lubbock, spent Wednesday with their instructor, Dr. A. W. Young, observing the Oldham County Soil Erosion Project.

Bud Gault was taken ill with an attack of Angina Pectoris last week.

Ruth Halliburton had her tonsils removed in Amarillo last week.

Dick Morris and family spent the week end in Espanola with Herb Yates and family.

Miss Pauline Freeman is visiting her sister, Fern, in Plainview this week.

Miss Rachel Shields received her B. A. degree from Canyon Teachers College Monday night.

Mr. and Mrs. E. C. Winder left Friday for El Paso where they will reside during the winter months.

Mrs. Jack Roberson and children were Amarillo visitors Friday afternoon.

Mr. and Mrs. Bill Ownsby of Midlothian are the guests of Mrs. Ownsby's parents, Mr. and Mrs. D. W. McKendree.

Mr. and Mrs. Marshall Howard and Mr. and Mrs. Bill Ownsby left Saturday for a fishing trip in New Mexico.

Mrs. J. T. Shelton attended the Pan-American Exposition in Dallas last week.

Mr. and Mrs. Jess Giles attended Baccalaureate service to Canyon Teachers College Sunday night.

Mrs. Floyd and children of Lubbock were the guests of her aunt Mrs. C. M. Raley, last week.

## Adrian News

BY MRS. A. G. BELL

A bridal shower honoring Mrs. Bill Brown was given in the home of Mrs. Edgar Jacobsen, Friday, Aug. 20.

The general plan was that of a grade school recital with Mrs. Norman Jacobsen acting as teacher to represent Mrs. Brown who is a teacher in the Adrian school.

A number of original poems were given by various guests dressed as small children. After the recess period, the honoree was asked to pass the waste basket. To her surprise she collected a great many lovely gifts.

Refreshments were served to thirty guests.

Mr. G. A. Syms returned to

Adrian after receiving his M. A. degree from Colorado State College of Education at Greeley, Colorado. He and his family spent two weeks at Glen Haven, Colo., and were relieved of hay-fever the second day.

Mrs. Little, sister of Mrs. Collier, who has been spending the summer here, returned to her home last week.

Mr. and Mrs. Wiener Tolbert and two daughters of Pampa spent one night last week with his brother, Bill Tolbert.

Mrs. Reynolds and Neomi have returned from Cordell, Okla.,

where they spent two months with Mrs. Reynold's mother, Mrs. Glascock.

Mrs. Glenn visited in Fort Worth last week with her sister. Last week with her sister in Vernon.

Mrs. V. Jones spent four days Mr. and Mrs. M. H. Zaring, Jr., of Amarillo spent Thursday and Friday with his parents.

Mrs. Russell, Nora Jean and Mary Ruth, were week-end guests at the Bell home.

Claude Benton, J. W. Alexander, and Truman Hines transacted business here first of the

week. Mr. C. Glascock shipped two cars of calves which averaged 638 pounds and one car of cows which averaged 1212 pounds to Kansas City. They were sold to an Amarillo buyer.

John Bourland of Lamont visited his sister, Mrs. Bill Brown, two days last week.

R. A. Freeman is driving a new Oldsmobile.

G. F. McVean and son of Roscoe have charge of the Caprock Filling Station. He is a brother of Mrs. W. J. Brown.

er for the Art Flower Shoppe of Oklahoma City, visited friends here Monday.

Mrs. Orville Calhoun and Claude Walls both have new Terraplane cars.

Mrs. Emmett McAdoo and Mrs. Clyde Wells of Amarillo visited relatives Saturday.

Mr. and Mrs. Ross spent Sunday in Tulla.

Mr. and Mrs. H. C. Mower of Logan, N. M., visited relatives here Sunday.

Walter Limke has a new Plymouth.

# Announcing...

## the opening of the

# Moore Independent Oil Co.'s

## NEW WHOLESALE and RETAIL WAREHOUSE

### for Panhandle Refining Company

## Petroleum Products



MOORE INDEPENDENT OIL COMPANY  
New Home of Panhandle Petroleum Products

**P**anhandle  
Petroleum  
products

OF  
.... Quality  
.... Reliability

GASOLINE  
KEROSENE  
GAS OIL  
TRACTOR FUEL  
DISTILLATE

# Farmers

BOTH IRRIGATION AND...  
... DRY-LAND FARMERS

We are proud of our new warehouse, storage tank dock and filling station on Highway 60—because of the fact that it will enable us to better serve motorists and farmers of this section more efficiently in the dispensation of Panhandle Refining Company's high quality petroleum products.

Besides the products listed on the left we have a complete line of the best motor oils and greases, accessories, tires and the best kerosene in the world. Let us save you money on these motor fuels that do the job—Better—Easier—Cheaper. When in need of fuels or greases just PHONE 161—We deliver them without delay to your farm or home.

We heartily congratulate the farmers of Deaf Smith and Castro Counties on their great irrigation projects and invite you to pay us a visit—You are always welcome at Moore's.

"ALL OUR INTERESTS ARE IN HEREFORD"

# MOORE INDEPENDENT OIL CO.

Phone 161

Troy Moore, Manager

1-2 MI. East of Hereford

WE HEARTILY  
Congratulate

The Farmers of this section on their  
Irrigation and Electrification Program

## CORNER DRUG STORE

RALPH RODEN

J. J. CLARK

## A Meeting Place for Farmers

We Buy  
CREAM  
EGGS  
POULTRY

Fair Test—Always Maximum Prices

STAPLE and FANCY  
GROCERIES

FRESH and CURED

MEATS

FRESH

Fruits and Vegetables

# FLOWER'S

I. V. Flowers, Owner  
GROCERY

PRODUCE

Thanks for your past business, we hope you will let us continue to serve you.



### Balanced Farm Programs Seen In This Section

#### PLEASURE, COMFORT AND ABUNDANT WATER ARE SEEN IN AREA

(Continued from page 1, Sec. 7) age. Keeping a few milk cows from which he realizes a steady and substantial income and finds a ready market for his products here at home, the farmer gains a regular weekly pay check; several hogs can be kept at a small cost, furnishing all the meat needed for home consumption and enough to sell which more than pays for their keep. More than enough chickens, eggs, turkeys and geese can be raised by the housewife to pay all the household expenses.

#### Gardens Are Numerous

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

A shining example of what can be done in way of farming here has been set by J. F. Ward, one mile south of town. Mr. Ward qualified as a Master Farmer in a state-wide contest in 1929, being one out of ten in the whole State of Texas who gained this distinction. He farmed 106 acres of land, on which he made his enviable record. He has a nice farm home, which features every modern convenience.

Hereford, the county seat of Deaf Smith, is a wide-awake, thriving little city, located on the main line of the Santa Fe railroad; recently surface work has been completed on highway 60, which passes through the south portion of the city. The Hereford public schools are among the best in the Panhandle, and the town boasts the finest church edifices of any town its size in the Panhandle. Other outstanding institutions include the County Hospital and a fine County Library. Hereford's city hall is also an object of envy among other small towns in this section.

#### Has Many Parks

Hereford has more parks than any city twice its size in West Texas, and the completion of Hereford State Park and a fine country club building have placed it foremost among other Panhandle towns in this line. Its golf course weekly attracts visiting players from Clovis, Amarillo and other cities.

The Tierra Blanca, a clear-water creek, runs the full length of Deaf Smith County and is a mecca for pleasure seekers in the spring and summer months. Good fishing includes perch, catfish, and bass, which are caught in abundance. People come from all over the Panhandle for picnics, outings and fishing on the Tierra Blanca and its shaded banks.

#### Ideal For Homes

All in all, Hereford and Deaf Smith County are ideal places to

live. Rural Electrification represents comforts, progress and an ideal home life on the farm. Irrigation, which made electrification possible, represents a type of crop insurance which is to be found only in areas that afford an abundance of water. Hereford, the first town in the Panhandle-Plains to discover and make use of the vast underground supply of water, also holds the distinction of being the first town on the Panhandle-Plains, or even in West Texas, to secure an electrification program. Both phases of development go hand in hand.

Already they have resulted in the possibility of a million dollar beet sugar factory. More developments are sure to follow.

### Bethel Items

MRS. JIM BAGWELL

The Bethel Sunday School surprised Mr. and Mrs. Earl Lust with dinner on their twentieth wedding anniversary. There were 47 members present.

David Jenks and Fred McClung of Granite, Okla., were guests in the homes of Kay Roberts and George Bagwell the past week.

Those attending the graduation exercises of the West Texas State Teachers College of Canyon were: J. G. Davis and family, Earl Lust and family, Vern Lust and family, Leland Smith and family, Jim Bagwell and family, Jim Givens and family, Homer Terrell and family, Mr. and Mrs. Kay Roberts, Melton Richardson, and Bryan Sinclair and family.

Earl Jones of Flagg gave a dinner demonstration in the home of Mrs. Kay Roberts Friday afternoon.

Mrs. Jim Bagwell and Grace Marie, Mrs. Vern Lust, and Ouida Byrnes were shopping in Plainview Friday.

Christine Bagwell spent the week-end at home.

Miss Kathleen Rothwell of Dimmitt, Patsy Jean and Albert Clubb, Jr. of Petersburg, spent the week-end in the home of Jim Bagwell.

Dorothy Mildred Lust spent the week-end visiting friends in Hale Center.

Mr. and Mrs. Moss Howell and family and Gaston Howell, visited in the home of their brother, Gid, of Olton Sunday.

Mr. and Mrs. J. A. Bagwell visited friends in Floydada over the week-end. They also visited their daughter, Mrs. J. S. Teague of Plainview.

### Wyche Items

BY PEGGY VALENTINE

Peggy Valentine returned Saturday afternoon from a four weeks vacation spent in Oklahoma and Kansas with friends and relatives.

Tom Medlin is building an extension on his house in this community.

Mrs. Zella Eden and family from Albuquerque, N. M. and R. C. Valentine and family spent Sunday afternoon in Amarillo visiting with Lorene Valentine. Mrs. Eden and family returned to their home in Albuquerque Monday after spending a week in the R. C. Valentine home.

Mrs. R. W. Elliston and children, Mr. and Mrs. B. D. Fortner and Ivagene Elliston spent the week-end in Clovis attending a Camp meeting.

Mr. and Mrs. Jim Gandy of Hereford attended church and Sunday school at Wyche Sunday.

This community plans to have a revival during the month of September. Everyone is urged to attend Sunday school each Sunday at 10:30.

Mr. and Mrs. Joe MacMillan, and Garnet MacMillan of McComb, Ill., and Gale Valentine of Detroit arrived in Hereford Monday for several weeks visit with Mrs. MacMillan and Gale Valentine's brothers, R. C. and Wink Valentine of this city.

### Ward News Notes

MRS. GEORGE SUGGS

A large crowd attended the ice cream social, Friday night.

Mr. and Mrs. G. M. Suggs of Hereford spent Friday in the home of their daughter, Mrs. Jim Lipscomb.

Mrs. Carroll spent Friday in the home of her daughter, Mr. and Mrs. Saltzman.

Mr. and Mrs. Harvy Oliver and sons of Fort Worth have been visiting in the home of his nephew, Mr. and Mrs. Robert Veigel.

Mr. Edwin Comer of Hutchinson, Kansas, visited relatives in this community Monday.

G. T. Higgins and a friend, John Pool of Canyon, spent the week-end in Carlsbad, N. M.

Mr. and Mrs. Charles Veigel of Lockney and Mr. and Mrs. Melvin Walter of Kress were visiting in the Robert Veigel home the past week.

Miss Waldeen Dodson, who has been visiting her aunt, Mrs. Geo. Suggs, returned home Saturday.

### King In Shorts Forgets Cares



Garbed in shorts and stockings and sweater to enjoy a day of fun, George George VI is shown on a recent visit to the duke of York's camp for underprivileged boys at Southworld, England. Forgetting the cares of state the democratic monarch ducks under a barrier to get a better view of a football match.

### Every Day Will Be Circus Day At Tri-State Fair This Year

AMARILLO—Every day will be circus day at the Tri-State Fair here, September 20-25.

Besides afternoon and night performances throughout the week by the combined Al G. Barnes and Sells-Floto circuses, there will be a daily rodeo staged by Butler Brothers of Elk City, Ok., a spectacular night attraction in front of the grandstand and the long midway packed with the carnival color of Crowley's United

Shows on their first Texas engagement.

Entertainment features of the exposition's crystal celebration will be well-balanced with educational values and excellent exhibits.

In fact, prospects for the best exhibits and the keenest competition never were better, officials say.

The Tri-State Fair's live stock show this year will be the largest

in Texas. A similar attraction planned originally as an October feature of the Greater Texas and Pan-American Exposition at Dallas has been cancelled.

Other department will be equally complete.

Again this year the exposition officials have obtained the services of nationally-known judges to award more than \$20,000 in cash premiums, guaranteed for payment in full.

Only 15 years old, the Tri-State Fair long has attracted record crowds. The attendance record, 60,000 men, women and children on the grounds in one day, probably will be broken this year.

"For its crystal celebration the Tri-State Fair will measure up to the time-worn yardstick of 'bigger and better' because crops are the best in five or six years, because business generally is improving and because the exposition this year is offering more major attractions than any other time," said O. L. "Ted" Taylor, secretary-treasurer.

### Wildorado Plans Revival Meeting

Rev. Carrol Holtzclaw, pastor of the Palo Duro Baptist church south of Wildorado, today announced that the church will open a revival meeting Friday, Aug. 27.

Rev. J. H. McClain of Ballinger, Tex., will conduct the revival; he is an old timer in the Ballinger area, having gone there 40 years ago. Rev. Holtzclaw will have charge of the music during the meeting.

Morning services are scheduled to begin at 11 o'clock each day, and evening services will be held at 8:30 o'clock. The revival will continue through Sunday, September 5.

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

### Rance News

EDNA BEHREND

George Colliers and family of Friona visited in the Truitt Colliers home Wednesday night.

Walter Wainscott and family, Truitt Collier and family and Earnest Craig attended the meeting at Summerfield Friday night. Mr. and Mrs. C. H. Stewart and son, Allen, and niece, Miss Irene Burt, visited in the H. G. Behrends home Sunday afternoon.

Miss Irene Burt of Ft. Sumner, N. M., visited in the home of her uncle, C. H. Stewart, over the week-end.

Revival meetings began Sunday night with Rev. Jones preaching. There were 58 present Sunday morning and 55 present Sunday night.

Vernon Stewart and Ben and Raleigh Rule were in Ft. Sumner Friday and Saturday.

Faye Wainscott spent Sunday with Agnes Behrends.

Dean Story spent Sunday with his parents, Mr. and Mrs. J. D. Story, returning to Dalhart, Monday afternoon.

Mr. Gilpin of Hereford visited in this community Thursday.

Mr. and Mrs. R. L. Rule and sons made a trip to Ft. Sumner Tuesday.

David Rasebury and his friend, Glenn Geneva of Amarillo, are visiting his aunt, Mrs. John Cress.

Walter Wainscott and family were visitors in Sudan, Wednesday evening.

Electric range units operate more efficiently with flat bottomed utensils than with utensils with uneven bottoms. The utensil should also be of approximately the same diameter as the heating unit.

Sows seem to have an uncanny ability for picking the coldest day of the year for farrowing the spring litter. An electric heater placed nearby may save the pigs.

## Conoco

The Choice of FARMERS and MOTORISTS

Conoco's great record of expansion is paralleled only by that of Irrigation Expansion in this territory in recent years. Today, Conoco is first choice of motorists and of farmers because it gives better results and greater protection. Conoco's lubrication experts have produced oils and greases which answer the need of every form of mechanical power, and which are used in some of the nation's greatest mechanical plants.



- CONOCO Germ-Processed Motor Oils
- CONOCO Gasoline
- CONOCO Greases

We wish to express our sincere congratulations to the Irrigation farmers of this territory upon their general expansion, and aggressive spirit which has made their achievement possible. Water has ever been a problem since man's first attempts at agriculture, and in solving that problem the farmers of this section will realize more happiness, greater comfort, and generally improved conditions. We are glad for your success and invite you to allow us to be of any possible assistance to you.

### IRRIGATION FARMERS You Are To Be Congratulated

Everything the farmer needs in the way of lubrications and fuels for his farm machinery and irrigation equipment can always be found at our wholesale house or at one of our stations . . . and you can always depend upon Conoco Service and Quality.

O. E. Easley  
CONOCO DEALER

SEPTEMBER 1,  
IS  
FALL HAT DAY

Here's SATISFACTION INSURANCE For you!

SWITCH TO QUALITY

FOX

FORTUNE SHOES \$4

SEE THE SIGNED O. K. CERTIFICATE WITH YOUR FORTUNE SHOES

Style Quality Selection

Need new shoes for your fall outfit? Take a look at these two Fortune, English brogues . . . styles specified for the newest tweed suiting and outdoor outfits. Stop by and see them . . . \$4, most styles.

See Our New Styles Before School Starts

Just received our new Fall line of Hats in many snap and roll brim styles, priced \$2.00 to \$3.95

Whether you are going to be a sedate senior in college or a freshman in high school, you will find the correct clothing and styles at our shop . . . Just what you want and like . . . and what all the fellows are wearing. We boast authentic clothes for every occasion. See our big line, including new fall hats and suit samples.

**DRI-SHEEN**  
PROCESS CLEANERS

Congratulations FARMERS OF DEAF SMITH and Adjoining Counties on Your Rural Electrification and Irrigation Projects!

**Fox Cleaners & Hatters**  
Phone 111 THE MAN'S SHOP Phone 111  
HOMER FOX

KNITS and BOUCLES

GUARANTEED: BLOCKING CLEANING • STYLING

To meet fashion's current demand for knitted garments, we have installed the Glove Knit Blocking Machine, an entirely new and scientific method of measuring and re-blocking both hand and machine-knit sweaters, coats, suits and dresses.

**STAMBAUGH COMPANY**



### Marvin Jones Works To Aid Texas Farmers

#### DEFENDS FARM TENANT BILL IN DEBATE BEFORE HOUSE

(Continued from page 1, Sec. 7)  
 "I have seen the hot winds come and sweep a blistering trail across those prairies and the heavens become brass and the earth iron, with the people almost choking and the dust sweeping all over the breakfast tables of the Nation. I believe there is a way to remedy this. I believe they have found a way to handle this situation before it spreads like a poisonous growth over the Nation."

### Shallow Water

(Continued from page 1, Sec. 7)

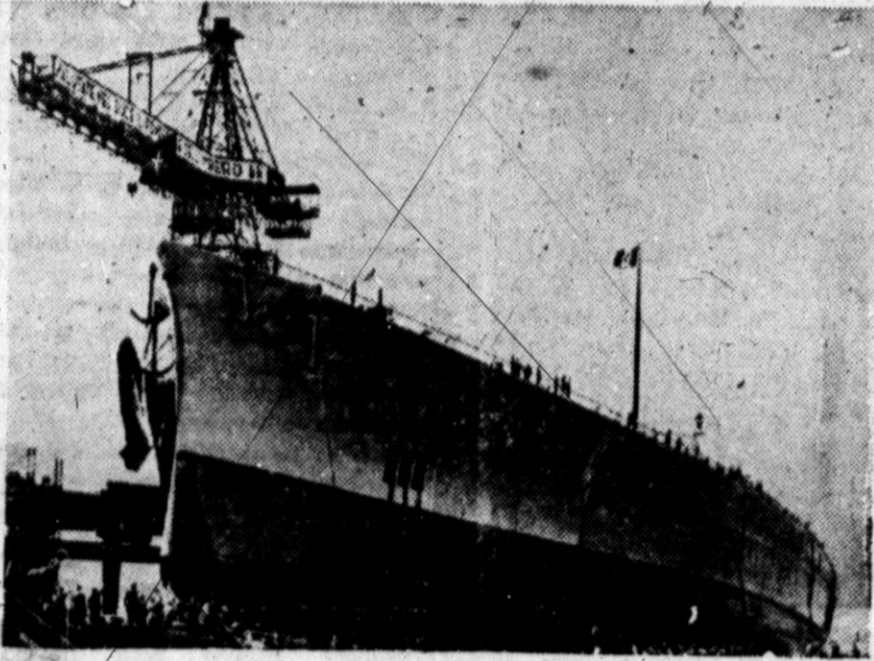
visitors who have not become accustomed to them.

Of equal importance, especially in the Hereford territory, is the production of alfalfa and row crops. These yields are generally high and form the basis of a diversified program for this country. Climate, location and natural tendencies of residents of the Hereford area contribute to make the section an ideal feeding ground for live stock. This situation works hand in hand with irrigation, because it allows farmers to irrigate different crops at different times—thus affording the greatest possible returns from their investments in wells, pumps and other irrigation equipment. Such diversification also gives them a balanced program; when the price is low on one commodity, they have an opportunity to gain back possible loss through the sale of another.

#### Hereford Area Leads

First in irrigation and first in rural electrification, the Hereford territory has long set the pace for the Panhandle Plains in means and method of constructive, profitable development. Today plans are under way for a million dollar sugar beet factory in Hereford. The possibility of a canning plant for tomatoes and other

### Italy Launches Big Battleship



Thousands shouted and waved their hats as this sleek monster slid down the ways at Trieste, marking a red-letter day in Italian naval history. The battleship is the Vittorio Veneto (35,000 tons), the largest of Italy's sea-warriors and one of the largest in the world. The sign on the launching mast reads: "Hail Il Duce as founder of the empire."

truck yields is highly possible.

Irrigation makes the shallow water district over the entire Plains an ideal place to live; already modern farm homes are springing up over the entire area as a tendency to own and live on the Plains land shows stronger evidence daily. As rural electrification spreads, this tendency is destined to increase over the entire belt.

### Friena News

BY JOYCE LANDRUM

Mr. and Mrs. E. R. New spent a few days last week visiting friends in Lamesa.

Mr. Buck Fallwell and Clyde Crow were Clovis visitors Monday night.

Misses Margot and Maxine McLean of Albuquerque, N. M. spent a few days of this week here visiting friends.

Mr. and Mrs. Ray Landrum, accompanied by Mrs. J. L. Landrum and daughter, Joyce, spent Wednesday in Clovis. Mrs. Landrum remained for a few days.

Mr. and Mrs. J. D. Buchanan and family left Thursday for Carlsbad Caverns. They returned home Sunday and report a very enjoyable visit.

Messrs. A. C. and John Bengger, Misses Nadine and Lucille Bengger, and Mr. L. M. Bengger and family, and Mrs. A. N. Bengger spent a few days of last week touring through parts of New Mexico. They visited in Santa Fe, Taos and Las Vegas.

Mrs. Naome Todd and sister, Miss Ruth Thomas, accompanied by the Messrs. Mac Turner, Sam Welr, and Roy Hughes, visited the Canyons Sunday.

Mr. and Mrs. L. B. Redwine of Hereford spent Sunday here in the O. G. Turner home.

Chester Sheets was an Amarillo visitor Sunday.

P. L. New and Leo McLean were business visitors in Farwell Wednesday.

Ralph Prendell of Floydada was a business visitor in Friena one day last week.

Hershel Johnson, accompanied by his sister, Miss Freda Johnson spent part of last week visiting relatives in Dallas.

Miss Martha Slagle of Lubbock arrived in Friena Sunday night to spend a few days here with friends and relatives.

Miss Lucille Curry, who has been visiting in Lubbock and Amarillo for the past week, returned home Sunday.

Irvin Johnson and daughter, Freda, were Hereford visitors Friday.

### Easter Items

BY LOUISE FRYE

The revival meeting closed Sunday night with several conversions and several joining the church. This community sincerely extends their thanks to Rev. Hardy for the splendid work that he has accomplished.

Mrs. Tom Sanders and children of Hereford, Mrs. Ira Woolley of Jumbo, and Mrs. Dickerson and son of Canyon, were dinner guests in the Clayton Woolley home Sunday.

Mrs. and Mrs. Doe Cason and family of Wellington are visiting this week in the home of Mr. Cason's sister, Mr. and Mrs. Ed Allen and family.

Paul Medley returned home Saturday after a week's visits in the home of his father B. H. Medley.

Mr. and Mrs. Henry Allman and family left Friday for Creed, Colo., for a two week's vacation. Ben Medley and Foster Blal, and Wilma Parker took Sunday dinner in the J. S. Smith home.

Mr. and Mrs. George Chambliss and family visited Sunday in the Frank Axe home of Jumbo.

Mrs. W. E. Betts, Doctor and Mrs. Clyn Smith and son, Clyn, all of Clovis, N. M., visited Sunday in the Carl Frye home.

The Lee Parker family moved Friday from the Workman farm to two miles south of Dimmitt. We hope they will like their new home very much although they will be missed from this community.

Reverend and Mrs. Hardy and family, Reverend Johnson and Carly Ray Frye were guests in the Milton Carter home Sunday.

Mr. and Mrs. Carl Frye returned home Tuesday night from a two week's vacation trip to the west coast via Seattle.

Noland Fields a former resident of this community who now lives in Portales, N. M., is visiting his sister, Mrs. Fred Walton.

Tests show that the mortality rate of the laying flock can be greatly reduced when ultra-violet lamps are installed in the henhouse.

The radical of today generally becomes the conservative of tomorrow. Just as soon as he obtains what he wants, he doesn't like to see any further change.



## Farmers-

TRY YOUR

# PHILLIPS "66"

AGENT FIRST

## FOR QUALITY FARM FUELS

We carry a complete line of farm fuels to answer every need; for Irrigation power units, for tractors, trucks . . . in fact, just about all of them—and then, we also feature a complete line of greases and lubrication oils. For years we have been serving irrigator farmers satisfactorily . . . Try your Phillips "66" Agent first—you will like his friendly service and our reliable products.

### GOOD MOTORS Demand Good FUELS

We congratulate the irrigation farmers of this territory upon their aggressive and successful expansion of irrigation activities during recent months. We know, just as you know "Good Motors Demand Good Fuels!" By taking care of your motor, it will last longer and give you better service in the long run, that is why it always pays to buy good fuels. Phillips "66" is foremost in this territory in dispensing Good Fuels along with good service and at fair prices. Follow the example of your successful Irrigation neighbor . . . Get good fuels for your power unit, your tractor, trucks and other machinery . . . take no chances—Get Phillips "66".

Motorists  
 Fill-Up At  
 Phillips "66" Sta.

No. 1

EAST THIRD STREET  
 Aubrey Daniel, Mgr.

And At

Phillips "66" Sta.  
 No. 2

Noel Andrews, Mgr.  
 1ST and MAIN STREETS

## PHILLIPS PETROLEUM CO.

T. E. Majors, Agent.

# POMONA PUMPS

## TEN YEARS AHEAD

Dependable in the extreme, a Pomona turbine pump will produce more water per dollar for you; it will operate season after season without costly upkeep; and it will deliver more water from your well in less time and will transmit it efficiently to the desired level. Thousands of Pomona pumps are in satisfactory service throughout the world, backed by a strong thirty-three year old manufacturer who stands back of these pumps without qualification.

### SIXTY SPECIAL POMONA FEATURES ASSURE UNCEASING SATISFACTION AND ECONOMY

Two Pomona features are of particular importance to irrigation well operators. One is the fact that Pomona pumps are water lubricated. This makes unnecessary the use of oil or grease below the surface; and eliminates contamination of the water stream with oil or grease when parts become worn. Second big Pomona advantage is its Goodrich patented, cutless bearing in every bowl. Any sand that creeps into a metal-to-metal bearing will quickly wear it out, necessitating the pulling of the pump and costly repairs. In the Pomona, any sand that reaches the resilient water-lubricated bearing is quick-

ly flushed out and does not harm the bearing. This is the reason Pomona Pumps can operate for years with the least cost of maintenance. Other Pomona features only slightly less important to irrigation farmers are: 1) Constant, positive lubrication throughout entire pump at all times; 2) Semi-open type cast-bronze impellers which do not sand lock, avoiding this grave problem so frequent with other types of pumps when pumping is first started; 3) Highest range of efficiency in all sizes; and, 4) Pump heads are convertible from belt drive to direct motor drive and vice versa.

Write, stop in, or phone for new forty-page descriptive catalog. Specific information, prices, etc. on your particular pumping problem furnished gladly upon request.

# CLOWE & COWAN, Inc.

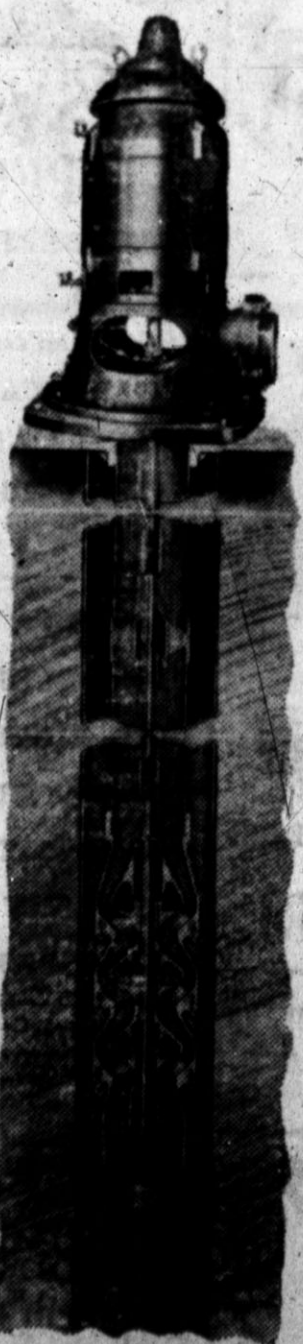
PANHANDLE DISTRIBUTORS

223 WEST 4th

PHONE 2-3248

AMARILLO, TEXAS

Outaway section of Pomona Water Lubricated Turbine Pump in deep well with Unit-drive motor, and surface discharge pump head.





## Most Crops Are Irrigated With Furrow Method

### UNIFORM DISTRIBUTION IMPORTANT FACTOR IN WATERING

Nearly all crops planted in rows and cultivated are irrigated, by means of furrows between the rows.

This applies to such crops as potatoes, sugar beets, corn, cotton, melons, vegetables, and fruit. Some soils bake and crust badly after the surface has been wet; others are so steep that newly seeded crops can not be irrigated by flooding. In some cases only small streams of water are available for irrigation. Under all of these conditions small grains, hay and pastures are often irrigated by the use of small furrows 18 to 48 inches apart. This is the furrow or corrugation method of irrigation. In preparation for using this method, the ground is first plowed, leveled and graded in much the same way as that described for flooding from field laterals. The field is then divided so that each part can be watered readily from a ditch running approximately at right angles to the furrows, called the "head ditch." The distance between any two adjacent head ditches depends chiefly on the soil. In porous, sandy soils, furrows should not be more than 300 feet long. In soils which absorb water less freely, they may be from 400 to 1,000 feet long. The head ditches are fed from the main supply ditch of the farm, and usually are made after the field is partially leveled and graded.

#### Water Hard To Divide

The chief difficulty in furrow irrigation is to divide the water in the head ditch fairly equally among a large number of furrows. The irrigator may wish to turn water into 50 furrows at the same time, and unless he uses some device other than a shovel, full of dirt taken out of the ditch bank the distribution will not be uniform. One of the best devices yet used for this purpose is a short pipe or spout, which may be made of wood. For streams of less than 1 miner's inch, two pine laths cut in two and the four pieces nailed together in the form of a pipe serve very well. For streams requiring from 1 to 6 miner's inches half-inch boards of the required width are used in place of the laths. One of these pipes is inserted in the lower bank of the head ditch opposite each furrow. When this system is used, the head ditch should be divided into a series of level sections by checks and drops, rather than have a uniform slope. In each section the pipes should be set at the same elevation; 2 to 3 inches below the water level.

Sometimes a small temporary head ditch is built just below and parallel to the main supply ditch. The water is distributed to the furrows from the head ditch. Where water is scarce and valuable flumes and pipes of various kinds are used to convey and distribute the water to furrows.

## Progressive News

BY OLIVE PERKINS

Mr. and Mrs. Arch Conklin and children spent Sunday with her parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. C. P. Caldwell visited Mr. and Mrs. Jess Caldwell at Dawn Sunday.

Mr. and Mrs. C. C. Bowman and son, William, visited Mrs. Annie Diebel in Hereford, Sunday afternoon.

Rev. and Mrs. Tom Proctor and family of Greenfield, Mo., visited in the C. P. Caldwell home Wednesday. They were on their way to California. Mrs. Proctor is a sister of Mrs. Caldwell and this is their first visit in 23 years. Mr. and Mrs. Jess Caldwell, and daughter of Dawn, Mr. and Mrs. Jeff Roberson and sons of Joel, and Mrs. Cecil Hodges and children of Daniel visited in the Caldwell home Wednesday with Mrs. Proctor and family.

Miss Olive Perkins called on Mrs. F. H. Oberthier Saturday afternoon.

Jim Caldwell of Vernon is visiting his uncle, C. P. Caldwell and family.

Little Misses Zelma and Thelma, twin daughters of Mr. and Mrs. Howard Hershey of Hereford, visited their grandparents, Mr. and Mrs. Ray Hershey, last week.

Mr. and Mrs. F. H. Oberthier of Hereford called on Mr. Per-

kins and Miss Olive, Sunday afternoon.

Mr. and Mrs. Charles Hodges called in the C. P. Caldwell home Thursday evening.

Mrs. C. C. Bowman, Mrs. Ira Ricketts, Miss Lucille Park, and Orin Russell were in Amarillo Saturday selecting the electric light fixtures for the school house.

The REA men were in Progressive Community Thursday securing the right-of-way for the electric light line.

This community did not receive any of the rains last week, but it is in need of rain on the row crops and wheat land.

Miss Eunice Caldwell is staying with her sister, Mrs. Cecil Hodges of Daniel, while Mr. Hodges is in the Veterans Hospital at Albuquerque, N. M.

Mr. and Mrs. Ray Hershey called on Mr. and Mrs. J. L. Click Sunday evening.

Mrs. S. A. Edwards has been sick the past week.

On account of the torn-up condition of the school house from painting the interior, Sunday school was dismissed, Sunday afternoon. Singing was held in the C. C. Bowman home Sunday evening.

Mr. and Mrs. Ray Hershey, Mr. and Mrs. Arch Conklin and children of Hereford, called in the Clarence Conklin home at Dawn Sunday afternoon.

Club met with Mrs. Ira Ricketts in an all day meeting last Wednesday. A lovely dish luncheon was enjoyed during the noon hour. A quilt was quilted. During the business session, the year books were given out. The next meeting will be with Mrs. Blakemore.

Miss Olive Perkins and Mrs. F. H. Oberthier of Hereford called on Mrs. G. H. Brooks and Miss Virginia Brooks of Oklahoma City, Okla., one day last week.

Mr. and Mrs. Howard Hershey and daughters of Hereford called in the Ray Hershey home Sunday evening.

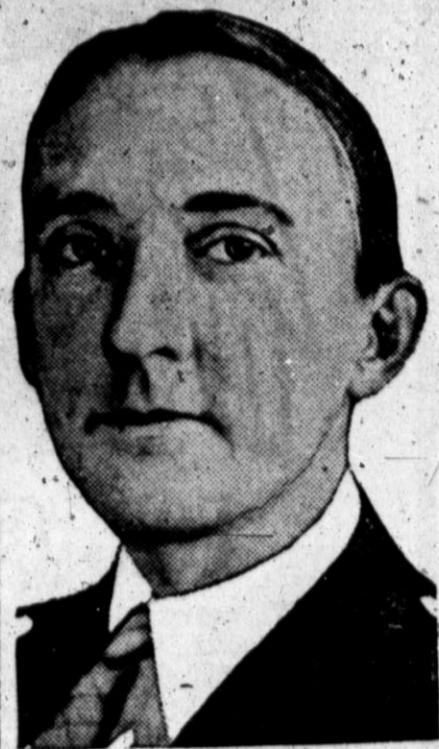
A seven pound girl was born to Mr. and Mrs. Luke McBrayer Monday morning.

Betty Jean and Zola Faye McBrayer and LaNelda and David Dougherty of Broadview, N. M. are spending a few days with their grandparents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. Ira Ricketts and family spent Sunday with his parents, Mr. and Mrs. W. A. Ricketts of Hereford.

A WANTED AD WILL GET THAT FLOW!

## Supreme Court



Senator Huga LaFayette Black of Alabama, whose nomination to fill the Supreme court vacancy created by the retirement of Associate Justice Willis Van Devanter, was presented to the senate by President Roosevelt. Black is a vigorous New Deal Democrat, is fifty-one.

It should be increased, since this is the critical stage in the life of the plant and more water is required. The moisture in the root zone should be carefully watched and irrigation water applied whenever the soil is getting dry. Since potatoes are not deep rooting and are sensitive to drought they require rather frequent irrigations after the tubers are set.

## Frio News Items

MARGARET MOBLEY

W. M. S. met Wednesday, Aug. 22, with Mrs. Elmer Jones. Ten members and one visitor were present. The next meeting will be with Mrs. T. L. Sparkman, Jr., September 1.

Merle Keyes of Shamrock and Clayton George of Wolfe City were guests in the R. L. Rance home Thursday.

Albert Haupe, James Evens, Glenn Evans, and Mr. and Mrs. T. L. Sparkman, Jr., were in the Lester Sparkman home Sunday.

D. O. Benson of Wheeler is visiting in the J. N. Benson home this week.

Mr. and Mrs. J. W. Mobley of

Plainview, and Mrs. F. C. Miller and son of Boyina, spent Tuesday night in the H. M. Mobley home.

Mrs. J. L. Rogers of Hereford spent Monday in the Ace Campbell home.

Mr. and Mrs. Clemens of Dimmitt visited Mr. and Mrs. Van Zant Sunday.

Mrs. C. E. Green and Mrs. R. L. Hance attended the W. M. U. meeting in Hereford, Monday.

Mr. and Mrs. Emmett Dixon visited his parents, W. S. Dixon, Sunday.

Mrs. Jay Lee Frances and W. H. Steele of Silverton visited in the W. A. Springer home Wednesday. Dorothy Buchanan and Ruby Steele returned home with them.

Mr. and Mrs. J. B. Harlin, Kitty Kloe and Harold of Hereford, and Alma Andrews were dinner guests in the H. M. Mobley home Sunday.

Mr. and Mrs. Jodie Benson, Mr. and Mrs. Deward Roberson, and Mrs. M. A. Springer of Amarillo, Dorothy Mobley and Mr. and Mrs. W. A. Springer visited in the J. E. Springer home Sunday.

Mr. and Mrs. C. R. Boyd and Lurline Dixon were in Lockney and Buoy Wednesday. Miss Dixon

remained in Lockney with relatives for a few days visit.

Mr. Ace Campbell and Mrs. J. L. Rogers visited Mrs. Doss last Wednesday afternoon.

Mr. and Mrs. J. M. Dixon called in the Oscar Jones home Sunday afternoon.

Singing was enjoyed by a nice crowd Sunday night. Special music was given by Albert Haupe and the Evans' Brothers.

A recent visitor in the W. M. Emmons home was Mrs. M. H. Smith of Dallas. Mrs. Smith is Mrs. Emmons' aunt.

## APPLICATION MEDICINAL LIQUOR PERMIT

"The undersigned is an applicant for Medicinal Liquor Permit from the Texas Liquor Control Board and hereby gives notice by publication of such application in accordance with provisions of Section 10, House Bill No. 77, Acts of the Second Called Session of the 44th Legislature, designed as the Texas Liquor Control Act."

"The Medicinal Liquor Permit applied for will be used in

the conduct of a business at 221 Main Street, Hereford, Texas."

(Signed)  
CLOSE DRUG STORE  
H. A. Close, Owner

## HERBINE

When headache, dizziness, sour stomach, biliousness, nausea, lack of appetite, and listlessness or that tired feeling, are associated symptoms of temporary constipation, HERBINE will bring relief. It is strictly a vegetable medicine, free from harsh mineral salts. 60c a bottle.

CITY DRUG STORE  
And Other Drug Stores

Protect  
What You Have  
INSURE  
John McLean  
Insurance Agency  
Phone 373

## Watering Tips On Potatoes

Potatoes and other root crops are irrigated through furrows made midway between the rows. These furrows should not be over 600 feet long, less in light sandy soils with little fall. The furrows may readily be shortened by putting more head ditches. Short furrows insure a more even distribution of water, and frequently prevent injury to the crop from water-logging of a part of the soil.

Unless the soil is well provided with moisture at seeding time, it should be irrigated before potatoes are planted. Potatoes can be "irrigated up" more successfully than other crops, but this is not good practice. The amount of moisture in the soil around the roots should be kept as nearly uniform as possible, except when the tubers are beginning to form; then

# Faith in HEREFORD and this Growing Community



When we located our store here a few months ago, we expressed our faith and belief in the fertile Hereford territory; our faith in its people and its future growth. The area stands at the head of successful Plains towns, and we are glad to be here to serve you. We promise you a continuation of our policy of honesty, complete stocks and fair dealings; it is our purpose to bring you appliances, electrical home needs and automobile accessories at prices which will compare favorably with any other Auto Store in the Panhandle. We also feature a large stock which you may choose from. Visit us once and you will become a regular customer!

GOOD SEAT COVERS FOR COUPE

As low as \$2.90

AUTOLITE (Miller Special) BATTERIES

As low as \$4.65

Hydraulic JACKS

\$3.15 And Up

## Lion Radios

New! 1938 MODELS



The new 1938 LION RADIOS, beautifully designed in many cabinet and table models are featured at our store at prices you can afford to pay. See them! Cabinet Models as low as \$59.95, Table Models as low as \$19.15 and Automobile Radio Sets as low as \$29.45.

SEE THEM AT OUR STORE

RADIATORS — CAR HEATERS

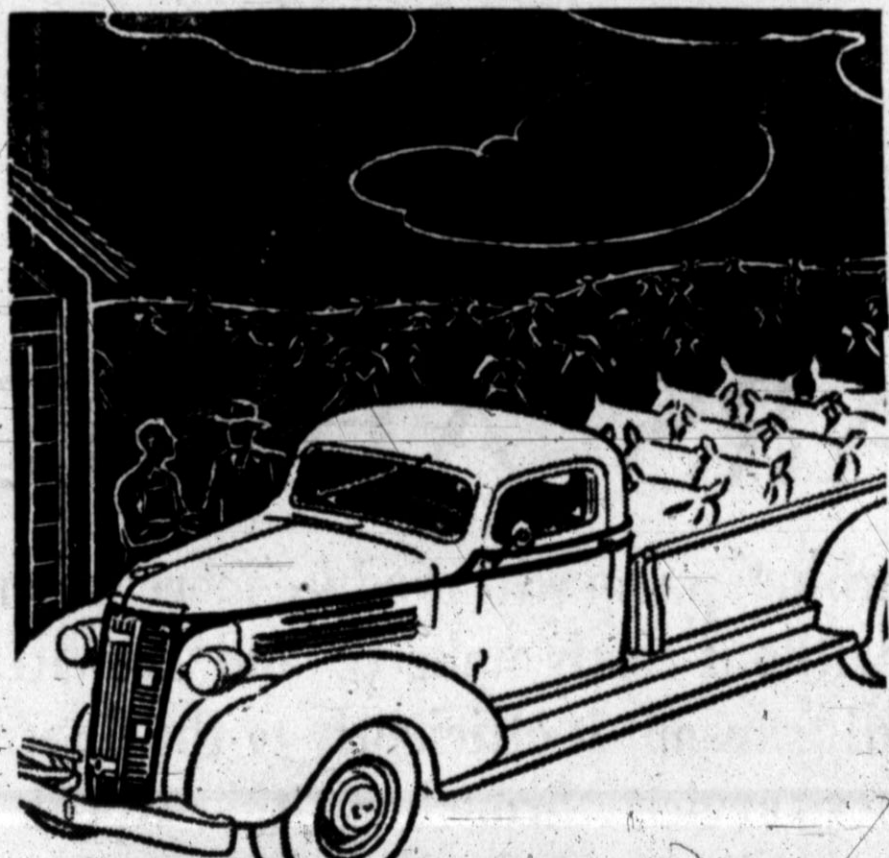
All Kinds of Tractor Parts and Bearings

MILLER'S --LION-- AUTO STORE

309 Main St.

Hereford

Wholesale and Retail Deals for McQuay-Norris Automotive Parts



LOOKS COUNT TOO...

It Costs No More to Own the Best Looking Truck

A husky truck doesn't have to be handsome, but all GMC's are. Their exclusive "Dual-Tone" color effects give a designed appearance and foster pride in ownership which is second only in owner satisfaction to GMC's low first cost, low upkeep and long life. Buy now while GMC prices are crowding the lowest!



GENERAL MOTORS TRUCKS & TRAILERS  
Norton Motor Co.

PHONE 392 HEREFORD, TEXAS 317 MAIN ST.



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## LONDON BRIDGE CLUB MEETS THURSDAY

Members of the London Bridge Club were entertained at the home of Mrs. Charles Brooks Thursday afternoon. Two tables of players enjoyed games of contract when Mrs. Lee Morgan played high and Mrs. Ernest Medkief was awarded second high score. Mrs. Ralph Boden was a guest. Others playing were Mesdames J. T. Gilbreath, Jr., R. R. Willis, Lee Morgan, Emmitt Milburn, Ernest Medkief, Nelson McRight and O. C. Holt.

## ROY JOWELS ARE HOSTS FOR SUPPER CLUB

Mr. and Mrs. Roy Jowell were hosts for the Supper Bridge Club at their home on Wednesday night of last week. Supper was served at small tables covered with bright linens. Attractive bridge accessories matched dainty candy cups at each place. High score prize went to Mrs. Jim Black for the ladies and Jim Black scored high for the men. Members and guests present were Messrs and Mesdames Bob Wilson, John Olson, Jim Lipcomb, Jim Black, John Patton and the hosts.

## LOCALS

### Vacation in New Mexico

Rev. and Mrs. T. C. Willett and sons, John and Wilbur, accompanied by Sylvester Loerwald, Jr. and Mrs. Don Fleming of Unger, left Monday for New Mexico on a short vacation trip. They expect to visit Taos, Santa Fe and other points, returning Saturday. Rev. Willett will fill the pulpit in the Methodist Church Sunday morning and will deliver the service at the Union Service Sunday evening.

Visiting Mrs. W. M. Rigler and Miss Sadie Rigler here last week were Mrs. Rigler's son, Frank, and her two grandsons, Robert and Bruce Rigler of Plainview.

Rev. and Mrs. T. C. Willett and sons, Wilbur and Johnny are vacationing this week in the mountains of New Mexico.

Mrs. C. E. Birkmeyer and children of Amarillo are spending the week here with her parents, Mr. and Mrs. E. B. Black and other relatives.

Rev. and Mrs. Orien Carter and son of Memphis who arrived here Wednesday, accompanied her mother, Mrs. D. H. Bryant to Albuquerque, N. M., Thursday for week's visit with relatives.

Misses Maxine and Maurine Hoyle of Plainview were guests of Miss Jean Snyder over the weekend. The Hoyle sisters are cousins and the three girls were roommates at W. T. S. T. C. last year.

W. A. McCann left Tuesday for Amarillo where he attended an assembly of God Camp meeting through Wednesday.

Return Home From Vacation Mr. and Mrs. J. H. Pitman, Mr. and Mrs. J. A. Pitman and children, John Douglas and Helen returned home Sunday night on a vacation spent in Creede at Lake City, Colo. Returning with them were Mr. and Mrs. Harold Close and two sons, Harold, Jr., and Fred, who joined the family party in Lake City last Sunday.

Mrs. C. A. Skelton and son, Charles, returned home Saturday on a visit with her mother in law.

Mrs. Matt Gilliland and son, Jack and daughter, Miss Estelle, returned home Saturday morning on a visit with Mr. and Mrs. Matt Gilliland in Kilgore.

Mr. and Mrs. Fred W. Cathey of Son Fred, Jr., and William Gehee of Dallas have returned home after visiting Mr. Cathey's mother, Mrs. D. W. Hawkins and family here for two weeks.

Messrs. McGehee and Fred Cathey, Jr., spent several days visiting Carlsbad Caverns, Boulder, Grand Canyon and points of interest in Colorado and California.

Former Herefordite Mrs. Harriette Etzell of Phoenix, Ariz., arrived Thursday for short visit here in the home of Mrs. Jeff Gilbreath. Mrs.

Etzell is the former Miss Harriette Shirley who lived in Hereford for many years. She was joined here Saturday by her brother-in-law, E. M. Halle of Kingman, Kansas, also a former Hereford resident who at one time was president of Hereford Christian College, and together they made the trip overland to Kingman Sunday where she will visit in the Halle home. Mesdames Halle and Etzell are sisters. Mrs. Etzell plans to leave Kansas the latter part of the week for her home in Phoenix. She will be accompanied by her father, T. E. Shirley who will spend the winter there.

### To Teach At Jumbo

Miss Gladys Bryant has accepted a position in the Jumbo school for the coming year. Miss Bryant returned last week from Dodson where she assisted her brother, Rev. Noel Bryant in a revival meeting.

### Visit Old Home

For the first time in twenty-nine years Walker Nicks visited his old home in Alabama recently. Mr. and Mrs. Nicks and children, Jack and Mary, returned last week from visiting points of interest in four states. After sight seeing and visiting relatives in Louisiana, Tennessee, Mississippi and Alabama they spent a few days in Dallas at the Pan-American Exposition.

Mr. Nicks, whose health was much improved by the trip, left for his work in Portales, N. M., last week.

## Jack H. Hale Named On Local Parole Board

### EXPRESSES WILLINGNESS TO ASSIST THOSE FROM PRISONS

Announcement was made this week of the appointment of Jack H. Hale as a member of the Board of Paroles of Deaf Smith County by Governor James V. Allred. Mr. Hale is employed on the staff of the Soil Conservation office in Hereford.

Following his appointment, Mr. Hale expressed his willingness to serve on the board in the following statement: "As a newly appointed member of the Deaf Smith County Parole Board it is my desire to assist in every way possible those released from prison by parole, furlough, pardon, or who have

# Your GMC Truck Pontiac and Buick Dealer

Extends Congratulations to the Farmers of This Community On Their Irrigation Projects

Foresight is the forerunner of any communities advancement. Rural electrification stands for comfort and convenience in our farm homes. Irrigation stands for improved conditions and a dependable income. Norton Motor Company has always worked for the welfare of this growing community, and we sincerely congratulate the farmers of the shallow-water district on their irrigation projects, for we believe it to be for the betterment of the country and the prosperity of its people.

**Norton Motor Co.**  
PONTIAC BUICK  
G. M. C. TRUCKS

## Phenomenal Dance On Skates



Ginger Rogers and Fred Astaire, premier dancers of the screen are shown above in a scene from their picture, "Shall We Dance" which opens at the Star Theatre with a special preview, showing through Sunday and Monday. The dance above is performed on roller skates.

served their time in full. Too often a person just released from prison finds it hard to make good on the outside because of public sentiment against him.

"We should realize that there are many men and women in prison today who are earnestly desirous of becoming good and useful citizens when they are released from prison and with proper encouragement and assistance they will do so. It is of immense importance to the Community and the State at large that we all cooperate to give that encouragement and assistance.

"Members of the Parole Board are glad to consult with parolees or their families at any time in an effort to assist them with their problems."

Other members of the board are: C. H. Dillehay, chairman; S. P. Rosson, secretary; A. O. Thompson, G. W. Brumley and W. J. Stanford.

## Cows Sell For \$60 Head In Duran Auction

One of the best attended and most successful auction sales held in this territory recently was that held by Claude Duran, four miles southeast of Dimmitt.

Cows sold as high \$60 a head and 80 head of sows, pigs, and shoats brought top prices at the sale. The large attendance included persons from this territory as well as from the Dimmitt section. Buyers attended from such distant points as California,

## Miller Gets B. S. Degree From Canyon

CANYON—Gulford Miller of Hereford is a member of the summer senior class at the West Texas State Teachers College.

Mr. Miller will receive his B. S. degree with a major in speech and a minor in English Monday, Aug. 23 at the commencement service.

A record-size attendance is expected at the college this fall. Randall Hall, a girl's dormitory, has a long waiting list; Cousins Hall, a girl's dormitory, and Stafford Hall, a men's dormitory, are full.

### Purpose of REA

The purpose of the Rural Electrification Administration is to take electricity to as many farms as possible in the shortest possible time and to have it used in quantities sufficient to affect rural life.

## Camp Meeting Closes Here Sunday Night

Featuring a large attendance and much interest, the Assembly of God Camp Meeting Revival closed here Sunday night, Aug. 22. Opening July 18, the revival meeting was held on the lots across south from the Baptist Church with two sessions daily.

Rev. H. L. Sheets opened the meeting and preached until Aug. 4, when Rev. T. D. Thompson and his daughter, Ruth, of Vernon, took over the meeting.

With the close of the revival, Rev. W. A. McCann, local pastor, expressed his appreciation for the cooperation accorded by the community and by individuals. "Your support, cooperation and interest has made our work indeed a pleasure," he said. "When I express my thanks, I speak for visiting evangelists, for myself and for members of the Hereford Church."

## Milking Machine

The ability to produce a cleaner milk and to reduce the drudgery in a most laborious farm operation are the two chief advantages of using a milking machine as compared to hand milking. With a milking machine, the milk is drawn directly from the cow's udder through tubes into a closed pail with the consequent reduction of contamination by filth and dust.

A considerable saving in time is possible, too, as one man can milk two cows at one time.

**Food Mixers Are Versatile**  
Electric food mixers have several attachments. One whips cream, beats eggs and stirs batter. Others shred vegetables, extract juice from fruits, slice potatoes, sharpen knives and polish metals.

# Notice!

We have purchased the equipment of Mrs. Dow Mercer and have been checked in as consignee at the wholesale warehouse of GULF OIL CORPORATION and invite our friends and all patrons and friends of the late Mr. Mercer to come and see us.

We want, also need and would appreciate your business.

**E. E. FRIDLEY**  
Consignee

**ETHEL FRIDLEY**  
Bookkeeper

**HARRY LOOMIS**  
Delivery Salesman

## First Grade Economy Lessons for BACK-TO-SCHOOL

### A. B. C. PRINTS

#### FOR SCHOOL NEEDS

We have just received a new Fall shipment of A. B. C. prints. These prints in all designs and colors are guaranteed to be fast colors and are excellent for school girls dresses. All materials featured in bright back-to-school colors.

#### FALL FASHIONS

Come in early and make your selection of materials, priced as low as **25¢ Yd**

#### ALL FAST COLORS

## NEW FALL MEN'S AND BOYS SUITS

These new Fall suits are just the thing for the boy going to college, High School or for the business man. Coats in belted and pleated or plain backs. These suits are hard, serviceable materials. Plaids, stripes and solid colors in boy's and men's size.

### PRICED UP FROM \$17.50 to \$27.50

CHILDREN'S — LADIES' — GIRL'S

## Shoes

Girls and ladies shoes for Fall in multi-color. Here are a few of the beautiful shades or combination of shades: Windsor, Cornelius and Grey. Also black suedes, Buckhides and Tan Kid leather in latest fashions and styles.

### \$250 TO \$495

Irrigation Farmers  
WE HEARTILY CONGRATULATE YOU on your Irrigation and Rural Electrification Programs!

## D. R. GASS & SON

### HEREFORD, TEXAS

Boy's DRESS SHIRTS 50c And \$1.00



# ANNOUNCING VERN WITHERSPOON ELECTRIC CO.

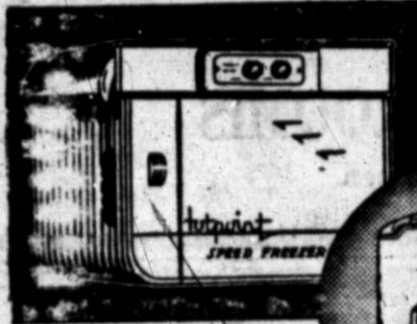
Your dollar buys more value in a **Hotpoint Refrigerator**

See Hotpoint before you buy. Thrill to the sparkling beauty of its lifetime all-steel cabinet. Learn how and why the Speed Freezer makes ice and frozen desserts faster—keeps your food safe and fresh always—for less than the cost of old-fashioned refrigeration.

New models now on display. Sizes and styles for every need and purse. All backed by 5 years' performance protection.



Other Hotpoint advantages—Longer Life... Quieter Operation... Attention-Free... Cleaner... Safer... Streamlined All-Steel Cabinets... and 5 Years' Performance Protection.



Speed Freezer powered by the Thriftmaster Ice and deserts frozen faster than ever! Foods kept safe and fresh in gently circulating chilled air.



INSTALL YOUR HOTPOINT NOW  
Balance out of savings on easy monthly terms

Vern Witherspoon Electric Co.

As  
Dealer In Hereford  
-for-

## General Electric Appliances

...I am glad to announce my appointment as General Electric Dealer for this territory. We will feature a complete line of G-E appliances and electrical equipment in the future. This line is on the approved list issued by REA, and is recognized as one of the most complete and reliable on the market today. Years of experience in the electrical business have taught us the necessity of a reliable line, for that reason we are glad to make this announcement. Remember, if it is electrical G-E will make it—and if G-E makes it, we will be able to furnish you with it.

VERN WITHERSPOON.

We Service What We Sell

## Radio News

NEW  
1938



GENERAL ELECTRIC

# RADIO



MODEL F-48  
6 tubes, 2 bands—  
TONE MONI-  
TOR, Lower Dial  
—Domestic and  
Foreign Stations—  
Police, Amateur  
and Aircraft Calls  
—Large Dynamic  
Speaker—5 watts  
output.

### with the New and Exclusive G-E TONE MONITOR

- New cabinet styling—hand rubbed finishes
- New Lower Dials
- Visual Volume and Tone Indicators
- American and Foreign Programs
- Extended Tone Range
- Police, Amateur and Aircraft Calls
- New Stabilized Dynamic Speakers

Reasonable allowance for your old set—Liberal terms

(At right) MODEL F-33  
5 tubes, 2 bands—Edge-Lighted Dial—Domestic Stations—Police and Amateur Calls—Large Dynamic Speaker.



MODEL F-31  
5 tubes, 3 bands—TONE MONI-  
TOR, Lower Dial—Domestic and  
Foreign Stations—Police, Amateur  
and Aircraft Calls—Large Dynamic  
Speaker—5 watts output.



MODEL F-70  
7 tubes, 3 bands—TONE MONI-  
TOR, Lower Dial—Domestic and  
Foreign Stations—Police, Amateur  
and Aircraft Calls—Large Dynamic  
Speaker—5 watts output.



MODEL F-49

### Today's Biggest Radio Value

Brand new 1937 G-E Radio—  
6 tubes—Large Dynamic Speaker  
—Large Cabinet—American and  
Foreign Stations.



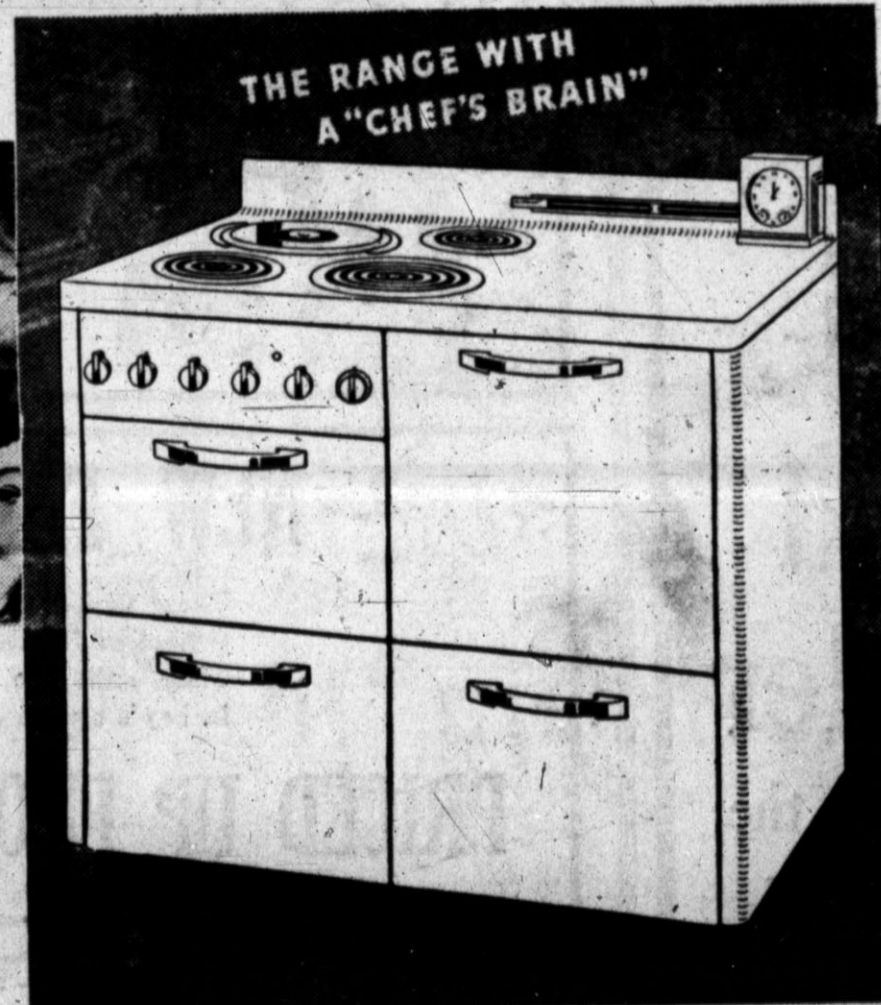
FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

Vern Witherspoon Electric Co.

# thousands cheer

CLEAN! ECONOMY!

SPEED!



THE CHESTERFIELD, Hotpoint's newest built-to-the-floor model. Full porcelain enamel, with the new Flat Calrod Hi-Speed cooking coils. Beautifully styled, modestly priced.

Be one of the thousands of women who have ended kitchen drudgery. Electric cookery frees you from long cooking hours, cooks entire meals automatically, surprises the family with tasty foods cooked with a minimum of water in their own healthful juices. A Hotpoint Electric Range does all this faster, cleaner, cheaper. See the beautiful Hotpoint Electric Ranges today. They turn work into play. A small down payment puts one in your kitchen.

#### SEE THESE MODERN FEATURES:

- Full Porcelain Enamel... Built-to-the-floor construction... Ideally suited to modern kitchens... New Hi-Speed Calrod... Hi-Speed Broiler... Extra large heavily insulated automatic oven... Stain-resisting work surface... Three large utility drawers... Appliance outlet... Oven pilot light

**THRIFT COOKER**  
Installed in the cooking top of the Hotpoint Electric Range. Oversize 6 qt. kettle—cooks a small quantity of food or an entire meal—yet costs no more to operate than the kitchen light. Convenient. Easy to use.

**CALROD** is the name of Hotpoint's patented metal-sealed flat-top cooking coil that has revolutionized electric cookery. It has brought new speed, new cleanliness, new economy and longer life to electric ranges.

**Hotpoint** Electric Ranges

Vern Witherspoon Electric Company