



"The Truth about Brownfield and Terry County, is good enough." An appreciated Weekly that covers the Territory thoroughly.

Printed in Terry County, on the South Plains, the last stand of the Cattleman and the future home of the most prosperous Farmers in the United States

VOLUME TWENTY-NINE

BROWNFIELD, TERRY COUNTY, TEXAS, FRIDAY, DECEMBER 29, 1933

NUMBER 20

COME HELP MAKE MONDAY THE GREATEST TRADESDAY WE'VE PUT ON

18 Plains Counties Gin 418,712 Bales

Eighteen counties in this territory had ginned 418,712 bales to December 1, according to United States bureau of the census figures...

Lubbock county led the territory, with Lynn second and Crosby third and Lamb fourth.

Eight Show Increases Eight counties showed increases over the corresponding report in 1932: Bailey, Briscoe, Crosby, Floyd, Dickens, Garza, Lynn, Motley...

Lynn county showed a gain of 17,000 bales and Crosby a gain of 11,000 bales. Other counties showing large gains included: Dickens, 7,000; Floyd, 10,000; Motley, 7,000; Bailey, 7,000.

The drouth stricken counties, Dawson, Hockley, Gaines and Terry, showed losses. Terry's decrease was less than 100 bales, while that of the others was considerably larger...

Cotton reduction program probably caused some of the counties to have smaller totals than last year.

By counties, totals for comparison are:

Table with columns for County, 1933, and 1932. Lists counties from Bailey to Terry with their respective bales ginned.

Man Found Dying In a Lamesa Store

LAMESA, Dec. 23.—Shortly after three shots were heard, Francis M. Mullens, 58-year-old farmer, was found in a dying condition in the rear of a local hardware store...

Relatives said Mullens had been despondent over financial difficulties. The family came here in 1929 from Merkel, establishing their home seven miles east of Lamesa.

Thomas Out to Hold Place in Legislature

John N. Thomas of Tahoka, Lynn county, has announced he will be a candidate for re-election as state representative from the 119th district.

Counties composing the 119th district, in which Mr. Thomas offers his candidacy, are: Lubbock, Terry, Crosby, Hockley, Cochran, Lynn, Yoakum and Gaines.

Advertisement for Rialto Theatre featuring 'Life in the Raw'. Compliment: Rialto-Herald.

Taking Stock of Our Health is Important

AUSTIN, Texas.—At the close of the old year, and looking forward to 1934, Dr. John W. Brown, State Health Officer, reminds Texans that this is inventory time and that it is quite as important to "take stock" of one's physical assets and liabilities as it is of one's financial resources.

"We would not think of running our automobiles without having them thoroughly gone over, every now and then. But we neglect to have this very important thing done to the wonderful human mechanism we carry around with us in our bodies..."

"One of the best ways to do this is for each person to go to his or her doctor, at regular intervals, for a thorough medical inspection of the human machine. If a weak spot has developed in some part of the system, very often the doctor can advise as to ways by which the encroaching weakness or disease can be checked. This will help in prolonging life and prolonging it for healthy usefulness."

"The boys and girls who are growing up today are getting accustomed to these periodical examinations through the regular inspections they have in school. And every young mother knows that the best way to keep her baby and her other young children well is by having them under regular medical supervision..."

Firemen Celebrate With Annual Supper

The Brownfield Volunteer Firemen, together with several guests, including Mayor W. A. Bell and City Secretary Roy Herod, enjoyed a banquet at the Hotel Brownfield Coffee Shop last Wednesday night...

The boys did not try to carry out any set program. The idea was just a get-together, a good feed and a good time, as the holidays approached, and that was what everyone had. There is no body of men in the city that will work harder and with more persistence and earnestness to put out a fire than Brownfield firemen...

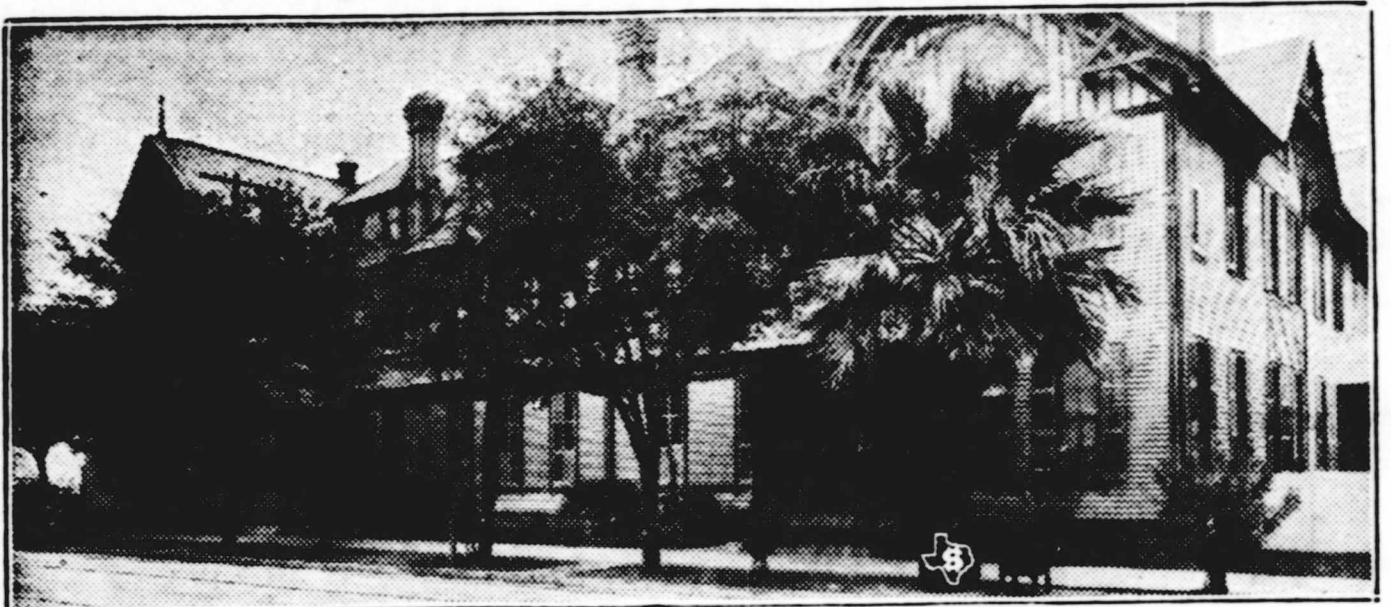
Dawes and Davis Urge Support of FDR

WASHINGTON.—Former Vice-President Charles G. Dawes demanded support of the President's recovery program in introducing Newton D. Baker to a Chicago audience...

Senator James J. Davis, of Pennsylvania, former Secretary of Labor, told an audience in San Francisco: "This is no time to launch a move of criticism against the policies of President Roosevelt and his administration..."

Miss Frankie Rickles is spending the holidays with relatives in Fort Worth.

Convent That Receives Half Million Dollar Legacy



This is the Sacred Heart Convent in Galveston, Texas, which houses the Dominican Sisters, who will receive half of a \$1,000,000 share of the Eugene Magevney estate...

Air Circus Saturday and Sunday

One of the ships is already at the landing field about 2 miles northwest of the city. Mr. Barnard, who flies the Travel Air, says he doesn't do stunt flying for the thrill...

Mr. Bristow, although a young man, has had 10 years at the controls, and flies the Ryan Monoplane. Leo Dumas, who is to jump from the plane at 2500 feet in the air, says that it just a job to him, and he's no more afraid of it than driving an auto.

Miss Barbara Poole, another pilot gets a thrill out of stunt flying and says that it is really a good way to reduce. Then, giving all facts due consideration, it is a wonderful show and worth anyone's time to see.

Herald Ready For Your Announcement Tradesday is Right Upon Us Once Again

We are ready anytime now to let the candidates tell the people about their wishes. For the past few weeks the kiddies have been telling Old Santa what to bring them. Now, the candidates can play the little boy, and let the voters play Santa...

As heretofore, as they are received, so will the names be placed in our announcement column, but this does not mean that they will be so placed on the ballot, as we have nothing to do with that...

Ray Brownfield Buys Ranch Near Hereford

One of the outstanding Hereford breeders in West Texas has been T. C. Ivey, owner of the Springvale Hereford Farm near Hereford...

George Lane and family left this week for Houston where he has accepted a job with the government as a meat inspector.

The 1933 Cotton Reduction Campaign Small Town Papers Are Badly Neglected

By R. C. Reed, County Agent

The curtain falls on the 1933 Cotton Reduction Campaign. Suppose we consider Terry county's part in the program.

A total cash payment of \$199,541.02 has been paid to 946 farmers participating in the campaign. An option was taken for 5042 bales with a value of \$20.00 per bale gives an additional \$100,840.00 for distribution...

The farmers and business men of the county are of the opinion that \$300,381.02 is not a true value of what the reduction campaign has meant to Terry county. For instance: B. L. Thompson, a prominent farmer, of the Tokio community says "Authorities tell us that without a plow-up campaign our cotton crop would have exceeded 17,500,000 bales and sold for 5 cents per pound..."

L. L. Brock of the Union community cites the following example of how much more cash he has received because of the reduction campaign: Brock's production from 150 acres in 1933 had there been no plow-up... Estimated price per lb... 37 1/2 bales. Total return... \$750.00

Brock accepted \$7.00 per acre and an option on 18 3-5 bales of cotton: Cotton plow-up check, 75 acres at \$7.00... \$525.00 Cotton option, \$20.00 bale... 370.00 18 3/4 bales of cotton sold off of remaining 75 acres at 9c... 845.00

Total... \$1740.00 Net profit realized from plow-up campaign... \$990.00

Farmers of the county show that they are anxious to participate in the 1934 reduction program by borrowing the 10 cents per pound government loan and signing pledges to abide by the 1934 program.

Bankers, merchants, and all business men of the county have cooperated to the fullest extent. When the checks were delayed they continued to loan money, and sell goods on credit, and did not doubt for a minute but what the checks would come thru if given time.

PRINTING PLANT WILL BE INSTALLED AT TEXAS TECH

LUBBOCK, Texas, December 20.—Definite plans have been made for putting in a printing plant at Texas Technological College and it is expected to be in operation by the opening of the spring semester, February 2.

President Bradford Knapp has designated the shop as a laboratory for the department of journalism. Student labor will be used as far as is possible.

The equipment being purchased consists of a typesetting machine, cylinder press, job press, paper cutter, wire stitcher, saw trimmer, casting box, and a supply of printing material and type.

Mr. W. H. Dallas, president of the Brownfield State Bank, received a message about 4 o'clock Thursday morning that his aged mother, some 90 years, had passed away at Kansas City.

A farmer friend was in this week and said if anyone had a freso for sale to let it be known in these columns. There are plenty buyers he said.

One of the most surprising and disappointing features of the present upturn in business is the fact that the local newspapers, which have been a tremendous factor in maintaining the morale of every community during the distressing conditions of the past few years...

We have before us a current issue of one of the state's outstanding weeklies—published in a neighboring city of more than 3,000 population. It is a good newspaper, brilliantly edited, and enjoys a large circulation. But this edition, which is a fair average issue, contains less than 200 inches of local advertising.

Presuming that this paper sells advertising at a rate of 35c an inch which is the rule in towns of similar size its advertising income is less than \$70 per week or approximately \$300 a month, which is insufficient to cover the cost of labor and white paper, and leaves nothing for taxes, depreciation and interest on investment—no mention a profit for the publisher.

It is inconceivable that good business men in any community will thus fail to support an institution which is so vitally necessary as a local newspaper.

There are dozens of similar situations in the State where splendid newspapers which have rendered conspicuous service over a long period of years, are being literally starved to death by business men who could use them to tremendous advantage in creating a demand for merchandise and service.

The Daily Times Leader is not complaining. We believe that most of the merchants and business men of West Point appreciate the value of the home paper, and it will continue to grow and prosper. We are speaking for the weekly press in the smaller towns, where good business men are not only failing to use the greatest advertising force in the world, but where strong and useful local newspapers are being literally starved to death by short sighted merchants.

Newspaper advertising is today the greatest potential factor in modern business. There is no other means by which the merchants or business man can reach so many consumers so economically.

The local newspaper is an invited guest. It is read thoroughly by each member of the family. This cannot be said of other forms of advertising, which probably accounts for the fact that 76 per cent of all national advertising last year appeared in the newspapers.

The economy of local newspaper advertising is illustrated by the fact that half a page ad in the Daily Times Leader costs less than it would require to send a postal card to each of our subscribers. The same thing probably could be said for the average paper in the State.

Mind you, the newspapers of the country are asking no favors, they only seek that which is their due. President James Madison was right when he said: "To the press alone, checked as it is with abuse, the world is indebted for all of the triumphs which have been gained by reason and humanity over error and oppression." —West Point Daily Times-Leader.

DOES FROST COLOR THE LEAVES IN THE AUTUMN?

No, the change or the coloring of the leaves at that time is due to the lack of the regular supply of chlorophyll or green coloring matter. In the fall a layer of cells similar to cork grows between the leaf stems and the twigs so that there will be no open wounds for sap to escape from the tree or bush after the leaves fall. Nourishment or coloring matter is thus cut off and this causes the change in color of the leaves.

Supt. of the schools, Paul Lawlis, is spending his holidays with relatives in Abilene.



# FREE Air Circus

AT BROWNFIELD  
**Saturday and Sunday**

December 30-31. (in the afternoon Saturday and all day Sunday)

Jess Bristow and Barney Barnard, Transport Pilots  
**SENSATIONAL PARACHUTE JUMP**  
By Leo Dumas

PASSENGER FLIGHTS ----- \$1.00

—TEXACO—  
FIRE CHIEF

is used exclusively in our ships.

ADAMS & SMITH, Distributors

FIRST CLASS—  
RADIATOR, BATTERY and ELECTRIC  
Work—McSPADDEN SHOP

EAT AT—  
**PAUL'S CAFE**  
North Side Square

**WILLARD BATTERIES—**  
Kelley Tires and Tubes—Conoco  
Gas and Germ Process Oil.  
FITZGERALD SERVICE STATION

LET US PUT THOSE GLASSES  
IN YOUR CAR!  
before it gets cold weather. Come in and let us figure your car repair bills.

**M. J. CRAIG**

Phone :—: :—: 43

**MAGNOLIA PRODUCTS**

TOM MAY, Agent  
Phone 10 Brownfield, Texas

SEE ME—for general repairing of any kind. All kinds of welding, Battery and Radiator repairing. Prices in line with others.

FLEM McSPADDEN

SEE US FOR YOUR REQUIREMENTS

Monitor Windmills Dempster Windmills

Ever-Oiled Axtel Windmills

Wallpaper Coal Lumber, etc.

**CICERO SMITH LUMBER COMPANY**

## Red Goose—the Ojibwa

An Indian Story for Boys and Girls

by Carlyle Emery

Episode No. 58

Little Beaver is on a big ice floe that has broken away and is moving rapidly toward a bend in the river. Red Goose is hanging by his knees from a branch of a tree on shore, that extends out over the river, and he is hoping to catch Little Beaver and pull her up when she passes underneath.

(Now go on with the story)

Now Little Beaver was almost under the big branch of the tree on which Red Goose was hanging by his knees, head downward his own hands stretched out to catch her.

"Little Beaver, be brave!" he cried out, and at the same moment he seized both of her hands and held tight.

The huge cake of ice swept by and crashed into another piece, breaking up into little pieces, but Little Beaver was not on it. She was dangling in the air, held fast by the strong hands and muscles of Red Goose.

The sudden weight almost pulled him down, but he called on every ounce of strength and held his position. Now began the slow and painful process of pulling Little Beaver up into the tree with him. You can well imagine this took a lot of strength and nerve, but the life of his playmate was at stake and this seemed to give the boy unusual energy, and at last he succeeded and, once safe in the tree, it didn't take them long to climb down to the ground.

They were both so thoroughly tired and exhausted, they sat down right in the snow and rested for quite awhile.

"Little Beaver thanks Red Goose for saving her life."

"Red Goose was wrong about ice. Had to save Little Beaver," said Red Goose simply. "And now it is nearly sunset. We have long walk home," he added.

And so, two tired and weary children came stumbling into the Ojibwa Camp that night. To be sure, Red Goose had saved Little Beaver, but he also learned to respect the advice of his father, Red Eagle. For once, he had thought his father was wrong and it had nearly resulted in the death of his best friend.

(To Be Continued)

Mr. and Mrs. K. B. McWilliams left Friday for Greenville, where they spent the holidays with Mrs. Mack's father. K. B. later visited his home in Hillsboro, and he and Frank Weir, who was visiting relatives in Itasca, returned together, picking up Jack Stricklin Jr., in Fort Worth, Tuesday noon. Frank made the run from Fort Worth to Brownfield in six hours and 45 minutes, which is probably a record.

H. M. Brock has renewed for his Herald and Farm News.

Mr. and Mrs. Lee Thomas spent Christmas with relatives at Post.

## NOTICE

In compliance with an ordinance passed by the City Council of the City of Brownfield, Texas, on the 26th day of October, A. D. 1933, notice is hereby given that a ten per cent penalty and legal interest will be added to all taxes owing the City of Brownfield unpaid on the first day of January 1934, except those for the year of 1933, and that a ten per cent penalty and legal interest will be added on taxes owing to said City for the year 1933, which are unpaid on the 1st day of February, 1934.

Roy Herod, Secretary,  
City of Brownfield, Texas

## Notice

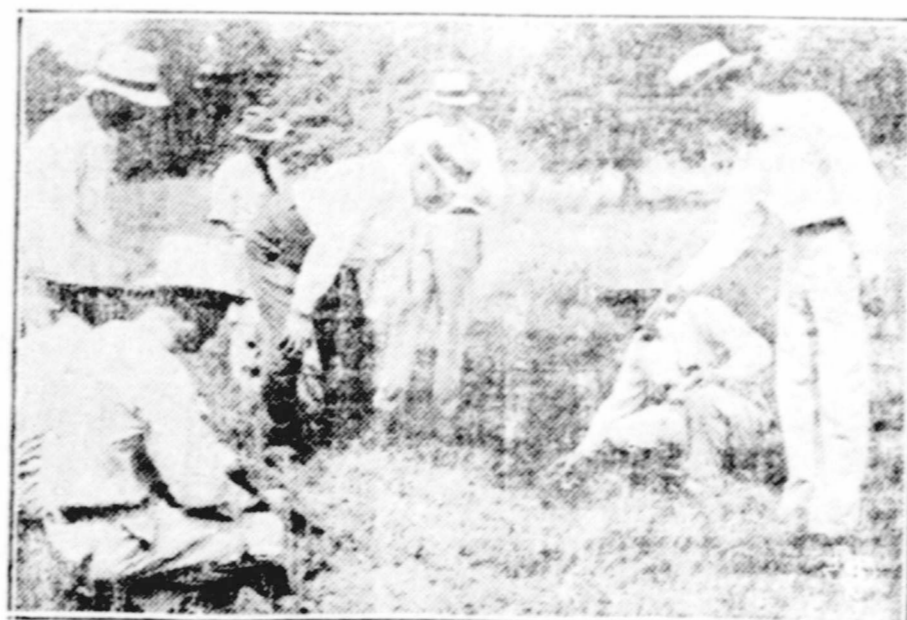
All delinquent taxes due the Union School District up to and including 1932 must be paid before January 1, 1934, after which date forced collections will begin. Taxes payable to J. S. Smith or R. L. Graves. 19p

## Saves Woolley



Picture above is Currie M. Cutchin, Dallas lawyer who "saved a comeback" after not practicing law for some time, to win the case of Toy G. Woolley, accused of murdering his wife with a shotgun. McCutchin sprang surprises all during the trial.

## Mow Weeds, Sow Clover for Good Pastures



Mowing weeds and sowing clover makes a real pasture out of native Texas land, K. F. Riley, Teague, Texas, banker-farmer shows neighbors in the picture. Texas A. and M. college judges are shown scoring Riley's 50-acre pasture in the East Texas Permanent Pasture contest. A fine herd of Hereford cattle has the run of Mr. Riley's land.

## Challis Chats

On account of so much sickness the Christmas tree and program was called off, altho Mrs. Money Price and Mrs. Alton Jones Sunday School classes gave a nice little program and tree Sunday morning after Sunday school. Mr. Walter Gafford gave a very interesting talk on the birth of Christ.

Miss Letha Martin and Clay Henson have the measles.

Mrs. Jim Martin has typhoid fever. Mrs. Jack Lowder and little daughter, Cora Helene of Rankin are visiting mother and grandmother, Mrs. Ada Howze.

Mr. and Mrs. Edgar Beddis of Rotan is visiting Mrs. Beddis sister, Mrs. W. J. George and family.

Mr. and Mrs. Edd Evans and Mrs. Kate Fancher visited Mr. and Mrs. Alton Jones, Sunday.

The Price families had their annual Christmas tree at Mr. Money Price's home Sunday night.

Mr. and Mrs. J. H. Howell and family visited their daughter, Mrs. Cecil George of Brownfield, Sunday.

Mrs. Lola McGlothlin of Brownfield and Mr. and Mrs. Edwin spent Christmas with Mr. and Mrs. Alton Jones.

Mr. and Mrs. Leady Fry and little son, Billie spent Christmas with her mother, Mrs. W. J. George and family.

Our old friend W. F. Murphy of Munday, who has been visiting his sons, Sam, John and Dewey here over the holidays, made us a pleasant call Tuesday and renewed his invitation for us to come down and fish with him in Lake Wichita this summer. Sounds good to us. He also remarked that sometimes it sounded like the Herald was rather loose in its talk about what was being produced in this country, especially feed. But after seeing what is being piled up around the Hearst feed pens, and what he saw between here and Lamesa Monday, he has decided that we hadn't made it half strong enough.

Mrs. J. A. Carouth dropped in this week to renew for her Herald and the Farm News, and informed us that they had moved to a farm seven miles west of Meadow, and would get their mail from Meadow from now on.

R. D. Copeland was in this week and renewed for the Herald and Farm News for himself and his dad, W. S. He had just returned from Coleman and Brown county, and reported crops light in those counties this year.

Mr. and Mrs. Ben Hilyard spent Sunday and Monday with relatives in Fort Worth.

Jack Stricklin Jr., left last Friday in company with Mr. and Mrs. K. B. McWilliams, for Dennison, where he spent Christmas with the Taylor family, and especially Miss Edith, who used to live at Seagraves. Said he never spent a more pleasant Christmas in his life.

Another train load of Hearst steers were unloaded here Monday (Christmas day) which was a fine job for the Santa Fe agent and the train crew. But such is life. The original pens are all full now and they are putting the steers that arrived Monday in the new pens across the draw.

Joe Stapleton and wife (colored) are visiting relatives and friends at their old home at Albany. Mr. and Mrs. Ben Hilyard let them ride down that far when they went to Fort Worth, Saturday.

Bruce Knight and family, and Mrs. Knight's parents, Mr. and Mrs. Callahan, visited relatives and friends at Graham during the holiday. Although Bruce was just recovering from a spell of malaria fever, he went down, as a brother from Tennessee whom he had not seen in eleven years was to be at Graham.

Our old Irish friend, J. D. McCollough, found that he could spare us another dollar on subscription.

## Comes Back Home



Here is Mayes McClain, former Ft. Worth athlete, who is back home. He was All-American tackle at the University of Iowa, and for the past two years has been a featured heavyweight wrestler throughout the East. Now he is back in Texas for a series of wrestling matches.

## WE WISH TO THANK

our many friends for their patronage this year and hope to serve you even better next year.

## SPECIALS SAT. AND MON.

1 lb Castile Soap ----- 30c  
16 oz. Almond Lotion ----- 39c  
Full pint Castile Shampoo ----- 49c  
Box Stationary and ink to match ----- 49c

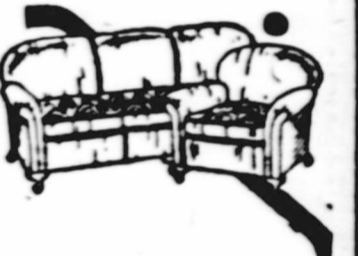
## ALEXANDER'S

"The Rexall Store"

By means of a PATENTED tire construction we put on your car a tire that is 20 per cent stronger. That is why we can insure it against anything.

GRACEY & MULLINS

January Clearance  
of  
**FURNITURE**



## Sensational Reductions!

Hundreds and hundreds of remarkable bargains now await thrifty homemakers! Anticipate your furniture needs and choose beautiful new pieces for several rooms. Our special sale values represent astounding savings, since our stock was purchased before the recent rise in the furniture market. You can depend on the reliable quality of every piece!



HUDGENS  
&  
KNIGHT



## Cold Weather Service For Your Car

Cold weather is on its way. You better be prepared! If you have not put lighter oil in your crankcase, had your car greased, your batteries checked and anti-freeze solution put in your radiator you're taking chances. Get on the safe side today—drive in and have your car serviced and ready for cold weather. Our charges are small and we can save you a lot of trouble and expense later if you take heed now.

**C. D. GORE, Manager**

West Main Street Next to Chevrolet Bldg.

## She Makes Living From Her Chickens



Starting four years ago with no particular experience, but with a firm determination to make a living from poultry, Mrs. J. B. Manning of Madisonville, Texas, has developed a good paying business. She has a 25-acre farm managed as a demonstration with the help of B. F. Vance, county agent, with whom Mrs. Manning is pictured. Mrs. Manning's records show a profit of \$546.22 from a flock of 600 birds last year, nearly \$1 per bird. Pullets paid best, averaging \$1.38 per bird, while the old hens made only 84c each.

Mesdames Chester Gore, W. B. Christmas at Post with Mrs. Thaxton, Lola Shaw and Doris Lee ton's parents, Mr. and Mrs. Geo McGore were Lubbock visitors Tuesday Pherson.

Mrs. Clyde Lewis and children Mr. and Mrs. Earl Thaxton spent spent Christmas with Clyde at Rule.

**HAPPY NEW YEAR**

It's the same old wish—offered in the same old way, but this year, more than ever before, we feel that the coming period will bring happiness and prosperity to us all.

Sincerely, to you—A Happy New Year

**THE HERALD**



### Double The Fun of Driving — Install an Auto Radio

You'll be astounded at the performance of our new R. C. A.-Victor radios—at how simple they are to install—at the new world of pleasures they open for all motorists. They do everything a big set in your home does—yet they're so compact the whole fits under the dash board of any car. Let us give you a demonstration—you will not be obligated to buy.

4-Tube Radio Installed in Your Car \$39.90

**PALACE DRUG STORE**  
"If It's In a Drug Store, We Have It"

The writer and wife had a fine visit with our nephew, Aubrey Thomas and wife at Ropesville, Monday afternoon, and received a big bucket of real fresh country eggs. Also visited in the home of Mr. and Mrs. Geo. Carter for a few minutes, and found Mrs. Carter ill, but some better than she has been. Craig Stewart, of McCamey, is here spending the holidays with his sister, Mrs. Claude Hudgens and family.

### RED GOOSE—THE OJIBWA INDIAN BOY

An Indian Story for Boys and Girls  
By Carlyle Emery  
Episode No. 57

Red Goose and Little Beaver had been on the other side of the river setting snares for large snowshoe rabbits. On their way home across the river ice, there was a sudden cracking sound like a pistol shot and Little Beaver screamed, "Red Goose! The ice is breaking." "Run for shore!" shouted Red Goose. Now go on with the story.

Poor Little Beaver was all alone on a huge cake of ice that had broken up and was starting to move slowly down the river. Red Goose had shouted to her to run for shore, but the Little Indian girl was so frightened, she couldn't move.

At the same time, the whole river began to break up, separating into many large ice floes which began to

crash against each other, breaking up again into smaller cakes.

"What shall I do? What shall I do?" pleaded Little Beaver in despair.

Red Goose was standing on another cake of ice that was slowly but surely moving away from Little Beaver, and he tried to think fast.

"Maybe ice will move near shore and you can jump off," he suggested hopefully.

"Little Beaver cannot jump. She is afraid this ice will break and throw her into water."

There was no time to lose and now the clear-thinking lad had another idea.

"Ice is floating toward bend in river," he shouted. "Red Goose will get to shore and run to river bend—then maybe he can help Little Beaver."

Although the big ice floes were drifting apart rapidly, Red Goose started jumping from one cake to another, always in the direction of shore. Several times he slipped and almost fell in the icy river, but his stout heart was beating with courage and determination to save Little Beaver from a watery grave.

Now he was on the piece of ice nearest to the river bank, and he made a last desperate leap. His foot slipped and down he went into the water, but being close to the shore it was not deep, and shaking himself like a dog after a bath, the courageous Ojibwa boy waded out and started running toward the river bend as fast as his legs would carry him.

In the meanwhile, Little Beaver was still standing on the big cake of ice, which had gathered speed and was moving so fast toward the river bend, she began to think that Red Goose would be too late.

The Great Spirit must have been watching over these two Indian children on that day, for Red Goose did reach the river bend first, and to his great joy and delight, he found a big tree with branches that extended out over the river. Not only that, but the cake of ice on which Little Beaver was stranded was coming fast, and Red Goose could see that in just a few minutes, it would pass directly under the branches of the tree.

As quickly and as gracefully as a cat would do it, Red Goose climbed up into the tree and worked his way out on the big branch that extended over the river.

"Little Beaver! Little Beaver!" he shouted. "Hold arms up in air, and Red Goose will try to pull you up."

By this time the frightened Indian girl couldn't speak, but she obeyed and held both arms up in the air.

Getting a good grip on the branch with his knees, Red Goose swung over backward, and being suspended head down, just as you have seen performers do on a trapeze at a circus, he took a deep breath, and set himself to catch Little Beaver when she passed underneath him.

(To be continued)

### FACTS—NOT THEORIES

Here are some facts concerning the legal reserve life insurance companies of the United States:

The amount of insurance they have in force totals more than \$100,000,000,000.

They have \$20,000,000,000 of invested assets.

They have a surplus, over and above the reserve necessary for taking care of policies as they mature, of \$1,000,000,000, maintained to protect the policyholder against any potential economic change or catastrophe.

Figures as large as these serve to illustrate the permanence and the stability life insurance has attained, and indicate why the industry, as a whole, has weathered depression with its colors flying, and met its obligations without wavering.

In a recent address, the tax expert for a large insurance company gave the life insurance industry credit for saving the political structure of this nation, saying he shuddered "to think what would have happened if this industry had not poured billions of dollars in cash into the breach of our economic life. You cannot argue with hungry men, women and children. They must have food. These billions bought food, clothing and shelter for people, that would otherwise have broken down our welfare agencies."

Life insurance has been a great and stable force during a time of unprecedented stress and uncertainty. Nothing did more to prevent want, misery and revolt. Nothing has been more vital in helping the country in the darkest days in living memory. And no industry has done more to earn the extraordinarily high esteem in which it is held by the thinking American.

J. H. Carpenter sent all the people who get mail on his route a new postal guide magazine, that gives lots of information about the mail service all over the United States as well as on the seas, from the tropics to the frozen north. The Corner Drug Store joined Mr. Carpenter in putting out this information.

Clyde Gross and family had as their guests during the holidays, his brother and family of Clayton, N. M. Both families visited other relatives at Plainview and Lubbock.

### Celery in Texas



"The finest celery and the easiest to produce of any of the 33 crops I have raised," said Theodor Katakalas of Eagle Pass, Texas, who raised thirteen acres of celery this year, beginning a new industry for the great Winter Garden area. Katakalas has raised celery in Greece and Florida before coming to Texas.

### National Recognition



Here is Dr. W. M. Splawn of Austin, Texas, who has been named as a new member of the Interstate Commerce Commission to succeed Ezra Brainerd of Oklahoma. He is a former president of Texas University and former member of the Texas Railroad commission.

### Baylor Captain



Joe Jack Pearce, Greenville, Texas, boy, has been selected by the football squad of Baylor University, Waco, to act as captain for the 1934 season. Pearce plays quarter and is a junior.

### Dung in Family



Samuel Seabury of New York (who hasn't heard of the Seabury investigation?) has announced that he aspires to the Senatorship of the 27th Texas district, and will oppose State Senator Archer Parr in the next elections.

### OUR 23 YEAR COLUMN

We note that on the first page of the issue of Dec. 23, 1910, which by the way was the last issue for that year, as we always took Christmas week off in those good old days, we had a big writeup of the improvements under way at the Brownfield Mercantile, which we announced would give them more floor space than any firm between Big Spring and Lubbock. They had three departments at that time, with an entrance into the furniture, the dry goods and the grocery departments, with a balcony for millinery. There was also an illustration of a huge Christmas tree, and a long article, in which we editorially told our readers that we did not believe that getting gloriously drunk was the proper way to celebrate the natal day of our Lord and Christ.

Many of our readers ask us yet why we don't take off Christmas week. We'll real nice, but two things stand in the way these days. We always have some legals such as citations and sheriff sales running, as District Court follows in quick succession upon our last issue in December, and these legals must be printed each week until completed without a skip. Then too, we now have our First Monday Tradesday, and the merchants always want more or less advertising.

We were in such a hurry to get out the Christmas issue and get off to hunting, that there was little local news in the paper, but a few of the editorials tell us that there would not be enough liquor in Terry county to stagger a cat. That the ladies were beginning to be handy with guns and might demand woman suffrage at the point of a gun; that the young gallants as well as the old cowmen and cowboys were beginning to wear the little "gunwad" hats, and we wanted to know what we were coming to. That a Comanche editor had been led to the "political pie counter" by Gov Colquitt; that the Dawson County News allowed as how the Lamesa school might not run but seven months, that our's would run till the kids got tired; and 'were gaying the Stanton editor about eating his own spare-ribs. All for this week.

One of the most valued Christmas cards that came to us was right from the Holy land itself, sent by Lawrence Stewart, who is headquartered at Haifa, some 35 miles from Jerusalem, and helping to build an oil pipe line in that country. This card was placed right over the spot where Jesus was born in the little city of Bethlehem, and had some natural flowers pressed on it, thought to be petals of the Rose of Sharon. This is one Christmas card we wish to preserve for all time.

Did you ever see a radio in a beer keg? Well, you can see one at Smokey's Cafe or rather the Roosevelt Cafe, and it plays real nicely. Of course it is not as big as a regulation beer keg, nor has it ever had any beer in it. In fact it is a real, polished, highfaluting, aristocratic key, but has the beer keg shape, just the same.

### Notice!

All delinquent taxes for WELL-MAN Independent School District must be paid before the first day of January 1934 to avoid interest and penalty, and 1933 taxes must be paid before the 1st day of Feb. 1934 to avoid penalty. T. A. Wartes, Col. 22c

### Drug Store For Sale

I want to sell my drug store. Will sell the drugs and fixtures with fountain, which is new, or I will sell the house and all together. Again, I will sell the drugs and fountain, and rent the house and fixtures.

It is an excellent situation for a physician who has some one to look after the business while he looks after the practice. I am getting to old to care for it as I am nearing 75 years of age. Unless you have some money, dont answer.

Dr. J. D. Moorhead, Meadow Texas. 20c

# RIALTO

SATURDAY, December 30  
**ZANE GREY'S**  
"LIFE IN THE RAW"  
WITH  
**George O'Brien**

For fast-action western entertainment the combination of George O'Brien in a Zane Grey story is just about the best.

NEWS . . . . . COMEDY

Preview Saturday night 11:30  
and Sunday Afternoon, Dec. 31

"FROM HEADQUARTERS"  
WITH  
**George Brent and Margaret Lindsey**

Imagine! More than 500 women every day trapped by blackmail rings whose read tentacles reach across the nation! Now you can see the inner workings of the ring and police campaign to smash it!

Don't miss this sensational picture that turns police headquarters inside out—bares a thousand secrets of the police war on crime!

NEWS . . . . . COMEDY

MIDNIGHT SHOW, Sunday Night 11:30 and  
Monday January 1, 1934.



**TOO MUCH HARMONY**  
The star of "College Humor" and "Big Broadcast"  
**BING CROSBY**  
and the "Close Harmony" team  
**JACK OAKIE**  
**Skeets GALLAGHER**  
with  
**JUDITH ALLEN**  
**HARRY GREEN**  
**LILYAN TASHMAN**  
and **NED SPARKS**  
A Paramount Picture  
THEATRE  
HOLLYWOOD'S PRETTIEST GIRLS

NOVELTY . . . . . COMEDY

## Let the car speak for itself



HUNDREDS of thousands of people now own and drive Ford V-8 cars. Some neighbor or friend of yours has one. If we told you what we think of the car, you might say we are prejudiced, so we let the car and its owner tell you.

Economy of operation is one of the first points they will emphasize—the owner will boast of it and the car will prove it.

The 1934 car is even better than the 1933—and that was our best car up to its time. The new car is more beautiful—faster—more powerful—gives more miles to the gallon—better oil economy—is easier riding—cheaper to own and operate than any car we ever built.

You owe it to yourself and your pocketbook to ask our Ford Dealer to let you see this car, and let you drive it for yourself. At the wheel of the car you will be sure to reach a right decision. The Ford V-8 will tell you its own story.

NEW  
**FORD V-8**  
for 1934

Heat With Gas  
For Convenience-  
Comfort-Economy



See A Dealer  
Who Displays  
This Symbol

**West Texas Gas Co.**  
GOOD GAS WITH DERENDABLE SERVICE

