

# DAWSON COUNTY COURIER



Volume 7

Lamesa, Dawson County, Texas, Thursday, October 14, 1937

Number 39

## Thousands Expected To Attend Dawson County Annual Fair

### LAMESA GOLDEN TORNADOES TO PLAY RALLS JACKRABBITS HERE FRIDAY NIGHT

#### Game Will Start At 7:45, McCollum Field

At a conference between the officials of the Ralls and Lamesa High Schools last Saturday, it was decided that the conference football game between the Ralls Jackrabbits and the Lamesa Golden Tornadoes would be played in Lamesa this Friday night instead of in Ralls as originally scheduled.

The Jackrabbits will bring to Lamesa one of the heaviest teams in the district, and are expected to give the Tornadoes a run for their money. Most of the Jackrabbits are first and second year men and have been slow in getting started this season due to lack of experience, but with several games behind them are primed for the Tornadoes and are going to give the best fight in their ability.

The game is scheduled to start promptly at 7:45 at McCollum Field. As this game was not originally scheduled for the Lamesa field, season tickets will not be good for this game.

### Lamesa Gets Name From Spanish Words

Lamesa was named for the region in which it is located.

The name La Mesa, or Lamesa, Spanish phrase meaning "tableland" and referring to the level plainland, was suggested in 1933 by A. L. Wasson, member of the board of directors of the original townsite company.

Many discussions have arisen during the years as to its proper pronunciation. In the Spanish version the "a" is pronounced as "ah" and the "e" as in the word "they" or as "Lah Maysa."

When the name was chosen, however, the pronunciation was discussed and the Anglicized version favored by all except Mr. Wasson, was adopted.

Thus, according to precedent and to the desires of the early settlers the name is pronounced with the "a" as in "ah" and the "e" as in "be" and is written as one word.

### To You, the People

To you, the people of Lamesa and Dawson County, this Historical-Fair Edition of The Dawson County Courier, largest newspaper ever published in the county, is respectfully dedicated. Without your help in compiling historical data, and your cooperation in all details, both large and small, we could not have assembled the multitude of stories of pioneer days with which this edition is filled.

To the pioneers of Dawson County who, out of the wealth of their experience have furnished us with valuable information, we are especially grateful. We honor them, and those of their glorious assembly who have passed on. They gave freely of their lives and hearts that this land could become a safe and pleasant home for those of us who have come after them, and for them we have great admiration and respect.

To those of present-day Dawson County who, likewise, are building for the future of the country and the development of a fertile agricultural region, we give our thanks. You have helped us immeasurably in making this edition possible.

Although our results have not been perfect, we beg that you will overlook our errors and that you will enjoy this newspaper as much as we have enjoyed compiling it. Our efforts have been genuine and sincere. We have tried to do our best—to give credit where credit is due and to make of this publication one that you will keep and hand down to those who appreciate reading of events of historical importance and of men of prominence in the making of this county.

Dawson County is rich beyond measure in historical background and the work of compiling these events has been a pleasure and an education. Collecting of data and the compilation of material, the first of its kind attempted on this scale in the county, has afforded us a genuine satisfaction in learning more and more of this grand county.

Every effort possible has been made to cover all parts of the county of Dawson and communities in the county. While this coverage may be by no means complete, the publishers have exercised their full energies in securing available material and attempting to verify everything of an historical nature as to its authenticity. We trust that you will generously overlook all inaccuracies, and omissions.

The publishers wish to acknowledge with thanks, the generous help given by those who have contributed material and assistance in preparing this edition, including those who have contributed stories, sketches, pictures and advertising.

We wish to thank Mr. L. D. Neal, Miss Eva Thurmond, Mrs. Bernis Carmichael, and Mrs. F. Binner, who have worked unceasingly for weeks in the compilation of material and advertising that have made the edition possible.

With pardonable pride we present this edition—the largest and most complete historical and industrial edition of any newspaper ever published in Dawson County.

THE DAWSON COUNTY COURIER.

### ENTERTAINMENT GALORE PROMISED FOR THREE BIG FESTIVE DAYS, OCT. 14-15-16

#### Parking Space Available At Fair Grounds

Ample parking space for every car will be provided on blocks adjoining and fronting the Fair Grounds, announced the Fair Association this week.

This space has been secured by the association through arrangements with private owners, and will eliminate the parking congestion of past years. A parking supervisor and a watchman will be provided to look after the cars, any of which may be removed at any time the owner desires.

All space will be within a block's distance of the gate. A parking fee of 10 cents will be charged.

#### New Exhibit Hall Will Be Filled With Displays

Plenty of parking space, a variety of entertainment and a host of things to see from needlework to livestock will make the First Annual Dawson County Fair which opens Thursday something that no one in this part of Texas can afford to miss.

The Fair Grounds are located west of the CCC camp, fronting Dawson street on the east. The entrance to the grounds is on Dawson Street.

A new, permanent Fair Building will house the community, home demonstration club, and home economics exhibits, and the merchants' booths. The sturdy construction of this build-

#### FAIR SCHEDULE

- Thursday 10:00 a. m. Official Opening at Fair Park.
- Thursday 2:30 p. m. Parade.
- Thursday 4:00 p. m. Band Concert at Fair Park.
- Friday 10:00 a. m. Amateur contest.
- Saturday 11:00 a. m. Pony given away.

### LAMESA DOWNS BOWIE TEAM 7-0 IN GAME FRIDAY

In one of the most thrilling and hardest fought gridiron battles ever witnessed in Lamesa the Lamesa High School Tornadoes upset the dope bucket and crossed up the pre-game predictions when they managed to eke out a 7-0 win over the Class A Bowie High School Bears of El Paso last Friday night at McCollum field before an estimated crowd of 2000 fans.

Practically the entire game was played in mid-field, and was featured by the smashing play, hard tackles and powerful defense of two evenly matched elevens that neither gave nor asked quarter. In fact for most of the time it was two and three plays and then punt.

At the opening of the game a series of breaks coupled with a 15-yard dash by a Lamesa back gave Lamesa a chance to score but the Bowie defense rose to the occasion and hurled them back. It happened as Bowie kicked short to Lamesa on the opening kick-off which was returned by Lamesa to the 45-yard line. After Lamesa had lost 13 yards on the first down, the play was called back and Bowie penalized five yards for off sides. Jones Lamesa back made it a first down with a 15-yard sprint around left end. After being held for downs Lamesa punted and the Bowie safety mumbled with a Lamesa man covering the ball on the Bowie 9-yard line. However Bowie failed to budge and kicked off safely.

The rest of the half was pure a defensive battle with neither team threatening to score. Several passes were tried by both teams, however but most of them were either incomplete or completed for negligible gains.

Lamesa's seven points were scored about the middle of the third quarter. A Lamesa punt rolled across the Bowie goal line. On the following play a bad pass from center lost Bowie ten yards. Bowie then kicked short the ball going out of bounds on their 27-yard line. Lamesa picked up 5 yards on a line play. A perfectly executed pass from Hill, Lamesa, quarterback, to Jones, halfback, just across the line of scrimmage, found paydirt as Jones fought off three would be tacklers and crossed the pay-off stripe. Steele kicked extra point from placement.

During the remainder of the game Lamesa played a strictly defensive game while Bowie struggled valiantly to score. They tried pass after pass and line play after play but the Tornadoes stubbornly held fast.

Statistics of the game gives Lamesa a slight advantage showing that they gained 172 yards while making 7 first downs, while Bowie gained 107 yards for only two first downs. Lamesa punted six times for an average distance of 47 yards, while Bowie punted 11 times for an average of 30 yards.

Mr. and Mrs. W. B. Collins and W. H. Collins made a business trip to Lubbock Tuesday.

Mrs. Bill Creighton was a Lubbock visitor Tuesday.

ing, which is of galvanized-iron walls and roof, clearly indicates that the Fair Association is building for permanence and economy of maintenance. The 8-foot partitions dividing the exhibits may be easily removed any time the building is to be used for another purpose.

Twelve communities will maintain exhibits, showing samples of the best products of their respective districts. In addition, there will be booths filled with samples of home demonstration club work under the direction of Mrs. G. F. Thorp, council chairman and a general women's division exhibit under the supervision of Mrs. Dixie Kilgore, chairman. Mrs. R. S. Van Wie is chairman in charge of textiles. Mrs. Guy Shapen of flowers. Mrs. George Hart of art, and Mrs. E. R. Tinsley of curios and relics.

The demand for space in the new building was greater than could be supplied, stated Joe L. Matthews, secretary-treasurer of the Fair Association and in charge of exhibit arrangements. Preference was given to the communities, no added, and no community was refused exhibit space.

A 20 by 20 platform has been built for the presentation of the amateur contests and band concerts. This platform, located in front of the exhibit building, will be in the center of the grounds and will enable everyone to hear and see the programs.

All children attending the Fair will be interested in the shetland pony which is to be given away Saturday morning at 11 o'clock.

Livestock exhibits will be located in a tent as it was impossible to make provision for a livestock building this year. An out-of-county exhibit is being shown by the 4-H Boys club of Borden county.

Parking space will be available to the Fair Association with owners of adjacent lots. Several blocks of parking space will be opened to the public within not more than a block's distance from the grounds, eliminating the parking confusion of past years. A parking fee of ten cents will be charged. Watchmen and parking directors will be employed who will replace the cars that any one may be removed at any time the owner desires.

Special attractions at the Fair will include two amateur contests, one to be held Friday afternoon and another Saturday morning. Twenty-five dollars in awards will be given in each contest and 30 minutes time over Radio Station KFYO in Lubbock will be given the contest winners. Mrs. A. G. Barnard, contest manager, has received numerous applications from amateur entertainers and it is expected

(Continued on Back Page)

### BUSINESS FIRMS REPRESENTED BY ADVERTISEMENTS

- Our thanks are extended to the following business men of Lamesa and Dawson County who have made the mammoth Historical-Fair Edition of The Dawson County Courier possible:
- Tinsley Cotton Gins, Clyde Adams-Gilbert & Kilgore, T. A. Painter, Arnett's Cafe, Davis Furniture Co., Dr. J. M. Harrington, Weekes Dry Cleaners, Clark-McDonald Drug Co., Rogers Studio, O. Lambeth Gin, Cox Help-Seely Laundry, E. C. Nix, Lamesa Salvage Co., C. E. Martin Motor Co., Coca-Cola Bottling Co., Roy's Cafe, McDonald Gin, Woodridge Lumber Co., Lamesa Tire & Battery Co., M. C. Lindsey & Son, Modern Beauty Shop, Farm & Ranch Gas Co., Night Hawk Cafe, T. B. Fulkerson, Nolan's Pig Stand, Cope Oil Co., A. G. Waugh Co., Lamesa Grocery & Market, G. B. Mayfield Co., Bryant-Link Co., Dal-Paso Hotel, Palace & Majestic Theatres, Massey-Harris Implement Co., Higginbotham-Bartlett Lumber Co., West Texas Gas Company, Lamesa Creamery, Higginbotham Funeral Home, Ideal Beauty Shop, Hanes Store, Cicero Smith Lumber Co., Kline's Bakery, Kelly's Place, Lamesa Gin Co., Weaver Flower Shop, First National Bank, Lamesa Plumbing & Heating Co., Scott's Dry Cleaners, Lamesa National Bank, J. R. Flaniken, Allen Hardware, Dawson County Cotton Oil Co., Collins Dry Goods Co., Bill's Cafe, Davis Food Store, Lamesa Sanitarium, Wilkes Grocery, Lubbock Sash & Door Co., Keisling & McBride Gins, Hilton Hotel, Pruitt Boot & Shoe Shop.
  - Gordon McGuire, Jr., Morris & Martin, Lamesa Auto Co., Palace Beauty Salon, Bryant Pharmacy, Lamesa Poultry & Egg, Porrest Lumber Co., Snyder Transfer Co., Tech Cafe, Oscar McKenney, Western Windmill Co., Penney's, Direct Mattress Co., Campbell's Grocery & Market, Barkhurst Home Beauty Shop, R. E. Simpson, Conoco Service Station, Aiamo Service Station, Jud Watson, Southwestern Associated Telephone Co., Vaughn Chevrolet Co., Vanity Beauty Shop, Lamesa Federal & Savings Loan Association, Lamesa Machine Shop, Cavern Cafe, C. T. Reese Grocery, Davis School Supplies, Key Motor Co., O. C. McBride Gin, South Plains Coaches, B. M. Wells Shook Tire Co., Martin Bakery, E. R. Yates, Dal-Paso Beauty Shop, Jesse Carroll, Phillips Products.
  - Morris-Cleveland Drug Co., Cancan Variety Store, Texas Electric Service Co., Hatch Grocery & Market, The Green Hut, Lamesa Siam Laundry, Arnett Motor Co., Dal-Paso Drug Co., Earnest Motor Parts, Busy Bee Cafe, Dr. S. E. Shoultz, Berry's Dairy, Hurt's Haberdashery, Viola Thruston, Buster Herndon, Caldwell & McCarty, Shook Tire Co., V. O. Key, Claude F. Gowen, McIlroy Clinic, Dr. Hall W. Cutler, Gilbert & Kilgore, and Dr. L. B. Hodges.

Miss Verdie Brock spent the weekend with her parents in Lubbock.

### COUNTY SELLS ROAD BONDS TO STATE BOARD

Judge W. M. Yates reports this week that the Dawson County Commissioners' court has recently sold the \$50,000 road bond issue voted September 11, to the State Department of Education at a 7 per cent rate, the bonds to be paid off in 15 years.

This was the best offer to be obtained by the court on the bonds and the commissioners are to be congratulated on the completion of this transaction.

The bonds were used for the improvement and hard-surfacing of a number of farm-to-market roads, which are to serve practically every rural community in the county.

### COUNTY SINGERS TO HOLD MEET AT SPARENBERG

The Dawson County Semi-Annual Singing Convention will meet at Sparenberg this coming Saturday night and Sunday, October 16 and 17. A number of out of the county singers have stated that they would be present, including, Bob Jennings and quartette of Wingate, M. Shaw of Abilene, Campbell quartette of Levelland, and Wilbur Wilson and wife.

A quartette made up of Spanish friends of the county have promised to be present. They will appear on the program at 3 o'clock Sunday afternoon. Everyone in Dawson county has a special invitation to attend and bring lunch, and all who have Star-Lit Crown song books be sure and bring them.

Jimmy Little is ill this week at the home of his parents, Mr. and Mrs. Jim Little.

### ED HAYNES WAS IN CHARGE AT CLUB MEETING

Members of the Business Men's Luncheon Club met in regular meeting Tuesday at noon at the Plaza hotel with an attendance of fifteen.

Ed Haynes was in charge of the program, and presented several members of the local fire department, who were guests for the occasion.

James Sumpter, fire chief, explained to the club how fire insurance rates in Lamesa were determined and how it was possible for Lamesa citizens to reduce these rates. Leslie Pratt, secretary of the fire department told of fire hazards found around every home and how these would be prevented.

Mr. Haynes, led a discussion on the traffic situation in Lamesa, with Mayor W. L. Marr responding, telling of plans the city had to regulate the city traffic.

Vernon Adcock will be in charge of next week's program.

Mrs. Charlie Myers underwent a major operation at a local hospital last Thursday, and is reported to be doing nicely.

### LOCAL POSTAL RECEIPTS SHOW BIG INCREASE

Gross receipts of local post office show an increase of approximately 14 per cent for the first three quarters of this year over last. For the first nine months of this year they total \$17,165.49, an increase of \$2,102.93. The calendar year just past was the largest in the history of the office and this year, with \$2,000.00 already in the lead will undoubtedly break all records.

The largest number of money orders sold in any one day before this fall was 325 but on Monday, October 11th the office wrote 488 money orders. This included the international orders most of which were drawn payable in Old Mexico.

The present lobby is entirely inadequate to handle the great influx of Mexicans but we are looking forward to the new Federal building with better arrangement and more lobby space and additional windows.

Virgil Kennemar of Greenville is a patient at a local hospital suffering with broken ribs and bruises received Monday when hit by a trailer on the highway between Lamesa and O'Donnell.

### STREET SCENE IN LAMESA IN 1908



In the foreground of the above scene, looking southward along Austin Street, is the Lamesa hotel, owned and operated by Mr. and Mrs. Jarvis Stockton, which stood where the Dawson County Abstract now is; the general merchandise store operated by J. M. Baker and J. E. Garrison; the Dawson County Bank (now the First National); the Lindsey building which housed the J. J. and M. C. Lindsey abstract office and the E. Y. Lindsey drug store; W. B. Looney barber shop, a grocery store; R. L. Meek Cafe; J. J. Curlee dry good store; First State Bank (now Lamesa National); W. R. Kelley hotel and in the distance (left) the J. E. O'Quin drug store.

**MORRIS-CLEVELAND DRUG CO.**



This interior view shows the modern interior and fountain of the Morris-Cleveland Drug Store. B. F. Morris is in the foreground.

**OLD BUFFALO HUNTER WROTE OF THRILLS ON THE SOUTH PLAINS**

The following article by John C. Jacobs, pioneer resident of San Antonio was clipped from the files of the Colorado City paper of May, 1909, and is an account in Mr. Jacobs' own words of buffalo hunting on the South Plains:

When I was a young man, in 1872 and 1873, the great body of the Kansas and Northwestern buffalo herd crossed the Red River and the famous Texas hunt began.

Fort Griffin, in Shackelford county 175 miles from Dallas, was the principal trading-point for all of the hunters. From Fort Griffin west there was not a settlement nearer than Fort Sumner, 200 miles away on the Pecos river in New Mexico, and this was practically the width of the buffalo herd. It stretched in length from near the north line of Texas southward 400 miles to the head of the Devil's River Canyon. In parts of the range one might travel a hundred miles, as I have done, and never be out of sight of vast herds.

In those days my partner, John W. Foe, and I expected to be buffalo hunters all our lives. He is now (1909) president of the Citizens' National Bank of Roswell, New Mexico, but he was not anything like a banker when I first met him on the frontier of Texas in 1872.

When we started to the range for the winter hunt we bought one ton of ammunition sixteen hundred pounds of lead and four hundred pounds of powder—besides shells, paper caps, etc.

We took with us four skinnners and two other men to stretch and carry hides—eight in all. We had two wagons and two teams of mules and an ox team of four yoke to make frequent trips to the trading posts for supplies.

My partner and I did the hunting each with a wagon and two skinnners. It must be remembered that a successful hunter had to make his own ammunition as old ammunition is most unreliable. The shells seemed to sweat after a time and often the whole charge of powder would be found in one solid lump. Hunters would have nothing but the best single-F powder and, if there were any cartridges left over from the last winter's hunt, the shells were emptied and recharged. A man who has hunted as a business knows the importance of good, fresh ammunition. It frequently happened that a man's life depended on a cartridge that neither snapped nor flickered.

We used to put 50 to 80 pounds of lead in a large iron skillet and get a good blue heat on it. Then we would dip out the lead with a spoon and mold our bullets. Any ball with the least bit of a flaw we would put back in the heat. Nothing but smooth, true balls were used.

It was easy enough to find the buffalo. We would go a mile or so from camp to begin the day's hunt. When we saw a bunch in about the right kind of a place and about the right size, the hunter can handle a bunch of from twenty to seventy better than a larger herd, we would stop the wagon and get out with gun, wiping rod and ammunition.

As a first precaution we always picked a few blades of dry grass, held

them up and let them sift through our fingers, that give you the true course of the wind, for if Mr. Buffalo ever gets the wind on you, his hide is lost for good.

We used to leave the wagon and start for the herd when at a distance of from a half to three-quarters of a mile. This distance is governed by the way the herd is acting.

We would start for the herd in a straight line. At a distance of from four to six hundred yards we would see the sentinels on the lookout. Then in a stooping posture, we went straight as an arrow for the herd. So long as our course was straight, up to a distance of about four hundred yards, they could not make out what we were. But if we ever took just one step to the side the herd was lost. Right here is where the skill of the hunter is matched against what I call good old reason (commonly called instinct). When we encountered obstacles in our direct course—a bunch of prickly pear or a stubborn, diamond-backed rattler that would not break ground, we sank down to the ground so slowly and regularly that the animals did not detect the motion. When well down and flat, with our guns closely embraced, we rolled over and over until the obstacle was out of line, and then used the same precaution in getting up as in sinking down.

There were usually two to four sentinels on the lookout. When they began to get uneasy, we would go down to the ground again with more caution if possible and crawl on all-fours in a bee-line for the herd and, when the sentinels began to get uneasy again, we knew that our time was up. We were usually then at a distance of from two to three hundred yards.

Lying along the ground, we could get our old pizen slingers to our shoulders and plump the most conspicuous sentinel right in the edge of the long hair and at the bulge of the ribs. At the crack of the gun we jumped to our feet and ran right after the buffalo herd as hard and fast as possible, to save every inch of that hard-earned ground. When the buffalo were running they could not see that their pursuer was in motion. They usually ran from fifty to one hundred yards at the first shot and a good swift hunter that got on his feet right could gain about half of that distance on them when they began to slow up. Then we would drop down and lam it to the first broad side we saw. Then we would have to jump up and run again. This time they would not run quite so far nor so fast, and after we repeated this game a few times we could hold our own with them. Then after a little maneuvering, we had our herd at what is called a "stand," when we could sit in one place and shoot as many as we wanted for the day's skinning.

On a warm, sun day the buffalo are much more easily handled than on a windy day, for there is not only the drift of the ball to contend with, but the herd on windy days is very active and most of the game has to be killed on what the hunters call a "run" and is often strung out for a mile or more. There was considerable danger in the run for the hunter had to pass right by the buffalo that had been shot. The

sight of a man so near often brought them to their feet, and at such times old ammunition would not have been a pleasant memory.

My partner was once killing a run and, as he passed a big cow, she came to her feet and after him. He gave her a slug and drifted, and then the race was on. When the cow fell she was so close that she snorted blood on him. The incident so unnerved him that he went straight to the camp and went into tranquil meditation for the rest of the day. A buffalo can hook a pocket-handkerchief to sirfids from the ground, which is not a pleasant thought when drifting before an infuriated brute with nothing nearer than the North Pole to dodge behind.

In the winter season, the old bulls separate from the herd so that one often encounters a herd of twenty-five to fifty, all bulls—a dangerous, ugly-looking lot. I call to mind one particular incident when I had worked up to the desired distance for the first shot. A big, ferocious bull caught sight of me, shook his shaggy mane and whiskers, came to his knees and horned the earth. I lay stiff with a nerve that is born of fear, a steadiness that comes on such occasions. I was praying to the hunter's god, Mr. Sharp, that the old bull would turn the other way. But no. When he got up he started straight for me. If one little hopeful or pleasant thought crossed the desert of my mind, I can't recall it. Not a twig for miles—nothing but Sharp and a steady aim between me and the Divide.

When I was certain my aim was right I let her go. The old bull humped himself but still came straight on. I rammed another cartridge in and slung it to him again. Now he was within fifty feet of me, but at the crack of the gun he stumbled, made a desperate effort to keep his feet, took a header and fell. I was paralyzed. I couldn't move. I had forgotten I could run.

In the spring of 1877 we sold sixty-two hundred hides at one dollar apiece. We had moved our camp from near Signal Peak to Sulphur Springs at the foot of the Plains—a hunter's paradise in those days. When we reached the spring night had come on and, because of the immense herds watering there, we had some difficulty in getting to the spring. The water came out of the bank of a draw, flowed about a half or three-quarters of a mile, and sank. This whole distance was worked into a loll-lolly of mud by great thirsty herds of buffalo that were drinking every hour of the day and night. We stood at the head of the spring and chunked buffalo off with stones until the water cleared so that we could get a drink and water our horses. It was a sight that over-

awed us, old buffalo hunters though we were.

For fear of a stampede, which might cost us our lives, we rode out five miles from the springs before spreading our blankets for a night's rest. The next morning we went back, and in a circle of three to four miles the ground was literally covered with buffalo. The wildest dreams of a hunter's paradise must needs fall far short of Sulphur Springs as it was in the winter of '76 and '77.

The wolves and the antelope were standing around for a chance to drink Buffalo, antelope and wolves seemed to regard us as some strange animal that had come for water—all strangely tame. We threw stones at wolves and they would run after the rolling stones and paw at them with their feet like a puppy. This all sounds very "fishy" but it is as true as it is strange.

The buffalo hunters are often blamed for the slaughter of the buffalo. It is true that we each averaged from four to six thousand hides a season and that by the close of the season of '77 the main herd was perceptibly decreasing, but it had to be. With the end of the buffalo, the Indian depredations were over. They lived off the buffalo, and came in and murdered our women and children. After the buffalo were gone the Government had no trouble in keeping them on the reservations and the range was soon settled by thrifty farmers and ranchmen.

**PERSONALS**

Mr. and Mrs. W. B. McWhorter spent the past week end visiting relatives in San Angelo.

Joe Curlee of Christoval is here visiting in the W. B. McWhorter home.

Miss Adelle Smith of Carthage is now in charge of the ready-to-wear department at Baldwin's Store.

Mr. and Mrs. Raymond Hatch and son visited her parents, Mr. and Mrs. D. B. English in Tahoka Sunday.

Mr. and Mrs. Elmer Peterson of Crosbyton spent Sunday here visiting in the N. F. Peterson home. They were accompanied home Sunday afternoon by Mrs. Blaine Wiggins and daughter Kay, who will visit with them for a week.

**'FARM WITH FARMALLS'**

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**BERRY'S DAIRY**  
Sweet Milk - Butter Milk  
Whipping Cream  
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**NOTICE**  
I will buy your headed grain and corn and give you above the market prices on back accounts. Also will take canned vegetables and meats or anything that you have that can be used or sold.  
**DR. S. E. SHOULTZ**  
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A boot that has been a favorite among boot wearers. It has solid comfort, looks and quality combined.

Strictly Hand Made By **O. B. COX** Famous Bootmaker At Caldwell's Shop

Heels Capped 25c  
Half Soled 85c

SHOE REPAIR  
Heels Capped men's 40c  
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Priced \$20 up

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**CALDWELL HARNESS & BOOT SHOP**

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THE AMERICAN BEAUTY OF MOTOR CARS

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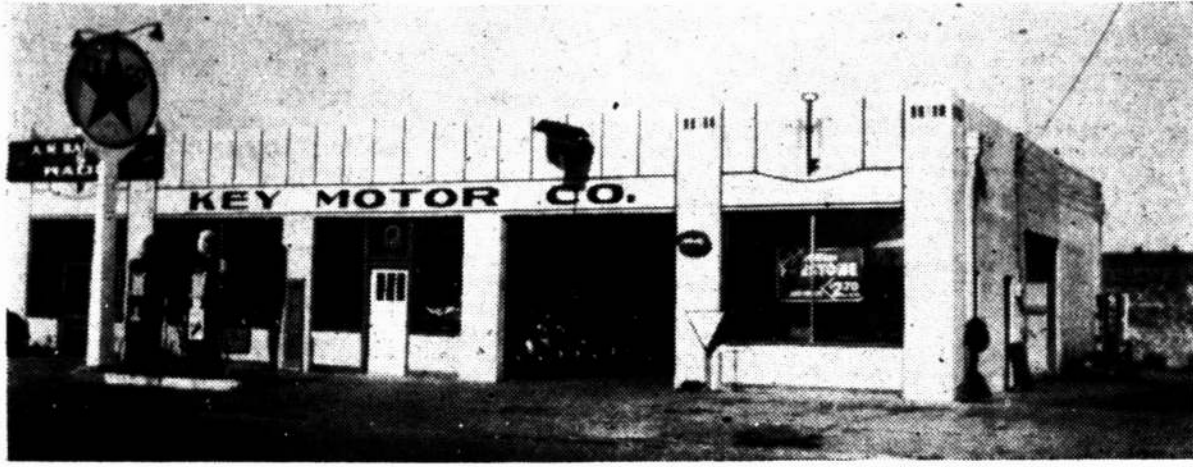
**Helpy-Selfy Laundry**

an additional service to offer our customers

"A SERVICE FOR EVERY NEED"

**LAMESA STEAM LAUNDRY**

**KEY MOTOR COMPANY**



The above front view of the Key Motor Company on Dallas Street, shows to advantage the modern building into which the firm moved last year.

**LINDSEY TELLS OF EARLY DAYS IN WEST TEXAS**

(By M. C. LINDSEY)

The following account is a history of early days compiled by M. C. Lindsey from his studies and from his own recollections of life in Dawson county after he came here in 1903.

Early Mexican grants were given to parts of Western Texas. On May 21, 1827 a grant was given to John Cameron to settle one hundred families north of the 32 degree latitude and west of the 102 degree longitude. The area now covered by Dawson county, being near the southeast corner of the grant.

John Cameron was given authority to open and work some coal or iron mines that were supposed to exist in Western Texas near the head waters of the Colorado or Brazos rivers. However this grant, as well as others, was a failure.

On the 23rd day of February 1828 Stephen J. Wilson and Richard Ester Englishmen, who lived in Mexico City, Mexico, were given a grant similar to the one given to John Cameron. Ester died and Dr. John C. Beales, an Englishman also of Mexico City, was allowed to take his place.

In the spring of 1833 Wilson and Beales sent a surveying party to make a survey of the grant. The surveying party commenced their work in June, 1833, near the present city of Midland, before it was finished the weather had become so severe the party was forced

to abandon its work, and it was never resumed.

**Animal Life**

The early pioneers who made the first trails in Dawson county tell us that it then abounded in Buffalo, coyote, antelope, prairie chicken and blue quail. The buffalo brought the first visitors here who came here to kill them for their hides, hauling them first to Fort Worth and later to Abilene for shipping. The hunters made money when they engaged in this sort of business.

The old buffalo hunters' wagon trail crossed the county from Sand Creek, where J. W. C. Mullins lives, passing just south of the present Lamesa and going out near the center of the west side of the county. Parts of it are still visible. The antelope and prairie chicken could not survive farm development and passed out more than twenty years ago; a few blue quail still abound.

Another survivor of our animal life is the coyote. The writer saw one a few days ago at early morning on the Weaver ranch within three miles of Lamesa. The howling of his throbbing soul seem to reflect the spirit of the midnight stars. The call of the coyote at early dawn around the camp of the first pioneers who began to trail across the trackless prairies of Dawson county aroused their slumbers and reminded them that they were out in the great west.

**Creation of Dawson County**

Dawson county was originally a part of Bexar county. The annals of all ages do not record a more glorious history than that which has been enacted in or near San Antonio. Bexar county, from its creation, has been

one of the most important centers of the southwest and has always held a commanding position in the affairs of Texas. Bexar county was organized in 1837. While this portion of it remained for many years the roaming ground of the Indian, buffalo and coyote, we may justly be proud that it was once a part of that great county.

Dawson county was created by an Act of the Legislature in 1858, and was for a number of years attached to Tom Green county for judicial purposes. It was named for Nicholas Dawson. At the time of its organization in 1905, it was attached to Howard county. At that time a petition signed by 150 legally qualified voters of Dawson county was presented to the parent county for a separate county organization. The Commissioners' Court of Howard county granted the petition and ordered an election to be held in Dawson county on March 20, 1905 for the voters to determine the location of the new county seat and elect their county and precinct officers.

**Selection of County Seat**

Stimmons, formerly Chicago, and Lamesa were lively contenders for the new county seat. Apparently the voters were about evenly divided. Chicago, being the elder town, was sponsored by some of the county's best citizens. Lamesa, surveyed out in 1903 was sponsored by J. J. Lindsey, Frank Conner, J. F. Barron and a number of others.

Decision for the site became a political issue, both sides claiming they were nearer the geographical center of the county. No one knew the exact center as it had not been surveyed. One guess was as good as another.

Each side held out to the voter its inducements. Property interests were involved and the election waxed warm. In those days, as well as today, we had plenty of good citizens who wanted to serve. Both towns put out tickets for county offices, with a few choosing to run on the independent ticket. Lamesa was elected by a margin of only five votes. The following county officers were elected:

- M. C. Lindsey, county judge and county superintendent.
- C. D. Crowley, sheriff and tax collector.
- H. G. Donaldson, county and district clerk.
- Jesse Evans, county treasurer.
- G. D. McSpadden, tax assessor.
- J. D. Garner, C. O. Hart, J. P. Simmons and J. L. Coffee, county commissioners.

On the morning after the election a mass meeting of Lamesa citizens was held and a committee directed to go at once to Chicago or Stimmons and invite them to move to Lamesa and become a part of the new county seat. The committee offered the citizens of Chicago lots in the town of Lamesa and also offered to move them here. This committee met the citizens of Chicago coming almost en masse to tell the Lamesans they wanted to move and help build one good town. It has been this spirit that has built Lamesa.

A court house was built; it is the frame building at North Second and Austin Streets, now being used by Mrs. D. W. Adams as a rooming house. County roads were laid out, school and election districts formed, and the county otherwise started off. In 1916 the court house was replaced by the present brick building. This change was effected under the administration of Judge Geo. W. Foster and his Commissioners' Court. Our present railroad was built in 1910.

**Early Ranches**

At the time the county was organized there were four large ranches almost covering the county.

The Slaughter Ranch belonging to Col. C. C. Slaughter of Dallas.

The TPJ Ranch belonging to Jesse Evans and his sons.

The Fish Ranch belonging to Swift and Company and the A Bar Ranch belonging to Bishop and Godair.

The last named ranch was soon divided. Bishop selling his holdings to F. M. Weaver; Godair still later selling his holdings to Higginbotham and Harris of Dallas, Texas. There were a few very small ranches. Shortly before the county was organized, nearly all of the Public Free School Land was sold to cowboys and others who commenced the farm development. The ranches soon had to make way for the spread of this development.

Farmers here are the recipients of some of the richest land in Texas. Probably our prairies were built up through centuries of growing grass on the old buffalo ranges where later or cattle grazed, all adding to the fertility of an already fertile soil of silt, sand and clay.

**Oil Development**

Dawson county is located in what is known as the Permian Basin. The geologist tells us it was formed millions of years ago. He goes back further than this writer is able to imagine. With his imagination he reads out of the sand, clay, caliche and rock and tells us there is oil here in great pools. For more than ten years past, some of the major oil companies have bought oil leases. In the past few months oil in paying quantities has been found in two different drilling wells.

**Retrospection**

In closing this sketch, tribute should be paid to the men who formed the nucleus of the development of Dawson county. Space forbids naming the many men of brains, vision and courage, noble men, who started in motion the organization of this county. Most of them have passed on. We now

who are carrying on the intensive development, may well emulate their courage and faith. The pioneer women had their part; made with a smile their homes in a new country; and kept the home fires burning. Many have gone on to their reward; of the remaining, I should like to name three: Mrs. D. W. Adams, Mrs. J. J. Lindsey, and Mrs. H. A. Randle.

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Dawson County Courier

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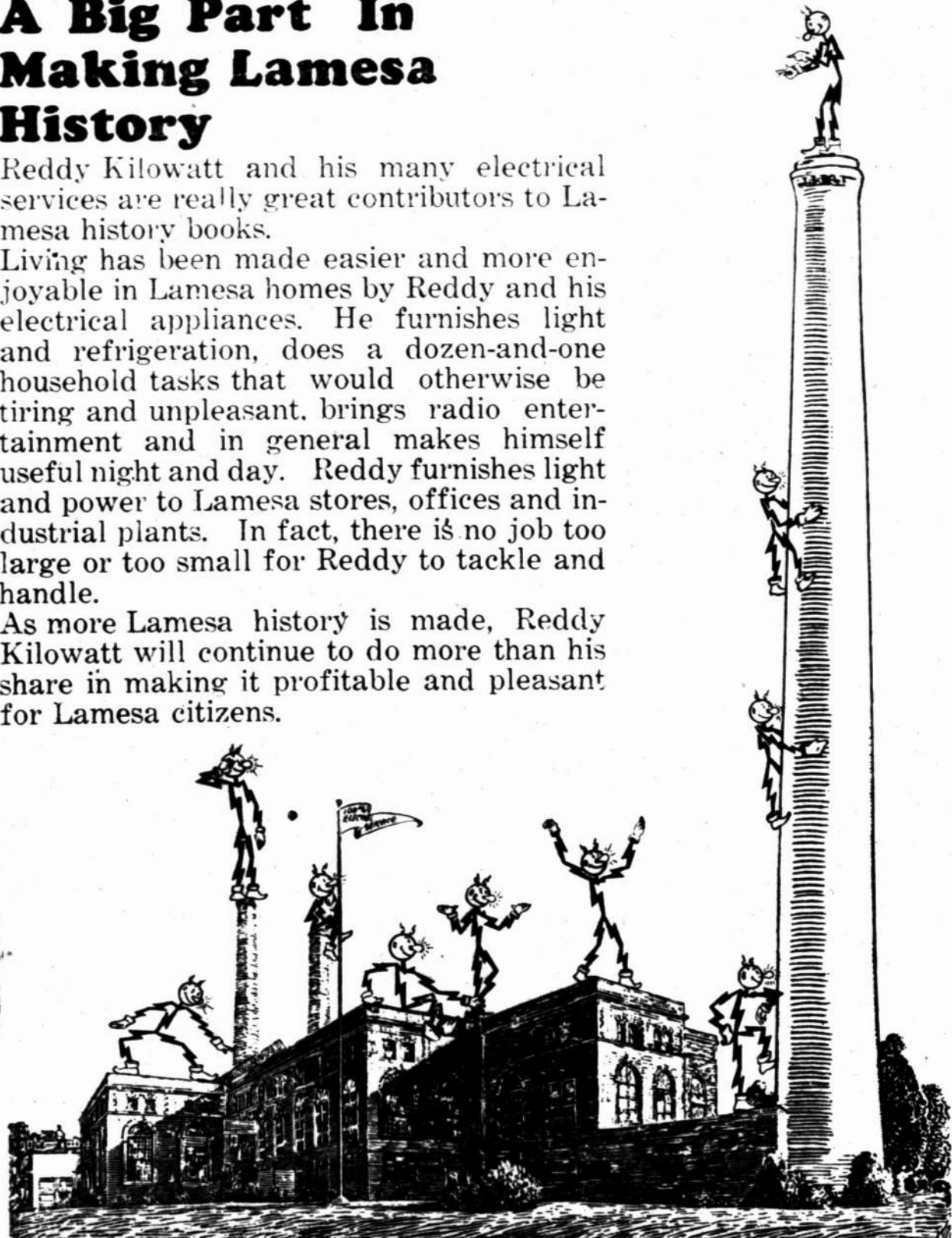
**THE Green Hut**

**Reddy Kilowatt Plays A Big Part In Making Lamesa History**

Reddy Kilowatt and his many electrical services are really great contributors to Lamesa history books.

Living has been made easier and more enjoyable in Lamesa homes by Reddy and his electrical appliances. He furnishes light and refrigeration, does a dozen-and-one household tasks that would otherwise be tiring and unpleasant, brings radio entertainment and in general makes himself useful night and day. Reddy furnishes light and power to Lamesa stores, offices and industrial plants. In fact, there is no job too large or too small for Reddy to tackle and handle.

As more Lamesa history is made, Reddy Kilowatt will continue to do more than his share in making it profitable and pleasant for Lamesa citizens.



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Peanut Butter <sup>1/2</sup> GALLON 47c

Crackers SACKET 2 POUNDS 19c

JELLY Rex <sup>1/2</sup> gal. 46c

MEAL CREAM 20 POUNDS 59c



48 Pounds \$1.75

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Phone 57 We Pay Top Prices For Eggs! We Deliver Plan Now to Attend The Fair



# SOUVENIR

## Mayor Honored With Party Tuesday

Mr. W. L. Marr, mayor of Lamesa, was agreeably surprised Tuesday night on his birthday by a party of friends arriving at his home about 8 o'clock and walking in on the mayor, who did not even suspect that anyone knew it was his birthday.

At the time he was busy with his pipe, all set in a big comfortable chair with the radio turned on for the President's Speech. The arrival of so many of his friends with presents fixed up like a wedding shower for a time made him more or less speechless as he began to unwrap the beautiful packages wrapped in rich colors of tissue and tied in large bows of silk ribbon. As the packages were unwrapped the contents were found to be beautiful pieces of the latest and most exquisite kinds and colors. Never has there been such a hose party in Lamesa before, these fine hose costing from \$1 to \$3.98 the pair. Mr. Marr stated that he is now ready for any and all mayor's conventions, as he has hose for each dress suit.

Dominoes were enjoyed and the guests were served by Mrs. Marr and daughter, with a delicious course of hot spiced grape juice and angel food cake. After a very pleasant evening and wishing the mayor many more birthdays the party broke up, each one realizing such a sock party should be long remembered.—Contributed.

## Mrs. Joe Barron Hostess to Pioneer Club Tuesday

Mrs. Joe Barron hostess to pioneer club. Mrs. Joe Barron was hostess to members of the Pioneer club on Tuesday afternoon at her home.

After an enjoyable afternoon playing 84 the guests were served a delicious salad course. Those attending were Mesdames W. V. P. Baker, A. M. Bennett, W. H. Bennett, R. E. Simpson, Dixie Kilgore, Guy Wilmon and A. H. Smith.

## First Meeting of P-T. A Well Attended

A large crowd attended the first meeting of the Parent-Teacher's Association last Thursday evening in the auditorium of the elementary school. An interesting program was rendered for those present. The devotional was conducted by Rev. D. J. Murray, Betty Bouldin and Betty Sue White, two girls from Mrs. Pratt's speech department, rendered two very entertaining readings. Mrs. R. F. Nix made a very helpful talk on the subject of "Obedience in the Home."

Mrs. H. W. Cutler, chairman of the membership committee, reports that the membership drive is making nice progress. The period for acceptance for membership has been extended to October 30. Any parent desiring to join should send their membership by the children, or get in touch with the membership committee. The membership fee is 25c per person. Where two or more members come from the same home, the Parent-Teacher's Magazine will be sent free of charge.

The prize for the largest attendance was awarded to Miss Brack's room of the primary department, and to Mrs. Hatch's room of the intermediate department.

The regular meeting date for P-T. A. is the first Thursday of each month. The program usually consists of short devotional, some number from a school activity, and a special talk from some member or visitor. The programs are interesting and well worth the time of any parent who is interested in the present education program of his child. The next program is October 4, Thursday afternoon at 3:30.

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## FIVE MILE

Sunday school B. Y. P. U. and teaching were well attended Sunday morning and night.

Grady Wright has returned home from El Paso.

Mr. and Mrs. J. B. Chambers of Snyder visited relatives here over the weekend.

Bro. Fellow Wright is ill from a tonsil operation.

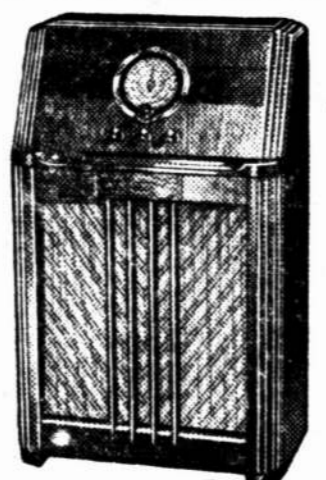
Mr. and Mrs. Bernice Dowsey are the proud parents of a baby girl born Monday. The baby has been named Wanda Jean.

Mr. and Mrs. Earl Rosewell have returned from Snyder.

Mr. and Mrs. Olon Rosewell visited the Wilson community Sunday.

## NO SQUAT NO STOOP NO SQUINT

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An entirely new kind of radio! All controls are on an inclined Control Panel... inclined so you can tune with ease and grace, sitting or standing. A single glance and you spot your favorite stations! With a single motion Philco Automatic Tuning gets them! Finer foreign reception... glorious tone... gorgeous cabinet! Seven new Double-X models to choose from. Terms as low as

## CANON'S VARIETY STORE

## BIRTHS REGISTERED DURING SEPTEMBER

- Mr. and Mrs. J. V. Chapman, son, September 8.
- Mr. and Mrs. Luther Fisher, daughter, September 6.
- Mr. and Mrs. L. A. Womack, son, August 30.
- Mr. and Mrs. Jakerman Moore, son, September 14.
- Mr. and Mrs. Lee Foster, son, September 9.
- Mr. and Mrs. J. E. Rayburn, son, September 19.
- Mr. and Mrs. Luther V. McClure, daughter, September 24.
- Mr. and Mrs. James McKinney, son, September 25.
- Mr. and Mrs. Arlie Robert Romines, son, September 15.
- Mr. and Mrs. John Thompson, daughter, September 14.
- Mr. and Mrs. Woodrow Smith, son, August 26.
- Mr. and Mrs. James Birkhead, son, August 29.
- Mr. and Mrs. Homer Allen, son, August 31.
- Mr. and Mrs. Irvin Snell, son, August 12.
- Mr. and Mrs. Franklin O. Hogg, son, September 3.
- Mr. and Mrs. J. B. Gibson, son, August 31.
- Mr. and Mrs. Earnest Mitchell, daughter, September 3.
- Mr. and Mrs. Lewis Atterbury, daughter, September 13.
- Mr. and Mrs. N. M. Hogg, daughter, September 24.
- Mr. and Mrs. C. W. Hoskins, daughter, September 27.
- Mr. and Mrs. Clovis Bostick, daughter, September 24.
- Mr. and Mrs. William Weaver, son, September 13.
- Mr. and Mrs. Howard Smith, son, September 23.
- Mr. and Mrs. Ervin Lee Horn, daughter, September 15.
- Mr. and Mrs. C. L. Billingsley, son, September 19.
- Mr. and Mrs. Edsel M. Suppen, son, September 26.
- Mr. and Mrs. J. T. Patterson, daughter, September 30.
- Mr. and Mrs. A. E. Gillet, twin daughters, September 12.
- Mr. and Mrs. Harry Houston, son, September 17.
- Mr. and Mrs. V. A. Welty, daughter, September 22.
- Mr. and Mrs. Glenn Cove, son, September 3.
- Mr. and Mrs. E. B. Honeycutt, son, September 15.

## DEATHS REGISTERED DURING SEPTEMBER

- Robert E. Wade, age 66, September 4.
- Francisco Stuz, 7 months, October 1.
- Earnest Mitchell, infant, September 3.
- Mrs. Sara A. Dyer, age 82, September 15.
- H. H. Barron, III, 8 months, September 17.
- Baldemar Eicy Paz, 7 months, September 22.
- Dr. F. C. Warnick, age 78, September 24.
- Nina Welty, 14 days, September 28.
- Betty Jo Fisher, infant, September 6.
- Jim Sisk, Jr., 4 months, September 13.
- Wanda Fay Newland, 2 months, September 9.
- A. B. Maxwell, age 57, August 10.
- Willard Roy Moore, age 25, September 3.
- Jno. Huddleston, age 39, September 14.
- Mary Taylor, age 36, August 11.
- Felipa Navarsa, age 53, October 10.

## CENTRAL HOME DEMONSTRATION CLUB

"The convention opened so many avenues for the rural communities I find myself in a maze to give you ideas," said Mrs. E. A. Tweed in her report on her trip to the Home Demonstration convention at San Antonio, to the club members in the home of Mrs. Claud F. Gowen last Wednesday afternoon, October 6.

"Also the contact with the band of four hundred rural women all working in a similar way made me feel that 'here is a new start for better homes, more organized communities and higher living.' I was inspired to adopt the motto, 'Where there is work there we are.'"

We enjoyed the many interesting things told by Mrs. Tweed on her trip. Thirteen members and three visitors were present. The club will meet in the home of Mrs. L. A. Sasser on Wednesday afternoon, October 20.—Reporter.

## FIRST BAPTIST CHURCH

There were 422 in the Sunday school last Sunday, 76 in the B. T. U. and four additions to the church. Despite the inclement weather, the adult department showed a nice increase in the number present over the last Sunday.

Mr. Owen Taylor, counselor for the Tornado B. Y. P. U. announced that a Mexican program is to be given in that union next Sunday evening at 6:15. Christian Mexicans from this section, led by the Baptist District Mexican Missionary, will appear on the program.

Interest is running high in the three-way speed way between the Progressive Victory, and Up-Streamer Unions in B. T. U. The Progressive is leading with 252 miles, with the Up-Streamers Union second with 200 miles. Highest grade counts 15 miles, new members 5 miles each, preaching service 5 miles etc.

Miss Pauline Bulsterbaum will be

the new teacher for the Business Women's Bible class. Mrs. L. F. Kennedy supplied for the Fidelis Matrons class last Sunday and Miss Thelma Lee Norman taught the Business Women and the Euzelian. Brother Cole and Mr. Darling will appear on the program of the Worker's Meeting at Seminole Thursday. The Victory B. Y. P. U. will meet next Sunday at 5 o'clock for visitation. Mrs. O. C. Richardson is the leader.

Teachers and officers meeting is held at 7:30 on Wednesday. It will be followed next Wednesday by a special program by the W. M. U. The Sunbeam band meets every Saturday at 10 o'clock with Mrs. Roscoe Holton as leader and Mrs. Gus Ragsdale assistant. The Junior G. A.'s meet Monday at the church at 4 o'clock, with Mrs. Roy E. Speck, leader. The Intermediate G. A.'s also meet on Monday at 1 o'clock, Mrs. Nix, leader.

## METHODIST NOTES WELCH CHARGE

Congregation off Sunday at Welch, Do not ask me why To be sure it rained a little, but we do not think that it rained enough to keep people from coming. If that was your excuse, it was only one excuse and a very flimsy one. Certainly it was not in any way a reasonable excuse. I believe if I had offered a premium of one dollar a head that I could have run the church over. We surely had a premium to offer far greater than thousands of dollars. The premium was eternal life through Jesus Christ. Not much interest shown in this premium. What is the matter? The deceitfulness and cares of this world have checked this interest down, and the people are being deceived. You may have your pastor fooled (not bad) and surely you can't fool God. You are just getting by making excuses and some day not very far out in the future you will be brought face to face with your own folly, then you will go rain or shine prepared or unprepared. If unprepared what will your answer be? You will be forced to say, "Amen" to your own condemnation.

You can't do wrong and get by. Well next Sunday we go to Bartlett for the last time in this conference year; and may be last for life. We are anxious to have a well filled house. If you appreciate us as we appreciate you, you will be there.

Come one, come all.  
J. G. Walker, P. C.

## PARENT-TEACHER ASSOCIATION ORGANIZED AT FIVE MILE

A number of patrons of the Five Mile community and the teachers met on Friday night, Oct. 3, and organized a Parent-Teachers' Association. The purpose of the P-T. A. and its work was discussed. The following officers were elected: President, Mrs. C. L. Sharp, vice-president, Mrs. Raymond Earnest; secretary and treasurer, Miss Monette Davis; corresponding secretary, Mrs. Herman Petteway; parliamentarian, Miss Faye Anderson, reporter, Mrs. Hick Scott. The P-T. A. discussed ways of raising money to install a light system in the school. The decision was to begin by having an entertainment called a "Country Store" at the Five Mile schoolhouse on Friday night, Oct. 22. Other entertainments will be held at various times during this school term to complete the funds for lights.

Mrs. C. K. Benigni returned Sunday to her home in Fort Worth after a visit here with Mrs. Katherine Weaver Rose.

## Churches

### THE METHODIST CHURCH

M. M. Beavers, Pastor  
Sunday School 9:45 A. M., G. M. Roberts, Superintendent.  
Preaching Service 10:55 A. M.  
Evening Worship 8:00 P. M.

### PRESBYTERIAN CHURCH

David J. Murray, Pastor  
Sunday School 9:45 A. M.  
Public Worship 11:00 A. M.  
Young People's Service 7:00 P. M.  
Evening Service 8:00 P. M.

### CHURCH OF CHRIST

J. C. Foster, Minister  
Bible Study 9:45 A. M.  
Preaching 11:00 A. M. and 8:30 P. M.  
Ladies Bible Class, Monday 4:00 P. M.  
Prayer Meeting Wednesday 8:30 P. M.

### FIRST BAPTIST CHURCH

E. F. Cole, Pastor  
9:45 A. M. Sunday School.  
11:00 A. M. Preaching Service.  
7:15 P. M. Training Service.  
8:30 P. M. Preaching Service.  
7:30 P. M. Wed. Teachers Meeting  
8:45 P. M. Wed. Prayer Meeting

### Missionary Baptist

Willie E. Lee, Pastor  
Sunday School 10:00 A. M.  
Preaching 11:00 A. M.  
B. Y. P. U. 7:30 P. M.  
Preaching 8:15 P. M.  
You are welcomed to our services.

## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, MANAGEMENT, CIRCULATION, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of Dawson County Courier published weekly at Lamesa, Texas for October 1, 1937.

STATE OF TEXAS,  
COUNTY OF DAWSON.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Joe Alexander, who, having been duly sworn according to law, deposes and says that he is the owner of the Dawson County Courier and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Joe Alexander, Lamesa, Texas.
2. That the owner is: Joe Alexander, Lamesa, Texas.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: NONE.

Joe Alexander  
Sworn to and subscribed before me this 12 day of October, 1937.  
R. L. Gilbert,  
(My commission expires June 2, 1939)

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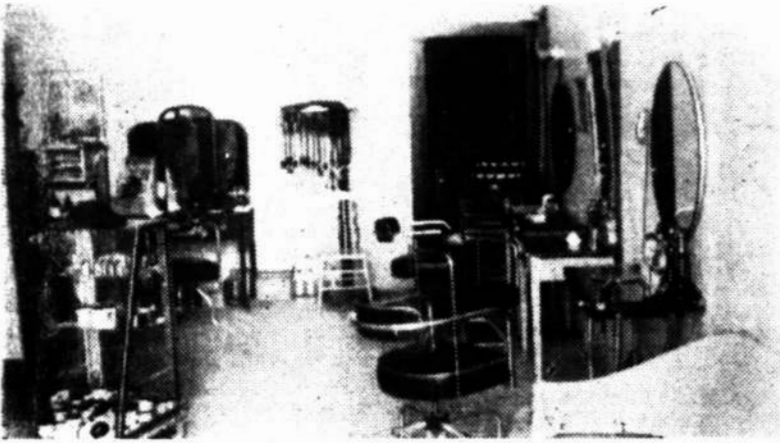
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**PALACE BEAUTY SALON**



Modern in every detail is the Palace Beauty Salon, pictured in the interior view shown above.

Duffy Jeffcoat and family of Maples spent the week end with H. C. Jeffcoat and family.  
 Mr. and Mrs. Pete Weatherford of Mt. Olive spent the week end here with Mrs. Dorris Carmichael.  
 Mr. and Mrs. J. C. Billingsley of Vealmore were visiting in our community Sunday.  
 Mr. and Mrs. C. A. Nichols of Sunset spent the week end in the J. T. Brown home.  
 A. L. Fain and family spent Sunday visiting in Lamesa.  
 There was a musical given in the John Webb home Friday night.  
 The young folks of the community enjoyed a party given in the home of Mrs. Fred Cave Saturday night.  
 Mrs. J. C. Bearden, Mrs. Edd Oak, and Miss Kay Dyer were guests of Mrs. F. W. Beckmeyer Sunday.

**RICHARDSON**  
 Ida Jo Kirkland, corres.

Mr. and Mrs. York and family of the Higginbotham community moved to Richardson this week.  
 Sunday school and church were well attended. Bro. Owens preached Sunday morning and Bro. Gentry Sunday night.  
 Mrs. Woodrow Eggleston returned to her home in Odessa Sunday. She was accompanied by Mr. and Mrs. Argle Williams.  
 J. T. Williams of Hobbs, N. M. visited his parents Mr. and Mrs. A. V. Williams Saturday.

Mr. and Mrs. Charlie Shafer of California and Mr. and Mrs. Calvin Wahser of Lamesa were visitors in the York home Sunday.  
 Mrs. Joe Burrow and family who have been living on the Kirkland place returned to Lubbock with Mrs. Burrows father, Mr. Cullum, Sunday afternoon.  
 Mr. Burrows remained in Lamesa at the bedside of their baby at the Loveless hospital. The baby is very low.

**THREE LEAGUES**  
 Ann Lambright, corres.

Sunday school and church were fairly well attended Sunday morning. Miss Wanda Burns of Lamesa spent the week end with Frankie Lou Teague.  
 Guests in the Lambright home Sunday were Mr. and Mrs. B. B. McGuire and sons of Sand, Mr. and Mrs. Ernest Randolph and daughters of Five Mile.  
 Monty McGuire of Sand is spending this week with Mr. and Mrs. Seaborn McGuire.

**HISTORY OF BUS LINE IS TALE OF EXPANSION**

The history covering the expansion of the South Plains Coaches is one

which clearly reveals its own success. Eight years ago J. W. Bowman came to Lubbock from Dallas and bought the South Plains Coaches, a corporation which consisted at that time of one line from Lubbock to Sweetwater. Seven-passenger cars were used in transporting passengers and a trip by bus at that time was looked upon with disfavor.

Immediately after purchasing this line Mr. Bowman added new equipment and began his plans for expansion. After he had been in the Plains country a short time, he recognized the opportunity for the growth and development of a major transportation line and based his plans for the future on this policy of aggression.

Notwithstanding the hard sledding of depression years, the South Plains Coaches have become eminent in their field and have netted a handsome profit which has been turned back into the company in the form of new and modern equipment. Every known safety device is to be found on the stream-lined coaches making up the six lines operated by this transportation company.

Comparison of the mileage covered today and the mileage covered when Mr. Bowman took the company over is an indication of the progress made in the last few years. South Plains Coaches now serve almost every town and hamlet from here south to San Angelo, north to Amarillo, east to Wichita Falls and west to Clovis, New Mexico.

They are running four to five miles a day to these points on some of the lines, using modern 25-passenger coaches that are of the best type that money can buy.  
 A beautiful new terminal has recently been completed at Lubbock, enabling the company to serve the public more efficiently and comfortably through their central office.  
 It is the plan of the management to continue their policy of expansion in the future as they have managed in the past and to give the people of Texas the most efficient bus service in the Southwest.

**THERE IS A REASON**

For every pain that we must bear,  
 For every sorrow, every care  
 There is a reason.  
 For every falsehood that is said,  
 For every tear drop that is shed,  
 There is a reason.  
 For every grief, for every trial,  
 For every weary, lonely mile,  
 There is a reason.  
 But if we trust him as we should,  
 All will work out for our good,  
 God knows the reason.  
 —By Mrs. Leonard McGowan,  
 Sanatorium, Texas.  
 Mr. and Mrs. E. E. Turnbo are the parents of a baby boy born Monday at a local hospital.

**Rural Correspondence**

**KLONDIKE**  
 Louise Foster, Correspondent

Bro. Stricklin, our district Missionary, delivered an interesting message at the South Side church Sunday morning.  
 Misses Lottie and Flora Self visited their sister, Mrs. Leonard Alcorn and family of Midland Sunday.  
 Mr. and Mrs. B. F. Day had as their guests Sunday afternoon G. W. Hyatt and family of Lamesa, B. W. Warren of Anson, Mr. and Mrs. E. L. Eoff, Mr. and Mrs. R. D. Spraberry and J. H. Foster and family.  
 Mr. and Mrs. Dave Bailey of Lamesa and Mr. and Mrs. John Scott of O'Donnell visited S. A. Wilson and family Sunday.  
 Rev. Stricklin was a dinner guest in the G. W. Thorp home Sunday.

**HIGHWAY**  
 Audrey Whitmire, corres.

Sunday school and church were well attended both Sunday morning and night. We are learning to appreciate the new public address system more and more.  
 Johnnie Sue McNier of Key visited in the L. C. Speck home over the weekend.  
 Donaleta Love, Lester and W. C. Riddle of Midway visited church Sunday night.

**KLONDIKE**  
 Doris Holmes visited Mr. and Mrs. Raymond Styron of Lamesa Saturday night.

Miss Oleta Shillingburg who is teaching school at Shumake visited church Sunday night.  
 F. M. Whitmire, Nelda, Doris and Glyn Whitmire visited Mr. and Mrs. Coy Whitmire of McCarty Sunday.  
 Ollie Goodman and family of Big Spring visited the song services Saturday night.

**FLOWER GROVE**  
 Katie Dyer, corres.

Sunday school and prayer meeting were well attended Sunday.  
 John Green of Oklahoma is visiting in the home of M. T. Mitchell.  
 Herman Jeffcoat and family of Knott spent Sunday with H. C. Jeffcoat and family.  
 Mr. and Mrs. J. I. Brown spent Sunday afternoon with C. A. Nichols of Sunset.  
 Mrs. Percy Peterson of Midway spent Sunday with Mr. and Mrs. Ralph Mullins.  
 M. T. Mitchell and Mrs. Fred Cave spent Sunday with Bill Green and family.  
 Leland Brown of Mungler and Miss Clea Faye Oaks were married Sunday.  
 Odell Elrod of Roscoe is visiting in the Gene Elrod home.

**Radios - Batteries - Tubes**

One of the largest lines to select from in West Texas, Battery Radios from \$12.50 up, Electric Sets from \$10.00 up, Batteries For Philco \$5.50 \$6.95 \$8.95

Bring your radio and have it checked free of charge. Tubes tested all work guaranteed.

**CANON VARIETY STORE**

**Welcome To The DAWSON COUNTY FAIR**

Our Every Day Prices			
Syrup Pepsin, 60c value	49c	KOTEX Regular	21c
Syrup Pepsin \$1.20 value	98c	KLEENEX 200 Sheets	13c
Adlerika \$1.00 value	89c	Alarm Clocks Guaranteed	98c
Miles Nervine \$1.00 value	89c	Pocket Watches Guaranteed	98c
Rubbing Alcohol 50c Value, Pint	39c	Fountain Syringe Good One	69c
Epson Salts 5 Pounds	39c	Hot Water Bottles Good One	69c
Calox Tooth Powder, 50c		Shot Gun Shells at Reduced Prices	
Dr. West Tooth Brush 50c, Both For	59c	Target Shells at Reduced Prices	
New Micromatic Gem Razor with blades	69c		

WE EXTEND TO YOU A CORDIAL INVITATION TO ATTEND THE DAWSON COUNTY FAIR. WE SUGGEST YOU MAKE OUR STORE YOUR HEADQUARTERS WHEN YOU COME TO LAMESA.

**Our Drug Store Is Complete In Every Department**

**MORRIS--CLEVELAND DRUG**

Visit the...  
 As Bo...  
 Cordia...  
 Fair in...  
 esting...  
 you w...  
 DA...  
 ECHO



This is one of the pictures that was taken at the Sheridan, Wyoming Rodeo on the midway of the Western States Shows this year. This spectacular public legal celophane wedding will be repeated at the Dawson County Fair Friday night, October 15, the bride and groom will both be local folks and their identity will not be announced until after the ceremony. The bride will be attended by a score of bridesmaids, maids and matrons of honor, flower girls, and ring and train bearers. This is to be the most beautiful social event of the year. Plans are now being made for special stage lighting and floral designs.

**LEGAL NOTICES**

**CITATION BY PUBLICATION**

The State of Texas,  
To the Sheriff or any Constable of Dawson County—Greeting:  
You are hereby Commanded to summon S. Ackers and wife M. E. Ackers, and the unknown heirs of them, and each of them, and B. Leatherwood, by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the 106th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 106th Judicial District, to appear at the next regular term of the District Court of Dawson County, to be holden at the Court House thereof, in Lamesa, Texas, the 3rd Monday in November A. D. 1937, the same being the 15th day of November A. D. 1937, then and there to answer a petition filed in said Court on the 6th day of October A. D. 1937, in a suit, numbered on the docket of said Court as No. 2084, wherein O. H. Morris and M. Q. Martin are plaintiffs, and S. Ackers and wife M. E. Ackers, and the unknown heirs of them and each of them, and B. Leatherwood and P. C. Leatherwood and Mary E. Grice E. T. Grice, A. T. Grice, Edith Grice Galloway and Bryan Galloway are Defendants, and said petition alleging:  
That the plaintiffs and the defendants Mary E. Grice, A. T. Grice, Edith Grice Galloway and husband Bryan Galloway reside in Dawson County, Texas. That P. C. Leatherwood resides in Howard County, Texas, and B. Leatherwood resides in New

Mexico, and that the residences of S. Ackers and wife M. E. Ackers and the unknown heirs of them and each of them are unknown. That plaintiffs are the owners of in fee simple and entitled to the possession of the following described land and premises to-wit:  
The West Sixty-seven (67) acres of Section No. One (1) in Block C-39, Public School Land, in Dawson County, Texas, and described by metes and bounds as follows:  
Beginning at a stake set in the N. E. Cor. of Sur. 16 Block C-38, for N. W. Cor. of this tract;  
Thence S. at 1901 vrs. pass the S. E. Cor. of sur. 16, in all 2158 vrs. a stake set in N. line of block "M"; thence N. 75° 26' E. 1829 vrs. a stake set in N. line of block "M"; thence N. 2112 vrs. a stake set in the S. line of sur. 2 this block; thence W. 177 vrs. to the place of beginning.  
That on June 1, 1937, the defendants unlawfully entered upon said premises and land and ejected the plaintiffs therefrom to their damages in the sum of Five Thousand (\$5000.00). That reasonable annual rental value of said land and premises is two hundred dollars (\$200.00). Plaintiffs sue for the title to and possession of said land and premises, damages, rents, cost of suit, and general relief.  
Herein Fail Not, and have before said Court, at its aforesaid next regular term, this writ with your return thereon showing how you have executed the same.  
Given Under My Hand and the Seal of said Court, at office in Lamesa, Texas, this 6th day of October A. D. 1937.  
GUTHRIE ALLEN,  
Clerk, District Court, Dawson County.

**CITATION BY PUBLICATION**  
The State of Texas,  
To the Sheriff or any Constable of Dawson County—Greeting:  
You are Hereby Commanded to summon W. M. Williams, John T. Kerr, C. C. Hutcherson, R. L. Slaughter, G. S. Thompson and T. E. Elliott and the unknown heirs of them and each of them, by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the 106th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 106th Judicial District, to appear at the next regular term of the District Court of Dawson County, to be holden at the Court House thereof, in Lamesa, Texas, on the 3rd Monday in November A. D. 1937, the same being the 15th day of November A. D. 1937, then and there to answer a petition filed in said Court on the 17th day of September A. D. 1937 in a suit, numbered on the docket of said Court as No. 2071, wherein Dixie Kilgore is plaintiff, and W. M. Williams, John T. Kerr, C. C. Hutcherson, R. L. Slaughter, G. S. Thompson and T. E. Elliott, and the unknown heirs of them and each of them, and Georgia Williams are Defendants, and said petition alleging:  
1. That the plaintiff resides in Dawson County, Texas, and the residence of the defendants, W. M. Williams, John T. Kerr, C. C. Hutcherson, R. L. Slaughter, G. S. Thompson and T. E. Elliott, and the unknown heirs of them and each of them is unknown to plaintiff and his attorney.  
2. That plaintiff is the owner of in

fee simple, and was lawfully seized and possessed of the following described tract of land and premises in Dawson County, Texas, to-wit:  
The Southeast one-fourth (SE 1/4) of Section No. 108 in Block "M," Certificate No. 1395, E. L. & R. R. Ry. Co. Surveys in Dawson County, Texas.  
3. That on or about the 1st day of May A. D. 1937, the defendants and each of them unlawfully entered upon said land and premises and ejected plaintiff therefrom and unlawfully withheld from him the possession thereof to a damage in the sum of \$3000.00. That the annual rental value of said land and premises is the sum of \$500.00.  
Plaintiff prays for title to, and possession of said land and premises, and for damages and cost of suit.  
Herein Fail Not, and have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.  
Given Under My Hand and the Seal of said Court, at office in Lamesa, Texas, this 17th day of September A. D. 1937.  
GUTHRIE ALLEN,  
Clerk, District Court, Dawson County.

**FRANK STANLEY OWNS POPULAR TIRE COMPANY**

Frank Stanley purchased the Shook Tire Company in January, 1936, after he had been associated with the firm approximately two years as manager and had thoroughly learned the business.  
Mr. Stanley came to Lamesa some eighteen years ago from Alabama. His business career began when he accepted a job with the Ford Motor Com-

pany where he remained 4 1-2 years, learning the mechanics of the automobile trade. He also worked for the Magnolia Petroleum Company before becoming manager of the Shook Tire Company.  
Associated with Mr. Stanley are his brothers, Paul and Herman Stanley both of whom are experienced in the business.  
The Shook Tire Company handles Seiberling tires and Gould batteries, nationally known products. In connection with this business, Mr. Stanley operates a Magnolia Petroleum Station at 211 South Dallas Street.  
The Shook Tire Company has established a reputation as to the quality of their products and the efficiency with which the business of the company is

handled. Those who enjoy taking their trade where it is given careful consideration and where they may be assured of always getting a square deal are patrons of the Shook Tire Company and, consequently friends of the owner.  
Maine, New Hampshire, and Vermont are the only states in the Union almost entirely free from poisonous serpents.  
Mrs. T. A. Miller and son Ed Miller returned Sunday to their home in Ft. Worth after spending several days in Lamesa visiting their daughter and their products and the efficiency with which the business of the company is acting business.

**SPECIALS**  
Try our "Home Made" Potato Chips and Candies—  
Made Fresh Daily . . . .  
Cocoanut And Peanut Brittles and  
Different Kinds of Cream Candies also Cafe Service.  
**BUSY BEE CAFE**  
Mgrs. Earl Wilson Miss Jinkens Moreland  
204 North Main

**Repair your car for COLD WEATHER!**

Let a MATADOR battery do the starting of your car this winter.



A HEAVY DUTY-15 plate, 24 months guaranteed battery, in a solid rubber case, with enough stored energy to start your car the coldest day. Exchange, only **\$6.49**  
Other Batteries **\$3.29** to **\$5.49**



Simonize for protection of your car from the winter elements.  
Kleener Wax **44c** Per Can  
Floor Mats for all Popular Cars Plain Rubber, Ford A or Chevrolet **79c**  
Felt Back Mats, Ford A or Chevrolet 28-31 **\$1.35**  
Felt Back Mats, Ford V-8 or Chevrolet, '32 to '36 **\$1.59**

Keep your car warm in the cold weather with a hot water heater.

The McAleer hot water heater can be installed to give summer comfort on any car, including the 1937 Ford. The new McAleer heater can be had with or without wind shield defrosters, see the McAleer heater before you install a heater on your car, priced—  
**\$10.95** to **\$20.95**



**AVOID ACCIDENTS**  
Carry a De Froster for clear vision in cold weather—  
**25c** to **\$2.95**

Treat the old bus to a new—  
**RADIATOR CAP**  
V-8 Cap **98c**



Due to lack of space Earnest Motor Parts will not have a booth at the 1937 Dawson County Fair, visit our store

when visiting the Fair and see our complete line of Automobile Parts and Accessories, household appliances and useful articles.

Visit the **DAWSON COUNTY FAIR**  
**County Fair**  
**OCT. 14-15-16**

**YOU ARE INVITED!**

As Boosters for Everything Worthy Happening in this section, we Cordially extend a welcome to you to attend the Dawson County Fair in Lamesa, Thursday, Friday, and Saturday. Many interesting exhibits and amusements will be there, and we are sure you will enjoy every minute of your stay here.

MAKE OUR STORE YOUR  
HEADQUARTERS  
WHILE IN  
LAMESA

**DAL-PASO DRUG CO.**

ECHOLS PETERSON

**EARNEST MOTOR PARTS**  
WEST SIDE OF THE SQUARE LAMESA, TEXAS  
**Olon Earnest, Owner**

The  
**Airflator**  
A NEW  
**Jarman**  
FRIENDLY SHOE \$6  
Walk on Air!



For the thrill of walking on air, try on a Jarman Friendly Airflator—a patented innersole rests your foot on an air-filled cushion—conforms to the natural structure of your foot and protects it against pavement shock and jar! Come in and let us prove it with the "thumb test" and the "steel ball test."

TREAD-TESTED  
Jarman Shoes are Tread-Tested by actual walking tests.

**Collins Dry Goods Co.**  
"Bargain Center of the South Plains"

**ANNUAL FAIR**

(Continued from Front Page)

of that there will be many entries in this contest.  
All school children who participate in the parade to be held Thursday afternoon at 2:30 will be admitted to the grounds free of charge regardless of age. County King is in charge of the parade.

**Be Gate Charge**

There will be no gate charge at any time for children under twelve years of age. The ten cent charge for adults will be the same as last year. Season tickets, good for any number of admissions may be had for 25 cents.

On the midway will be Western States shows with 14 rides and 10 carnival shows to entertain both young and old.  
In addition to the exhibit building, a fence built of 6-foot V-mesh wire with steel posts set in concrete has been constructed around a portion of the ground and it is expected that this work will be finished by next season.

Much of the success of this year's fair will be due to the efforts of J. L. Matthews, secretary-treasurer of the Dawson County Fair Association, who has given unflinchingly his time to organizing the association and obtaining the fair charter, which was recently granted. Active in promoting the interests of the fair and in aiding in financial arrangements were other members of the board who compose the executive committee: W. K. Crawford, chairman; C. E. Cameron, J. T. Wood, J. M. Williams and Carol Billings.

Owen C. Taylor is president of the association and Mr. Cameron is vice-president. Other members of the board of directors are: S. L. Forrest, F. L. Gray, A. W. Matthews, C. A. Hollingsworth, E. V. Wilkes, Joe M. Peterson, D. I. Adams, W. J. Beckham and Geo. D. Norman.

Mr. Allen is chairman of the merchants' exhibits, of which there will be several. Mr. Beckham is chairman of the fair ground concessions, and J. C. Williams is general chairman of agriculture. Miss Eleanor Ragle is chairman of the home economics division.

Those in charge of livestock exhibits are: R. B. Wilkerson, 4-H club livestock; F. A. Youngblood, general livestock; F. E. Hardy, swine.

**FOOTBALL SQUAD BANQUET GUESTS FRIDAY NIGHT**

Last Friday night after the football game between Lamesa high school and Bowie high school, of El Paso, thirty business men of Lamesa entertained the football team and coaches with a dinner at the Plaza hotel. No special program was arranged for the occasion and everything was of the impromptu nature. O. B. Norman and A. G. Bearden were masters of ceremony and called on various business men and members of the team, all of whom responded with a short talk. Durward Schmidt, captain of the football team introduced the eleven players who started the game with Bowie high, and F. T. McCollum introduced the other players on the team. Various expressions were heard from the business men concerning the game, and the consensus of opinion was that the game was the best seen in Lamesa since Lamesa played Shamrock for the Regional Championship three years ago. All of the business men were high in their praise for the way the boys played the game and the spirit of fair play and sportsmanship they showed. Some of those who made talks were

Dr. J. C. Loveless, Wright Boyd, Caryl Baldwin, V. Z. Rogers, Louis Reed, Mr. Collier, F. T. McCollum, O. B. Norman, W. W. Griffith, and C. A. Hollingsworth.

The dinner was planned for a friendly get-together and to give the business men of Lamesa and the players on our football team a chance to get acquainted. Also it was a gesture on the part of the business men to show the football team and coaches that they appreciate the fine football team and training that is being given the boys on the team, and the splendid advertising the team is giving Lamesa. The meeting adjourned with a suggestion by several that another dinner be planned in the near future.

**MRS. M. C. BRUCE DIED SUDDENLY SATURDAY NITE.**

Mrs. Leona Bruce, aged 30 years, died suddenly at her home near Patricia on Saturday night, October 9. Mrs. Bruce was born in Comanche county on August 10, 1907, the daughter of Mr. and Mrs. J. A. Burton. She had made her home in this county for the past thirteen years.

Funeral services were held at 2:30 o'clock on Monday at the Patricia church with Rev. W. M. Whitley and

Rev. E. F. Cole officiating. Burial was made in the Lamesa cemetery.  
Survivors are her husband, M. C. Bruce, three children, Virginia, 7 years, Maxine, 4, and Marline, 2; her parents, Mr. and Mrs. J. A. Burton; the following brothers and sisters: Othwald Burton, Loving, N. M.; Alvin Burton, Wichita Falls, Mrs. J. R. Rirce, Loving, N. M.; Mrs. Ollie Yarborough, Carlsbad, N. M.; Mrs. W. J. Davis, Hollister, Calif.; and Mrs. C. K. Ticer, of Loving, N. M.

**BAPTIST CHURCH WEEK OF PRAYER STARTS SUNDAY**

The program for the Week of Prayer for Home Missions to be given by the First Baptist church will begin Sunday morning, October 17, when Mr. Cleve Austin will speak on "Witnessing for Christ through the Sunday school" Sunday night, Dr. V. L. Lawson will talk on "The Mission of the Baptist Training Union."

Monday and Tuesday nights beginning at 8 o'clock talks on the various phases of State Missions will be made and Wednesday night at the same hour a pageant "Texas Baptists on Trial" will be given by a group of young people.

Everyone is invited to attend these series of programs with their interesting and entertaining talks.

A 3 p. m. Monday, October 18, the regular monthly Missionary program will be given by the WMU, the topic being "The Chinese."

**C. W. TAYLOR OF BORDEN COUNTY DIED TUESDAY**

One of Borden county's best known and earliest settlers, C. W. Taylor died early last Tuesday, October 5, at his home in Gall, after a brief illness. He was 82 years of age. He had been a justice of peace in Gall for several years and was a well known figure.

Mr. Taylor came to Borden county in 1902, living in Callahan and Crockett counties before that time.

Funeral rites were held in Gall at four o'clock Tuesday afternoon. Rev. Drennan of Tahoka church, of Christ officiating.

Survivors are two sons, M. J. Taylor of Gall, and J. L. Taylor of Muleshoe; two daughters, Mrs. Montie Hudson of Fort Sumner, N. M., and Mrs. George A. Cathey of Gall; one brother, D. K. Taylor of Clyde; 11 grandchildren and five great grand children.

**DAL-PASO DRUG ADDS TO SPACE OF INTERIOR**

Remodeling of the interior of the Dal-Paso Drug Store, owned and operated by Carl Peterson and Durwin Echols, is almost completed making this business house one of the most modern and well equipped of its kind in Lamesa.

The interior of the store has been enlarged through removal of several partitions and remodeling a storage

space into a prescription department and office. Floors have been covered throughout with a special cushioned floor matting. New wall-cases have been constructed and show cases have been moved to the rear of the store to give additional space for display purposes.

**GIANT SERVINGS FEATURED BY NIGHT HAWK**

The Night Hawk Cafe, across the street from the CCC camp, has recently been taken over by Miss Lela Frances and has shown a tremendous increase in business due to the new type of menu offered.

Featured are the giant sandwiches which are equivalent to more than two average sandwiches, yet cost no more than the regular price. The giant hamburger and steak sandwiches are novelties in this respect, one gets a great surprise when a charming young lady brings forth a hamburger as large as the average sized plate, seasoned with a specially prepared relish that only they know the art of preparing for the consideration of a small thin dime.

**LAMESA WOMAN WINS HONORS AT LUBBOCK ART EXHIBIT**

For five consecutive years, Mrs. E. E. Yates of Lamesa has carried off honors in pastel painting at the Art Exhibit at the South Plains Fair in Lubbock. She has won one third, two second places and two first places.

Mrs. Yates specializes in West Texas scenes. The picture which won this year at the fair was "A Yucca Plant in Full Bloom." This picture will be on display at the Lamesa club house during the Delphian Art Tea, which will be held on October 19.

**MRS. GEORGE LOOPER, O'DONNELL PASSED AWAY**

Mrs. Lea Looper, aged 27 years, passed away at her home in O'Donnell on Monday, October 11.

Funeral services were held at three o'clock on Tuesday afternoon at the Methodist church at O'Donnell, with Rev. J. A. Lundstedt, officiating. Burial was made in the O'Donnell cemetery under the direction of Higginbotham Funeral Home.

Survivors are her husband, George Looper and two children.

**MRS. J. E. LEIGH, SEC. BAPTIST WMU COMING**

The ladies of the Lamesa Baptist Association have a real treat in store for them on Wednesday, October 27, when Mrs. J. E. Leigh, of Dallas, sec-

retary of Baptist W. M. U. will appear before them in a Fall Round-Up and Mission study rally.

The local First Baptist church is hostess for the occasion. A covered dish luncheon will be served, each lady bringing a dish of her own choosing. Two hundred ladies are expected. Each church of the association will be represented by as many ladies as can attend. The meeting hours will be from 10 a. m. to 4 o'clock p. m.

**COUNTRY STORE TO BE HELD AT FIVE MILE SCHOOL HOUSE**

There will be an entertainment at Five Mile schoolhouse on Friday night, October 22, called the "Country Store." Various kinds of entertainment will be furnished, a "42" contest will be one of the affairs of the evening, and plenty of good music.

The purpose of this "Country Store" is to install a light plant for the school. Your presence will be appreciated.

**SEMI-ANNUAL CHECKER TOURNAMENT HELD IN LUBBOCK, OCTOBER 17**

Checker players of Northwest Texas are to hold their semi-annual checker

tournament at the Hilton Hotel Lubbock on Sunday, October 17, beginning at 9:15 a. m.

Checker players of Northwest Texas have had these semi-annual checker tournaments each spring and fall for the last four years and besides the spice of fighting for the championship and the cash prizes, and merchandise offered, they enjoy renewing friendships with fellow checker players from over the country twice a year.

**MOTHE / OF MRS. SWANSON HURT DIED IN KENTUCKY**

Mrs. Swanson Hurt and daughter, Virginia left Sunday morning for Adairville, Ky., to be at the bedside of Mrs. Hurt's mother, Mrs. C. H. Conn. Mrs. Conn passed away on Tuesday morning. She had been ill for several months and had suffered a stroke on Monday.

**MCCARTY SCHOOL STARTED MONDAY**

The McCarty school started Monday morning of this week with the following teachers: Howard Humphrey principal, William Gay, Marguerite Francken and Mrs. Cecil Dement.

**AN UNUSUAL OFFERING OF LORRAINE**

Perfect Fitting Underthings

A specially planned sale featuring the famous DEB-ORAY fabric. Tailored and lace trim styles. The Lorraine label assures perfect fit, workmanship and wear.



PANTIES  
STEP-INS  
BRIEFS  
BLOOMERS

49c ea.

**Collins Dry Goods Co.**

"Bargain Center of the South Plains"

**WORN 'ROUND THE WORLD**



**KNOX VAGABOND \$5.50**

Men beyond the Seven Seas know and prize this famous Lightweight Felt. In its casual grace, its superbly informal smartness, they find it the most adaptable and distinctive of hats for active wear. In all the season's most favored colors.

OTHER KNOX "VAGABONDS" \$7.50 and \$10.50

**COLLINS DRY GOODS CO.**

KNOX HATS NEW YORK

**CHOOSE YOUR COAT WEEK**

The right time... just when you need a coat and our collection is complete! The right place... a store where quality fabrics, fine furs and perfect fit are stressed! The right price... now you can have that glamorous New Printzess Coat at your price! Persian, Badger, Wolf, Caracul, Squirrel fur and other lovely furs. Every one a Printzess masterpiece! Come in today!

**Printzess Fashions**

- glamorous in style
- flattering in line
- moderately priced!

\$24.50 to \$89.50

**Collins Dry Goods Co.**

"Bargain Center of the South Plains"

(EDITOR count is tak by Miss Le Lamesa Pul tial require Master of College, Lubbock publishing Dr. Ray Ho  
Earliest Dawson co from Bexar 1858, and re along with Texas coun to Howard and east, fo maine und was organiz The coun Nicholas M as second l at San Jaci vasion of F Dawson rati citizens from ting to lea Texas camp Co. he and by an overo on Sunday. Dawson and massacred  
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# DAWSON COUNTY COURIER

Volume 7

Lamesa, Dawson County, Texas, Thursday, October 14, 1937

Number 39

## LAMESA TIRE AND BATTERY OPENED IN 1934 Early History of the South Plains Region Is Colorful

### MISS LEONA GELIN TELLS OF INDIAN LIFE

**EDITOR'S NOTE:** The following account is taken from a thesis prepared by Miss Leona Gelin, teacher in the Lamesa Public Schools, to satisfy partial requirements for the degree of Master of Arts at Texas Technological College, Lubbock. The material is being published through the courtesy of Dr. Ray Holden and Miss Gelin.

**By LEONA GELIN**  
Earliest records available show that Dawson county, Texas, was created from Bexar Territory on February 1, 1858, and recreated on August 21, 1876, along with a number of other West Texas counties. It was later attached to Howard county, located on the south and east, for judicial purposes and remained under this jurisdiction until it was organized on February 13, 1906.  
The county was named in honor of Nicholas Mosby Dawson, who served as second lieutenant of Company "C" at San Jacinto. Hearing of Wolf's invasion of Bexar in 1842, Lieutenant Dawson raised a volunteer company of citizens from Fayette county. Attempting to lead his company into the Texas camp during the Battle of Salado, he and his men were surrounded by an overwhelming force of Mexicans on Sunday, September 18, 1845, and Dawson and 36 of his 53 men were massacred.

**Country is Rolling**  
Dawson county lies in that region of West Texas known as the South Plains, a plateau about three thousand feet above sea level and consisting of level gently rolling land which was originally covered with a heavy growth of curly mesquite, needle and black gramma grasses. The abrupt decline of the plateau to a lower region is known as the cap-rock area, or "breaks." These "breaks" contain numerous springs which form parts of the head waters to the Colorado and Concho rivers.

The average rainfall for this territory is about 17.5 inches usually falling during the rainy season, leaving the winter months dry and bracing. The average temperature is 78 degrees.  
The county is traversed by Sulphur Springs Draw from southeast to northwest, the head of which is in New Mexico. This draw is the continuation of the Colorado River. As the drainage area of this draw is narrow, the major part of the county drains into depressions, or lakes, of from ten to 100 acres in area where it is absorbed by the ground in a few days.  
The soil of the county varies from a chocolate loam in the southwestern part to deep sand in the north and west. Besides the natural grasses, there were low mesquite shrubs when the first settlers came, and also low oak brush having only a few switches above the ground but with extensive root systems which provided fuel for man.

This territory, covered with vegetation and close to watering places, made an ideal home for the herbivorous animals and the carnivorous ones who preyed upon them. Even in pre-historic times this region was inhabited by many animals that have since become extinct, leaving only their bones to prove their prior occupancy.

In later times the American bison or buffalo roamed this country; deer and thousands of antelopes were also found, as were lobo or prairie wolves, coyotes, wild cats, and at rare intervals a cougar. Smaller wild life was represented by jack rabbits, cottontail rabbits, prairie dogs, and such wild fowl as quail, plover, geese, ducks, and prairie chickens.

Through this territory came the Spanish explorers in search of gold in the sixteenth century. Indians camped near springs and collected their supply of food and clothing from the buffalo herds that roamed the prairies.

**Indian Winter Here**  
As late as 1872, between 600 and 1000  
(Continued on Page Five)

### DAWSON CO. COURTHOUSE IN 1906



Lamesa's first tragedy is represented in the above picture showing the County Courthouse in 1906, and in the foreground the wagon in which two young men were killed near the city. The deaths grew out of a misunderstanding among pioneer residents.  
The building was moved in 1916 to 506 North Second Street to make way for the new courthouse.

### TWO MEN LOST LIVES IN WAGON SHOWN ABOVE

**By CLYDE ADAMS**  
The story of the "death wagon" in the above picture dates back to the Spring of 1906 when a young man in Oklahoma and his bride of 17 came down to Texas to make their home.  
He bought a farm a few miles northwest of Lamesa and in the course of time another young man came to visit them. One bright sunny day the two men made a business trip to town, starting the return trip home about 3 o'clock in the afternoon.  
Two miles out of town the road ran by an old ranch watering place known as the Tub-Iron Wells. Trees ran along the west side of the tank with the watering trough on the north. The ponies were anxious to reach fresh water, but they were destined never to turn the corner leading to the wells.  
Suddenly two streams of barking death came from the branches of the trees, and both the young men were dead. Twenty shots had been fired in all. Their bodies were laid to rest in the cemetery in the east edge of town. The young widow sold her farm and went back to Oklahoma.

Deluxe Editions of The Courier Fair Edition, 50c each.  
J. P. Simmons, who was one of the first county commissioners of Dawson county, in 1905, now lives in Rogers, New Mexico.  
Deluxe Editions of The Courier Fair Edition, 50c each.

### WOMAN'S STUDY CLUB FIRST TO JOIN FEDERATION

Of the several progressive women's clubs in Lamesa and Dawson county, the Woman's Study Club has the distinction of being the oldest and first club to become a member of the State Federated Clubs. The club was organized in 1922 and joined the Federation the same year.  
The club has ever been an integral part of the national and state organizations in conforming to their plans, their outlines for progress and working with them in the interest of child welfare. Several members of the local organization have served as chairman of district and state committees.  
Worthwhile projects sponsored by the Woman's Study Club include an Educational Fund which is constantly in use by some deserving young person who uses the loan to further his or her educational advantages, and who promptly refunds it when his school days are finished.  
The club is joint owner with the Delphian club of the Woman's Club house and furnishings, which building houses meets for many young people's organizations that are sponsored by the clubs.  
Mrs. W. A. Wallace succeeds as president of the club following Mrs. E. J. Yates. Both women are well known for their interest in community welfare and community building.  
Members of the club strive to live up to the motto of the organization which is: "In Small Things, Liberty In Large, Unity In All Things, Charity."

Deluxe Editions of The Courier Fair Edition, 50c each.

### E. O. TINSLEY LOCATED HERE TWO YEARS AGO

After thirty-five years in the ginning business, E. O. Tinsley believes that cotton will never lose its place as the major crop of the South and that Dawson county is destined to maintain its position as one of the foremost counties in the cotton area.  
Mr. Tinsley came to Lamesa two years ago from Shamrock and Mangum, Oklahoma, where he had spent years helping the farmers solve their problems and increase the quality of their products.  
He built the modern, up-to-date Tinsley Gin, installed the best equipment available, and prepared to give the farmers of Dawson county the most efficient service that could be obtained anywhere.  
The Tinsley Gin has made its name synonymous with excellence. It has always been their policy to render such efficient service that customers will have no possible complaint to make, and to maintain an atmosphere of friendly and courteous attention that will make doing business a pleasure for both the customer and the ginner.  
In a land where cotton is king, those who enter the service of his majesty must keep their division of labor up to the highest levels, and the ginning industry in Dawson county one of the most important. Since only good grades of cotton are raised here, carefully farmers want the best of work done when they carry their product to the gins. Realizing this, and conducting their business in accordance with the farmer's demands, the Tinsley Gin has attained a high degree of efficiency that insures complete satisfaction to the customer.  
Mr. Tinsley extends an invitation to the residents of the town and county to visit the gin and inspect the latest displays of up-to-date gin machinery.

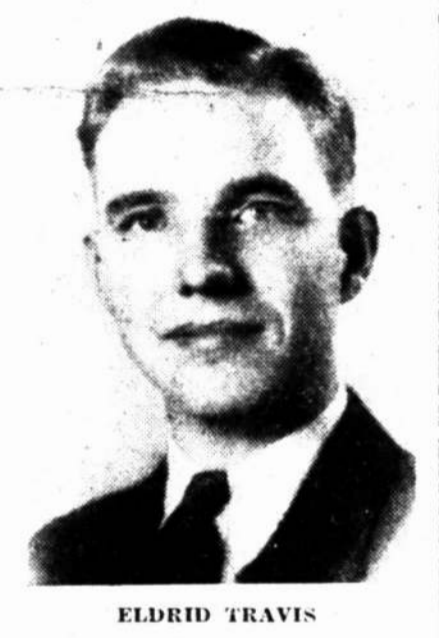
### HIWAY STATION WAS OPENED IN OCTOBER, 1934

**By AUDREY WHITMIRE**  
The little community center called Highway is located eleven miles southeast of Lamesa on the Big Spring highway, and is composed of a store, filling station, church, and surrounding farm homes.  
The store and station, owned by Lee Lauderdale and Chester Guinn, began operations in October, 1934. In May, 1935, they sold out to Alvis Richardson who managed the store a year. It is now owned and operated by H. J. Yates. It will be met with a pleasant smile and courteous service.  
The Highway Baptist church was built in 1936 on a plot of ground donated by L. B. Stuart, prominent farmer in the community. The first service was held on the third Sunday in May of the same year. Rev. Ches-

### GOODRICH TIRES ARE FEATURED BY THIS WELL ESTABLISHED ORGANIZATION



JACK McLAUGHLIN



ELDRID TRAVIS

### Budget Plan Gives New Service to Auto Patrons

Outstanding in reputation though young in point of years as a Lamesa business man, Jack McLaughlin, who established the Lamesa Tire and Battery Company three years ago has a volume of business which is rapidly being recognized in West Texas for both efficiency and size.  
McLaughlin, having boundless faith in the business future of Lamesa, Dawson county and vicinity, established and became manager of the Lamesa Tire and Battery Company in 1934. Prior to that time he had been employed by the Bryant-Link Company in both Lamesa and Stamford but had severed his relations with that firm in 1932 to enter the tire business. He was born in Stamford, Jones county, and was reared there.

Service and quality have been Mr. McLaughlin's mottoes since he first opened shop in Lamesa in the building now occupied by W. P. A. offices. Beginning with a small stock the business featured Goodrich tires and has now grown so rapidly that in its new quarters, adjoining the Courier office on North First Street, all Goodrich products are sold, and the stock is comprehensive one.

Week-by-week and month-by-month the business has been growing, adding new products, increasing the service until now Mr. McLaughlin has one of the largest auto accessory shops in West Texas. Automobile tires, truck tires, and tractor tires, everything in the tire and battery line may be found in his store.

One of the newest features of the business is the inauguration this month of a budget and retail department with Eldrid Travis in charge. The new plan, an innovation to credit buying is different from other types of advertised budget plans, says Mr. Travis. This budget payment plan is designed to suit any need and fit any purse and anyone can now buy one or a set of tires, a battery, a house or auto radio and many other items to suit his own terms.

Mr. Travis who has been a resident of Lamesa for thirteen years, is one of the outstanding young business men of the city. He is the son of Mr. and Mrs. Guy Travis and came here with his family at an early age. He is a graduate of Lamesa high school and attended Texas Technological College at Lubbock during the years 1934-1935.

He was employed at the Bryant-Link store here until 1936 when he joined the staff of the Goodrich Tire Company at Dallas and was transferred here as manager and head of the budget and retail department of the Lamesa Tire Company several weeks ago. His wide circle of friends and acquaintances in Dawson county welcome him back and congratulate him upon his association with the McLaughlin business.

This Lamesa company is indeed a complete accessory shop. In addition to tires and batteries, of all kinds for both automobiles and tractors, Mr. McLaughlin offers radios, auto wheels seat covers and a multitude of smaller articles, expert vulcanizing under the direction of a service man from Dallas who claims that if he can't repair the tire, it can't be repaired. The Budget Payment plan which now operates on the sale of articles in the store has been responsible for a decided increase in business during the past weeks and for the growing popularity of the store as marketing headquarters for auto needs.

Largely responsible for the rapid success of the Lamesa Tire Company is the personality behind it, McLaughlin himself, who has made his name  
(Continued on Page 4)

## Texas Coca-Cola Bottling Works in Lamesa Is One of Best Equipped Plants in Texas

The Texas Coca-Cola Bottling Company bought the Lamesa plant and franchise from Mrs. Thomas M. Nabors on April 23rd of this year and has already drawn plans to expand the plant and increase bottling facilities within the near future.  
Harmon Daffern is manager of the local plant and Travis Simpson is rural service man. Officers of the company are: J. S. McDaniel, president; E. R. McDaniel, vice-president; and S. M. Jay, secretary-treasurer. The Texas Coca-Cola Bottling Company has plants at Abilene, Sweetwater, Big Spring, Eastland and Mid-

land, as well as at Lamesa.  
The local plant has a capacity of 60 cases an hour. Equipped with ultra-modern machinery, the plant maintains a regular daily production schedule which assures all dealers an ample supply and regular delivery.  
The washing, sterilizing and filling of bottles is done by the most sanitary and scientific methods known to the beverage bottling industry. A water softener is used, the plant being equipped with an International Filter Company water treatment unit. Ingredients are carefully weighed and balanced for each bottle to assure the

uniform flavor of Coca-Cola.  
Two new trucks have been purchased for the delivery department and quick service has become a slogan of the business.  
It is not altogether the bottling equipment of the Texas Coca-Cola Bottling works that is interesting, although the scientific precision with which it is operated attracts instant attention but the preparation of bottles to receive Coca-Cola is a process almost as fascinating.  
Nowhere is sanitation and purity more closely observed than at this plant, where great care is exercised in

cleansing the bottles and making them absolutely sterile. When a bottle of Coca-Cola leaves the Lamesa plant the operators know, in so far as it is humanly possible to know, that it contains not the faintest trace of any foreign substance.  
Known the world over, Coca-Cola is consumed everywhere. Its manufacture and distribution is nowhere more carefully or scientifically handled than at the plant of the Coca-Cola Bottling works.  
Mr. Daffern invites Lamesa and Dawson County Fair visitors to visit the plant at any time and see how Coca-Cola is made.

**1923 MARKS FIRST YEAR OF GROWTH FOR ACKERLY**

(By HAZEL WARD)

Ackerly was born in 1923, when the post office was established with W. A. Wilson as postmaster. The town was named for the man who owned the land on which it was located.

The town at that time consisted of a grocery store owned by Mr. Wilson and in which building the post office was located, and a grocery store, owned by A. D. Brown, Joel Brittain and Mr. Ingram. Other early residents of the community included, Raymond Lyons and Mr. Earnest, both of whom believed that a thriving city could be built within a few years.

Mr. Brown built the first gin in 1924

and the following year it was destroyed by fire. Nothing daunted, he rebuilt the next year and his second gin is still in operation. In the same year Dr. L. E. Parmelee put up what is now known as the Planter's Gin.

In 1925 both Methodist and Baptist church buildings were built. By this time the little town was growing rapidly; several families lived there, rent houses were being built, and the next question confronting the citizens was that of a school. Again Mr. Brown, Mr. Earnest and Mr. Lyons showed their faith in the community by calling a meeting for the purpose of discussing a building. Arrangements were made for a five-room structure with an auditorium for school and community entertainments. Five teachers were employed in the opening year with Mr. Mahew as superintendent and Mr. Davis as principal. Classes

were held in the Methodist church building until the new school house was finished at mid-term.

During the next few years more business houses were built and Ackerly was growing into a thriving little city. The population has increased from the original ten settlers to 306 at the present time.

The scholastic enrollment has grown from 25 pupils to 275. The town now has a new high school building with a staff of nine teachers and a crowded room. Seventeen affiliated credits are offered in the high school with more than 190 students enrolled.

Largest addition of the present year has been the Church of Christ building.

First baby to be born in Ackerly was Raymond Ackerly Green, son of Mr. and Mrs. Faye Green, who was born in 1922. Mr. Ackerly gave Raymond a townsite lot in honor of his having been named for him.

Business houses at the present time include the following: Sinclair Filling Station, managed by Charley Myles, A. D. Brown Filling Station; the Costen Filling Station managed by G. Costin; the Gulf Filling Station managed by Mr. Morrow.

The Caves Grocery Store and Cafe; Joel Brittain Grocery Store, Swartz Cafe; Newton Grocery Store, Sealey's Grocery Store, V. J. Coleman Grocery Store and Lumber Yard, Dalph Raspberry Grocery Store, Broadus Grocery Store.

Haworth Drug Store; Faye Green's Barber Shop; Marcus Smith Barber Shop, Miss Blaygraves' Beauty Shop; Mrs. Brenner's Dry Goods Store, The Bryson Laundry; the Stewart Laundry Tom Snow's Meat Market and Ice House.

Roger Snow Blacksmith Shop; Bruce Crain Blacksmith Shop; J. W. Coleman owns and operates the theater and hotel.

Electric lights were installed in Ackerly this year. During the past year some ten or twelve new houses have been built and the demand for rent houses, rooms and apartments grows greater every day.

Growth over the last ten years has been steady. A new post office building was built in 1935. Many families are settling in Ackerly to take advantage of the school system. Each year the basket ball, football, volley ball and tennis clubs win places at county meet. The pupils have several clubs at school and are anxious to make these clubs known throughout the community. Each year the town sponsors a rodeo and three-day picnic to bring the residents of the county together and to promote community spirit.

Of the three original settlers who

spent so much time in promoting the interests of Ackerly, Mr. Earnest is dead, Mr. Lyons has moved to Big Spring, and Mr. Brown is still in business in the town he helped to found.

**S. S. CALDWELL CAME TO CITY 12 YEARS AGO**

A pioneer business man of Lamesa is S. S. Caldwell, who owns and operates the Caldwell Harness and Boot Shop on North First Street. Mr. Caldwell has been in his present business here for a period of twelve years and several years prior to that farmed in Dawson county, and later operated a drug business in town.

Well known as he is to early settlers, cattlemen and farmers, Mr. Caldwell has done business with many of the early residents. On opening his harness shop twelve years ago, he stocked it with harness, saddles, and various leather goods. His son, B. E. Caldwell, was in charge of the shoe department and remained associated with his father over a period of five years. Gus McKinney who now operates this de-

partment has been in Mr. Caldwell's employ for five years, and O. B. Cox, an experienced bootmaker, has managed the bootmaking department for a similar length of time.

Boots made by Mr. Cox are especially designed and fitted to the individual and made of the best grade of leather. During his residence in West Texas he has supplied many Texans as well as New Mexico ranchers with their footwear. He has won a reputation both for himself and for Mr. Caldwell on the excellence of his bootmaking.

Although a pioneer Texan, Mr. Caldwell was born in Decatur, Ala., and was taken to Mississippi by his parents when he was only three years of age. Soon thereafter the family moved to Texas where, in the fall of 1880, they settled at Mt. Pleasant. His father farmed there and Mr. Caldwell learned the business under his parent's guidance, in all, twenty years in the farming business, the last three of which were in Dawson county.

His business has steadily prospered since its establishment in Lamesa, and has grown in size until the shop now handles regularly all kinds of leather goods, harness, and boot and shoe repair work.

**NAZARENES HOLD MEETING IN 1922**

Organization of the Nazarene church in Lamesa, began in the summer of 1922 with a revival conducted by Evangelist J. E. Threadgill under a tent where Vaughn's used car lot now stands. Large crowds attended the revival and out of these services grew the church of the Nazarene in Lamesa.

The church was organized with seventeen charter members. Members bought a small dwelling house in the 1000 block on North First Street and worshipped in this building a year until the crowds grew so large that more commodious quarters were necessary. The church then bought two lots and a dwelling at 910 North First Street and the present church building was erected.

The church has grown steadily through the years until now there is a membership of 72, with a Sunday school attendance of 60. O. A. Brown is the present pastor.

Great hopes are expressed for the continued growth of the church in the future.

**LAMESA**

IN 1906 AS I SAW IT

There was not much cotton, and just a little maize.  
There was no roads, but the trails were all blazed.  
Brush in the streets, cows on the square; Spurs on the boots, the boys were all there.  
Drunks in the gutter, and the preachers looked sad;  
We were all right, no one was bad.

1937

The roads are paved, and the cars speed by;  
The farms stretch out to the horizon sky.  
The crops are grand, though the price is low;  
You just watch Lamesa grow.

See my new watches, I handle only good ones.

Thank you,

**Clyde Adams**

506 South First Street

Phone 108-W

**GILBERT & KILGORE**

**Real Estate  
Farm Servicing  
Leases  
Royalties**

**Welcome, Visitors, to the...  
DAWSON COUNTY FAIR**

YEARS OF HARD WORK AND FAITHFUL SERVICE HAVE GAINED FOR US THE CONFIDENCE AND LOYALTY OF THE COTTON GROWERS IN DAWSON COUNTY. WE ARE PROUD OF THIS RECORD OF LONG STANDING. IN THE YEARS TO COME WE HOPE TO HAVE THE CONTINUED PLEASURE OF SERVING YOU AS WE HAVE IN THE PAST.

OUR PROCESS BRINGS



BETTER RESULTS

**TINSLEY COTTON GINS**

LAMESA, TEXAS

WELCH, TEXAS

MUNGER, TEXAS

# Thanks . . .

CITIZENS OF DAWSON COUNTY FOR  
YOUR FRIENDSHIP AND PATRON-  
AGE DURING MY 13 YEARS IN LA-  
MESA.

## T. A. Painter

REAL ESTATE & RENTALS  
Phone 151-W Lamesa, Texas

### LAMESA DELPHIAN CLUB ORGANIZED JULY 23, 1923

The Lamesa Delphian club was organized, July 23, 1923, by National Delphian Organizer, Miss Hacker of Chicago, with twenty-five charter members. The organization meeting was held in the district court room, where the club continued to meet until 1924 when members, together with the Women's Study club of Lamesa, bought and equipped the Woman's clubhouse on Houston Street. Since completion of the clubhouse, meetings have been held there regularly.

First president of the club was Mrs. Elmer Barron who served in 1923-24, and the present president is Mrs. Russell Clark. Others who have piloted the organization and the dates of their presidencies are as follows: Mrs. W. P. Avriett, 1924-26; Mrs. Philip Yonke, 1926-27; Mrs. J. C. Loveless, 1926-27; Mrs. John Cason, 1928-29; Mrs. R. E. Simpson, 1929-32; Mrs. L. M. Pratt, 1932-34; Mrs. Arthur Hull, 1934-36; Miss Pauline Bulsterbaum, 1936-37.

The club grew rapidly after its organization and was soon recognized as the largest Delphian club in the United States, according to the size of the town.

Achievements of the club include assistance in furnishing the high school stage with curtains and piano, aid in building the band stand on the courthouse lawn, bringing of the Colonial Art Exhibit to Lamesa in 1925, and sponsorship of two junior clubs, the Junior Delphians and the Delphian Daughters, each of which provides a constructive program for girls from ten years to college age.

The Lamesa club has the distinction of having one of its members, Mrs. W. P. Avriett, elected first vice-president

### LAMESA CHAPTER O. E. S. ORGANIZED IN OCTOBER, 1907

Lamesa Chapter No. 363 of the Order of the Eastern Star was organized in 1907 with twenty charter members. The chapter worked under dispensation from date of organization until the Grand Chapter met in October of 1907 and granted the charter.

Mrs. Fannie B. Ward of Big Spring, district grand matron at that time, came to Lamesa to install and perfect the organization of the local chapter. Officers elected by the Lamesa chapter for the first year were: Mrs. Laura E. Lindsey, worthy matron; R. D. Simpson, worthy patron; Mrs. Lillian J. Simpson, associate matron; W. V. P. Baker, secretary, and Mrs. Beulah McWhorter, conductress.

During the first years of its existence the chapter met in the Masonic hall, a frame building on the present site. The meetings were held for many years on the first Thursday nights in each month on or before the first full moon. The membership was scattered over Dawson county. Mr. and Mrs. J. P. Coie of the Fairview community, pioneer members, came to chapter meetings over a distance of seventeen miles in a buggy.

Worthy Matron Laura Lindsey attended grand chapter meetings in San Antonio in the fall of 1907 at which time Mrs. Mollie E. Gray, worthy grand matron, signed the chapter charter on October 9.

Lamesa Chapter has been hostess to

several Eastern Star Schools of Instruction during its existence. On certain nights during the year the chapter entertains neighboring chapters at the stated meetings. One meeting is held to honor the birthday of the founder of the order, Robert Morris. A memorial service is observed one night each year.

Present Worthy Matron of the local chapter is Mrs. Arminda Jane Yates and Worthy Patron is Vernon Bryant. Under their leadership, the chapter has an interesting program of work laid out for the present year.

Meetings are held on the second and fourth Thursday nights at 7:30 in the Masonic Hall, Lamesa National Bank Building.

### LAMESA I. O. O. F. LODGE MET ON FEB. 20, 1906

The year, 1906 looms large on the horizon of the Lamesa chapter of the I. O. O. F. Lodge, as it marks the date of the initial meeting of that organization on February 20, with five prospective members present. These five charter members were: R. L. Meek, Dr. Jas. Ponder, M. L. Thorne, Thos. Braswell, and O. B. Sires. Mr. Sires being the only one now living in Lamesa. Mr. Thorne lives at Lovington, N. M. and residence of the others is not known.

District Deputy Grand Master Con Powell, of Big Spring met with the group at their initial meeting and gave instructions for the organization of Lodge No. 289.

At this meeting was received the application of J. J. Lindsey and D. Y. Terrell for admission by card and applications from J. J. Curlee, M. C. Lindsey, W. V. P. Baker, Frank Conner, W. N. Meek, T. A. Nunn and A. L. Wasson for admission by initiation.

J. J. Lindsey was the builder of the first house in Lamesa. Mr. Curlee was an old-time merchant in the city. Mr. Baker is one of the two Dawson County citizens who lived in the county in 1890. Frank Conner helped to organize the town. Mr. A. L. Wasson who now lives at Big Spring is the owner of the Wasson Oil Pool.

The local lodge was inactive for a period of years from 1910 to 1915, but has been in continuous organization since the latter date. The lodge has enjoyed a large membership and prosperous years. In 1922, acting jointly with the W. O. W. Lodge, the I. O. O. F. purchased a meeting hall and now these two orders own their hall debt free.

The lodge has contributed generously

to the maintenance of the Widows and Orphans' Home, at Corsicana and the Home for Aged People at Ennis. It has also cared for needy cases among its own members and has assisted with burial expenses of deceased members.

The personnel of the local lodge is something of which each member is proud, both as to records as members and as citizens of the community.

### T. A. PAINTER IN BUSINESS HERE THIRTEEN YEARS

Mr. T. A. Painter came to Lamesa thirteen years ago from Gatesville, Texas, and began the long task of establishing his business here. He enjoys the friendship and confidence of every one on the South Plains area through his honest dealings with his fellow men.

He first had his office in the building now occupied by the Postoffice with Morris and Martin. Four years ago he decided that his business justified an office entirely to itself, so he moved to his present location in the Majestic Theatre Building.

Mr. Painter has all types of properties listed with him for sale, trade, lease or rent, and is open for any kind of proposition at any time. Anyone in the market for a city or country home can find most anything they would want through Mr. Painter.

He handles rentals for other people and has his own properties. At present he has about thirty regular clients with both farm and city properties that he cares for.

### GOOD FOOD IS SERVED AT ALL TIMES AT ROY'S

Good food, appetizingly prepared, may be found at all times at Roy's Cafe, just north of the northwest corner of the square. Three years of business at their present location is the record of the cafe, and this, in turn, has been a record of three years of consistently satisfied customers.

The cafe is now being enlarged and remodeled to care for the expanding business. New equipment is being installed, and the interior is being refinished, so that dishes of all kinds may be prepared at any hour.

Care is extended at all times in the preparation of foods and only fresh ingredients are used, so that the finished

dish may be as delicious as possible. Thanks are extended at this time to all those who have patronized Roy's Cafe and a cordial invitation is extended to all those who haven't, to

come in at the earliest opportunity. Deluxe Editions of The Courier Paid Edition, 50c each.

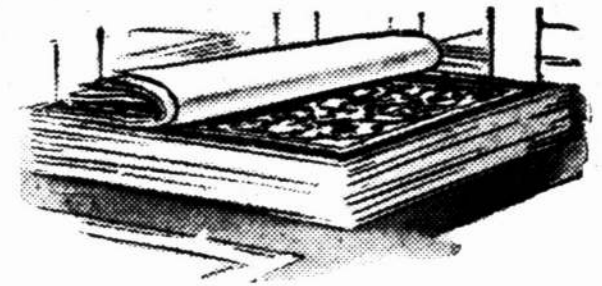
### WE APPRECIATE

The splendid patronage we have received in the past, and

Invite your continued "Good-will and Friendship"

## Arnett's Cafe

214 N. Main St. Lamesa, Texas



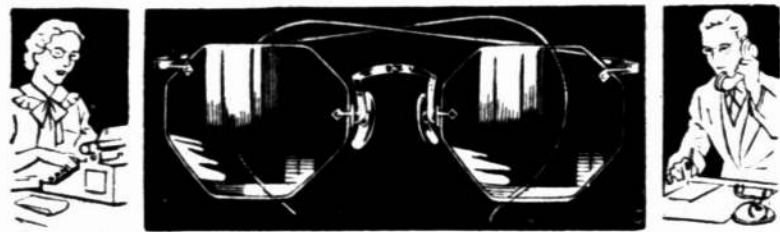
Every size, quality, and color of wool and linoleum floor coverings

See our complete stock of oil, gas and coal stoves

DON'T CHEAT YOUR HOME OF THE BEAUTY IT SHOULD HAVE  
PHONE 87

## DAVIS FURNITURE CO.

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### Give your eyes a chance to speak for themselves

Your eyes are expressive . . . don't hide behind old fashioned, deceptive eyeglasses. Select from the modern, smart, and flattering frames in our stock . . . and have them made up with new lenses prescribed by a registered Optometrist in our modern laboratory.

Call 100-M for an Appointment  
or  
Stop in for a consultation and examination

OPTOMETRIST

## DR. J. M. HARRINGTON

Lamesa, Texas



Suits and Overcoats  
Cleaned 75c  
and Pressed



Suede, Fabric, and  
others, cleaned



Gloves Cleaned

YOUR PERSONALITY  
DEPENDS PARTLY ON  
YOUR APPEARANCE

## OUR PROCESS Assures Better RESULTS

### MEARSOL PROCESS

Fine tailoring and alterations on  
any type of garment . . .

## HATS

Cleaned  
Blocked  
Rebuilt

Why throw away your old hat  
when it can be made over as  
good as new!



Coats and  
Dresses  
Cleaned  
and  
Pressed

75c up  
All types

## WEEKES DRY CLEANERS

# Welcome Dawson County Fair Visitors

## COSMETICS...

### ELIZABETH ARDEN

We carry a complete line of Elizabeth Arden skin creams, lotions, and complexion cosmetics.

### CARA NOME

Cara Nome skin creams...  
Cara Nome powders and rouges...  
Cara Nome cosmetic kits...

## PRESCRIPTIONS

Let us fill your prescriptions. We fill all prescriptions with fresh ingredients done by registered pharmacists.

## DRUG SUNDRIES

Rubber Goods...  
School Supplies...  
Stationery...

## FOUNTAIN SERVICE

Sherbets...  
Ice Creams...  
Sundries...  
Drinks...

# Clark-McDonald Drug Company

"The Rexall Store"

R

## E. C. NIX CAME TO COUNTY 22 YEARS AGO

In the twenty-two years that he has lived here, E. C. Nix has witnessed vast changes in the land and population. Years ago there were comparatively few settlers, Dawson and adjoining counties were still part of the national frontier and land values were very low. The land was mostly unbroken and King Cotton had not yet claimed it for his own.

The cattle industry reigned supreme and the money was "on the hoof" rather than in the soil. This section having passed the experimental stage, farmers began to arrive in great numbers and very soon large acreage as well as increased production was the result.

Soon thereafter, home seekers became home owners in Dawson county and the entire South Plains area, resulting in bringing to the front the foremost sector in the state of Texas in the production of sorghum grains and cotton where water and climate, two essentials, are unexcelled in this

great western country. Mr. Nix is interested not merely as an on-looker. He owns and operates several farms and a ranch in Dawson and adjoining counties. He is not a fly-by-night salesman, but a man who practices what he preaches, who lives on and likes the wares he has to sell and who can advise a newcomer because he had seen the growth of a country from a sparsely populated frontier to a busy, prosperous farming district.

An un-ending faith in the future of Dawson county and Dawson county products is the distinguishing mark of E. C. Nix, pioneer of West Texas whose face and bearing alike attest his love for his home land and his loyalty to the folk who live here.

"There is room in Dawson county and the South Plains for more farmers and homeowners," said Mr. Nix, this week, who believes that the South Plains is synonymous with happiness and that those who settle here on the rich broad acres can live the "good life."

Mr. Nix came to Lamesa from Floyd county in 1915 and accepted a position as superintendent of the Lamesa high

## INTERIOR VIEW OF LAMESA TIRE AND BATTERY COMPANY



Shown in the interior view of the Lamesa Tire and Battery Company store are, right to left, Eldrid Travis, Jack McLaughlin, Joe Sullivan, District Goodrich Tire representative, and Black Jack Horton, tire repair service man.

school. He served in this capacity until 1918 when he resigned to enter the real estate business and forthwith wrapped up his destiny with the destiny of this section of Texas.

Mr. Nix is of the old school type, believing that land is the source of all wealth and that the profit in land is buying it and keeping it rather than selling it for a small profit. He takes pride in the fact that this was a part of his early training.

Since oil has become prominent and one of the dominating interests in this area he is devoting a major portion of his time to that business, dealing in oil properties in Dawson and neighboring counties. He talks much of owning a home or a farm in Dawson county and the surrounding country. To him it seemed a land of milk and honey even before many others were realizing that the soil was of unexcelled fertility and that mineral wealth might be found in paying quantities.

Those interested in making purchases either in homes, real estate, or oil properties in this area will do well to contact E. C. Nix.

C. D. Crowley, first sheriff and tax collector of Dawson county, now calls Lovington, New Mexico his home.

C. O. Hart, one of Dawson county's first commissioners, now lives at O'Donnell.

## Lamesa Tire & Battery

(Continued from Front Page)

stand for efficiency and service where customers and friends are concerned

and his word is as good as his bond. Quick to make friends, adept at the art of keeping them, he has a larger acquaintanceship than many who have lived here twice as long.

Both Mr. McLaughlin and Mr. Travis believe that the residents of West Texas appreciate square dealing, getting a good product at a fair price more than he appreciates anything else. They strive to give their customers these things. They are civic minded individuals, who wish to do all possible for the promotion of the city and its trade territory. They believe that the main spring of any town is the energy and foresight of its business men and they hope to keep the Lamesa Tire and Battery Company in its position as leader in the city.

Manager McLaughlin states that no job in the auto accessory line is too large or too small for them to handle. He is ready and anxious at all times to talk over the needs and desires of a customer, to advise him and help him solve his problems, whether that problem be a tractor tire or an item much smaller. He stands behind his merchandise in believing that the Goodrich Tire is the best on the market, gives the best service at the fairest price.

Both Mr. McLaughlin as manager of the store, and Mr. Travis as head of the Budget Department extend cordial invitations to their many friends to visit the store if they have not already done so and to avail themselves of the many courtesies their business offers.

The Lamesa Tire and Battery Company stands solidly as a citizen busi-

ness of the community, building for enlarging its stock daily to care for the future as the community grows, the increasing patronage.

## Is Your Photograph In This Edition ? ?

We have the negatives on all the photographs run in this special, and can make you re-prints, small or large.

# Rogers Studio

Kodak Finishing

Lamesa

Over Cole Theatre

# Greetings To Visitors Of The Dawson County Fair



We are proud of the reputation we have made as to our quality of ginning the past twelve years that we have served the farmers of Dawson County.

With us, service is still a pleasure.

Bring your cotton to us for a better sample and a bigger turnout.

We invite Fair Visitors to our gin to see it in action.

Located South of the Compress

# O. Lambeth Gin

"A Better Sample And Bigger Turnout" Is our Slogan.

We have been in our present location around four years. When we opened for business this was the only laundry of its kind in Southwest Texas. Our business began with three machines and has grown into a group of twelve machines.

Mr. Cox's father has lived in Dawson county for the past twenty years; owns his farm here.

We wish to thank our patrons for their splendid patronage that we have received in the past and invite the same in the future

## Cox Helpy-Selfy Laundry

218 N. Austin St. Lamesa, Texas

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**Early History**

(Continued from front page)

Comanches wintered in Moor's Draw in Western Garza and Eastern Lynn counties. During the winter months their camps were so thick along the draws of the cap-rock that the trails leading from camp to camp formed a well traveled highway. In the spring the tribe broke up into many small groups and roamed the Southwest, hunting and raiding. There is evidence of Indian habitation at or near fresh water springs on the Plains.

Lone Wolf and the Kiowas, Quanah Parker and the Quehada Comanches made many trips through the country often remaining for long periods of time.

While settlers below the cap rock lived in fear of the Indians. With the approach of a period of full moon the settlers grew uneasy. No one knew just when nor where the Indians would strike for beef horses, guns and ammunition. Many times the settlers followed the Indian trail back to the west and north, only to abandon pursuit at the foot of the Plains. Once above the cap rock the Indians were free from pursuit for they could dodge from water-hole to water-hole with the settlers unable to follow.

**Water Available**

The Plains were not so waterless as the white settlers supposed. After the rainy season there were many lakes of water. Indian trails crossed the typical following chains of fresh water springs. The Indians had a regular trail back and forth across this sector coming from the Colorado River and going from Sand or Tobacco Creek to Cedar Lake, then to Ward's Well, and the Seminole Wells just south of the present town of Seminole where water could be found by digging only two or three feet. Here the trail joined with one that came by Big Spring and up Seminole Draw to the Wells. From Seminole Well the trail went to the Springs where Monument, N. M. now is and to the Pecos River. Similar trails were MORE

to be found over the whole area. Even after they had been placed on the New Mexico reservation, the Apaches used these routes during their swift attacks on unprotected frontier settlers until 1881. Under the pretense of being permitted to hunt, Indians obtained permission from the Indian agent to leave the reservation, made their depredations upon the countryside and returned to the reservation before the settlers were hardly aware of what was happening.

**Grants Requested**

With the success of Austin's colony between the Brazos and the Colorado rivers, early in the nineteenth century other grants for the settling of colonies were requested from the Mexican government. So many were given that Louis J. Wortham, Texas historian, refers to them as "the army of emperarios" and states that soon the "whole of Texas was plastered with their paper grants."

Dr. John Cameron, a fairly important figure in early Texas history, was issued a grant of land on May 21, 1827, located north of 32 degrees latitude and west of 102 degrees. On August 13, 1828, he also obtained a large grant south of Red River.

On his first grant, Dr. Cameron contracted to settle 100 families. The northwest boundary of this grant was at a point on Sulphur Draw, approximately five miles northwest of the present town of Lamesa. From this point the western line ran fifty-five miles south into the northern part of Midland county. Here the southern boundary was run 200 miles slightly northeast to the edge of Robertson's colony about on the eastern edge of Eastland county. The northern line was run southeast to join the above mentioned colony, giving the Cameron grant a curved eastern boundary of 20 miles. No record of the actual colonization is existent.

**First Resident in 1866**

The earliest record concerning actual occupation of this territory was given by a Mexican who was in the region around 1860. During a period of seven years a severe drought changed the country. All the water-holes dried up, causing animals to die by the thousands. At last, the remnant of the herds was forced to migrate to the Double Mountain River, the nearest place where open water could be found.

Lack of water and vegetation allowed much sand to blow in from the west and fill the draws at the headwaters of the creeks which had long since ceased to flow. At the end of the drought, about 1867 or 1868, the rain brought back vegetation and the springs commenced to flow. Buffalo and other animals gradually returned to the plains where hunters found them seven years later. The Mexican stated that before the drought Sulphur Draw had been a running stream but that, except in times of rain, it never ran after 1867.

In 1874 the United States Government decided to place the Indians on a reservation. In the Fall of the following year the 24th Infantry, under the command of Colonel William Rufus Shafter, was dispatched to make a report on the type of country to be found in the South Plains region, and to investigate the Indian situation. After crossing the plains a number of times, Lieutenant Bullis, a member of the 24th Infantry, discovered an Indian encampment at the head of Cedar Lake. The Indians fled, and

the soldiers destroyed the camp, tracking them to Monument Springs, where Col. Shafter built the monument from which the Springs gets its name, but the Indians were never sighted.

After his return to headquarters in November, 1875 Col. Shafter made a complete report of the area covered and roads laid out by the expedition. This report was so favorable as to the possibilities of this country as a range land that settlers were encouraged to come and take possession of the headquarters of the streams.

Indians still made sporadic attacks on isolated settlements. In 1880 a band of Indians besieged Col. C. C. Slaughter, pioneer ranchman, one of his sons, and a helper in a dugout on Sand Creek for 48 hours. After wounding the helper they made off with 40 head of saddle horses.

After 1874 buffalo hunters came to this region for hides. Captain Champ- lin, in charge of a surveying party in 1875, reported the existence of "hundreds of buffaloes. Members of the party built a rock corral down under the edge of the cap-rock, captured several buffaloes in the corral, and branded some of the younger animals with the letters "TP."

A half-breed Cherokee Indian boy the name of John Henry told of encounters he had experienced with Indians during buffalo days. Once he discovered an old ox wagon, of the type used by buffalo hunters near Tobacco Creek, apparently abandoned by a group of hunters who had been surprised by Indians.

At another time Henry was a member of a party hunting buffalo when Indians were sighted on the banks of a creek. The rest of the party remained quiet while he approached the Indians to begin peaceful negotiations with them. When he had advanced to within a hundred feet of the redmen he stopped and loosened his hair which he wore long and twisted into a knot in the back. When the Indians saw his coarse, black hair, they rode toward him to feel of it. Upon receiving the information that Henry was half Cherokee, they replied that years ago their tribe had entered into an agreement whereby they were not to harm any member of the Cherokee nation. The Indians gave the whole party permission to hunt buffalo in their territory.

**Cooksey Is Hunter**

A West Texas pioneer, Frank Cooksey, when a young boy joined his father-in-law, Joe Lang's buffalo hunting party at Yellow Wolf Creek, about 35 miles south of the present town of Colorado. They exterminated his herd in that part of the country in 1876 decided to come up on the high plains seeking more quarry. They went northward toward Tahoka and Rich Lake, seeing only two other late men besides their own party during a period of 14 days. Buffalo proved to be exceedingly scarce and they saw only one large, solitary buffalo bull on Tobacco Creek.

Cooksey proved to be the hero of the hour. Taking a buffalo rifle he walked near a mesquite tree to get a better aim at the bull. Just as the boy aimed, the buffalo saw his assailant. Cooksey knew that he would be harped if the shot did not kill the animal instantly. Unfortunately, the shot did not immediately take effect and the infuriated animal lowered his head and made for his antagonist. Cooksey stood rooted to the ground while his companions shouted for him to climb the tree. At last, when the buffalo was within a few feet of him, he leaned the rifle against the tree and started climbing. At that instant the buffalo fell dead, and for long afterward Cooksey had to listen to the gibes of his friends concerning buffalo hunters who climbed trees leaving their guns behind.

Mr. Cooksey now lives in Munger and is the father of Mrs. Charley Myers who lives in Dawson county.

**Snyder Founded**

On Sand Creek in Dawson county there were two dugouts that were often occupied by hunters, and just below them was an old buffalo supply camp. This camp was established by W. H. (Pete) Snyder. All supplies were hauled there from Fort Concho by ox team. This camp was maintained only a year as Snyder moved it to Scurry county where it reaped the rewards of buffalo trade in that sector and was the beginning of a town referred to by the hunters as Hide and Scab Town. This later developed into the town of Snyder, named in honor of owner of the first first store.

In each of its locations Snyder's supply camp was the closest main buffalo supply camp to Dawson county. Roads extended from it in all directions. Some of the skins were hauled south down to the Colorado River and then on down to Austin by ox team. In the last years of the buffalo industry the loads of hides were hauled to Fort Worth for shipment.

Some of the earliest buffalo hunters and haulers through this area were Ert Green of Gall, Zac Adams of Brown county, and the Causey brothers, hunters who told of seeing piles of buffalo hides as tall as houses. "Grandpa" Aiken, though not a hunter, hauled buffalo hides with his ox team.

The era of the buffalo hunter was very short and when it had passed, room was left for a new industry—one that covered the plains with herds that flourished on the same grasses the buffalo had eaten, and who drank at the same water holes.

**OIL LEASES ...**

WILL BUY OR SELL—  
QUICK ACTION BOTH WAYS

**ROYALTIES ...**

PRODUCING AND NONPRODUCING WILL SELL OR BUY

**FARMS ...**

GOOD FARMS PRICED RIGHT

**RANCHES ...**

WEST TEXAS RANCHES, LARGE OR SMALL

IN DAWSON AND NEIGHBORING COUNTIES

**E. C. NIX**

LAMESA, TEXAS—NIX BLDG

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DAWSON  
COUNTY  
FAIR**

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Visit our new Salvage Repair Shop. Quick work Equipment. W. D. Wray, Mechanic

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ELMO SMITH, Owner

Located on Big Spring Highway

Lamesa, Texas

**LUNCHEON CLUB  
WAS TEN YEARS  
OLD IN JANUARY**

By WILLIAM A. WILSON

(From a talk delivered at the Fifth Annual Meeting, Williams hotel, February 2, 1932.)

The idea for the Lamesa Luncheon club had its birth in an automobile between Lamesa and Stanton, following a West Texas Chamber of Commerce District meeting in Stanton in January, 1927. In this car were Carl Rountree, Dixie Kilgore, W. V. P. Baker and Wm. A. Wilson.

Upon returning to Lamesa, the plan for forming a Luncheon club of business and professional men was talked, and much interest was taken in the matter. At first, it was thought that it would be best to invite some affiliated service club into the community, but the idea of having a club where anyone in the community could belong, and with no restrictions, prevailed, and the Lamesa Chamber of Commerce was asked to set up this organization, as a separate and distinct organization for the community.

In a directors meeting of the Lamesa Chamber of Commerce on the first Wednesday morning in January, 1927, at 7 o'clock it was voted to authorize the chairman of the Entertainment Department of this body, R. L. Hanson, to take steps toward the organization of the Lamesa Luncheon club. This was done, and on January 10, (Thursday noon), some fifty-two business and professional men met in the Williams hotel for a program and organization. When the proposition of organization was put to those present it carried by standing vote unanimously.

At this meeting, Carl Rountree was toastmaster and chairman. The nomination of Aubrey Thomas for president, W. D. Arnett, vice-president, and L. R. Hanson, secretary-treasurer, was heard and voted unanimously.

This history would be incomplete if it did not relate the fact that Mr. Thomas in accepting his nomination, took it seriously, and when called on for a speech, said with feeble voice and shaky knees, "Gentlemen—I—I—I assure you I—I—I appreciate more than I can tell you the distinguished honor you have conferred on me, and I will—I will—I will promise you to give you the very best in me to make for you a good president." So far as we can determine, and according to the records, these are his exact words, and is all he said at this time. Mr. Rountree finished the meeting with the appointment of a program committee and by-laws committee for the next meeting.

The by-laws called for election of the officers every three months, and the club did not change this until a little over a year ago. Now, the officers are elected for six months.

It has been the policy of the club since organization to appoint the program committee in advance of the meetings, and pass the task of preparing the programs around among those who attend. In this way, the club has developed some real after-dinner speakers, and even Mr. Thomas, who made his first stammering debut as an after-dinner speaker at the first meeting, has become famous for his humor, and unique manner of presenting and speaking at the meetings.

It was the plan at first to rotate the place of meeting among the hotels, cafes, churches, and other organizations that might want the club, but this was soon found impractical, and the club adopted the policy of meeting regularly for a definite period of time at some hotel, cafe, or church where the membership would vote its going. However, during most of the life of the club, it has met in the Williams hotel, where it was organized and it is meeting regularly now.

Since its organization, the club has missed only two meetings. It postponed its meeting during Christmas week of 1930, and on Tuesday, January 19, 1932, the meeting was omitted in respect of the funeral and burial of little Cynthia Ann Reed, the daughter of our present president, Louis B. Reed. Since the organization of the club, it has met regularly at noon on Tuesdays of each week. Its lowest attendance is 10 and its highest is 96 according to the records. Its average attendance is around 30.

The club has served to tie the fellows closer together in bonds of fellowship. It has actually caused the business and professional men to get acquainted and to know one another better. It has served as a place where the members could bring their visiting friends and relatives for introduction and entertainment. It has developed local talent. In the meetings, problems of the community have been discussed, and many projects have been stimulated for good. The club has had many distinguished visitors as its guests, and has served as a clearing house for ideas. Here men have come to get understanding of what was going on in the community, and to find out what they could do to help make their community a better place in which to live and to do business. For the past five years, this has gone on, until now many of the men who attend this club have such a feeling for it they would not swap it for any other, and certainly would not miss a meeting if it could possibly be helped.

Fun? Yes, it has taken place in this club. There has not been a meeting that some side-splitting event didn't take place. From the roughest job

and prank to the mildest has taken place. No respect of person and little limit to the joke has been regarded in the joke and stunt department of the club. From fake broadcasting, presentation of fake living cups, to the application of the "truth serum," and even some few milder stunts have taken place at the meetings of the club.

But in the main, the meetings have been of a more serious strain. At each meeting, some logical and serious topic was discussed by some members or some selected speaker. Thus, each program has been well-balanced, being made up, of music, fun or stunts, and the discussion of some serious and worthwhile topic. In this way, men in all walks of life have been kept interested in the club.

At the first meeting, the following were present, and assisted in the organization:

Carl Rountree, Aubrey Thomas, Lee H. Hanson, W. D. Arnett, C. E. Cameron, E. R. Yates, C. P. Rogers, W. P. Averitt, Ross A. Smith, J. E. Barron, W. K. Crawley, O. F. Priest, Peuben Usher, Ray Williams, T. F. Vaughn, W. G. Weekes, Cecil Westerman, Owen C. Taylor, Dr. J. C. Leveless, V. O. Key, Dixie Kilgore, C. E. Martin, J. W. Watson, Jack Phinizy, M. C. Lindsey, V. Z. Rogers, Clyde Brannon, F. I. McCollum, Sherman, Hill J. C. Woodhall, Guy Travis, M. C. Shelton, Sam F. Cooper, M. Shaw, R. B. Snell, George Canon, Joe Pierce, J. D. Dyer, W. V. P. Baker, Dr. T. E. Standefer, Dr. L. E. Standefer, Ira L. Townsend, C. Baldwin, R. T. Bucy, Fred Rogers, Philip Yonge, Wm. A. Wilson and Jack Clark, Joe L. Ray Frank R. King, deceased.

**LIONS CLUB HAS  
SERVED CITIZENS  
FOR EIGHT YEARS**

Eight years may be a short time measured against the eons of history but it has been sufficient for the organization and growth of one of the

outstanding service clubs in West Texas, The Lamesa Lions Club.

In 1929 the business men of Lamesa recognized the need of a service club in the city, so they bound themselves together for the promotion of a club dedicated to high ideals of service and so designed that business men should not seek to be members for commercial gain but rather for the service they could do for unfortunate individuals and to society as a whole.

July 22, 1929 is set down as a red letter day on the calendar of the Lamesa Lions club, for it was on that day they received their charter from the Lions International Association and became an official part of one of the outstanding service organizations in the world.

Since that date eight years ago, many worthwhile projects may be entered on the credit side of the club's ledger. The Lions have provided glasses for many unfortunate children with defective eyesight. In serious cases where an operation on the eyes was necessary, children were provided with operative care. Crippled children have been provided with medical care; old people have been provided with canes so they may travel around by themselves. Well-filled Christmas baskets have gone out to unfortunate families year after year. Two young people were made useful members of society by presenting them with artificial limbs.

The Lions club has sponsored the Christmas lighting of the square over a period of seven years. In 1932 when many families were sorely disheartened over business conditions and children were without play ground facilities, the Lions sponsored building a wading pool for the kiddies and presented it to the city.

The Lions club prides itself that it is a real democracy where every member is equal. A president, no matter how capable he may be, serves only one year, and no ex-president has ever quit the club when his time expired.

Presidents of the club have been as follows: T. S. Christopher, Walter

Evans, Dee Hull, Robert H. Kirk, J. R. Flaniken, Barney Barnard, Dr. J. M. Harrington, A. G. Bearden, and Guy Weekes, the present head of the club.

The club today is composed of thirty-five active members all of whom are energetic and eager to serve their community and especially the under-

privileged. Mrs. Barnard, the club's first sweetheart, has served in that capacity continually and the value of her work cannot be over-estimated.

The club sent their president to the Lions International Convention in Chicago this summer and feel that the enthusiasm of the local club has been

greatly increased through a more closely knit union with the International!

The club meets each Wednesday afternoon in the Plaza Hotel, at which time the Lions do plenty of "roaring" in the interest of good fellowship and service.

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### 1st STORE BUILT IN SPARENBURG YEAR OF 1916

(By LOSSIE PARCHMAN)

The year 1916 marked the beginning of the town of Sparenburg. The first store and filling station was built and owned by Mr. and Mrs. Flache who located the building about 100 yards west of where the town now is.

In the latter part of the year it was decided among a few that they would establish a post office and Mr. Will Garten was elected to write to Washington and obtain the information necessary to the establishment of government mail service.

Thus, it was that the town got its name, being christened Sparenburg in honor of Mr. Will Sparenburg, who was then postmaster at Big Spring. Mrs. Flache acted as postmistress for a period of ten years.

At the time the post office was secured the town boasted a little two-room building where the children from miles around went to school. About six miles southeast of this building there was a school which went by the name of Old Sparenburg.

During the first few years of the town's history few people lived close to the small settlement and there were few farms. The greater portion of the country was still in pasture. Mrs. Flache recalls that frequent sand storms piled sand so high in the road it was necessary for the mail carrier to carry a shovel to clear a path to the post office.

Now the town was growing and in 1920 the Lutheran church was built by Bill Huse. There the German children attended school. In 1922 Mr. Monkey Turner moved to Sparenburg and built a bank which remained for three years. By that time another filling station had gone up. As the country had begun to settle up more and more people began to farm and a gin was needed. Mr. L. F. Kelsing built a gin which still stands. In the fall of 1922 a larger dry goods building was put up and also another grocery store, both of which were located a short distance east of where the stores are today. In 1923 two of these stores burned.

Mr. E. J. Turner put in a small cafe which he ran for a while then enlarged his business to include a drug store which he operated until last fall. The year 1924 also marked the establishment of church. A Methodist church was built with Rev. Ashley as pastor and later in the year the Baptist members of the community held services of their own in the old school building which was known as Lakeview. The

old Sparenburg school house was purchased in 1927 and moved to Sparenburg and a Baptist church was built with Rev. Ailient as pastor.

As the town continued to grow the schools were consolidated and a six-room brick school building was erected one-half mile west of town, to the gratification of those who lived near the town. Last year a school bus was purchased and thus those who live a distance from the school may be accommodated. A staff of six teachers is maintained by the school.

As the needs of the community grew more filling stations were needed and in 1928 Mr. Krezer put in a station garage and tourist camp. Mr. Krezer managed the business until last year when he sold to his son, Alvin.

In 1930 Mr. A. G. Turner put in a grocery store which he ran for the succeeding six years. During that time Mr. Flache had built a new store and had been in the grocery business for a period of twenty years when he sold his business in 1936 to Mr. Ed Williams.

At the end of ten years, Mrs. Flache turned the post office over to Mrs. E. J. Turner, the present postmistress who has served for eleven years.

Two additional filling stations have now been built and are operated by Mr. Franks and Mr. Lentz, bringing the total number of filling stations in the town to three.

A new Baptist church was built in 1933, increasing the number of churches to three, all of which have splendid attendance. Several cafes, a barber shop, and a Helpy-Selfy laundry have been established during recent years.

In the fall of 1936 Mr. Turner, believing that the town merited larger stores, had built a larger building which houses a grocery, dry goods, variety, hardware and drug store a cream station and the post office. There are a number of rent houses in the town.

Sparenburg is an active, bustling little city, especially in the fall when the cotton is brought to town and the gins are busy day and night. The residents of the community have great faith in the future of the town.

### J. A. SWEENEY WAS METHODIST PASTOR IN 1906

The Methodist church was organized in Lamesa in 1906 with Rev. J. A. Sweeney as pastor and a roster of forty members. To the Methodists go the distinction of raising the first church building in the town as the congregation, assisted by the other denominations, built a sort of union

building in which the Baptists and Presbyterians, as well as the Methodists held services.

W. R. Kelley, J. J. Lindsey, and several others from denominations, made some of the first contributions toward the building.

When the townsite was surveyed, the Methodist, Baptist, Presbyterian, and Christian churches were each given three lots to be used for church purposes. The deeds were made directly from Frank Conner to church officials. This first church building in the city was built of wood, was furnished with rude wooden benches and the first musical instrument was an old organ. A piano was purchased in 1910. The building was completed in the Fall of 1907 and services were held in it for the first time on Thanksgiving night.

Rev. C. F. Thomas was appointed pastor the same year and after him the following pastors served the church until 1915: J. B. Curry, 1908-09; Rev. R. B. Young, 1909-10; Rev. R. J. McElrath, 1011-12; Rev. S. H. Adams, 1912-13-14; Rev. A. E. Arnfield, 1914-15. Pastors serving after that date were: Rev. Hendricks, Rev. I. A. Smith, Rev. J. W. Watson, Rev. W. C. Hinds, Rev. Virgil Fisher, Rev. W. P. Garvin, Rev. L. A. Webb, Rev. Bill Wallace, Rev. John E. Eldridge, Rev. E. B. Bowen, and Rev. M. M. Beavers.

The following men served as Sunday school superintendents during these first years: B. L. Nance, E. R. Balmbridge, W. A. McGee, J. R. Planiken, and V. O. Key.

The Women's Missionary Society was organized in 1906 as part of the church work and the first president of this organization was Mrs. M. J. McDonald. During those early years the Dawson County churches were in the Colorado District. The district was then narrowed and Dawson County fell in the Big Spring District. Rev. J. T. Griswald was the first presiding elder, who made his trips through the country in a two-horse buggy. Other presiding elders who served the county were: Simeon Shaw, J. E. Stephens, W. H. Terry, and D. B. Doak.

In 1907 there came to Dawson County Rev. J. G. L. Mitchell, Methodist minister from the Missouri Conference, a man who has been recognized as having played a large part in spreading Methodism and Christianity throughout the county.

Among the activities of the pioneer Dawson County Methodist organization was a Sunday school convention held June 20, 1909, at Mt. Olive, a Methodist church eight miles east of Lamesa. All Sunday school workers were urged to attend as well as all singers who were requested to "bring your books." The meeting lasted from

10:30 a. m. to 5:30 p. m. and dinner was served on the ground.

Work on the basement of the new church building was begun in 1923 and finished in 1924. The church auditorium was finished in November 1923. The organ, a gift of the Methodist Missionary Society, was installed soon after. The classrooms and the auditorium have been completed in recent years.

S. L. Forrest, V. O. Key, A. G. Bearden and G. M. Roberts have served as Sunday school superintendents since the new building was begun.

### ROGERS STUDIO IS EFFICIENT, WELL EQUIPPED SHOP

One of the newest businesses in Lamesa is Rogers' Studio, located at 210 1/2 North Austin Street, but it is also one of the best equipped and most efficient photographic shops in this part of the state.

Mr. Rogers came to Lamesa several months ago from Longview where he operated a photographic studio for six years. Although new to the city Mr. Rogers brings a record of thirty years experience in the business of making photographs. Eight years of this time were spent in the better studios of Los Angeles, Calif. During the World War he served in the capacity of aeronautical photographer.

Mr. Rogers has devoted his life to the study of photography and specialization in portrait work and the enlargement of photographs. He understands the artistic value of lights, and the delicate art of light and shadow in the development of original photographic studies.

Great care is extended in the work of developing, whether it be snapshots or the more difficult studio portraits.

Neither time nor equipment is spared in making the work of the highest quality.

Mr. Rogers is highly pleased with the success of his business in Lamesa and invites the local citizens to visit his studio at any time during the day. He will be pleased to show them the work he has done or to undertake any



Keep in good health by eating well prepared food . . .

LUNCHES . . .

Your food is carefully checked before leaving our kitchen and consists of the best.

SHORT ORDERS . . .

We use Grade "A" Dairy Products.

DRINKS . . .

## Roy's Cafe

North of northeast corner of square



## REPUTATION

A Reward  
And A  
Responsibility

## Our Belief . . .

IN DAWSON COUNTY AND ITS VAST POSSIBILITIES IN THE COTTON INDUSTRY THROUGHOUT THE MANY PAST SEASONS HAS BEEN HANDSOMELY REWARDED. WE FEEL THAT WE HAVE RECEIVED OUR SHARE OF THE GINNING OVER THIS SECTION DURING THE HISTORY OF OUR BUSINESS.

WE ARE MOST GRATEFUL FOR THE OPPORTUNITY OF SERVING YOU IN OUR LINE. YOUR PATRONAGE IS APPRECIATED.

Better Results Obtained  
From Our  
QUALITY GINNING

# McDonald Gin

## NOW Is The Time To MODERNIZE



It's time to BUILD

LET US SUPPLY THE MATERIALS

With the return of better times there has been a noticeable increase in new families . . . this means only one thing and that is New Homes! Our years of experience enable us to give you rock bottom prices on high quality materials . . . the kind that produce satisfaction.

WALL PAPER . . . LINCOLN PAINTS . . . FENCING . . . WIND-MILL AND WELL SUPPLIES . . .

Consult Us for the Latest Ideas in BUILDING

We Will Gladly Help You Figure Your New Building or Home

# WOOLDRIDGE LUMBER CO.

Phone 156

Jess Paulk, Local Mgr.

Lamesa, Texas

**MR. FARMER**

I will pay well for your cotton on any Goodrich built merchandise. Before buying any tire see me for higher prices on your commodities. Jack McLaughlin.

# Here's Your Chance To SAVE Real MONEY

**WELCOME FAIR VISITORS!!**

**Floor Mats**  
Regular \$1.50 mats.  
Fair Special 89c

**Tube Repair Kits**  
Anywhere they sell  
for 15c. Fair  
Special 7c

**Auto Accessories**  
Are all specially  
marked for Fair  
Shoppers

**Your Credit Is Good**  
Pay As You Ride  
Lamesa Tire &  
Battery Co.

**We Charge Your Battery**  
With Lamesa's Finest  
Equipment

**America's Finest Radios**  
See Us Before Buying



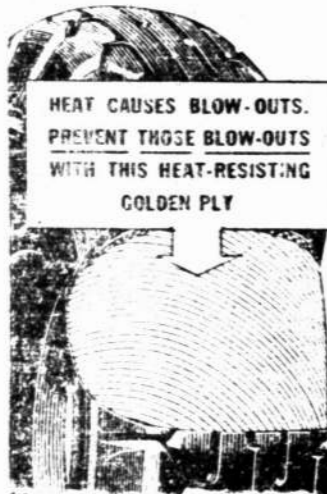
**BUNK!  
ALL TIRES  
ARE NOT  
ALIKE**



EVERY YEAR THOUSANDS ARE KILLED OR INJURED IN BLOW-OUT ACCIDENTS LIKE THIS

**Only Silvertowns give you Golden Ply Blow-out Protection**

**WARNING!** High-speed blow-outs are caused by the terrific heat generated *inside* of tires by today's fast driving. In a nutshell, that's the reason behind the Life-Saver Golden Ply that's found in every Goodrich Safety Silvertown! This layer of special rubber and full-floating cords, is scientifically treated to resist this terrific internal heat. It keeps rubber and fabric from separating. It keeps heat blisters from getting started inside the tire.



HEAT CAUSES BLOW-OUTS. PREVENT THOSE BLOW-OUTS WITH THIS HEAT-RESISTING GOLDEN PLY

And when you prevent the blister, you prevent the high-speed blow-out. Yet think of it! No other tire has this amazing Goodrich invention.

Can you honestly afford to be without the protection of these safer, tougher, longer-lasting Silvertowns? Especially when Golden Ply Silvertowns cost even less than other super-quality tires? Keep off the accident list. Drive in now and let us equip your car with this life-saving tire.

**GOODRICH Safety Silvertown**

**Savings ON ALL MOTORING NEEDS**  
PEP UP YOUR CAR AND SAVE MONEY IN THE BARGAIN

**Goodrich LUSTRE WAX**  
49¢\*  
8 OZ. CAN

**Goodrich POLISH AND CLEANER**  
33¢\*  
6 OZ. CAN

**Goodrich RADIATOR CLEANER**  
39¢\*  
10 OZ. CAN

**Goodrich CHEMICALLY TREATED POLISHING CLOTH**  
37¢\*  
EACH

## Tires on Time

Whether you need one tire or a complete set, here you can equip your car with famous Goodrich Safety Silvertowns and be assured of fast courteous service and "on-the-spot" delivery of your purchase.

**MAKE YOUR OWN EASY TERMS**

All you have to do is select what you need, show us your license identification and tell us how you can pay—That's all!

**AND LISTEN! EVERY COMMANDER TIRE IN STOCK IS FACTORY FRESH**

**Another triumph for Goodrich engineering skill.** Another Goodrich tire that gives motorists full value and full mileage for their money. Our supply of Factory-Fresh COMMANDERS has just arrived. And what tires they are! Everyone of them full dimension, with an extra wide, extra deep, heavy tread. Made of wear-resisting rubber, this low-priced Certified Commander will give you extra mileage for your money.

And we'll leave it to you. When you can get a tire that's built and backed by Goodrich at a price that's so downright low—isn't that a real bargain! Spend your tire dollars wisely. Let us equip your car with Goodrich Factory-Fresh COMMANDERS and save

**Factory Fresh GOODRICH COMMANDER AS LOW AS \$5.55\* AS 30 x 3 1/2**

**Goodrich Factory Fresh Commanders**  
"EVERY INCH A GOODRICH TIRE"

**GET THIS Special "TRACTOR GRIP" TIRE!**

**MAKES EVERY ROAD AN OPEN ROAD... EVERY MONTH OF THE YEAR!**

Rural motorists! Here's a new kind of tire that's specially designed to travel over soft, dirt roads—a passenger car tire that refuses to be stalled when the going gets muddy and slippery. Massive, heavy, extra tough, this new Goodrich Super Traction Silvertown with its "caterpillar action" tread cuts through soft, slippery surfaces to solid footing—digs in, gives your car a TRACTOR GRIP and pulls you through. Self-cleaning. Extra long-wearing. Smooth riding even on paved highways. See us today about a set of Goodrich Super Traction Silvertowns.

**CUT REPAIR BILLS DEPRECIATION AND RIDE IN COMFORT**

**GET THIS FREE GOODRICH SAFETY LEAGUE EMBLEM TO PROTECT YOU AGAINST TAIL LIGHT FAILURE**

**Goodrich Tires ON YOUR TRACTOR**

GOODRICH Farm Service Silvertowns with "gear tooth" grip tread enable you to travel faster, save up to 1/3 on fuel, do jobs steel wheels can't handle. Come in and let us tell you about Sun-Resisting Rubber that makes Silvertowns last longer. Get our prices before you

**SUN-RESISTING RUBBER**

**ABSOLUTELY NO OBLIGATION TO BUY ANYTHING**

**OFFER LIMITED TO ONE TO EACH MOTORIST**

A burnt out bulb or a loose connection gives you no warning, but this handsome Goodrich Safety League Emblem is always on the job, reflecting a warning to the motorists behind you. Come in and see us today and we will get one for you. And remember—it's absolutely Free!

**Goodrich Farm Service Silvertowns**

# Lamesa Tire and Battery Co.

**JACK McLAUGHLIN**      **ELDRID TRAVIS**  
525 North First Street      Phone 451-M

**NO MATTER HOW LONG YOU OWN YOUR CAR—NO MATTER HOW FAR YOU DRIVE IT—THIS BATTERY IS GUARANTEED NEVER TO COST YOU A CENT FOR REPAIRS OR REPLACEMENT**

**OTHER GOODRICH BATTERIES AS LOW AS \$6.95\* AND OLD BATTERY**

Here's the most amazing battery development in years! A battery so powerful, so superior in every way that Goodrich can safely make the sensational guarantee above. And that's not all! This battery is super-powered for quick starts—bright lights, and it has the exclusive power-saving top cover that shuts out dirt, moisture, acid film, and other causes of power loss. Come in today and let us equip your car with a Goodrich Kathanode Electro-Pak.

**Goodrich KATHANODE Electro-Pak**  
Guaranteed as long as you own your car

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# DAWSON COUNTY COURIER



Volume 7

Lamesa, Dawson County, Texas, Thursday, October 14, 1937

Number 39

## HIGGINBOTHAM-BARTLETT IS PIONEER BUSINESS

### Cosden Petroleum Company Rapidly Increases Facilities

#### T. B. FULKERSON WAS MADE AGENT IN 1932

Belief in the future of Lamesa and Dawson county has been a motivating force in the life of T. B. Fulkerson of the Cosden Petroleum Company since he first came to Lamesa in 1915. He has held the position as Distributing Agent for the Cosden Petroleum Corporation in Dawson and Gaines counties since 1932.

Mr. Fulkerson came here from Colorado, Texas, just prior to the World War and worked for the Santa Fe Railway Company for two years before he joined the army. Returning from the army in 1919, family ties drew him back to Mitchell county and he remained there until 1924 when Dawson county again beckoned to him and he purchased a farm ten miles south of Lamesa in the Klondike community, remaining there until 1930 when he went into the oil business as an independent agent. He joined the Cosden Corporation two years later.

Success has been Mr. Fulkerson's since first he went into the oil business years ago and his business has grown so rapidly that he has been forced to double the number of his staff in the last year.

Lloyd Thompson and E. J. Newman have operated trucks for Mr. Fulkerson over a period of five years, and Mr. Fulkerson is bookkeeper for the business. In recent months Louie C. White, C. T. Drennan and R. C. Lott have joined the business as operators of two new trucks and a pick-up.

Keystone of the Fulkerson business is speed, and Cosden products are delivered to tractor farmers and to the twenty-five stations in this area in record time. Trucks are kept running at all hours to have this goods on hand when the farmer needs it, as the company realizes that time is an important factor in farming whether planting or harvesting crops. From his experience as a practical farmer, Mr. Fulkerson understands the needs and desires of the agricultural population and has many friends and customers among the rural residents.

Efficiency, prompt handling of orders at all times, and the offer of quality merchandise are the ethics upon which his business is founded, stated Mr. Fulkerson. He has faith in the worth of the petroleum products he sells, and he desires to give the utmost in value for the money received.

Twenty-five stations handle Cosden products in this district, enabling the users to obtain this merchandise with ease, whether in Lamesa or adjoining communities. The popularity of the products is a testimony to their worth. Wholesale office for Cosden Petroleum Corporation is located at the Hub Service Station in Lamesa and is operated by Mr. Fulkerson personally in connection with the retail station which is under the direct supervision of Mr. Drennan and Mr. Lott.

Other stations within city limits handling Cosden products are as follows: Farmers' Coop. Gas Station, operated by F. L. Haggard; Roberts Grocery and Station, under the management of O. A. Roberts; Ed's Grocery and Station, managed by Ed Anderson; Mac's Station, managed by T. N. McLendon; Hiway Service Station under the supervision of A. C. Moore; Lamesa Salvage Station, operated by Robert Drennan, and Consumers Station managed by B. A. Farmer.

Retail stations in Dawson county, their operators and locations are as follows: Costin Service Station, A. G. Costin, Ackerly; Burselon Mercantile, W. R. Burselon, Midway; Franks Station, J. L. Franks, Sparenberg; Lambright Station, R. B. Lambright, Stanton Road; Criswell Station, J. F. Criswell, Patricia; Holcomb Grocery and Station, M. C. Holcomb, Higginbotham; Greenlee Brothers, Horace Greenlee, O'Donnell Highway; Arwana Station, Floyd Reeves, Arvona; Woody Service Station, J. M. Edwards; Dickenson Grocery & Station, Wayne Dickenson.

(Continued on Page 4)

#### LAMESA CHURCHES ARE BEAUTY SPOTS IN CITY



Lamesa church members have spent considerable time in landscaping around their church buildings and in improving the grounds, as witnessed by the above views, which are, left to right: First Baptist church, First Christian church, Church of Christ (center), Methodist church, and Nazarene Church.

#### HANDLE LUMBER, HARDWARE AND FURNITURE

In 1908, two years before the railroad came to Lamesa, Higginbotham Lumber Company opened their first lumber yard here, bringing in the stock by wagon.

From that time forward the name Higginbotham-Bartlett has stood for progress in the community as the firm has kept pace with the town and the county, furnishing lumber for homes and the furniture with which to equip them.

In 1921 the company bought out the McAdams Lumber Company and moved to a down-town location which enabled them to give their patrons a more efficient service.

Not all of their milestones have been pleasant ones. In 1924 the lumber yard was completely destroyed by a fire which also razed a number of other Lamesa firms. This disaster served only to create a bigger and better firm, as the company rebuilt a completely fireproof retail store, modern throughout, on their location at 207 South Austin Street. Brick walls three hundred feet in length now enclose the lumber stock, protecting it from all kinds of weather as well as fire.

When the store was rebuilt, a complete line of furniture and hardware was installed and two years later the Higginbotham Funeral home was opened. Also in 1923, the company absorbed the Rix Furniture Company by purchase.

George Norman, manager of the local office, is fully cognizant of the basis upon which the Higginbotham-Bartlett business is founded as he has been with the company 21 years, joining them in 1916. He came to Lamesa four years ago from Paducah.

Clyde Brannan, who is in charge of the funeral home, has been with the company 7 years and Leonard Bartlett, salesman, joined the staff 10 years ago.

Paul McDaniel, licensed embalmer, is a new employee coming to Lamesa several weeks ago from Big Spring and succeeding to the place vacated when Bonnie King was transferred to the lumber department as salesman.

R. S. Van Wie, bookkeeper, has been with the firm two years, as have Ray Hastings and Berl Hooten, salesmen and yardmen with the lumber department. Ray McAmes and J. D. McAmes have charge of the delivery and servicing, both having had special training in laying linoleum and all kinds of custom floors.

"Everything for the home" can well be the slogan of the Higginbotham-Bartlett Company as the store here handles lumber, building materials of all kinds, furniture and floor coverings. In few places will the buyer find such a wide assortment of furniture, from inexpensive items to the carefully designed period pieces. The list includes Kroehler and Globe Parlor living room suites, both national advertised makers of quality furniture.

Mr. Norman is a firm believer in handling nationally known lines of merchandise. "The customer," he pointed out, "is assured of getting products of high standards when he buys well known brands which carry the guarantee of the manufacturer and our store behind them."

Among such products carried are the Sherwin-Williams line of paints, Imperial Wallpaper, Speed Queen Washing machines, Johns-Manville Products of roofing and allied building specialties, Star Windmills, Coleman lamps and stoves and True Temper tools.

In addition to the Kroehler and Globe Parlor suites, the furniture department handles the well known Fashion Flow bedroom suites which are recognized for both quality of materials and modernity of design. The major portion of the stock in the fur-

(Continued on Page Five)

### Farm and Ranch Gas Company Opened Business Here In 1936

#### TEXIAN CONSUL TELLS OF WEST PRIOR TO 1841

In 1841, the "Texian" Consul from England to the Republic of Texas published a book on observations made during his years spent in Texas.

In this account he shows the extent of his knowledge concerning West Texas, which was about all that was known at the time. In describing the State he divided it into four regions, the fourth region being West Texas. He wrote of it as follows:

"Though unsettled and only partially explored it is understood to consist chiefly of elevated table land, where the prairies not infrequently resemble the vast steppes of Central Asia, except in their superior fertility. There are, however, numerous springs of water, and here and there well-wooded and lovely valleys."

#### Specializes In Butane County and City Plants For Rural Homes Represented in Old Newspaper

Kenneth L. Cox, owner of the Farm and Ranch Gas Company, opened his present business on September 18, 1936, with C. D. Applegate as partner. On July 8th of this year he bought out Miss Irene Garland handled the news, giving an account of the county, the population of which had grown from 500 to 5,000 since its organization four years earlier.

Lamesa advertisers represented in the edition were S. K. Bynum, W. R. Kelley Land Company, Bennett-Nance Land Company, Blackburn and Shappard, Tidwell Addition, York-Lindsey Land Company, Willis-Barnes Land Company and the First State Bank.

Deluxe Editions of The Courier Fair Edition, 50c each

(Continued on Page 3)

#### LAMESA BUILT FIRST SCHOOL YEAR OF 1904

By G. M. ROBERTS

Progress in education in Lamesa has marched hand-in-hand with the progress of other institutions of the community—agriculture, business, commerce, and religion.

The American pioneer carried his educational and religious ideals to his new home, wherever it might be. The pioneer of the South Plains was no different from the others. Being intelligent by nature and progressive in spirit, and recognizing the needs of education for youth, the early settler in Dawson county set about to establish schools as soon as it was humanly possible to do so.

The first school in Lamesa, according to reports, was a one-teacher school built in 1904 on what is now North Second street in the neighborhood of the C. C. Koger home. The land for this school was donated by Frank Conner, and the plat consisted

(Continued on Page 4)

### M. C. Lindsey Has Spent Thirty-Four Years Working for Good of City and Community

Thirty-four years spent in building Dawson County is the record of M. C. Lindsey who came here in 1903—thirty-four years as rich in building friendships as they have been productive in developing the natural resources of the county.

The firm of M. C. Lindsey and Son is managed personally by Mr. Lindsey and his son, Weldon, who joined his father in business in 1934. Since that time they have worked together for the good of the community in the same way that Lindsey, Sr., worked with his father when Lamesa was but an infant city on the Texas frontier.

M. C. Lindsey is deserving of the high position awarded him as a founder of the city of Lamesa and one of the organizers of Dawson County. He was born in Henderson county, Texas, October 20, 1877, the son of J. J. and Laura E. Lindsey. His father, now deceased, was a beloved pioneer of West

Texas, and his mother, who shared the hardships of those early days, is still a resident of the city.

After acquiring a public school education, Mr. Lindsey continued his studies in the University of Texas. On coming to Dawson County he and his father helped found and promote the city of Lamesa, sponsoring it for a county seat in 1905. He aided in the organization of the county and became Dawson's first county judge in the same year.

He developed the first abstract business here, later selling it to become engaged in the real estate business. M. C. Lindsey and Son now devote the major portion of their attention to oil leasing.

Among Mr. Lindsey's achievements for early-day Lamesa was his part in securing a railroad for the town and county. He made two trips to Chicago, Illinois, to contact officials of the Santa Fe Railroad and was instru-

mental in making the deal with them for the building of the road to Lamesa from Slaton to join the line at Lubbock in 1910. He served as chairman of the right-of-way committee.

In his work as realtor he has divided many large estates into farms, including a tract embracing one hundred sections known as the Texas and Pacific Railway Company land. He subdivided into farm tracts and colonized the Higginbotham-Harris Dawson County lands of about fifty thousand acres, also the Birge-Forbes Company lands of about sixty thousand acres.

His largest single cash sale of land was for \$105,000 for which he received a commission of three percent. Another large sale of cash and notes amounted to \$132,840.

Mr. Lindsey considers his outstanding contribution to the progress and development of Dawson County was his cooperation with other citizens

in obtaining the right-of-way and construction of Highways 9 and 15 through Dawson county.

In 1903 Mr. Lindsey was united in marriage to Miss Tommie Smith of Corsicana, Navarro county, who came to the western part of the state as a school teacher. They are the parents of five children: Mrs. Flora Ellen Gray; Weldon, who is associated with his father in the real estate business; Mack, Jr.; Virginia and Frances.

Mr. Lindsey holds the friendship and regard of all those who have been associated with him during these thirty-four years. A notable contributor to the development and upbuilding of Northwestern Texas, he has been at all times active in civic organizations and clubs. He is a member of the Baptist church, a Mason, a member of the Odd Fellows and the Woodmen of the World, of the Lamesa Luncheon club and the Rotary club.

**MASONIC LODGE WAS ORGANIZED IN EARLY DAY**

(By M. C. Lindsey)

Since its inception Masonry has endeavored to make men better and wiser; to equip them to better understand their duties to God, their country and humanity. Masonry has never needed to apologize to any man, sect or state for what it is trying to accomplish. Otherwise, qualified, every good man ought to be a Mason; and above all, every Mason should be a good man. Masonry has come to us down through the ages and now holds a distinct place in this tempestuous, changing age in which we live. Its teachings will be a beacon toward which down-trodden humanity throughout the world may ever look with hope and encouragement.

Realizing this need and feeling an urge to improve themselves, some of the early pioneers of Dawson county met together in a little blacksmith shop that stood on the east side of the public square in Lamesa. The town had just been surveyed out. M. C. Lindsey, S. K. Gynum and J. W. C. Mullins were named for the three principal officers; and being examined for their fitness and qualifications, they were soon afterwards approved by Gail Lodge No. 843, that being the nearest lodge.

A dispensation was granted and the new lodge was set to work on April 17, 1905 by Bro. D. H. Duncan, member of Staked Plains Lodge at Big Spring and District Deputy Grand Master at the time, a good man and a great Mason. The Grand Lodge at their Fall or Winter meeting in 1905 granted a charter naming it Lamesa Lodge No. 909, the charter being dated Dec. 7, 1905.

The members signing the application to the Grand Master for the dispensation were: J. F. Conner, Sr., S. K. Bynum, J. J. Lindsey, M. C. Lindsey, J. C. A. Marshall, Dr. J. H. McCoy and E. L. Tidwell. Dr. McCoy lived at Tahoka. As the writer recalls, he signed our application to furnish the necessary petitioners and master masons with proper demits before we could be allowed to obtain a dispensation for a new lodge.

At their first meeting in the summer of 1904 in the little blacksmith shop above mentioned, the Masons also discussed the provision for a lodge hall when their new lodge should be granted a dispensation. At that time the citizenship of Lamesa was making plans to build the first school house for the new school district.

The school building was to be a little long narrow one-room affair of boxing. The Masons proposed to contribute a sufficient amount to make it two stories, allowing them the use of the same at an annual rent for three years, when it should become the property of the proposed new school district.

Cash to pay for the material was subscribed for the new building; ranchmen and others with freight teams and wagons hauled the materials from Big Spring, and the labor was done by men of the little community. Every one was enthusiastic over having a place for school, church and lodge. The new lodge was first set to work in this building which stood on Block 9, of the original town.

When the First State Bank of Lamesa, now the Lamesa National Bank, was organized and built their first building, the Masons built and owned the second story. J. J. Lindsey and wife donating the air space to Lamesa for use of all Masonic bodies. This building was later replaced by the present brick building.

In its beginning the lodge had a large territorial jurisdiction amongst a citizenship of God fearing, peace loving men, the majority of whom were courageous cowmen and cowboys. Some of these cattlemen made application and were initiated into the degrees of masonry. Within five years the lodge had grown to a membership of about fifty; among some of the first to join were Frank Conner, J. M. Baker, W. V. P. Baker, H. C. Martin, J. S. McWhorter and G. D. McSpadden.

Masons moving into the county placed their membership with the lodge, some of the first being J. E. Garrison, G. W. Simpson, S. E. Cleveland and H. H. Barron. H. H. Barron soon after obtained from the Grand Lodge a certificate on the work, has continued to keep it in force, and has been a constant inspiration to the lodge.

We should not close this sketch without an In Memoriam of those who tried to live up to the teachings and principles of Masonry and by the Mallet of Death have passed on: Bro. Duncan mentioned above, J. J. Lindsey, E. L. Tidwell, S. K. Bynum, J. E. Garrison and Frank Conner. Some of us are standing in the waning shadows of human memory of the creation of our lodge, yet all members stand at the dawning dawn of new opportunities of living the principles and teachings of Masonry, thereby making good men better understand their duties to God, their country and humanity.

The Fourth United State Cavalry under the command of Brigadier General Ronald Sidel McKenzie was given the job in 1870 of ridding the plains region of Indians. The "Fourth" was acknowledged as the best fighting regiment in the state, if not in the army.

**FIRST SETTLERS ARRIVE IN O. K. YEAR OF 1907**

By Marjorie Bates

The O. K. community was first organized in the year 1907 with Mr. and Mrs. R. Hester, Mr. and Mrs. George Best, Mr. and Mrs. Andrew Best, Mr. and Mrs. J. W. Adkerson, Mr. and Mrs. W. H. Herman as settlers on the original townsite.

A little one-room building was moved to the community in that year to serve as the first school house. A spring session of school was held in this building with Miss Pansy Pope as the first teacher. A two-room building was constructed the following year and paid for by collections from the settlers. The merchants of Lamesa also helped in this project and their part in aiding the community to gain educational facilities resulted in the naming of the community for O. K. Jones, a business man of Lamesa at that time. The additional building was located on the northeast corner of a section owned by W. H. Herman with Ed Simpson and Miss Cora Austin as teachers.

About 1925 Tom Barbee and C. M. Annis donated the land for the present school site and E. Eason donated the water rights. At the present time O. K. has a four-teacher school with nine grades. The present session marks the inauguration of plans toward standardization in the studies offered.

There is at present one organized church in the community and O. K.'s two stores serve the people in the trade territory. Three organized clubs, Boys 4-H Club, Girls 4-H Club and a Home Demonstration Club, give the residents a chance to co-operate and work together toward promoting the home and business interests of the community.

Principal crop of the area is cotton, with other crops ranking about as follows: maize, kaffir, sudan, cane, corn

and wheat. The only legumes raised are peas, field beans, and soy beans. Some broom corn is raised.

Principal method of cultivation is by tractor with regular attachments. Some farms are following the soil conservation methods advocated by the government.

Large deposits of potash are found on the north edge of the community at what is known as Frost Lake.

**CHURCH HELD FIRST SERVICES AT McCARTY**

(By WILLIE E. LEE, Pastor)

The Lamesa Missionary Baptist church, was organized with 11 charter members, August 3, 1919, by Eld. J. W. Webb, the first pastor of the church.

The church was formerly held services in the McCarty community, but later moved to Lamesa, and built a tabernacle on North Second Street. And there worshipped for quite a while. A place where many happy services were held, and many people got right with God.

Bro. W. B. Wages, was the pastor at the time the church held services in the tabernacle, but later led the people to build a new church building on North Second and Bryan Streets. This being the place where the Lamesa Missionary Baptist church now holds services.

Other pastors of the church have been L. J. Crawford, J. W. Crawford, J. P. Aslin, J. E. Corbin (supply pastor) and Willie E. Lee, the present pastor.

In the last year there has been a new pastor's home built, and all indebtedness has been wiped out.

Some of the charter members still live in and around Lamesa, and some of them still attend services at this church.

There has been a nice increase in the membership of the church, coming from the charter membership (of eleven) to the present membership of

two hundred and forty-seven.

This church has always stood, and still stands for the Whole Bible, and for Missionary Baptist principles.

This church has had many ups and downs, but it has withstood them all. The people know what it is to be on the mountain top, and they know what it is to be down in the valley of service. And as in days gone by, so may it be in days to come. We pray that we may be led to God through our troubles and trials.

**1905 MARKS DATE OF FIRST BAPTIST CHURCH HERE**

(By Judge and Mrs. M. C. Lindsey)

The First Baptist church of Lamesa was organized in Lamesa in 1905. Most of the charter members came from Chicago, near Lamesa, where they had organized in 1904, with Rev. W. A. Wilson, missionary, Rev. J. T. Berryman served as the first pastor of the Lamesa church, where they worshipped in the school house, later moving to the newly erected court house. In 1907 the Baptists assisted the Methodists in erecting a small building, and the two congregations worshipped there alternating every other Sunday. Under the pastorate of Rev. W. L. Whitley, the Baptists built a tabernacle late in 1907.

The following pastors served this church from 1905 to 1920: J. T. Berryman, W. L. Whitley, John Watson, W. B. Davis, Ira L. Parrack, J. C. Heath, J. F. Isbell, John P. Haresty (father of our Mrs. J. E. Hardesty), J. H. Edmunds, W. R. Underwood, Rev. Woodson.

In October, 1920, Rev. M. O. Grant, father of Mrs. Wright Boyd, entered the pastorate here and served four years followed by Rev. Ross A. Smith, who resigned after five years.

Brother Ed. F. Cole, accepted the pastorate in 1927, coming from Lancaster, Texas, near Dallas. Under the leadership of Brother Cole, there has been a steady and gradual growth in

**DAWSON COURTHOUSE TODAY**



the church. Especially commendable of Brother Cole is his ability to lead the church people in peace and harmony.

The brick parsonage was erected in 1930, replacing a wooden structure built in 1915. The present church building was erected in 1915. The old parsonage was purchased by Mr. Dee Hull and Dr. R. F. Nix, and was moved away in September, 1936, to make room for an additional educational unit, built in September, 1936.

C. I. Darling, of Dallas, was called as educational director in June, 1936, being the first man in this position employed by this church.

**IDEAL BEAUTY SHOP OPENED 3 YEARS AGO**

Mrs. T. J. Trice came to Lamesa from Pecos three years ago and opened the Ideal Beauty Shop on the north side of the square.

Mrs. Trice has a completely equipped shop. She has recently purchased

a Saunders Permanent Waving machine, a new type waver which is noted for the small amount of heat required to give a permanent curl.

She has had twenty years experience in all types of beauty work, specializing in recent years in permanent waving. Her shop is modern and up-to-date in every respect, and customers are guaranteed a high quality service at all times.

Mrs. Trice will be pleased to have the women in the community call and inspect her shop at any time.

**HAWORTH DRUG OPENED IN 1930**

W. H. Haworth moved to Ackerly from Hopkins county seven years ago and put in the drug store he still runs. He had been engaged in the drug business in Hopkins county since 1913.

Mr. Haworth passed the state board examinations in 1918 and was graduated from the Bowen's Institute of Pharmacy the same year.

His store in Ackerly is modern every respect and is well stocked. Miss Alta Coon is clerk.

**A Great Sculptor—  
A Great Statue—  
A Great Idea.**



**RODIN'S Creation of the THINKER**

was purely artistic endeavor. Yet how practical it is for each man to stop and think in detail of his life, his work, and his provision for the future. There is no better investment than one in land.

**For Farms or Ranches  
For Oil Leases and Royalties  
For Business Sites  
For Home Sites**

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**M. C. Lindsey & Son**

"Pioneer Realtors"

**LAMESA ROTARY CLUB ORGANIZED ONE YEAR AGO**

(By G. M. ROBERTS)

Though new in point of organization, the Rotary club of Lamesa has as its purpose an ideal that is as old as the ethics of mankind: "He Profits Most Who Serves Best." This ideal the members of the organization carried away with them from the initial meeting held in January of this year, and it is the hope of each that the club increase the boundaries of its service each year.

Though organization of the local club was completed only in January, 1937, agitation for a club dates back ten years ago when Neil Wright of Lubbock, a member of the Lubbock Rotary club, made special trips to Lamesa, distributed literature and talked with some of the local citizens about an organization for this town. His proposition was rejected upon the grounds that similar clubs already existed here, that the town was too small for additional clubs, and that the organization of a Rotary club might tend to weaken some of the clubs already functioning and doing good work. Economic conditions in the years immediately following this initial effort tended to discourage further attempts.

But as the economic conditions revived, business continued to expand and the town to grow, interest in a Rotary club was again awakened and it was felt that the town had expanded sufficiently for the introduction of another organization. In December of last year Tom Pierce, secretary of the Big Spring Rotary club and head of elementary education in that city, visited in Lamesa on business, had luncheon with a local club and expressed his desire to see a Rotary club organized in Lamesa. He talked during the day with several persons concerning such an organization.

A few days later a scouting party from the Big Spring Rotary club made a visit to Lamesa for the purpose of feeling out sentiment and determining possibilities for an organization. In this party were Mr. Pierce, Elmo Wasson, president of the Big Spring club and a number of other Rotarians. Two weeks later some twenty Rotarians from Big Spring came to Lamesa in the evening, arranged for a luncheon to be served at the Williams hotel, and each man invited a Lamesa man of his own classification to be his guest at the luncheon. Consequently, about

men were present at this meeting, January 28, 1937. Following the luncheon talks were made by the visiting Rotarians concerning the principles and advantages of a Rotary club and Lamesa was urged to take steps to organize. The old objections of 1927 were again offered as reasons for not establishing another civic club, but they were soon overridden as many felt Lamesa had grown sufficiently to merit the organization of an additional service club and were strong in offering their arguments in favor of Rotary.

Credit for breaking the ice and turning the tide of affairs goes to S. L. Forrest who firmly believed in the value of Rotary in bringing together the business men of a city and in uniting them in working toward a common goal: Betterment of the city. The fifteen members required for organization were soon secured and on March 3, of this year the first provisional meeting was held. Carl Rountree became the club's first president; W. D. Arnett vice-president, and G. M. Roberts, secretary. The Board of Directors is composed of G. C. Canon, S. L. Forrest, Irvin Wright, J. C. Lovelless and J. H. Pierce. Charter was applied for, the constitution and by-laws were adopted, a depositor was selected, date set for a meeting of the Board of Directors and Rotary was a reality for Lamesa. News of the granting of the charter was received and the charter meeting of the club was held April 2.

The charter meeting of the Lamesa club probably attracted more attention in Rotary circles than any other meeting ever held in what was then the 41st District, Rotary International. Twenty-five names appeared on the charter list and one hundred twenty Rotarians and Rotary Anns attended this meeting from Lamesa and other clubs over West Texas.

Elmo Wasson of Big Spring presided and Fred Wemple, at that time governor of the 41st District, presented the charter to the local club. Visitors were present from clubs at Big Spring, Lubbock, Sweetwater, Tahoka, Slaton, Brownfield, Post, Littlefield, Midland, and Levelland. Gifts were presented to the local club by visiting clubs, either jointly or individually. Lubbock presented a large felt banner bearing the inscription, "Lamesa Rotary Club" with the insignia. Midland and Sweetwater together presented each member with a Rotary pin. Post and Tahoka gave a large American flag and Slaton presented individual certificates bearing the written principles of Rotary. Brownfield and Levelland gave a beautiful plaque of dark wood with the

Rotary insignia mounted in metal and bearing a name plate stating the place and date of meeting. Big Spring presented a large gong and gavel for the use of the president in calling and dismissing meetings.

Kenneth Oberholtzer of Lubbock addressed the club on the principles of Rotary. A. G. Bearden, representing the Lion's club and Dr. V. L. Lawson, representing the Luncheon club, extended greetings and congratulations from their respective clubs.

Charter members of the Lamesa Rotary club are: Carl Rountree, W. D. Arnett, G. M. Roberts, G. C. Canon, S. L. Forrest, Irvin Wright, J. C. Lovelless, J. H. Pierce, Swanson Hurt, Gordon B. McGuire, Jr., W. B. Collins, Clyde Branon, V. Z. Rogers, S. G. McIntosh, Noble H. Price, C. O. Stone, M. C. Lindsey, Joe Alexander, Arthur Hull, O. H. Morris, Owen C. Taylor, V. O. Key, David J. Murray, J. H. Harp, and M. Q. Martin.

Membership in the club has now grown to thirty with the addition of the following: W. J. Beckham, Matt McCall, C. A. Hollingsworth, J. E. Barron, Vernon W. Bryant, and Cleve R. Austin. C. O. Stone, charter member who resigned upon moving away, is the only member to be lost by the local club.

Rotary's fiscal year begins July 1 and ends June 30. Little change was made in the official set-up at the beginning of this year. W. D. Arnett became president succeeding Carl Rountree and Mr. Rountree now fills the vice-president's position. W. B. Collins was added to the Board of Directors. After the re-districting of the territory Lamesa fell in the 127th District in place of the 41st.

The local club was represented at the district convention held at Childress in April by Mr. and Mrs. Rountree and Mrs. W. J. Beckham. G. M. Roberts, Owen Taylor, Cleve Austin and J. H. Pierce represented the club at District Assembly held in Spur in August.

Although the Rotary Club is one of the infant organizations of Lamesa, September closing the sixth month of its official existence, it is by no means insignificant in its accomplishments. In these six months great progress has been made in meeting the objectives claimed for Rotary: the development of the ideal of service in the individual to his fellowman, to his club, to his community, and to his world.

The Rotary Club is not a sponsoring nor a money-raising organization. It has little money to spend on community projects but it exists for the purpose of lending its moral support to worthwhile organizations and movements. It exists for the purpose of instilling into its membership the ideal of ser-

**VIEW OF HUB SERVICE STATION AND COSDEN TRUCKS**



vice where service can be rendered. "Service Above Self" is its slogan, and "He Profits Most Who Serves Best" is its motto.

In order to accomplish these aims, Rotary stresses attendance to the extent that it is made a condition of membership. Irregular attendance fails to develop in the individual the ideals for which Rotary stands. Attendance in the Lamesa club has been good since its organization.

Tahoka challenged Lamesa to an attendance contest to run through September and October. The losers are to treat the winners to a banquet. At present the Lamesa Club has a record of three 100 percent meetings in September while Tahoka's record is slightly lower.

Since the first official meeting April 2 the following members have perfect attendance records: W. B. Collins, J. H. Pierce, Gordon McGuire, David Murray, G. M. Roberts, and Owen Taylor. The following have perfect attendance records since coming into the organization at a later date: J. E. Barron and C. A. Hollingsworth.

**MODERN BEAUTY SALON IS WELL EQUIPPED SHOP**

Living up to its name, the Modern Beauty Shop is well supplied with the latest equipment for the beautification of the feminine population of Lamesa and adjoining communities.

Mrs. Hatch, owner of the shop, has managed this business for four years in its present location. She has lived in Lamesa twenty-one years.

She has equipped her shop with automatic gas dryers, a Duart machineless waver, and a Realistic machine. All operators are experienced and trained to dressing hair in the modern

mode. Work offered includes hair dressing, facials, manicures. Mrs. Hatch and employees extend a welcome to out-of-town visitors to visit the Modern Beauty Shop during the County Fair.

W. V. P. Baker, Mrs. M. J. Mosely, E. A. Oden, and W. E. Stemmons filed on the first sixteen sections of State lands to come out from under grass leases in 1899.

The first church organized in the county was the Baptist church organized at Chicago in 1904 with W. A. Wilson, missionary, serving as pastor. A son of Bill Scarborough became the thirteenth member of this church.

In 1915 the manager of the Slaton "Harvey House" purchased on the average of one hundred cases of eggs a week from Lamesa. O'Donnell and Tahoka.

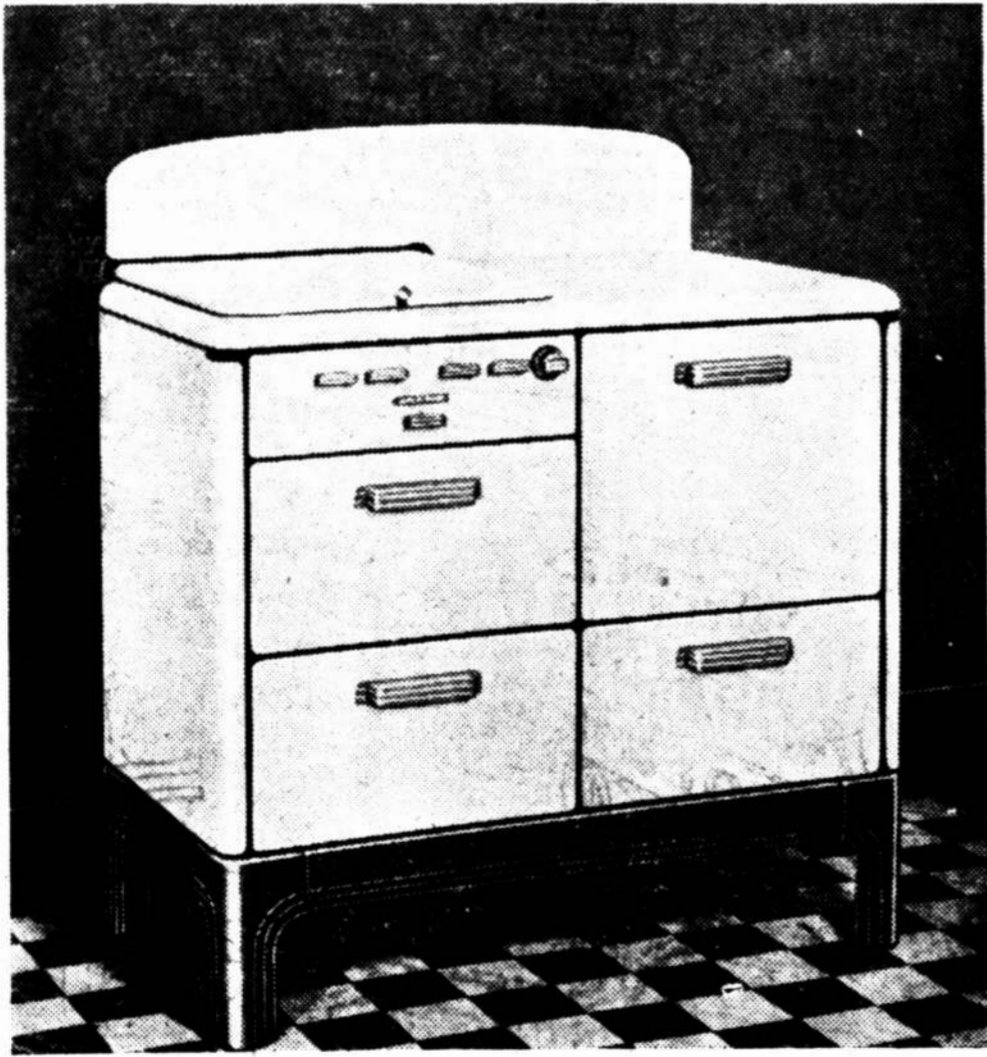


**Going to the Theatre?**

You'll have to take your hat off, so be sure it reveals a sleek hairdress, neat and flattering. We do the newest hair do's!  
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**MODERN BEAUTY SHOP**

204 North Austin



THIS GRAND RANGE

\$69<sup>95</sup>

**GRAND RANGES**

\$45.00 up

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HUMPHREY'S HEATERS \$7<sup>50</sup> UP

THERMORAY GAS HEATERS IWANTA GAS IRONS \$7<sup>50</sup>

COLEMAN HIGH PRESSURE LIGHTS \$10<sup>00</sup>

REX HOT WATER HEATERS \$60<sup>00</sup> UP

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We are able to supply you with all types of farm equipment

Plows . . . .

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**MINNEAPOLIS-MOLINE**

FIRST IN ECONOMY

**Twin City**

TRACTORS

**FIRESTONE TRACTOR TIRES**

—SEE—

New Models of Farm & Ranch Gas Plants NOW ON DISPLAY

Next Door to Courier Office

**FARM & RANCH GAS CO.**

**COSDEN PETROLEUM—**

(Continued from front page)  
 enson, Punkin Center; Broughton Station, Leland Broughton, Welch.  
 Retail stations in Gaines county include: Crapps Grocery and Station, L. D. Crapps, Seminole Highway; Cosden Service Station, W. D. Fulkerson, Seminole; State Line Station, Buster Sharp, Texas-N. M. Line; Seagraves Co-op, Gin Station, E. M. Hamilton, Seagraves; Loop Cash Grocery and Station, Chas. McConal; Kings Grocery and Station, B. B. King, Ashmore.

The business is growing so rapidly that Mr. Fulkerson is expecting to have to increase delivery facilities even more within the coming months. Daily the patronage grows as more people begin to use Cosden products and to do business with Mr. Fulkerson and his army of experienced retailers.

**LAMESA SCHOOLS**

(Continued From Page 1)  
 of 300 square feet which was purchased by M. Conner in 1902 at \$2 per acre.

R. L. Meek was superintendent, principal, and teacher of this one man school.

**Building Needed**

But the steady migration of settlers to this western county soon increased the number of students to the extent that a larger building and more teachers were needed. As a result of this demand, a 4-teacher frame building was erected in 1910 on the land adjoining where the elementary school now stands. This building served the community for a number of years until it caught fire in 1920 from a defective flue and burned to the ground, destroying all records and equipment kept up to that time. Classes were conducted in homes and vacant buildings the remainder of the year.

The present elementary school building was built in 1921. Its 13 rooms, auditorium, and offices housing the entire school for a time. The cost of the building was \$76,000. Heat was furnished by stoves in the various rooms and there was little electrical wiring anywhere in the building, and a city-wide sewer was not obtained until a later date.

Citizens of Lamesa felt that at the time of construction of this building their building needs had been supplied for a long period of time, but it was impossible to foresee the rapid development of the county. Within a few years the building was crowded to capacity and a large six-room frame structure was built on the west side of the campus to house the Home Economics department. The auditorium of the main building was renovated

into classrooms but still there was not sufficient room for the ever-increasing student body.

In 1924 the acute need for more school facilities was realized by the people of Lamesa when, in response to a call from the Board of Trustees, bonds were voted to the amount of \$140,000 for the purpose of constructing the present high school building, for its equipment and for the purchasing of a heating plant for the elementary school.

Thus it is that the Lamesa Independent school is at present composed of high school building and equipment, elementary school building and equipment, and the three blocks of land upon which these buildings are located. Forty white teachers, two caretakers, and one negro teacher are employed.

Since 1923 considerable landscaping has been done on the campus. Trees have been planted grounds have been leveled and lawns planted. Since 1930 sidewalks have been constructed along the east and south sides of the campus, from each building to the street and one walk connects the two buildings. Bryan street on the east side of the building has been paved and curbs have been built along the south side.

A refinancing program was entered into in 1934. The bonds outstanding against the district were purchased and resold, reducing the interest on the bonds from 5 1/2 per cent to 3 per cent. The reduction in the principal of the bonds amounted to \$8,800 and the total saving to the district in principal and interest resulting from this transaction amounted to \$33,000.

Number of students and teachers in the Lamesa school system has increased from year to year since the first school was opened. While many schools experienced a decrease in enrollment during the depression, it has not been so with the Lamesa schools. This year more than 1300 students are enrolled in the system.

Superintendents serving the district since its establishment have been as follows: R. L. Meek, 1904—; Mr. Ashmore, 1913; Mr. Cobb, 1913-1914; E. C. Nix, 1914-1918; Nathan Johnson, 1918-1920; Mr. Witt, 1920-1921; Mr. Slaughter, 1921-1922; A. W. Flaniken, 1922-1925.

V. Z. Rogers has been superintendent since 1925, and F. T. McCollum has been connected with the system as high school principal since 1923.

Conditions are again demanding increased facilities. The elementary school is inadequate to house the 827 pupils enrolled in grade one to seven inclusive. Five primary teachers and their pupils are now housed in the high school building thus taxing that

**PATRICIA WAS FIRST OWNED BY BORDEN COUNTY**

(By EUDORA BRUCE)

Patricia community is located on four leagues of land originally owned by the Borden County Schools. Before it was laid out as a townsite, and long before anyone dreamed that it was destined to be a town, the land was sold to W. L. Saye by Borden county, and Mr. Saye, in turn sold the four leagues to the Birge-Forbes Land Company of Sherman to be put up into labors and sold to the individual on the crop payment plan for farming purposes.

Plans were changed, however, and in 1922 the townsite was laid out, several farmers bought places, and the infant city was named Natilee in honor of one of Mr. Birge's daughters.

A. E. Latson was the first merchant in 1923 he built and stocked a grocery store, a general merchandise store and an oil station.

A school system was organized the same year with the following trustees: Fred Criswell, A. E. Latson and Mr. Cox. A one-room school house was built and Miss Hethel Frazier was chosen teacher. More settlers arrived in the town and surrounding country and next year there was need of two teachers, so the one-room school house was moved to one corner of the school yard and made into a teacherage, and a two-room school building was erected. In 1925 a third room was added to the building for the opening of the 1925-26 school term.

The County had grown sufficiently by 1924 to be in need of a post office. The office was granted and Mr. Latson was appointed postmaster with the office installed in one corner of his grocery store.

The granting of the postoffice changed the name of the town as the Postal Department at Washington refused the name Natilee (there being already a town by that name in Texas) and the name of the town was changed to

building to its fullest capacity. No more rooms are available in either building. With the crowded conditions now existing in the elementary grades and with certain growth calculated for the high school department, more building for the near future seems inevitable.

When the time comes for expansion there is no doubt that Lamesa will again respond to the call and make the necessary provisions for the education of her youth.

Patricia, honoring another of Mr. Birge's daughter.

Birge-Forbes Land Company built a gin and put up buildings for store use. They also went into farming on large scale. Frank Wendt had charge of the farm work, cultivating about six labors of land with hired workers, teams and tractors.

The Methodists organized a church in the early part of 1924, with Rev. C. A. Norcross as their first pastor. Later the same year the Baptists organized a church with Rev. Martin as pastor. Both groups met in the school house for worship. A union Sunday school was organized.

**NOLANS OPENED CAFE HERE ON MAY 15, 1936**

Mr. and Mrs. C. W. Nolan opened their Centennial Cafe on the highway May 15, 1936.

They at first had one small building but the rapid increase in business forced them to build two new additions, a kitchen and dining room.

Their cafe now has a seating capacity of thirty people with a large graveled drive to accommodate curb service, enabling customers to be served at the wheel if they do not wish to

get out of their cars. Mr. and Mrs. Nolan have lived in Dawson county since 1922 and have a wide acquaintance in the county. They have built their business on their excellent service and the delicious food prepared in accordance with their own tasty recipes.

Odd numbered sections in the railroad surveys of State lands were given to the railroads and the even numbered sections were designated as school lands and set aside as part of the Permanent School Fund. Out of the total of 242,594,560 acres in Texas, the Permanent School Fund received 45,000,000.

OUR NIGGA KNOWS HIS

SMOKE AND COALS

**PIT BAR B-Q**

CHICKEN - BEEF - PORK

SANDWICHES or ORDERS

Take Some Home — Any Amount

**The Night Hawk**

"Featuring Giant Sandwiches"

Lamesa's Newest Drive In

**COSDEN and T.B. (Bryant) FULKERSON**  
**"A PAIR TO DRAW TO"**

**HIGHER COSDEN OCTANE**

**BRYANT FULKERSON**

**COSDEN HIGHER OCTANE**

**PARAFINE MOTOR OIL**

**COSDEN OILS**

**GREASES**

**LAMESA**

Boy I FEEL MY JOINTS LOOSENING UP ALREADY

THATS HARD TO BEAT

WELCOME TO THE DAWSON COUNTY FAIR  
 OCTOBER 14, 15 and 16

**T.B. (BRYANT) FULKERSON**  
**DISTRIBUTOR COSDEN PETROLEUM PRODUCTS**

**LAMBETH GIN OPENED HERE 12 YEARS AGO**

Experience is a strict teacher and an unrelenting one, but in the business of ginning it accounts for a large portion of the success of O. Lambeth who has spent thirty-seven years in learning his trade and who feels that he has not yet completely mastered his subject.

Mr. Lambeth came here in 1925 from Colorado, Texas, and built the Lambeth gin. He had gone to Colorado in 1900 and went into the ginning business there. During all of those thirty-seven years he has not missed a single cotton season and often was in charge of the operations of three or four gins.

**FARM AND RANCH—**

(Continued From Page 1)

eners, lights, heaters, kitchen ranges, and similar items which may be operated on Butane Gas.

Floyd Embree is manager of the store. Archie Ivey is service man, and Dan Ivey and Joe Bailey Edwards are plumbers associated with the company. This staff of well trained employees enables Mr. Cox to offer excellent service on the items he sells.

The company is also agent for Minneapolis-Moline implements, stocking the Twin City tractors, both 2-row and 4-row, a popular tractor with farmers of the South Plains. A complete parts department is maintained at all times which guarantees quick service to the farmers on any repair job.

Mr. Cox specializes in nationally known brands of merchandise feeling that his customer places greater faith in articles of national reputation. Items in stock include Grand Ranges, Humphreys heaters, Thermory Gas heaters, Coleman high pressure lights, Rex hot water heaters, the Minneapolis-Moline line of tractors, combines, cultivators, etc. Firestone tractor tires, and many other articles in which the rural resident is interested.

New machinery models are arriving each week, and the implement stock is kept up-to-date with the newest design obtainable. Though he has been in business here only a short time, Mr. Cox has made many friends among the residents of Dawson County who respect him for his business methods and like to trade with him because of the reputation he has established.

On building his gin here, Mr. Lambeth installed a round bale cotton press, the first one in the county, in 1925, and that year, of the 25,000 bales produced in the county, he handled 5,500 standard bales, or more than 10,000 round bales.

The Lambeth Gin is the only 100 per cent Murray equipped plant in Lamesa and has the unusual feature possessed by few gins in West Texas in that it has two complete operating units, both steam and electric, either of which may be used as emergency power.

This gin is equipped to handle both round and square bales and all of the machinery is kept in excellent condition so that the farmer can get the best possible service. Special attention is given to bringing out the staple and grade of the cotton to the best advantage of the farmer. Better samples and bigger turnouts are promises made by the management to each customer.

Many of the Lamesa Gin staff are employees of many years experience.

Edwin Matthews, office manager, has been associated with Mr. Lambeth for four years. Dick Webb, fireman, has been in his present position for a period of twelve years. Alton Addison, pressman, of many years experience, has been with the Lambeth interests for three years and Bill Hodges, pressman, has been there two years.

New arrivals on the staff this season are Amos Grant, suction feeder, and W. S. Bagley, ginner and night superintendent.

Mr. Lambeth is known for his business integrity and honesty throughout the cotton sector of West Texas. During his years spent at Colorado, he established himself as a man of reputation and during his twelve years of dealing with Lamesa and Dawson County citizens he has won a staunch foothold for his gin in the annals of the county's business.

He has been through the pioneer days in the development of West Texas has watched the development of the country from range land to a fertile agricultural country and he has put his faith in the future in that development.

Others who have loyally served the department are: Nelson Cope, S. B. Costin, J. J. Paulk, Howard McSpadden, Victor Crowley, J. W. Smith, Jr., Ervin Bailey, Paul Grant, Dud Bolden, Charley Bolden, Andy Anderson, I. M. Edmonson, A. L. McSpadden, Buck Bennett, Elzie Burleson, Bob Bower, Sim O'Neal, R. L. Meyers.

Owen Taylor, Barney Yarborough, Paul Hulstadler, Bogan Caldwell, Bill Watson, Hugh Gaines, W. A. Stephenson, Hugh Dyer, Jack McLaughlin, E. U. Parchman, Walton Crawley, Leslie Pratt, Ralph Fry, Guthrie Allen, Jelly Mitchell, Ross Lowery, Copus Boyd, Sol Cleveland, Luther Peterson, Louis White, Guy Wileman, Earnest Barrett, Darwin Sprawls, and N. J. Allen.

Two other members are Mrs. W. K. Crawley, fire mother, and Bob Crawley, mascot.

The Lamesa Fire Department has sent delegates to state conventions at Galveston, San Angelo, Bryan, Corpus Christi, Mineral Wells, El Paso, Fort Worth, and Port Arthur. Between 3,000 and 4,000 firemen attend these meetings each year, hear lectures by well known fire chiefs and public spirited citizens, and take part in drill contests.

The Lamesa Department tied for third prize money of \$100 in the hook-up contest at Mineral Wells and second money, \$200, at El Paso.

The State maintains a firemen's training school each year at A. & M. College. Lamesa department has been represented each year. While there the delegates spend twelve hours a day for five days practicing drills and learning faster and easier ways of hooking up equipment. The Lamesa Fire Department has rated above the average at all of these schools.

Prompt action by the Lamesa Fire Department has lowered the insurance policy rate for the city from 49 cents in 1924 to 31 cents at the present time. Lowest rate in Texas is 27 cents.

The first truck was purchased for the department in 1922. Members of the department donated money for the purchase of a siren. The second truck was bought in 1928. Immediately after the truck was unloaded, a call was received and the truck threw three streams of water for three hours over a stack of burning feed.

Greatest loss by fire was suffered in Lamesa in 1924 when two lumber yards, eight brick buildings, and one residence were destroyed.

Equipment of the department today consists of two trucks, 3000 feet of hose, two salvage covers, two gas masks, three ladders, two axes and other smaller items.

Plans are being made to replace the oldest fire truck with new, up-to-date truck and booster equipment. This equipment would add greatly to the fire-fighting efficiency of the present department.

Mr. Raburn went into the grocery

business here in 1930 with only twenty dollars worth of stock, having a cow, truck and trailer to secure sufficient capital with which to operate.

Since that time, due to his aggressiveness, he has greatly expanded his business and now has a complete line of groceries, fruits, and new market facilities to offer the people of Lamesa and its surrounding communities.

Mr. Raburn invites you to come in and see for yourself what he has to offer.

**RABURNS CAME TO LAMESA TO LIVE IN 1924**

Mr. and Mrs. J. E. Raburn, owners of Raburn's Grocery and Fruit Market came to Lamesa from Bell county in 1924.

**FIRE FIGHTERS MEET FIRST IN MARCH OF 1921**

BY RUEBEN KELLY

In Marh 1921, a group of Lamesa citizens met on the west steps of the courthouse and organized what is known as the Lamesa Fire Department. They agreed that one member of each business house would attend all meetings and fires.

As there were 48 business houses, the department was made up at that time of 48 members. The following officers were elected: Loo Randalls, chief; H. E. Williams, assistant chief; J. R. Lowery, secretary; Elmer Barron, treasurer; and W. L. Marr, corresponding secretary.

Present members of the fire department are: James Sumpter, chief; Bruce Boyd, secretary and treasurer; Rueben Kelly, Ed Hatch, Glen Cope, Davie Jones, Ralph Fry, A. J. McDaniell, John T. Sanders, Weldon Lindsey, Lloyd Cotten, Heston McDonnell, and Luther Standefer, truck driver.

Others who have loyally served the department are: Nelson Cope, S. B. Costin, J. J. Paulk, Howard McSpadden, Victor Crowley, J. W. Smith, Jr., Ervin Bailey, Paul Grant, Dud Bolden, Charley Bolden, Andy Anderson, I. M. Edmonson, A. L. McSpadden, Buck Bennett, Elzie Burleson, Bob Bower, Sim O'Neal, R. L. Meyers.

Owen Taylor, Barney Yarborough, Paul Hulstadler, Bogan Caldwell, Bill Watson, Hugh Gaines, W. A. Stephenson, Hugh Dyer, Jack McLaughlin, E. U. Parchman, Walton Crawley, Leslie Pratt, Ralph Fry, Guthrie Allen, Jelly Mitchell, Ross Lowery, Copus Boyd, Sol Cleveland, Luther Peterson, Louis White, Guy Wileman, Earnest Barrett, Darwin Sprawls, and N. J. Allen.

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Plans are being made to replace the oldest fire truck with new, up-to-date truck and booster equipment. This equipment would add greatly to the fire-fighting efficiency of the present department.

**W. H. STRANGE IS PIONEER OF SOUTH PLAINS**

Although W. H. Strange and Sen. owners of the Lamesa Grocery and Market, have been in business at their present location in Lamesa little more than a year, they are well known to local residents, having lived in Dawson county for more than twenty years.

In all of their dealings they have been recognized for quality merchandise at fair prices. They stock a wide variety of groceries and meats, all of which are fresh and ready for the table in the most particular home.

They extend an invitation to all newcomers to pay their store at 222 North Austin a visit and to choose their grocery needs from the amply stocked shelves. The Lamesa Grocery and Market guarantees its products.

business here in 1930 with only twenty dollars worth of stock, having a cow, truck and trailer to secure sufficient capital with which to operate.

Since that time, due to his aggressiveness, he has greatly expanded his business and now has a complete line of groceries, fruits, and new market facilities to offer the people of Lamesa and its surrounding communities.

Mr. Raburn invites you to come in and see for yourself what he has to offer.

**ADAMS CAME TO DAWSON COUNTY 31 YEARS AGO**

Thirty-one years in Dawson county is the record of E. C. Adams who came here ten months after the county was organized and has watched it grow from a few hundreds in population to several thousand.

Mr. Adams came here from Howard county. Twenty-three years ago, he went into business in Lamesa and has served the citizens as a jeweler continuously since that time.

Experience and strict devotion to his work has made Mr. Adams one of the most efficient jewelers and watch repair men in West Texas. He prides himself upon the high quality of his work, which through the years, has not wavered from the high standards he has set for it.

Mr. Adams' business has grown with the community and he has enlarged his facilities to meet the increasing trade. His equipment is of the best and his workmanship of the highest quality.

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You will want a copy of The Courier Fair Edition to keep as a permanent reference work.

**HIGGINBOTHAM—**

(Continued from Front Page)

ature department comes from high grade furniture plants in Virginia and North Carolina.

Higginbotham Bartlett carry an extensive stock in all their lines, lumber and building materials, furniture and hardware. The firm aspires at all times to give their patrons the newest in design, the highest in quality, at the fairest price.

**CURB'S PLACE IS NEW FIRM**

Mr. and Mrs. Curb, owners of Curb's Place, cafe and confectionary, have only recently opened their business in Lamesa. They came here from Odessa and are experienced in their line.

having served the public since 1926. Since coming to Lamesa they have enjoyed a good business and have specialized in the quality of merchandise offered. Popularity has been the reward of their efforts.

The owners extend a cordial invitation to Dawson County Fair visitors to visit the Curb Cafe and inspect the new place of business.



**NOLEN'S PIG**  
"Drive In For Service"

DAWSON COUNTY FAIR

We Invite you to Eat With Us While attending the Fair

Sandwiches  
Short Orders  
Cold Drinks  
and Ice Cream

**Greetings Fair Visitors**

VISIT US WHILE IN LAMESA ATTENDING THE FAIR FOR ECONOMY AND SERVICE ASK ABOUT

TOUGH ARMORUBBER TREAD

**KELLY-SPRINGFIELD TIRES**

COPE OIL COMPANY DEALER FEATURING

**BARNSDALL BE SQUARE**

GAS - OIL - KEROSENE - TRACTOR FUEL - DIESEL AND DISTILLED FUEL AT THE FOLLOWING STATIONS:

- Cope Oil Company Service Station, Lamesa, Texas.
- Stone & Reese Service Station, Lamesa, Texas
- Jimmy Corbin Service Station Lamesa, Texas.
- Barron Service Staton, on Stanton Road.
- Bowman Service Station, Lamesa, on Big Spring Highway.
- Everett Service Station, Ackerly, Texas.
- Applegate Service Station, Patricia, Texas.

**Cope Oil Co.**

Wholesale & Retail

H. A. COPE, Manager

Lamesa, Texas



Our trucks make trips each week to San Antonio and points below in order that our customers may have fresh fruits and vegetables.

What Does Your Kitchen Need?

**We Have It!! J. E. RABORN**

GROCERY & MARKET

Prompt Courteous Delivery Service Lamesa, Texas

No Where Around Here Will You Find A More Complete Stock of

**Auto Parts and Supplies**

With Right Prices, Too, Than At

**A. G. Waugh Co.**

We Are Always Glad To See You

**SCHOOLS AND CHURCHES IN THE CITY OF LAMESA**



Above are shown the public school buildings and several churches in the city. They are, left to right: High school building, Elementary school building, Missionary Baptist church, Catholic church, and Presbyterian church.

**SLAUGHTER GOT MUCH OF EARLY SCHOOL LANDS**

When the State lands in West Texas were opened to filing in 1900 it was charged that in Howard and Dawson counties the cowboys on the Slaughter ranch were so well organized that they secured most of the school land which came on the market.

It was a somewhat common practice for large ranchmen to advance money to their men to make the payments on the land, then, when the land was proved up, the owner would sell to the ranchman.

The man who reached the county clerk first with his application for filing got the land. The following account of the land rush is quoted from the West Texas Historical Association Yearbook:

"In Howard county, the Slaughter cowboys made a grandstand play by building a chute outside the clerk's office, leading up to the window. In this big wooden corridor the boys made

their beds and lived for sixty days before the great event of filing was to take place.

"The opposing settlers ignored the chute and at the proper time handed their application in through the door. The Slaughter boys won the land but the settlers brought suit on the grounds that applications received through the window were not legal. Finally the courts decided that the person who first handed his application to the clerk, regardless of whether it came through the window or the door, was the legal owner of the land."

**CHURCH OF CHRIST HELD SERVICES FIRST IN 1905**

About the year 1905 several members of the Church of Christ, some twenty in number, assembled for worship in the old courthouse building. Later they held their meetings in the first school building the town had and met there regularly until 1911 when the first meeting house was built.

This first meeting house, a small frame structure measuring 28x50 feet, stood on the present building site but it was only a matter of two years until the congregation outgrew this building and the members built a tabernacle adjoining the meeting house on the south.

Rapid indeed was the growth of the church during the next few years and many successful revivals were held under the roof of the tabernacle. A parsonage was built and many improvements were added to the buildings, but none of them were sufficient to house the ever-growing membership and in 1928 the present commodious brick building was constructed at the cost of several thousand dollars.

The congregation has grown from the initial twenty persons in 1905 to a membership of more than 200. Interesting and successful revivals have been conducted by such ministers of the church as George Cypert, Felix Speck, Liff Sanders, S. A. Riddle, C. R. Nichol, G. A. Dunn, Sr., Cole Jackson, Roy Smith, Price Billingsley and others.

The following preachers have lived in Lamesa and served as minister of the church: Gary O. Wood, Liff Sanders, A. LeRoy Elkins, McKinney, Thomas Barr, Churchville, J. D. Boren, H. P. Cooper, S. H. Biggerstaff and Clarence O. Morgan.

Others have lived here and preached at the Church of Christ services, including such grand old men as J. B. Henton.

The church is now enjoying a fine state of health and growth under the ministry of J. C. Foster, whose ministry with this church started in 1935.

**LILES CAME TO DAWSON COUNTY 24 YEARS AGO**

J. E. Liles, of the implement firm of Liles and Sons, came to Dawson and Gaines counties from Texarkana 24 years ago. He established his implement business at 210 North Second street seven years ago.

Liles and sons handle a complete line of Massey-Harris Farm Implements, well-known line of farm machinery which possesses many and varied advantages that are exclusive with that particular company. The employees are all experienced in handling farm machinery and are capable of giving the agriculturist valuable advice on his farm needs.

Mr. Liles extends his thanks to

those who have helped make his business a success and invites the Dawson County Fair visitors to call and inspect his complete line of farm equipment while they are in the city.

**WEAVER FLORAL SHOP CAME TO LAMESA IN 1921**

Mrs. J. R. Weaver came to Lamesa sixteen years ago from Houston where she had been in the floral business for a number of years.

In addition to her floral shop in Weaver's Variety Store on the north side of the square, Mrs. Weaver maintains a nursery on the Lubbock highway. This year 18,000 Chinese Elms were grown at the nursery. Mrs. Weaver's home, located at 502 South Houston street, is beautifully landscaped with rose garden and shrubs.

In her work, Mrs. Weaver is ably assisted by her daughter, Miss Grace Weaver, who spent considerable time studying floral designs and the culture of flowers. Miss Weaver attended the state convention of the School of Floral Design in Fort Worth recently.

The Floral Shop, maintained by per-

sons of experience who understand their trade, is able to furnish any type of flowers at any time. Satisfaction is guaranteed by this business which advises their customers to:

"Say it with Flowers  
Say it with Ours."

**DAVIS FURNITURE COMPANY HERE 14 YEARS AGO**

An ever growing business has been the reward of the owners of the Davis Furniture Company for their fourteen years of offering high quality merchandise to Lamesa citizens.

Mrs. Davis has recently moved her stock of goods to 400-405 North Second where she has remodeled her store and greatly increased her stock of furniture. "Everything for the Home" might well be the slogan of the new store as all furnishings that a home would require are to be found in their list of goods.

Fourteen years of selling to West Texans have won them a host of friends in Lamesa and vicinity and they invite old timers and newcomers to call at 400 North Second whether they contemplate buying or not.

A cordial welcome is extended to those who will be in Lamesa during the Dawson County Fair.

**CLARK-McDONALD DRUG OPENED 15 YEARS AGO**

Fifteen years of service to Lamesa and the residents of Dawson County is the record set up by the Clark-McDonald Drug Store, located on the west side of the square. A Rexall store during all that time, the Clark-McDonald drug has maintained an enviable reputation for the quality of its products and efficiency of its service.

Mrs. J. H. Clark, well-known to the residents of Lamesa, is manager of the store, assisted by W. D. Perkins, Hugh Lott, Miss Vanabel Clark and Twain McMahan.

The Clark-McDonald Drug is up-to-date in all of its appointments, including a fountain where all kinds of soft drinks are dispensed by well-trained fountain clerks. Sanitation is a point stressed by Mrs. Clark in the management of this phase of the business and the customer is assured of wholesome ingredients and clean fountainware when he buys a drink there.

The store offers, likewise, the best that can be obtained in drugs, drug sundries and cosmetics, selling nationally advertised brands of all items.

**CAMPBELL'S IS NEW BUSINESS FIRM IN CITY**

Among the new businesses that have been established in Lamesa within the last year is the Campbell Grocery and Market at 224 North Austin, owned by Tracy Campbell who came here from Merkel about twelve months ago.

Mr. Campbell has had ten years experience in the grocery business and his store is one of the most pleasingly arranged and well equipped food stores in town. The market department has modern electric equipment throughout and the grocery shelves are well stocked with a complete line of fancy and staple products.

John Childers is manager of the store and Bert Alsbrook is cashier.

Mr. Campbell expresses his appreciation of those who have helped to make the store a success and extends an invitation to Dawson County Fair visitors to call Campbell's Grocery and Market their headquarters while in the city.

**S. B. MAYFIELD COMPANY ENDS 1st YEAR HERE**

S. B. Mayfield, agent for Allis-Chalmers farm machinery, is celebrating this month a successful year at his present place of business, having opened the Mayfield Implement Company in October of 1936.

Mr. Mayfield offers a complete line of Allis-Chalmers tractors, and all-crop harvesters. Several carloads of new machinery will arrive within the next few days, enabling him to give his customers the degree of service they have a right to expect from a company so well known.

The people of Dawson county have given this new business a liberal share of their patronage during the past year, coming to Mr. Mayfield for their farm needs and advice concerning the type of machinery required on their farms.

A cordial invitation is extended to Dawson County Fair visitors to visit the plant and inspect the complete line of farming equipment.

C. H. Parks of Lubbock relates that as recently as twenty-five years ago a small band of Comanche Indians came through Lamesa on their way to Cedar Lake on a pilgrimage to the birthplace of their chief. They were having difficulty in following the trail because of the fenced range.

**GREETINGS Dawson County**

May you enjoy thrice the growth and prosperity during the coming years . . .

During our two years in Lamesa we have enjoyed a steady increase in business. Each year to date has far exceeded the past

The management together with all the employees of this store join in extending hearty thanks for your generous patronage.

**Lamesa Grocery and Market**

224 North Austin St.  
W. H. STRANGE — OGDEN STRANGE



**Economical POWER FOR PRODUCTIVE FARMING**  
ALLIS CHALMERS TRACTORS AND FARM EQUIPMENT. FAIR VISITORS WELCOME

**G. B. Mayfield Implement Co.**  
322 N. Austin Street

**HATS BY Stetson \$5.00 and up**

LADIES', CHILDREN'S AND MEN'S SHOES  
WEATHERBIRD SHOES FOR CHILDREN

NEW PIECE GOODS

WOOLENS  
WORSTED  
CREPES

MISSES COATS

LADIES' READY TO WEAR

**Welcome Fair Visitors TO**

**Bryant-Link Co.**

### 1924 MARKED 1st YEAR FOR THREE LEAGUE CENTER

BY ANN LAMBRIGHT

The year 1924 saw the beginning of the Three League community on land owned by Norton and Walcott estates, located on the land east and west of the highway, respectively.

Until 1924 all of these estates were pasture land used for grazing cattle.

Andrew Pollis and family were the first settlers at Three Leagues, bringing their household goods there in 1924 and locating on land purchased from the Norton estate. In 1925, came Otto Bearden and family, Mr. and Mrs. Matthew Hulsey, and A. L. Cole and family.

Others who bought land in 1924 were: J. S. Manning, 708 acres; Mrs. P. C. Jenkins, 1280 acres; Mrs. Bessie Sedgwick, 708 acres; Mrs. Richard Dredd, 1280 acres; Mrs. J. C. Dredd, 708 acres, and W. R. Rollow, 2200 acres. At the present time there are six houses on the Rollow farm with good farming land to each place. All of the above farms were purchased from the Walcott estate.

Located on the opposite side of the highway were Otto Bearden, Earl Hatchett, Matthew Hulsey, Joe Hale, W. M. Cox, E. T. Watkins, Andrew Pollis, and J. M. McMurry, all of whom began grubbing and improving their land in 1925.

At that time there were no roads other than dirt crooked trails leading through the mesquite brush. Now the community is served by good public roads leading north and south, and several graded county roads.

Mail Route A out of Lamesa began serving the Three League community in 1929.

A school building was begun in 1925 and finished in 1926. The first session of school lasted four months and was taught by Miss Corrinne McClendon of Belton in the winter of 1926. There were 22 pupils enrolled.

Three Leagues School was named by T. L. Franklin, a trustee at that time. Other trustees were Roland Looney, and Condy Smith. The trustees were appointed by the county judge.

Sunday school was organized in March of 1926 by Mrs. Katie Watkins and meetings were held in the school house. A room was secured by E. T. Watkins and paid for by the community.

In 1928 this little community raised more than one thousand dollars to be applied on expenses of the Baptist and Methodist churches and other community obligations. The church and Sunday school flourished and the local school became equal to any rural school in the county.

In 1925 E. T. Watkins and mother built and stocked a grocery store and filling station near the school house but they closed it the following year.

At the present time Otto Bearden operates a grocery store and filling station.

Many changes have been made in the community since 1924 with many of the old settlers moving away and others moving in to take their places. From open range land the community has changed into a place of many prosperous farm homes.

### HANCOCK DATES FROM A WINTER MORNING, 1904

BY MARY BOB HARRELL

One February morning, 1904, J. A. Hancock and members of his family were moving into what is now known as Hancock community. These people, moving here from Borden county, had spent the night before camped in a draw below J. J. F. tank. As the two covered wagons, containing their household goods, hogs, and chickens pulled out of the breaks toward the windmill,

shack, and dug-out that Mr Hancock had built the summer before, they were more than disappointed to find that there had been a prairie fire. Of the grass and shrubs that had covered the land when it had been purchased the summer before, only a dead and blackened mass was left.

"Two windmills were all we could see as we walked beside our wagons that morning," Lou Hancock, now Mrs. Will Edgmon, said. One of those belonged to her father and the other was on the old Wasson place. These windmills and a very few fences, were the start the Hancock community had in 1904.

These pioneer settlers struggled until spring grubbing wood for fires, keeping their cattle alive and trying to clear a tract of land for cultivation. The coming of warm weather and grass somewhat solved the fuel and feed problems, but it brought with it the worry of supplying water for the cattle. The surface tanks wouldn't hold water, and it was no uncommon thing for Mrs. J. A. Hancock, then over fifty years old, to climb the tower of the windmill and give the wheel a push, for at this task all members of the family took turns.

By fall the tanks had begun to hold water, feed had been raised for the cattle, and Hancock was definitely "settled."

The next year in the election to determine the county seat, one election box was at the Hancock home, with Lidd Russell in charge of the polls. In that year the Hancock children went to school at Chicago one week. In 1906 Mr. Hancock moved one and one-half miles west of Lamesa in order that the children could go to school. They lived there for a term and half, then the children drove to school in a buggy from the ranch house.

By 1916 Bog Reagen, Red Echols and T. E. Evans had moved here. O. L. McLendon, better known as "Mr. Oscar," moved in from Jones county. Arrangements were started for a school in the community. The county judge mapped off a district and it was named Hancock, honoring the pioneer settler, J. A. Hancock. Mr. Hancock bought a little one-room house in Lamesa, and the men helped him move it out near the Hancock home. In this house Miss Pearl Lusk, now Mrs. Clarence Evans, taught the first school in the community.

During the years from 1916 to 1921 school was taught for about two terms in one room of the T. E. Evans home (one mile north of the present school building). Among the people who had moved into the community by that time were Jack Hancock, R. P. Davis, W. F. Lisenbee, Joe Lisenbee, N. W. Harvick and Klarb Stephens.

Sunday school was conducted in the Hancock home, and as late as 1922 Mrs. N. W. Harvick was the only person who could play the organ. She underwent a major operation, and before she had regained sufficient strength to pedal the organ, some one else pedaled it while she played. The organ was given to the Sunday school by Miss Lou Hancock.

In 1922 Mr. Hancock gave a tract of land to the district, and a one-room frame school building was erected. In the year 1924 and 1925 people moved into the community so rapidly that another room was added to the building before school started in the fall of '34.

The building was still too small for the enrollment, and while the school board was in Lamesa purchasing material for another room, the school house burned. The trustees were telephoned the news, and instead of sending out material for one room lumber was sent out for three rooms. Three box car shacks were constructed by the men of the community, and school was resumed within four days after the other building burned. Now one of these shacks is at Sam Hodges', one at Buster Davis' and the third is used as a coal house on the school ground.

The district was then converted into an independent district, and \$25,000 in bonds were voted for the construc-

tion of a six-room and auditorium brick building. The site for this building was deeded to the district by J. R. Harrell. This building was completed in the late fall of 1925, and A. G. Bearden, now secretary of the Lamesa Chamber of Commerce, was principal the first full term of school in the new building. In 1930 the community had so grown that five teachers were needed.

Sunday school and all worship services have been held in the school buildings after the erection of the frame building. The Baptist church was organized on July 17, 1924 with M. O. Grant as moderator, and J. G. Sprawls, temporary clerk. The church was named New Hope Baptist Church and the charter members were C. B. Norris, W. L. Lisenbee, Mr. and Mrs. W. F. Lisenbee, J. T. Lisenbee, G. W. Lisenbee, Mr. and Mrs. J. G. Sprawls, Mr. and Mrs. J. T. Niblet, Mr. and Mrs. John Dudley, Mrs. Dee Petree, Gladys Stephens, Allie Sprawls, and T. E. Evans.

The Methodist church was organized in the summer of 1929, and among the first members were O. L. and Charlie McLendon, Mrs. Matt Hughes, Mr. and Mrs. F. M. McLendon. The names of the other charter members could

not be secured.

J. H. Hass opened the first grocery store in 1924. The store was then located near the school house, but on the south side of the road on the J. C. Duncan farm. With the exception of a few months when the store was closed, Hancock has had a store from that date.

J. A. Hancock set aside a tract of land for a cemetery, and W. B. Foreman, father of Roy Foreman of Lamesa, was the first to be buried there.

The girl's 4-H club was organized in 1925 by Miss Garrison, and C. T. Watson organized the boy's club Miss Ezra Grimes organized the Home Demonstration club.

Up-to-date homes with modern equipment are gradually replacing the shacks and houses that the people lived in when they improved the land. S. B. Hodge, the second county commissioner from this community, has just completed a modern rock home.

Now two-row planters and cultivators pulled by six-mule teams have given away to tractors. This year, 37, or two-thirds of the farmers of the community, used tractors in making their crops, some of this number using more than one tractor, and some using both tractors and teams.

The first lands in Dawson county to be claimed and taken were lands in the southeast portion of the county

which were given by the State to the Texas and Pacific Railroad Company for surveying and building a few miles of railroad from the eastern boundary of Texas to Eagle Ford, seven miles

west of Dallas. For each mile constructed in Texas the company received sixteen sections of land.

In 1914, a car of poultry was sent to New York by R. D. Simpson who bought poultry and eggs at his general store.

## WELCOME--

FAIR VISITORS MAKE YOUR—  
Headquarters with us while in Lamesa attending the fair:  
Hot and Cold — Private Baths  
Water in Each Room—Modern Throughout  
Steam Heated

## Dal-Paso Hotel

W. A. Wallace, Operator

# Lamesa's Leading Theatre Attractions

## The Palace and Majestic

Present Hollywood's Greatest Entertainment—Every Week—and watch for dates on these big Pictures.

"Artists And Models," "Saratoga," "Good Earth," "Life Begins At College," "A Star Is Born," "Broadway Melody of 1938," "Stella Dallas," "Souls At Sea," "The Life Of Emile Zola," "The Bride Wore Red," "Stage Door."

### PALACE

THURSDAY & FRIDAY, OCT. 14-15th

"TOAST OF NEW YORK"

—with—

Edward Arnold — Frances Farmer

SATURDAY ONLY, OCT. 16th

A Big Out Door Picture

"THE RANGERS STEP IN"

—with—

Bob Allen — Eleanor Stewart

SUNDAY & MONDAY, OCT 17-18th

"TOPPER"

—with—

Constance Bennett — Gary Grant

Tuesday and Wednesday, Oct. 19-20

Kay Francis — Ian Hunter

—in—

"CONFESSION"

THURSDAY & FRIDAY, OCT. 21-22

"EMPEROR'S CANDLESTICKS"

—with—

William Powell — Louise Rainer

### MAJESTIC

THURSDAY ONLY, OCT. 14

A Comedy

A. Sheridan — C. Reynolds

—in—

"THE FOOTLOOSE HEIRESS"

FRIDAY & SATURDAY, OCT. 15-16

A Big Western

Jack Randall

—in—

"RIDERS OF THE DAWN"

SUNDAY & MONDAY, OCT. 17-18th

"MR. DODD TAKES THE AIR"

—with—

Kenny Baker — J. Wyman

Tuesday and Wednesday, Oct. 19-20

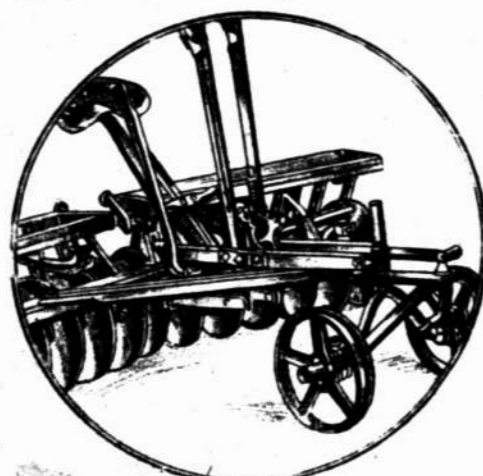
R. Forbes — Ban Alexander

—in—

"LEGION OF MISSING MEN"

## A Safe Buyers' Guide

Before you buy any implement of any kind you should see what Massey Harris has to offer and compare advantages carefully.



TRACTORS  
MODEL 12  
MODEL C H  
MODEL 25  
2 or 4 Wheel  
Driven

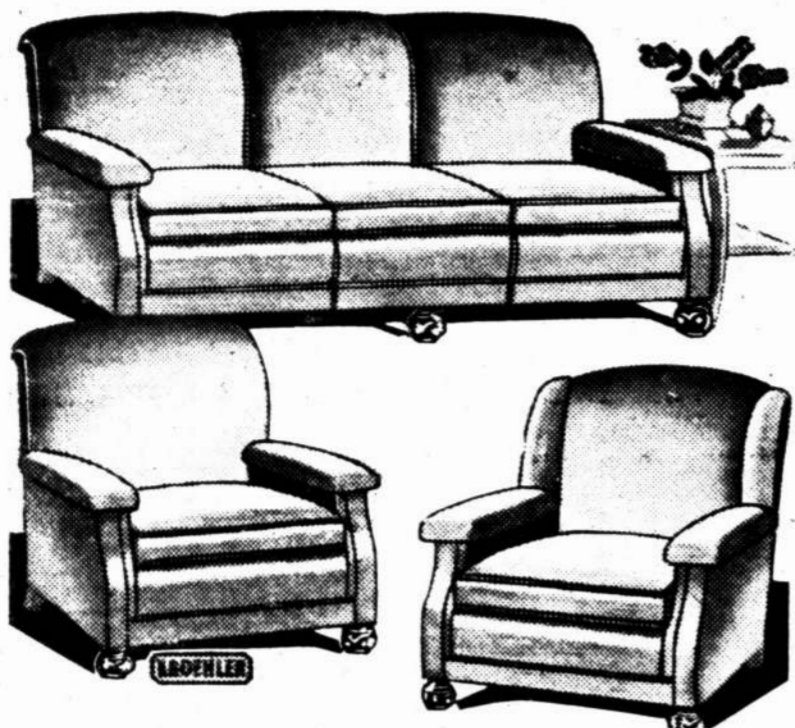
Massey-Harris Implement Co

J. E. Liles and Sons, Mgrs.

Welcome Visitors

Dawson County Fair

# FAIR SPECIALS



## 8-Piece Living Room Group

That is indeed the best offer we ever made on a group of this kind. This group consists of a Two-Piece Mohair Living-Room Suite A Walnut Finished Occasional Table, An Occasional Chair to Match or Contrast with the color of the suite. A Bridge or Floor Lamp in appropriate design and colors. A Magazine Stand, Walnut Finish. An End Table of good construction and design. A Smoking Stand of useful design in metal.

**THIS ENTIRE GROUP FOR THE VERY LOW PRICE OF \$76.50**



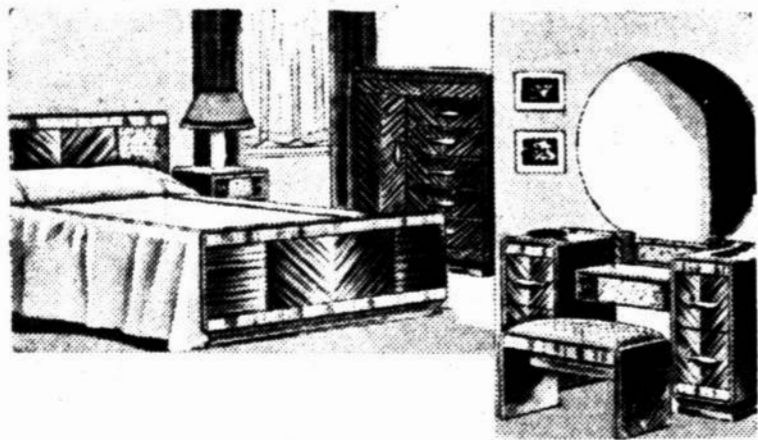
This Four-Piece Suite constructed properly and finished in Walnut will be shown at the Fair in our Booth and will be offered at

**\$59.50**



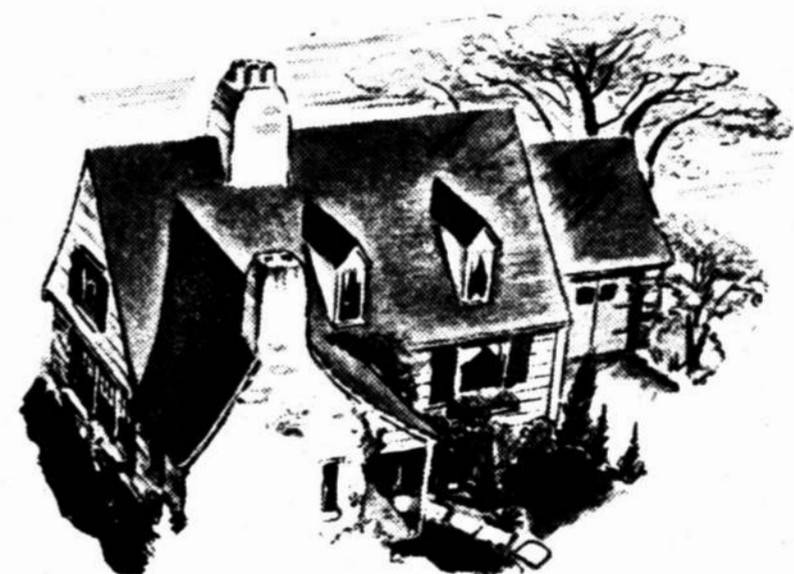
This is a Modern Four-Piece Bed Room Group of good style and construction that we are going to show at the Fair and offer at the very low price of

**\$49.50**



As Edgar A. Guest once said, "It takes a heap o' livin' in a house to make it home," and by the same token it takes a heap of time to establish a business and the faith and confidence manifested by righteous practices and policies. Thanks to thousands of Texans who by their increased patronage have implied faith in Higginbotham-Bartlett's. We look back with gratitude. We look forward to make Higginbotham-Bartlett Company a store of even greater advantage to the citizens of this section of the State.

These Dawson County Fair Specials are our way of saying "Thank You" for the patronage that has made Higginbotham-Bartlett Company what it is in Lamesa.



A complete home building and remodeling service featuring quality lumber and nationally known building materials.

Sherwin-Williams Paint — Imperial Wallpaper — Johns-Manville roofing and specialities — Star "Zephyr" Windmills.

Modernize your home with venetian blinds and custom designed inlaid floor covering, with the new border and inset effect. Call us for estimates

# HIGGINBOTHAM-BARTLETT COMPANY

FURNITURE

HARDWARE

LUMBER

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# DAWSON COUNTY COURIER

Volume 7

Lamesa, Dawson County, Texas, Thursday, October 14, 1937

Number 39

## KEY MOTOR COMPANY USES LATEST EQUIPMENT

### Trend Of Cotton Westward Influenced Farm History

#### WEEVIL PLAYED BIG PART IN DEVELOPMENT

#### Dixon Suggests Ways Of Meeting Crop Problems

(By R. E. DIXON)  
Spur Experimental Station

I have been requested by several West Texas newspapers to prepare a history of the agriculture of the region together with a brief history of the Spur Experimental Station and connect the threads of the story in such a way as to make it most helpful to the agriculture of the future.

It may be of interest to maintain here that my life has been very definitely connected with the agriculture of the west. I was born on a farm near Claude, in Armstrong county, shortly following the first wave of immigrants into the North Plains region. Dry years, coupled with grasshopper predations reduced the income of the farm and ranch to a sub-living basis and as there was no willing-Washington in that day, our family returned to North Texas. Shortly after finishing school I returned to the west.

#### People Are Important

The three most important factors in the history of the agriculture of any region are the people, the soil and the climate. The most important of these three are the people. The people that blazed the trail into the new country, for the most part, were the people who had become dissatisfied with the conditions under which they lived and who were willing to undergo the hardships of the frontier and to work hard to reduce the risk element they knew existed in all semi-arid sections.

Much of the land of this immediate section passed out of the hands of the State in the form of railroad grants. The railroad officials having the first choice of the lands elected to cut back in so far as possible, much of the shinnery areas. It is interesting to think of what the agriculture of the region might have been today if the railroad officials had taken the lighter sandy soils and had left the heavy clay for the homesteader. Say what we may homesteader, nester, pioneer, call him what you like, is responsible in no small degree for the agriculture we enjoy today.

#### Cotton Moves West

The extension of the cotton belt into the semi-arid West was hastened many years through the ravages of the cotton boll weevil. The boll weevil did two things to bring this about: (1) Caused the cotton breeder of the Old South to develop a quick maturing strain of cotton so that the plant would be able to evade to a great extent the damage caused by the insect by shortening his working period. This same quality was needed in the drier sections due to a shorter growing season, and in order that the plant would be able to evade the summer dry periods. It is very doubtful whether West Texas could produce cotton profitably with the strains of cotton in use 60 or 70 years ago. (2) The weevil cut down the production of the Old South materially, which made it necessary to expand the cotton growing section. If it was not for insects West Texas would probably experience difficulties in competing with other cotton growing sections.

#### Grain Crops Developed

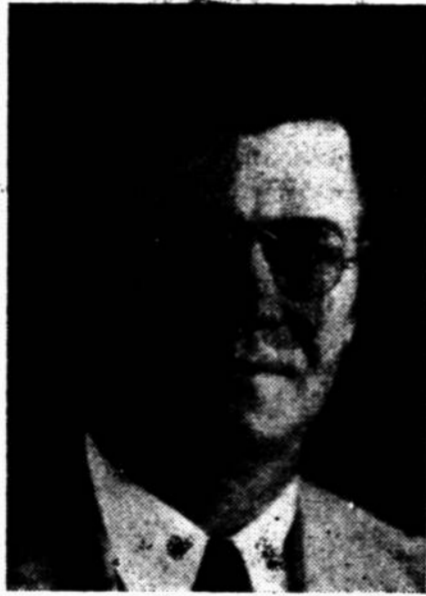
Of equal, or even greater, importance of cotton to the agricultural development of this section of the country was the development of suitable feed crops. The Indians for thousands of years had been growing corn but their production had been in small isolated spots that were well favored with reference to both soil and water. Their need for grain was very limited. The Federal Department of Agriculture, working with the agricultural experiment stations of the country, undertook the task of developing suitable grain and hay crops for the

#### LAMESA'S SECOND GIN



Above is a view of the second gin to be built in Lamesa. Owned by D. W. Adams, this building stood on lots where the Lamesa High school now is. The picture was taken in 1904.

#### Pioneer



E. C. Nix who came to Dawson County in 1915 as superintendent of the Lamesa High School. He is now in the real estate business.

#### YATES HARDWARE CAME TO LAMESA 15 YEARS A GO

Yates Hardware Company, owned and operated by S. E. Yates, celebrated its fifteenth birthday as a Lamesa firm in May of this year. Through all the years since 1922 when Mr. Yates purchased the store from the late W. S. Moore, he has endeavored to give the people of Lamesa and vicinity a comprehensive hardware and implement service.

In 1926 the firm moved into the quarters it is now located, a modern brick building on North First Street which contains a total of 8250 square feet of floor space. In addition, there is a warehouse containing 5000 square feet of floor space located near the Santa Fe depot, an outdoor storage space for second-hand plows and other farm equipment and various smaller rented storage rooms in town.

One of the features of the farm equipment department in this store is the large stock of repair parts carried at all times for the McCormick-Deering Farmall tractors and implements used in this territory. The company also maintains a tractor service station, which is equipped with the latest in special tools and machines and is manned by factory trained mechanics of long experience.

Each employee in the Yates store is experienced in the work he has to do. Ralph Stuart, Sr., employed in general sales department and in charge of Electrolux installations, has been with the firm fifteen years, as has W. W. White, in the sales and repair department.

#### MORRIS-CLEVLAND DRUG IS WELL STOCKED

From their amply stocked shelves the staff of the Morris-Cleveland Drug Company sell a multitude of drugs and sundries each year. "What you want at the time you want it" has become the slogan of this store which specializes in products of nationally known merchandise.

B. F. Morris and Sol Cleveland purchased the store in 1935 and during their tenure of ownership have made many improvements in arrangement and equipment. Especially commendable is the prescription department which is staffed by Mr. Morris and Cecil C. Elliott, pharmacists.

Mr. Cleveland, who was born and reared in Dawson county, has a host of friends who have shown their faith in him through the patronage they give his store. He is a tireless worker in building the community and in seeking to keep the Morris-Cleveland Drug store progressing as rapidly as does the community.

Other employees in the store are Bill Lofton and Cecil Hill.

The jewelry department of the store is both comprehensive and well selected, affording the people of Lamesa and vicinity a place where they can obtain standard makes of watches, rings, and costume pieces.

Their 100 per cent refrigerated, 24-foot fountain is a model of cleanliness and is equipped with special cushioned chairs for the convenience of the customers.

#### Thirty-Six Counted In First Census

Thirty-six people were counted in the first official census of Dawson county in the year 1900. These were listed as follows:

Paul Rountree, Nellie Rountree, Allen H. Rountree, August R. Ehrshing, George A. Gillispay, Charles Smith, Ben Westbrook, Joseph E. Brown, Ben Clommer, B. A. Oden, Ora Oden, Irwen Oden, Floyd Oden, Harvey Oden, Joe Wheeler Oden, W. V. P. (Billy) Baker, Gip Aiken, Charles Nivens, Edward O. Prichard.

Walter E. Stemmmons, Hardy Morgan, Robert G. Manning, Robert L. Stemmmons, Mary J. Mosely Heary Hutchinson, Frank Connor, Young Lee, Tom Hetley, James W. Allen, E. L. Shive, John F. Davis, Sid Benson, Charles J. Ward, John H. Baggett, Barney Peterson, and Ford Worth.

#### AMONG THE PIONEERS

Among the list of old-timers who came to Dawson County in an early day are the following:

O. E. Witte, now living in the O. K. community, who came here in 1907 and bought land 12 miles northeast of town in 1910. He was county commissioner from 1912 to 1918.

J. E. Oquin came to Dawson county January 24, 1905, and settled at Chicago, 2 miles north of Lamesa. He moved here later and went into the drug business. Mr. Oquin put up the first brick building in the county.

Mrs. H. A. Randle moved to Dawson county from Scurry county in 1908 at a time when all lumber for building of homes in Dawson county had to be freighted by wagon from Big Spring.

R. E. Simpson arrived in the county in 1900 and started work on the C. C. Slaughter ranch. Prior to that time he had been working on the Magnolia ranch in Borden county. Mr. Simpson was named postmaster here in 1906.

R. D. Simpson, who now maintains his residence in California, settled in Dawson county in 1906 and was engaged in the general merchandise business until 1925.

J. J. Curlee of Christoval, Texas, lived here from 1905 to 1917 and operated dry goods stores. He is renowned as an "old time fiddler" winning three first prizes in local contests.

An Indian shot a United States army officer through the heart with an arrow from a distance of over 200 yards for one of the world's longest bow shots on record near Fort Griffin Texas in 1839.

#### "BEST OF TOOLS NEEDED FOR ADJUSTMENT OF PRESENT DAY AUTOMOBILES" SAYS OWNER

#### Father



#### Son



M. C. Lindsey and his son Weldon who are owners and managers of the local M. C. Lindsey and Son Real Estate Agency.

Mrs. D. R. Covey of Borden county is probably the only woman in Texas who holds the combined office of sheriff, tax assessor and tax collector.

Before many weeks the postoffice department will distribute blanks for the purpose of taking a census of the unemployed in the nation.

#### Studebakers Displayed In Attractive Show Room

Believing that quality service should be paramount in the operation of a motor house, C. W. (Mike) Key has purchased and installed in his modern plant as new, complete and adequate motor adjustment and repair equipment as is to be found in the whole of the Southwest.

Mr. Key is not content to operate just "another garage." He planned his new quarters on Dallas Street, into which the company moved last year, with an eye to convenience, arranging his shop so that each job could be attended to swiftly as well as efficiently.

Mr. Key went into the automobile business in 1931, having the agency for several other makes of cars before he finally chose Studebaker as representing the acme of distinction in the automobile world. He has the same faith in the cars he sells as in the service department he maintains.

The Key Motor Company has a complete line of Studebaker parts and accessories, comparable in its size to that found in the larger cities. Ralph Ragan, who joined the staff a year ago, is in charge of this department, and overseer of the shop.

W. N. Jackson and Earl Anderson of the service department are men who thoroughly understand their jobs as they are factory trained mechanics.

The showroom where the Studebakers are on display is a well lighted and attractively arranged to display the automobiles to the best advantage.

Among the excellent equipment to be found in the service department are a number of special tools and machines which are needed in the delicate adjustments required by present high-speed motors. To take care of this specialized work the shop is equipped with motor analyzer, a Norman cylinder reboring machine, a Bean's wheel aligner, and a Bean's wheel balancer. The owner estimates that 70 per cent of the high speed vibration in cars is caused by improper wheel balance and alignment.

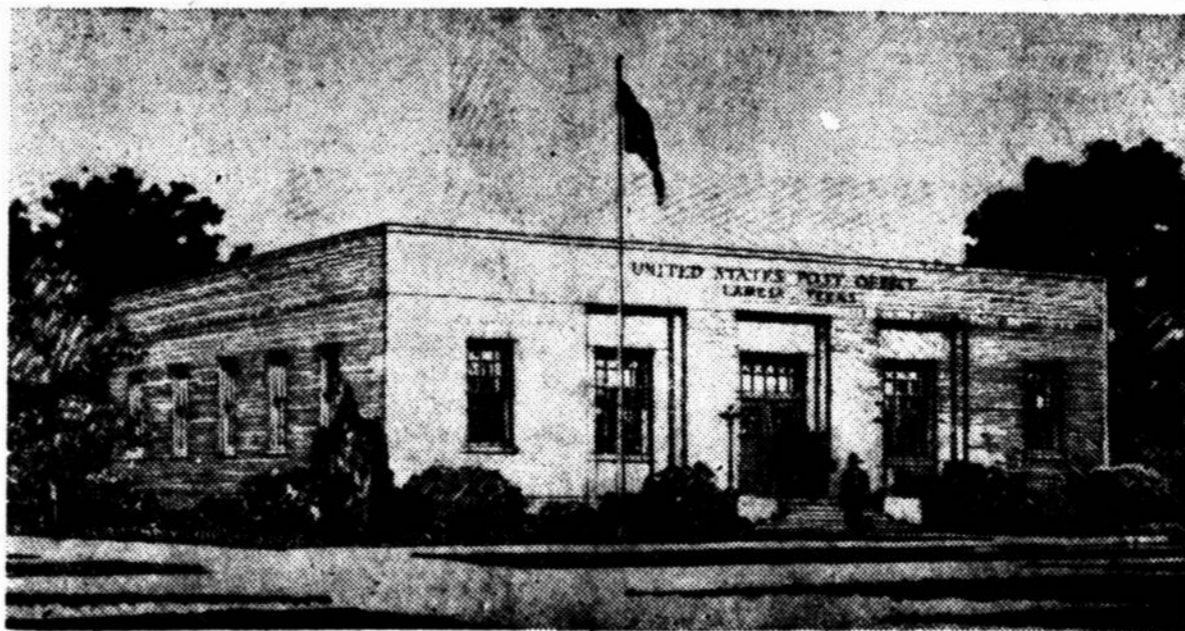
The company also has a Black Hawk frame straightener, a Kwik Way valve machine and washing and greasing racks, in addition to numerous special Studebaker tools not available elsewhere. Though specializing in Studebaker work, the mechanics are trained to repair other makes of motors as well.

Mr. Key's business policy is clearly brought out in several statements he made in a recent interview. "Motors have been so speeded up," he pointed out, "that motor adjustments have to be, not 'nearly right' but perfect. Modern equipment is absolutely necessary to do this work. No matter how well trained the mechanic, or how simple the task to be done, no man can repair or adjust a motor in any detail, however small, without the proper equipment. Usually he cannot even diagnose the fault without the aid of an analyzer or other machine. A well-equipped shop naturally is at a great advantage in such cases.

"Repair work is not expensive, no matter what the cost, if the job is well done and the fault corrected and if it gives the car owner a smooth-running automobile. The man who attempts to repair his own car without the proper tools in an effort to save money usually loses more than he gains through having to buy a new motor, or through needless use of gasoline and oil."

Mr. Key is especially enthusiastic over the new 1938 Studebaker auto-

#### LAMESA'S POST OFFICE TO-BE



The above architect's drawing shows how Lamesa's federal building will look when completed. Excavations have already been made and the basement of the building is nearing completion. The post office will be located at the corner of North First and Houston Streets.

COLLINS DRY GOODS COMPANY



The above modern building houses the Collins Dry Goods Company, one of the most popular firms on the South Plains.

Rural Correspondence

PATRICIA

Estelita Bruce, corres.

Due to the pretty weather the farmers have been making progress in gathering their crops this past week.

Mr. and Mrs. Nick Deas and children and Roy Deas spent Sunday with Mr. and Mrs. Wesley Lewis of Koonick.

Frank Lott and four companions of McKinney are packing cotton for 3 P. Bruce.

Patricia Payne has been busy this week on the way to the gin. They week when the cotton turned purple.

Mr. and Mrs. Travis Dean and Patsy Stone visited Mr. and Mrs. Wesley Lewis of Koonick Sunday afternoon.

There was a good crowd at singing Sunday night. A number of visitors were present from Koonick.

Edo Scott was elected president of the singing class for another year. Everyone is looking to come each first Sunday night.

ACKERLY

Hazel Ward, corres.

George Brown made a business trip to Lubbock Friday.

Harvey Adams entertained the 9th grade with a lawn party at his home Friday night. After the games were played refreshments were served to a large crowd. A fine time was reported.

LeRoy Weathers and Miss Johnson of Sand were married last week. We are looking for them many years of matrimony.

The Customs football team played Friday and Saturday. They won both games.

John Smith is visiting Mr. and Mrs. Bellard Thursday.

Our school is very well liked by Brown. They are all very happy. The school is very well liked by Brown.

Our school is very well liked by Brown. They are all very happy. The school is very well liked by Brown.

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SAND

Julia Grayson, Corres.

Our school turned out Friday afternoon so that the children might help with the harvesting of crops.

Johnson Smith returned home from Bellard Thursday.

R. V. Lee is visiting Mr. and Mrs. Virgil Layton of Gaines county.

R. D. Pentress has returned to harvest his crop.

Mrs. M. A. Lee of Seminole spent Tuesday with her sister, Mrs. Ruth Camp.

Wilene Camp entertained a few of her friends Friday night with a party.

Mrs. V. A. Welty was carried to a Lamesa hospital Tuesday afternoon.

Mr. and Mrs. Ebbie Lee and Gene were callers at the home of Mr. and Mrs. James Taylor and children Friday evening.

HIGGINBOTHAM

Marv Smith, corres.

Mr. McDaniel of Lamesa and Rev. and Mrs. Vickers of Lamesa visited Mr. and Mrs. Frank House last week.

Alton Baxter spent Thursday night

Cecil Code made a business trip to Waco last week.

Mrs. Connie O'Brien spent Tuesday afternoon visiting Mrs. Gibson.

Mrs. E. L. Robinson, Mrs. Joe Robinson and Mrs. J. B. Gibson spent Wednesday afternoon with Mrs. Jim Holden.

Mrs. Homer Kinder spent Wednesday afternoon with Mrs. O. L. Harp.

Mr. and Mrs. Horace Holt from Mexico who have been visiting in this community returned home Friday.

A nice time was reported by everyone at the party given by Mr. and Mrs. C. P. O'Brien.

Mr. and Mrs. Gilbert Wasson are spending this week in Lubbock.

Mrs. L. R. Cyfert spent the past week end in Lubbock.

Personal

Mr. and Mrs. W. D. Arnett made a business trip to Lubbock Monday.

Mrs. Katherine Rose, Sonny Rose, Mrs. John Allen and Mrs. Payne Wilkes were in Lubbock Sunday where Mrs. Wilkes bought new merchandise for the Wilkes Dress Shop.

Stanley Wilkes and Dick Collins were Lubbock visitors Sunday.

Mr. and Mrs. Ed Norel and Mrs. Arthur Olson spent several days last week in Dallas buying new merchandise for Norel's Department Store.

P. L. Saunders spent a few days this week in Florida transacting business.

Mr. and Mrs. Truman Campbell and son, Truman Jr. and Mrs. Jack Ladd spent Sunday in Lubbock where Mrs. Campbell bought new merchandise for Campbell's Dress Shop.

Miss Kathleen Webb a student at Twin Lubbock spent the week end here with her parents, Mr. and Mrs. W. T. Webb.

week with her sister, Mrs. Oscar Mc-Kenney of Five Mile.

Mr. and Mrs. Sherman Moulton and son, visiting Jim Swartz of Midway Tuesday night.

Mr. and Mrs. Jess Pruitt spent the week end with their daughter in New Mexico.

People are very busy harvesting their crops and still need more pretty weather in order that they might catch up. Everyone is at the singing convention at Spangerville October 17. Bring a well filled basket and spend the day.

FAIRVIEW

Georgia Mae Gibson, corres.

Mr. and Mrs. Vernon Palmer have returned from visiting her parents. Homer Barron has purchased a new automobile.

HANCOCK

Mary Boo Harrell.

Miss Forrest Wade was complimented with a social sweater Tuesday afternoon in the home of Mrs. Cleveland Johnson. The regular WMS meeting preceded the shower. Luncheon and cake were served to Misses T. N. Middleton, Lott, W. M. Lunsbee, A. E. Hale, Fred Bell, Harvey Riss, Sam Hodge, Carl Johnson, A. P. Riss, Jess Stone, Oscar McLondon, Matt Hughes, Webb Weaver, N. W. Harvick, Bill Miller, Boo Johnson, G. F. Ward, Ben Denson, and to the honoree, her mother, and the hostess.

Imogene Miller left Monday for Medina where she will spend the winter with her grandparents.

SPARENBERG

Louise Pardiman, Corres.

School started again Monday after two weeks dismissal for cotton picking.

W. A. Burdine has purchased a new four-row John Deere tractor.

Miss Leanne Payne is spending the



SPECIAL PRICES

On Permanent Waves to Dawson Fair Visitors New Sanders Machine

Experienced Operators in All Type Beauty Work. Phone 94-M For Appointments VANITY BEAUTY SHOP Balcony Campbell's Dress Shop

Visit Our Station

during your visit to the

Dawson County Fair

"Service is our Motto"

The CONOCO SERVICE STATION

Day and Night Service

A. B. COX, Mgr.

South of City Hall on Highway No. 9

The SAT. OCT. 23

Date of the Year!

See the NEW 1938 CHEVROLET

Bigger-looking—Richer-looking—Smarter-looking—and in all ways the smartest low-priced car to buy



You'll be AHEAD with a CHEVROLET!

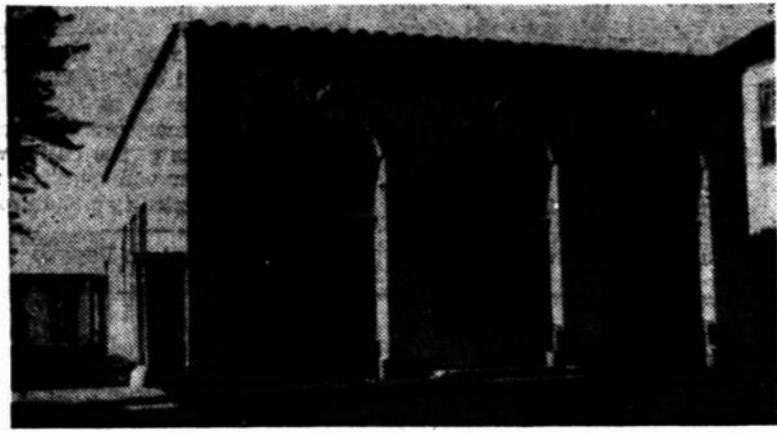
FOR 27 YEARS

CHEVROLET THE CAR THAT IS COMPLETE

THE SYMBOL OF SAVINGS

VAUGHN CHEVROLET

**WEST TEXAS GAS CO. OFFICE**



Above is a front view of the modern offices of the West Texas Gas Company here.

**SCORE CARD FOR DAWSON COUNTY FAIR, OCT. 14-15-16**

Score cards for community exhibits were mailed out to individuals in communities throughout the county Monday. The score cards for 1937 are different from the conventional score card in that they are so arranged that a community may select from the three major crops grown in this county the one which is most suitable to their particular locality and the one which they wish to score the greatest number of points in their community exhibits. The community selects a major, a regular and a minor crop and the crops selected will score 200, 125 and 100 points respectively.

It is hoped that the new arrangement will place all the communities on equal footing and enable them to emphasize the crop most suited to their needs. This arrangement with the instructions contained in the score card should materially improve the quality of community exhibits. Every person in the county is urged to take part in preparing exhibits for the 1937 fair and do his part to make this fair a truly great agricultural show.

It is impossible to supply every person in Dawson county with a score card and therefore, it is being printed

here in order that no one will be without the necessary information to assist in preparing an exhibit for his own community.

Perfect Score. Division I. Field Crops. Sub-Division A. Cotton: 1 exhibit of 20 open bolls regular 125; 1 exhibit of 1-2 pound ginned lint minor 100; 1 exhibit of 1 stalk (all leaves removed).

Sub-Division B. Corn Major 200; 2 exhibits of 10 ears each regular 125; 2 exhibits of single ears minor 100.

Sub-Division C. Grain Sorghums major 200; 4 exhibits of 10 heads each regular 125; 2 exhibits of 1 peck each of 2 varieties shelled grain minor 100; 1 exhibit of grain sorghum stalk.

Note: The major, regular and minor crops will be cotton, grain sorghum and corn. The community exhibiting will indicate the crop they wish to use in each classification and will be scored accordingly. Five exhibits of the major crop and three of the minor crop are required. The three crops listed may be rated in any order the community chooses (example: Major crop, Cotton, Regular Crop, Corn; minor crop, Grain Sorghum, or any other order).

Sub-Division D. Small Grains 50 points; 4 exhibits of 1 gallon each, any kind or kinds; 4 bundles (3" diameter) of any kind or kinds.

Sub-Division E. Legumes (Peanuts, cowpeas, soybeans) 75 points; 2 gallons

seed one each of 2 different kinds; 2 vines or plants or one each of 2 different kinds, (must be peanuts, cowpeas or soybeans.)

Sub-Division F. Other hay and forage, 50 points (sorghum, sudan grass, dard, shrook kafir) 3 bales, 1 each of 3 different kinds, 4 bundles (5" diameter) 1 each of 4 different kinds; 1 gallon seed.

Division II. Fruits and Vegetables. Sub-Division A. Vegetables, 150 points 1 Irish potatoes, 1 plate of 5 or 7; 2 sweet potatoes, 1 plate of 5; 3 turnip 1 bunch of 6; 4 beets, 1 bunch of 6; 5 carrots, 1 bunch of 6; 6 parsnips, 1 bunch of 6; 7 radishes, 1 bunch of 12; 8 spinach, 3 heads; 9 mustard greens, 1 pound 11 Swiss chard, 1 pound; 12 pumpkins, 1 any kind; 13 kershaws, 1 any kind; 14 watermelons, 1 any kind; 15 cucumbers, 2 any variety; 10 roasting ears, 3 any variety; 16 string beans 1 plate; 17 peas (fresh) 1 pint; 18 lima beans (fresh) 1 pint; 19 other beans (except field beans) 1 pint; 20 okra, 12 pods; 21 onions, 1 plate of 5 same variety; 22 shallots, 1 bunch of 6; garlic, 1 bunch 12; 24 collards, pound; 25 rutabagas, 1 bunch of 6; 26 egg plant, one; 27 peppers, 1 plate same variety; 28 tomatoes, 1 plate 5; dried beans 1 quart; 30 dried peas, 1 quart.

Sub-Division B. Tree Fruits 25 points 1 apples, 1 plate five; 2 peaches, 1 plate five; 3 pears, 1 plate five; 4 plums, 1 plate of 7 or 9; 5 persimmons 1 plate of 12; 6 figs, 1 plate of 9 or 12.

Division III. Livestock Products. 25 points. 2 exhibits of eggs of 1 dozen each of same color.

Sub-Division B. Dairy Products 50 points. 1 American cheese any standard size; 2 pounds cottage cheese in 1 pound prints.

Sub-Division C. Pork Products 50 points. 1 home cured ham; 1 side of bacon not less than 6 or more than 12 pounds; 2 1-quart jars of homemade lard.

**Division IV Attractiveness of Exhibit.**

**Suggestions**

1. Please read the rules and instructions carefully in order that your exhibit may be the very best possible. An attempt has been made to offer suggestions on everything as completely as possible but if any particular information is desired see or write the secretary-treasurer.
2. Cotton: The exhibits of 20 open bolls each, should be of the same variety of cotton. Each exhibit will be judged on size of bolls, color of lint, and quality of lint. They should each be put in neat boxes of sufficient size to prevent crowding of bolls and should fit in the box without surplus space. The samples of ginned lint should be of the same variety of cotton and each in a neat box. Stalks of cotton should have the roots on them, they should be of the same variety and as nearly alike as possible. Pick the three stalks of the type that are most desirable to grow in your community. It is not the big stalks with many vegetative branches that are the most profitable. The exhibits of seed cotton should be of the same variety. They should be in a neat box. They will be judged on the basis of color and quality of lint.
3. Corn and Grain Sorghums: These exhibits will be judged of uniformity of type, color and the shape of ears or heads. The exhibits in the corn and grain sorghum class may be of either one or more varieties. However, there must not be more than one variety in one exhibit.
4. Small Grains: The gallon samples will be judged on weight, general market quality, as indicated by uniformity of all grains as to color, size, and shape; freshness from foreign material. Observe that small grains to be shown here are wheat, oats, rye, and barley. Threshed grain sorghums or sorghums are not "small grains," within the meaning of the term, although their grains are small.
5. Other hay and forage: Hay and forage crops will be judged on the basis of quality, product and market conditions; and in addition to the bundles will be judged on neatness and attractiveness.
6. Fruits and vegetables: Strive for high quality and for uniformity of type, size, shape and color. In showing tomatoes or peppers be sure the whole exhibit is either red or pink or green, do not mix colors.
7. Livestock products: Eggs will be judged on uniformity and attractiveness of exhibit. Ham and bacon will be judged on quality and attractiveness. A ham or bacon exhibit that has a large amount of surplus fat will not accord as high as one with the proper amount of it. Lard will be judged on color, texture and odor.
8. Neatness and attractiveness: In order that the agricultural and home

bottom. Never put pumpkins, melons, bales, etc., where they will obscure the view of other products.

**PERSONALS**

Mrs. Charles Culver and children of Hobbs, N. M., spent several days here last week visiting her parents, Mrs. Miley Powers.

Misses Alynne McClelland and Marguerite Knox, W. B. Osborn and Tom Barron visited in Lubbock Sunday.

Miss Minnie Cope spent the week end in Lubbock, guest of Miss Bertha Lee Groce.

J. H. Pierce, Miss Elizabeth Duff and Mrs. J. R. Farley were in Lubbock Sunday where they purchased merchandise for Pierces Toggery.

Mr. and Mrs. J. M. Strawn and Mr. and Mrs. O. K. Shillingburg returned the latter part of the week from Dublin where they attended the funeral of a relative of Mrs. Strawn's.

Mr. and Mrs. A. A. Bradshaw and Gloria Ellen Wells of San Angelo spent the week end here visiting Mr. and Mrs. Walter Smith and family.

Mr. and Mrs. Henry Stafford have moved to Morton to make their home. Mr. Stafford is employed with the Lone Star construction company.

A silver-bladed knife should be supplied for cutting salads if the salad is composed largely of foods which are difficult to cut with a fork.

Mr. and Mrs. Frank Ogle and Douglas Hill of Muleshoe spent the week end in Lamesa.

**I'VE FOUND THE PLACE TO SAVE**



OUR CURRENT DIVIDEND RATE ON INVESTMENT SHARE ACCOUNTS IS 5%

"My savings are employed here helping responsible, local families buy their homes. My savings are not only amply secured against loss, but I also get liberal earnings for their use."

**LAMESA FEDERAL SAVINGS AND LOAN ASS'N**

Mr. and Mrs. C. L. Padgett of Meadow spent Sunday here as guests of Mr. and Mrs. E. L. Craddock.

Mr. and Mrs. J. R. Weaver, Bill and Grace Weaver were Lubbock visitors Sunday.

Mr. and Mrs. Fred Morton of Fort Worth are spending this week in Lamesa transacting business.

Miss Cora Bell Smith and Hubert Watkins spent Sunday in Lubbock.

Miss Dora Strawn of Tech spent the week end here with her parents, Mr. and Mrs. J. M. Strawn.

Mrs. George Norman was a Lubbock visitor Monday.

Mr. and Mrs. Frank Ogle and Douglas Hill of Muleshoe spent the week end in Lamesa.

Mrs. W. P. Avriett was a business visitor in Lubbock Tuesday.

Miss Van Clark spent Sunday visiting friends in Big Spring.



**CHICKEN FRIED STEAK**

LUNCHES  
PLATE

We Serve

Del-Tex Coffee

Pete Cambridge & C. M. Townsend  
T. L. Harris, Owners

**Cavern Cafe**

1002 West Side of Square

**THANKS**

To our many friends in Lamesa and Dawson County for the splendid patronage we have received. . .

403 S. Dallas Big Spring Hiway

**C. T. REESE GROCERY**

Service Station and Tourist Camp



—HOT—

PLATE LUNCHES

Sandwiches — Cookies

Phone 127

A Complete Library of "BEST SELLERS"

A Store For Pupils and Teachers

**DAVIS SCHOOL SUPPLIES**

MRS. DAN DAVIS

10. Neatness and attractiveness: In order that the agricultural and home

**Rules**

1. As many as 12 different crops must be shown and not more than fifteen.
2. The community exhibits must be obtained from within the bounds of school district exhibiting.
3. Exhibits must be in place by midnight, October 13.
4. Community exhibits will be judged on the score card above.
5. Exhibits of vegetables will be limited to ten.
6. Exhibits will remain in place until Monday, October 18. The exhibit building will be locked after hours and will be open only when in the charge of an employee. products of the community may be displayed to the best advantage, simple decorations are most desirable. Flowers, plants, bunting and other artificial products.

**Simple Rules For Good Arrangement**

1. Don't mix products: Keep vegetables, fruits, field crops, livestock products and canned products to themselves.
2. Keep the exhibit balanced: Don't let one side be top heavy.
3. Make the main feature or features stand out: By massing them at the front or base of the exhibit.
4. Feature exhibits rather than decorations.
5. Make the decorations simple and appropriate: By using agricultural products for decorations and avoiding the ornate.
6. Place heavy products at top or

**1913 24 Years 1937**  
**Serving Lamesa & Dawson County**



**Our New Home**

**LAMESA MACHINE SHOP**

W. B. HENRY, Owner

MACHINE

BLACKSMITHING

BOILER WORK

CYLINDER REBORING

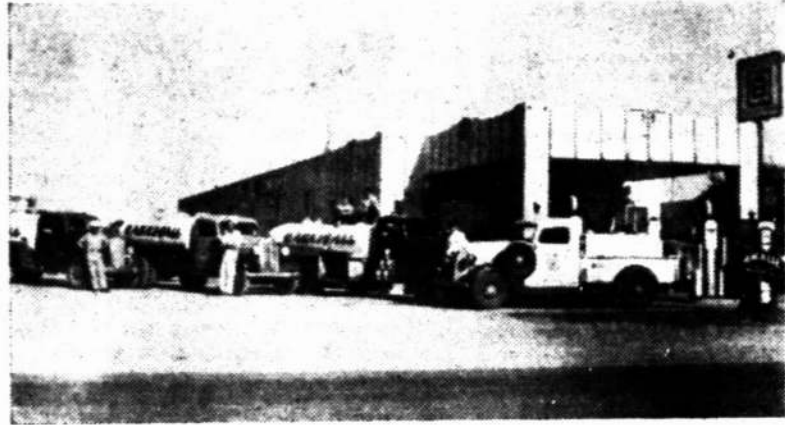
All Kinds of Acetylene and Electric Welding

Visit us while attending

**DAWSON COUNTY FAIR**

Lamesa, Texas

**COPE OIL COMPANY**



Front view of the Cope Oil Company headquarters on Dallas Street, showing fleet of Barnsdall trucks.

**Western Trend**

(Continued from Front Page)

semi-arid sections of other continents and brought back to the United States thousands of varieties of crops which have been tested out at the experiment stations. The sorghums were in all probability introduced during Colonial days but it was not until 1873 that the first of them found a home. This crop was known by a large number of names chiefly Egyptian wheat, Jerusalem corn, chicken corn, Rice corn and Prose. A few years later kafir was brought over; in 1885 milo was introduced and in 1909, feterrita. These with hundreds of others, were tested at the experiment stations and the most promising of the varieties were improved, and are still being improved. The improvements in the grain sorghums have reduced the risk element in feed production by more than half.

Along with the grain sorghums and cotton came many other crops, such as sudan, alfalfa, sweet clover, fruits, berries and vegetables, all of which have had to be selected and improved in order to fit in with the soil types and the climate.

**Central Methods Improved**

Along with the introduction and development of strains and varieties of crops we find equal progress in cultural methods and farm management practices. The Georgia stock gave way to the riding cultivator which in turn was replaced by the two-row cultivator and even this is now finding keen competition in the tractor. The succeeding steps in the improvement of farm machinery added materially to the efficiency of handling the land and to conservation of moisture.

Moisture was, and still is, the limiting factor in crop production. All progress that has been made has centered around crops that were economical in the use of water and in implements that were effective in conserving the rainfall regardless of whether it was an implement that would enable the operator to get the land rapidly, destroy weed growth or to leave artificial obstructions to retard the off-flow of water.

**Moisture Chief Problem**

One of the devout men of this West Texas area observed a few years ago: "It is much more practical to save the rains when we get them than it is to pray for more." This belief on the part of the farmers of the region has probably been worth more in reducing the risk element in farming than all other factors combined.

Only 5 1/2 inches of water transpired by the cotton plant is required to produce one-half bale of cotton. The same amount transpired by the auto plant will produce a ton of heads. It does seem that this much should be

made available for the crop from an annual rainfall of 22 inches. Where is the leakage? Where are the holes in the old proverbial rain barrel? What becomes of the other 16 inches?

The wind, the sun, the weeds, the runoff some years on some farms get all the rainfall and there is none left for the poor crop. Can anything be done about this? Most certainly there can. We can control the runoff, and the weeds and materially reduce the losses to the wind and the sun.

The reason that Mr. Luce produced cotton in 1889 on the sandy soils bordering the shinnery was that the type of soil absorbed water readily and hid it deep enough in the ground to be cut of the reach of the sun and wind. If he had had a high yielding cotton as we have today, such as Half-and-Half, his yield in all probability would have been doubled.

**Dry Years Are Best**

Dry record of cotton yields since the Western country was opened to farming presents some of the most illuminating and valuable information for use as a basis of future operations.

The large and profitable crops have not been produced in wet years, but in comparatively dry years following wet years. The years 1916 with 15.59 inches, 1921 with 11.62 inches, 1924 with 11.00 inches, 1927 with 16.12 inches and 1933 with 15.59 inches are all splendid examples of this fact. The rainfall for the years previous to these were all far above normal and the storage of subsoil moisture was above normal. Rains followed by insect depredations, excessive plant growth, weevil weed growth, excessive cost of operation, hail damage and washouts.

Water stored deep in the soil does not provoke any of these risks to crop damage. Too much emphasis cannot be placed on the advantage of pre-arranged storing of water in the soil.

**Livestock Is Important**

Closely associated with the crops of any good agricultural region is the livestock of the region.

It is not sufficient to know the tons, the bushels and the bales of a farm or of a region. They must be converted into a medium of exchange. The final results must be measured in terms of dollars made and dollars saved. A ton of milo per acre, or 800 bines of cane per acre means absolutely nothing in supplying the needs of the human body. Before it has value it must be converted into something that does have a value in use, or a value in exchange.

Possibly the greatest need of the country is the development of practices that will enable the farmer and ranchman to convert other crops than cotton into cash.

In spite of the fact that this is an exceptionally good grazing section, the livestock man, more especially the cow-man, has experienced rather hard

shedding and the turn-over in grazing property has been heavy.

It is impossible here to go into full discussion of ranching problems but possibly the largest contributing factor to the trouble is the high cost of operation and an inadequate reserve of feed, grass and capital for dry years. Possibly land values, interest and taxes are somewhat out of line with the carrying capacity of the range. Range management problems also offer opportunities for improvement.

**Dairy Industry Grows**

Dairying has had a very similar experience to that of beef production. It has been very much of an in and out proposition. While the dairy cattle of the region have increased by leaps and bounds during the past 25 years and there are now thousands of excellent milk cows on the farms in this region producing a profit to the owner few of the dairy herds either large or small, have survived for many years.

The cause of the turnover has been largely an inadequate reserve of feed and capital. Regardless of the fact that many of the dairy herds have not turned out so well, the dairy cow had had a most important part in the development of the country. She has not only furnished a large part of the food for family but she has given a small but very valuable cash income to many farmers of the section. The milk cow and the hen have made it possible for many of the cotton farmers to stay in business.

The ups and downs in the hog business have been even more erratic than has been that of dairying and beef cattle production. This would naturally occur in a region where there is a large fluctuation in the production of grain and where it is so easy to increase or decrease the number of animals per farm as it is with hogs. The stocking of a farm with hogs is a simple and quick process.

**Feed Crops Adequate**

The history of the cattle, dairy and hog industries have been mentioned here with one thought in view. That is, we have not yet learned to use our feed crops and ranges to the best advantage. The average production of grass and feed crops have been adequate for a profitable livestock program.

In years of plenty we have not used our feeds to best advantage. Instead of building reserve we have fed in a lavish manner, wasting a very high percentage. We have fed grain freely at a time that bundle feed would have served the same purpose. We have sold feed on the low market and bought back on the high market or sacrificed our livestock. We have not made the most of our opportunities to convert pasture and rough feeds into

beef, dairy products, pork or eggs. We have every advantage of climate, soil, quality in feeds, and livestock, and the returns from livestock enterprises may be materially increased by a revision of farm and ranch management practices.

**Cotton Outlook Bright**

The one outstanding bright spot in the agriculture of the region is cotton production.

When compared with men in other walks of agriculture or business and professional men in the towns, the cotton farmer stands out as the bright

and shining star. This statement is made in face of the fact the cotton farms of the region reveal some of the hardest living conditions that prevail. On the other hand, an overwhelming percentage of the people of the country who have been able to save enough to become independent, who have weathered the depression in the best shape, and who look with the greatest optimism to the future are the cotton farmers who have had in addition to cotton a reasonable production of food and feed crops. The percentage of cotton farmers that are exceptionally

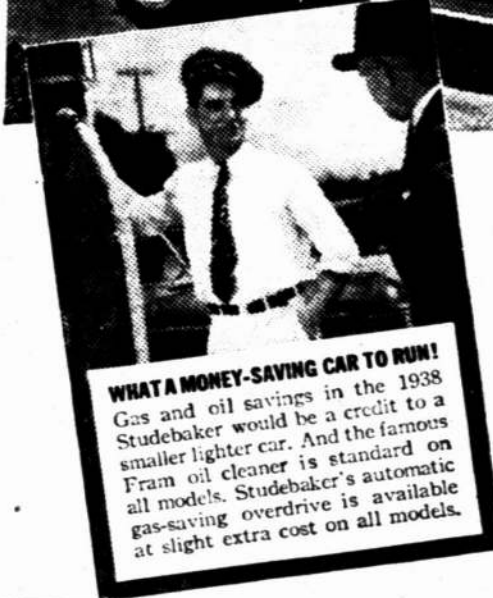
successful is comparatively low, but of all of the successful people of the section, a very high percentage of them are engaged in the production of cotton as their chief source of income.

The people, the soil, the climate and the outlet for the by-products of cottonseed meal and cottonseed hulls are all distinct factors in making this region one of the most profitable cotton producing sections of the entire world.

No sane person will question for a minute that American agriculture does

(Continued on Page 5)

**New 1938 Studebaker brings luxury down to earth in price!**



**WHAT A MONEY-SAVING CAR TO RUN!**  
Gas and oil savings in the 1938 Studebaker would be a credit to a smaller lighter car. And the famous Fram oil cleaner is standard on all models. Studebaker's automatic gas-saving overdrive is available at slight extra cost on all models.

**REFRESHINGLY** new in every vigorous flowing line, the impressively big new 1938 Studebaker, in three short weeks, has become the toast of the nation.

One ride in it is all the selling it needs. It's the steadiest, sturdiest, easiest handling, most comfortable car that a little money ever bought. Independent planar wheel suspension, finest hydraulic shock absorbers and optional automatic overdrive combine to give it riding qualities you never dreamed any car would have.

**KEY MOTOR CO.**



**WELCOME FARMERS**

to the **FAIR** and **O. C. McBride Gin**

**For:—**

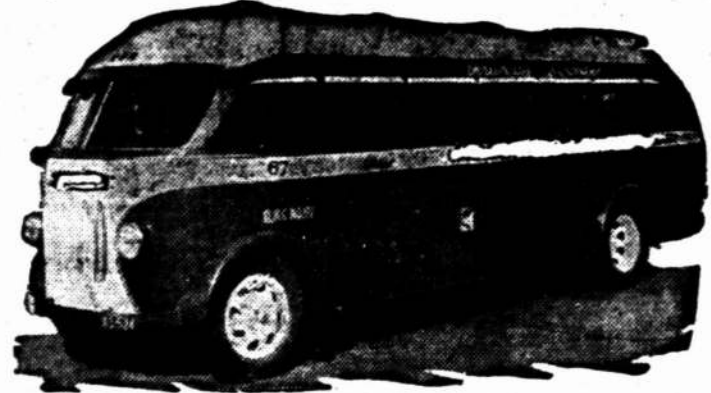
**Quality Ginning**

BRING YOUR COTTON TO US. WE ARE ABLE TO GIVE YOU QUALITY GINNING, RAPID SERVICE, AND SERVICES EXTENDED FARMERS BY THE BETTER GINS.

"WE'RE ALWAYS MIGHTY GLAD TO SEE YOU"

**O. C. McBRIDE GIN**

Lamesa, Texas



**TRAVEL BY BUS**

**SAVE** Time Money Trouble

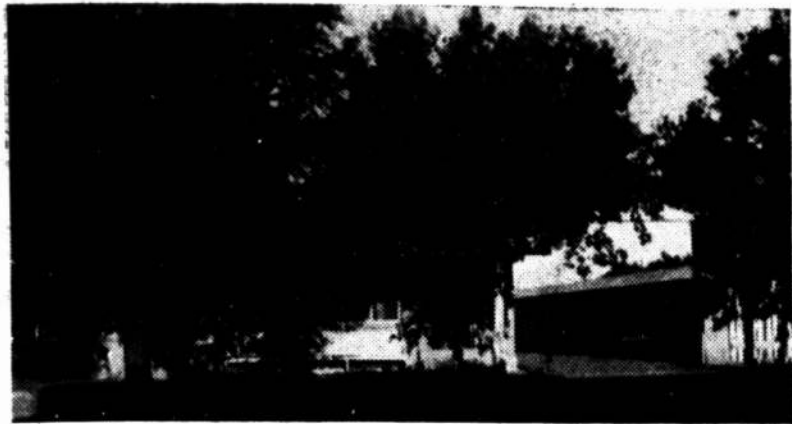
**SAFE AND CONVENIENT**

You Can "Make Connection"

**SOUTH PLAINS COACHES, Inc.**

JOE W. BOWMAN, MGR.

**CICERO SMITH LUMBER CO.**



Front view, showing drive-in entrance to lumber stacks of the Cicero Smith Lumber Company here.

**Western Trend**

(Continued from page 4)

not need some changes, some revision some control and some encouragement ner will be question the benefits of the controlled agriculture for the past few years, yet in looking far into the future it behooves all of us to give our agricultural problems our most sincere and our very best thoughts.

Dr. Henry G. Knight, chief of the Bureau of Chemistry and Soils, U. S. D. A., gave a most sane discussion of our agricultural problems in the March issue of the Southern Agriculturist last year. We quote his article in part:

"The major soil problem of the South is erosion. It, too, is due largely to our attempt to cultivate land that is unsuited to cultivation. And land not suited for crops because of its erosive character will not last long under the plow. Nature will see to that. Gullied hills sides all over the South furnish the proof.

"Soils can be wasted through wrong use, or conserved through right use, and the right use will come eventually in spite of all we can do. But it may come too late for the average farmer unless he acts promptly because soil changes are slow compared to the life of man.

"Many of the soils of the South, particularly the hill lands are not naturally adapted for cotton. They grow it of course, but it takes undue time, trouble, terracing, and fertilizer to do it. The trouble is these lands are better fitted for grass and trees than for cotton or any cultivated crop. The South must continue to produce cotton because it is our major cash crop and because many of our soils are naturally adapted to the production of cotton, but for the best results ought to be produced on soils that are naturally adapted to grow it.

"If we follow nature's suggestion and use land which is best adapted, many of the gullied hills and fields that dot the South today will go back to grass and trees. The farmers who are

**MARTIN BAKERY STARTED WITH ONE-MAN SHOP**

From a little, one-man bakery in which he baked and delivered the bread himself, R. H. Martin of the Martin's Bakery in Lubbock has developed one of the largest bakery systems in Texas.

Entering the business in 1916, Mr. Martin lived in Lamesa during the troubled years of the World War, later moving to Lubbock and establishing a

**Key Motor**

(Continued from Front Page)

mobiles and their overdrive feature. "Overdrive reduces the speed of the motor 30 per cent," he explained. "Thus, when a car is traveling 70 miles an hour in overdrive, the motor is actually running at the rate of 50 miles an hour, thereby saving one-third of the gasoline and reducing vibration."

The 1938 Studebakers are on display in the showrooms of the Key Motor Company and a cordial invitation is extended to the public to come in and see them.

fighting a losing battle on hillsides that should not be under the plow must turn to soils adapted to cultivation and to crops they desire to grow. That program will conserve man's greatest possession, his spirit and energy and in the end help to conserve the great natural resources that we are hearing so much about. The most profitable use, then, of many of our Southern hillsides would return them to grass and increase livestock to eat it."

Is it not the sensible thing in the long run to let the individual, the community or the region do that thing which it can do best?

baking house there. He has lived in these two frontier towns when they were little more than headquarters for cattlemen, when the howling of coyotes furnished nightly entertainment and the streets echoed to the beat of horses hooves.

In contrast to those early day scenes the Martin's Bakery now runs a fleet of delivery trucks over West Texas. Seven trucks operate in Lubbock and Hobbs, N. M., where there is a branch house of the company. Lines are run to Snyder, Spur, and Plainview and every fifth loaf of bread sold in this territory is Martin's.

This, the largest bakery in West Texas, uses four carloads of flour per month. Mr. Martin has one of the largest flour contracts ever sold in this area, 13,000 98-lb. sacks of flour this year. He uses from 10,000 to 12,000 pounds of sugar per year.

The secret of the growth of the Martin enterprises lies in the insistence of Mr. Martin upon keeping up-to-date in products baked, in trying new recipes and in offering the public something new and different in taste sensations, at the same time maintaining the quality of all his breads and pastries upon a high plane of excellence.

**LUBBOCK BODY WORKS ENJOYS BIG BUSINESS**

B. M. Wells, owner of the Lubbock Fender and Body Company, purchased his plant at Lubbock a year ago and since that time the company has enjoyed a phenomenal increase in business. In a year's time, he has added nine skilled workmen to his force, thus bringing the total to fourteen.

Mr. Wells began his career in this particular type of work in 1922 at Wichita Falls and since that time has

**Yates Hardware**

(Continued from front page)

ment. O. C. Speck, salesman in the Farmall and farm equipment division, has been with Mr. Yates ten years.

Other employees of the firm are George McNew, head of the tractor service station; Buster Davis, service station; Leroy Griffin, delivery and shop assistant; and Mrs. Lorena Thigpen, head beekeeper and head of the chinaware and kitchenware sales department.

Among the nationally known items sold by this firm are Perfection and Ivanhoe Oil stoves and ranges; Serval Electrolux refrigerators, both gas and kerosene. Aladdin kerosene mantle lamps; Jumbo harness and leather goods; Coleman gasoline irons; Blue Grass, Crusader, Dasco, Disston tools, saws, wrenches and general hardware; Kelvinator gas ranges; Pyrex ovenware, enamelware and tin ware and canning supplies, such as, American cans, Automatic and Burpee Sealers, Automatic National cookers and canners.

been associated with many reputable firms over the South Plains, spending his time to good advantage in learning all phases of the business from first to last.

Since purchasing his own business, Mr. Wells has built up his patronage through offering high quality work at economy prices, and by "fair dealings" with his customers.

The company specializes in a number of services. Among them is the straightening, by a cold method, of spring leaves and axles on any car. The company is equipped with the famous Bear Aligning machine, one of the finest of its kind.

The workmen are skilled in rebuilding bodies and fenders and in doing top repair work and painting. The superior wrecker service of the Lubbock Body and Fender Company is available at all times of the day or night.

Mr. Wells' customers come not only from Lubbock but from many leading cities of the South Plains and New Mexico. He offers congratulations to Dawson county for the remarkable progress it has made since its organization and invites the local people to visit his modern shop.

**HOSPITAL AND COLLEGE GROW WITH REGION**

Synonymous with the growth of Texas Technological College, one of the foremost educational institutions in the South, has been the expansion of the Lubbock Sanitarium.

The superior education facilities offered by the college have attracted many people to Lubbock and the equally superior service offered by the Lubbock Sanitarium have brought many of the ill and afflicted to their doors.

Like many West Texas firms, both of these institutions have had comparatively humble beginnings, one as a new, unpolished college, the other as a pioneer hospital. Due to the foresight of its directors, the sanitarium has developed into a major medical center for the vast plains area in West Texas and New Mexico.

Almost every type of laboratory equipment known to medical science is to be found within its walls. In recent years it has come into the limelight through the work of its research department and the study of diseases. This past year, as an illustration, their lists of patients exceeded by 4000 those of an older and more widely known Southern sanitarium.

Such rapid strides have been made in medical equipment within recent years that many hospitals are hard

put to stay abreast of the times. Every day brings its announcement of new machines for the treatment of disease, and new equipment for the surgery. This ideal of progress is inculcated into the policy of the Lubbock Sanitarium and thousands of dollars have been invested in an effort to bring to the people of West Texas the same facilities that are available to the residents of the larger eastern cities.

Education and medicine—they go hand in hand, inseparable, though the years.

**CAVERN CAFE MODERN, CLEAN RESTAURANT**

Modern in all of its equipment is the Cavern Cafe, located on the West side of the square.

Owners of the cafe are Pete Cam-

bridge, C. M. Townsend and T. L. Harris, all of whom have lived in Lamesa a number of years. Mr. Cambridge having been a resident 15 years.

Special attention is given to the preparation of all meals, particularly to meats which are carefully selected as to quality and are cooked by experienced chefs.

Twenty-five years in serving food to the public has given the management ample experience in learning the tastes of the American people. It is the pleasure of the management to cater to these tastes, and they are glad at any time to prepare any dish that a diner desires.

Cleanliness is stressed in all of the cafe's appointments. The kitchen, being located in full view of the patrons, gives added assurance to those who eat there as to its sanitation and the quality of foods prepared.

**No Wreck Too Large . .**

Nor Too Small . . .  
For Us To Handle . . .

**BEARING MACHINE For All Frame Align Specifications**

Frame and Axles Straightened Cold

Wrecked Bodies and Fenders Rebuilt  
Painting — Upholstering & Top Work

(24 hour Wrecking Service)

**B. M. Wells**

LUBBOCK BODY & FENDER CO.

1311 Main St.

Phone 1830

**Congratulations**

**Dawson County**  
on your thirty-two years of  
**Progress**

**Makers of that famous BUTTER NUT BREAD**

"WEST TEXAS LARGEST BAKERY"

**MARTIN BAKERY**

Martin's, on Bread, is Like Sterling on Silver.

Lubbock,

Texas

**Meet the Boss OF THE "UNDER-FENDER" WORLD!**



**BALDY THE SLICK**  
Alias "SMOOTH TIRES"

• "Baldy the Slick" (smooth tires to you) is Public Enemy No. 1 to American Motorists . . . the greatest wholesale murderer on American highways! Look under your fenders and if your tires are smooth drive to our store TODAY and let us equip your car with new Two-Tread Seiberling tires . . . the tire that never wears smooth! . . . the tire that protects you from "Baldy the Slick" during its entire life!

**SEIBERLING**

LEADS THE WAY TO GREATER SAFETY AT LOWER COST!

**20 to 60%**  
For your old tires

**5 MONTHS 5 TO PAY NO CARRYING CHARGE!**

UNCONDITIONALLY GUARANTEED FOR 12-15-18 MONTHS!

**Shook Tire Company**

WHOLESALE — Frank Stanley, Mgr.  
Across Street from City Hall

RETAIL  
Phone 59-M

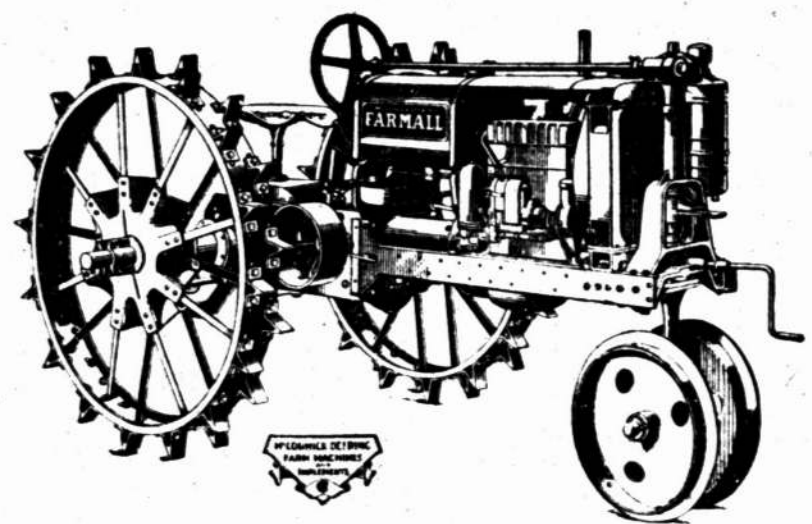
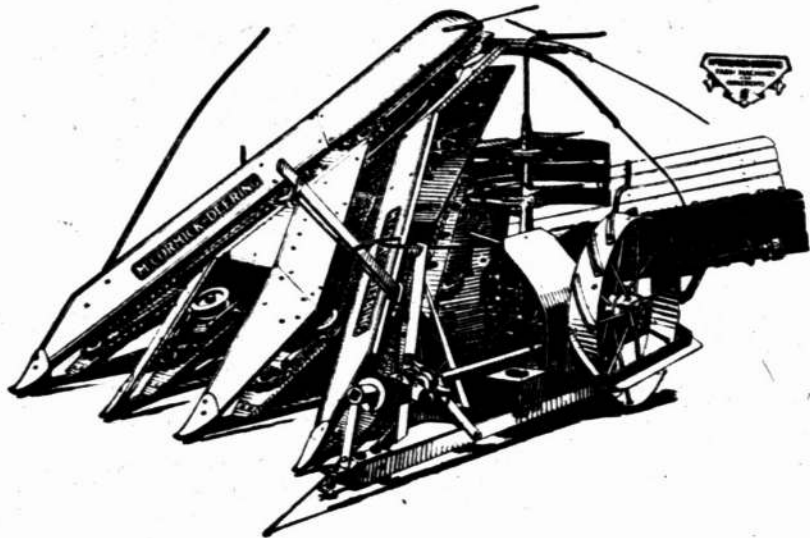
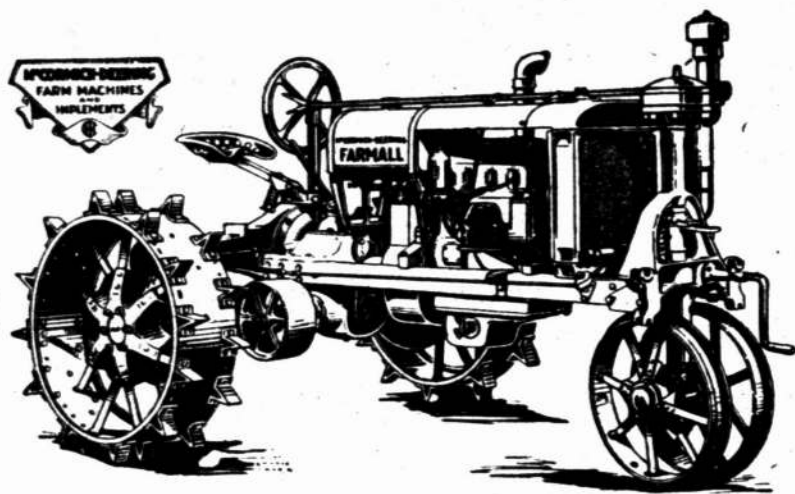


1922



1937

# FOR ECONOMICAL POWER



ALL STEEL & ZERK LUBRICATED  
McCormick-Deering Grain Drills

FARM WITH FARMALLS  
Quality  
Burns Kerosene, Gasoline or Distillate

F-12 F-20 F-30

QUICK ATTACHABLE TOOLS  
Burns Kerosene, Gasoline or Distillate

### TOOLS

#### BLUE GRASS & CRUSADER

- Saws,
- Hammers,
- Vices,
- Planes,
- Levels,
- Wrenches,
- Pliers,
- Tin Snips,
- Files,
- Chisels and Punches.

Popular prices to meet every need.

### PARTS

Genuine McCormick-Deering Parts for all Farmall Tractor and Implement replacements. The largest stock of IHC Parts in this section of West Texas.

### SERVICE DEPARTMENT

Experienced mechanics with the best equipment ready to serve you at all times.

## New! Electric Tuning

## New! Overseas Dial

LONDON  
"London Calling"

PARIS  
"Hello Hello, Hi Paris!"

MEXICO CITY  
"El Buen Tono!"

Model 813K: 6 tubes, 3-band superheterodyne — gives greatly increased selectivity and sensitivity. RCA Metal Tubes, dynamic speaker, vernier tuning, tone control. Easy control. A remarkable value.

**NEW SUNBURST DIALS!**

Model 816T: 10 tubes, 3-band Magic Brain, Magic Eye Model offers sensational performance. Beauty-Tone Cabinet, Tone Control, Phonograph connection. Easy Terms!

**PUSH A BUTTON . . . THERE'S YOUR STATION!**

**ELECTRIC TUNING**  
Tunes instantly, perfectly!

**PLUS**

**NEW OVERSEAS DIAL**  
Tunes short waves 50 times easier!

- Armchair Control (Optional) • Semic-Arc
- Magic Voice • Magic Brain • Magic Eye
- Beauty-Tone Cabinet • 13 Tubes • Dynamic Speaker • Vernier Tuning • Automatic Frequency Control • RCA Metal Tubes

**A truly outstanding radio**

MODEL 813K

Trade in your old set for one of these outstanding values NOW!

**EASY TERMS**

### PYREX

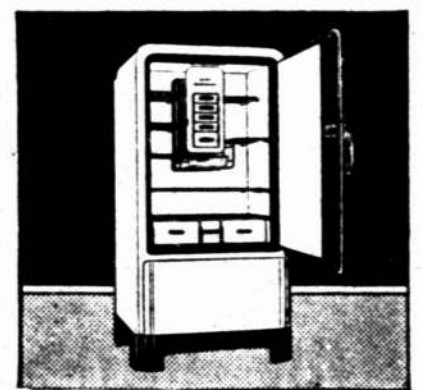
Top of Stove Ware

Oven Ware.

Salem Chinaware, New Patterns.

Aluminum Ware, That extra heavy Enterprise.

Bauer Pottery, Beautiful Colors and a complete assortment.



### SERVEL ELECTROLUX

RUNS ON KEROSENE (COAL OIL)

- Preserves desserts—ice cubes
- Protects food perfectly
- Saves steps and work
- Operates for few cents a day
- No daily attention—No water
- No machinery to wear

NOW you can live miles from the gas mains and power lines, yet still enjoy the pleasures and savings of modern city refrigeration! Servel Electrolux, the Kerosene Refrigerator, duplicates in all important ways the famous Gas Refrigerator which has been the choice for hundreds of thousands of fine city homes.

# E. R. YATES

## Hardware & Implements

**I'M PUZZLED! WHAT GASOLINE SHOULD I USE IN OCTOBER?**



The prize-winning answer to this little man's puzzle is: Use the new Phillips 66 Poly Gas.  
It is the 100% custom-tailored gasoline which you can use every month in the year without worry... without annoying carburetor adjustments... without excessive and wasteful choking in cold weather.  
This is why, Phillips anticipates for you the climatic changes in your locality. Makes a different gasoline every month for every place which needs it—as determined by hundreds of thousands of observations by the U. S. Weather Bureau.  
So no matter what the thermometer reads, Phillips 66 Poly Gas gives you cooler running in summer and faster starting in winter. And all year round it delivers the extra power and extra miles which result from the extra energy units added to every gallon by the patented POLYmerization process.  
Just stop at any Orange and Black 66 Shield, and learn why so many millions of car owners say that Phillips 66 Poly Gas... which costs nothing extra... is today's greatest gasoline value.

IT'S TIME TO CHANGE TO COLD-WEATHER OIL. Don't wait. Avoid trouble. Drain and refill with Phillips 66 Motor Oil.



Phill-up with Phillips for Instant Starting

**MATTRESS FIRM WIDELY KNOWN FOR QUALITY**

The Direct Mattress Company of Lubbock was organized in 1912 by W. W. Pool. At that time the equipment of the company consisted of one very small machine, a wagon and two horses. Since that time, due to a steady increase of business, they now operate three modern plants in Texas, each plant having the finest in equipment.

From their Lubbock plant, six trucks go out in the territory of the South Plains regularly each day. It is no longer necessary for the customer to load his mattress on his own car, and bring it to the factory for renovation as the Direct Mattress Company maintains a fleet of trucks for this purpose. Their modern factory is one of the largest in the country selling direct to the customer.

The quality of Comfy-Down Mattresses and the substantial savings made possible by their method of selling direct to the consumer have built their business into a position of leadership. It is a matter of great pride to them that some of the mattresses which they made in 1912, their first year in business are still in use, and that many of their customers have continued to come back again and again through the years as their needs increased.

Comfy-Down Mattresses are used not only in thousands of homes on the South Plains and through many states but are standard equipment in many of the leading hotels, apartment houses, hospitals, school dormitories, and tourist lodges. A Comfy-Down in use is the company's best advertisement. The consistent growth of their business is largely attributable to "one friend telling another" about the lasting sleep qualities and economy of the Comfy-Down.

**LOCAL TELEPHONE OFFICE**



The above picture shows a front view of the modern building which houses the business office and exchange of the Southwestern Associated Telephone Company in Lamesa.

Deluxe Copies of this Edition 50 cents

Call 72-M For Appointment

- \* Hair Tints
- \* Finger Waves
- \* Permanents
- \* Manicures



Individual Attention Given to Grey and Fine Texture Hair. Machineless Waves

Dal-Paso Hotel Bldg. DAL PASO BEAUTY SHOP Mrs. C. E. Sumner — Cora Belle Smith

**Courthouse News**

**Oil and Gas Leases and Assignments**

W. L. Miller to Texas Pacific Coal and Oil Company, oil and gas lease, south one-half of section 1; section 2; section 3; section 4; section 9; section 10; section 11; east one-half section 13, block 33, township 4 north, T. & P. survey in Dawson county, October 5.  
R. L. Cook to W. B. Currie, mineral deed, west one-half section 88, block M, E L & R R survey, October 5.  
Guthrie Allen, to Audrey Cox, assignment of oil and gas lease, north one-half section 51, block 35, township 6 north, Georgetown Ry. Co., survey in Dawson county, October 6.  
T. C. Shappell to E. L. Wilson, mineral deed, south one-half of section 1; section 2; section 3; section 4; section 9; section 10; section 11; east one-half section 13, block 33, township 4 north, T. & P. survey in Dawson county, October 5.

**Warranty Deeds**

J. W. Milner to G. M. Mason, warranty deed, 3 acres off northwest one-fourth, section 47, block 35, township 5 north, T & P survey, October 2.  
Walker Smith Co. to J. O. Spaulding, warranty deed, lot 3, block 8, Blackburn addition, town of Lamesa, October 4.  
W. B. Currie to M. H. Powers, warranty deed, east one-half lots 9, 10, 11, block 1, Cecil Key addition, town of Lamesa, October 5.  
L. C. Luttrall to J. L. Luttrall, warranty deed, north 200 acres in west one-half section 17, block 35, township 4 north, T & P survey, Oct. 5.  
H. C. Glenn to E. V. Knuble, warranty deed, lot 9, block 11, town of Lamesa, October 8.  
W. D. Thorp to Bessie Ida Bridgeman, warranty deed, lot 12, and east one-half lot 11, block 2, town of Lamesa, October 8.  
V. O. Key to Mrs. Annie Mayben, warranty deed, lot 8, east one-half lot 9, block 7, Gaines addition, Lamesa, October 9.

**New Cars Registered**

Tracey Campbell, Willys coupe.  
E. A. Britt, Chevrolet truck.  
Robert Orson, GMC pick-up.

**MARRIAGE LICENSE**

James Robinson and Miss Mary Ruth Stanfield, October 11.  
Juan Gonzales and Carmen Gutierrez, October 9.  
J. L. Casady and Miss Donnie Brooks, October 9.  
Tomaz Garsin and Natibida Jimenez, October 9.  
Alfred Artez and Amelia Garcia, October 9.  
E. R. Marshall and Miss Lois L. Vinzant, October 5.

**Club News**

**WELCH HOME DEMONSTRATION CLUB**

The Welch Home Demonstration club met in the home of Mrs. Youngblood, October 6. Delicious refreshments of watermelons and cookies were served to ten members and two visitors.  
As Miss Phenix was not able to meet with us, we started weaving a rag rug for Mrs. Youngblood. This was new to all of us. The members discussed removal of old finish from furniture, sanding and applying fillers and varnishing.  
The next meeting will be at Mrs. Nolan Jayroe's, October 20. We are making a report of kitchen work.—Reporter.

**MIDWAY HOME DEMONSTRATION CLUB**

The 19th Psalm was read and club prayer repeated, when the Midway club met in the home of Mrs. W. J. Stanfield, October 7. There were seven club members and two visitors, Mrs. Tom Stanfield and Mrs. T. E. Stanfield Jr., present. The Dawson County Fair was discussed by club members.  
The next meeting will be in the home of Mrs. A. S. Riddle, October 21. All club members are urged to fill out kitchen report cards and return to club president at the next meeting.—Reporter.

**MAKES CLUB AT UNIVERSITY**

Austin, October 12.—Dwight Morris of Lamesa has been chosen as a probationary acting member of the University of Texas Curtain Club, campus dramatic organization. The club will present its first play of the season, "First Lady," November 2, 3, and 4.

Mr. and Mrs. W. E. Cox Jr., of Sen-hole were Lamesa shoppers last Friday.



with our compliments

Thousands of women have found radiant charm and loveliness by following Dorothy Perkins' rules of beauty.

At considerable expense we have obtained a personal representative of Dorothy Perkins to explain this scientific method of beauty care to our customers.

This beautician will be at our store Thursday, Friday and Saturday, October 14, 15 and 16. She will give a private consultation and advice on your personal skin problems.

This service is complimentary. You will be amazed at the results. Phone now for an appointment.

Learn the secrets of greater charm

- SPECIAL ATTENTION to**
- Dry Skin
  - Oily Skin
  - Sallow Skin
  - Blackheads
  - Lines and Wrinkles
  - Sagging Muscles
  - Crowsfeet
  - Pimples and Acne
  - Double Chin
  - Personalized Make-up

**Bryant-Link Co.**

Telephone 13

**Visit The DAWSON COUNTY FAIR**

Lamesa, Oct. 14, 15, 16

We join with other merchants and citizens of Lamesa in extending to all a cordial welcome to attend the Dawson County Fair. Nothing is being left undone to make these enjoyable days for you.

SEE US FOR ALL KINDS OF INSURANCE

**Jesse Carroll**

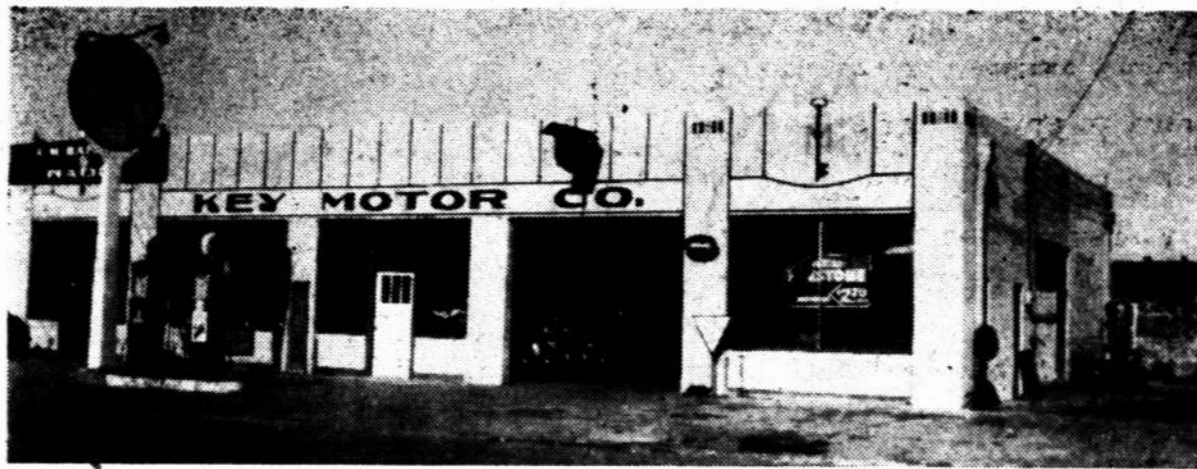
Lamesa, Texas

Phone 115

North Side Square

# See the New 1938 STUDEBAKER

At the



KEY MOTOR COMPANY



THE NEW 1938 STUDEBAKER

**Pennsylvania Tires and Tubes**

**National Batteries**  
SALES AND RE-CHARGING

**Gasoline**  **Lubricants**

COMPLETE LINE OF ACCESSORIES

UNITED MOTOR SERVICE For A Complete Check-Up

### USED CARS

- 2 New 1937 Studebakers, \$150.00 Discount
- 1937 Studebaker 4-Door Deluxe Sedan
- 1937 Studebaker Coupe
- Two 1936 Ford Tudor Sedans
- 1935 Standard Chevrolet
- 1935 Pontiac 4-Door Sedan
- 1936 Ford Coupe

SEVERAL LOW PRICED CARS

### SERVICE DEPARTMENT SOME OF OUR SERVICES

- Van Norman Cylinder Re-boring,
- U. M. S. Motor Analyzer,
- Bean Wheel Alignment,
- Black Hawk Frame Straightener,
- Body and Fender Department,
- Four Expert Mechanics.

# KEY MOTOR COMPANY