





### Behind The Scenes In American Business

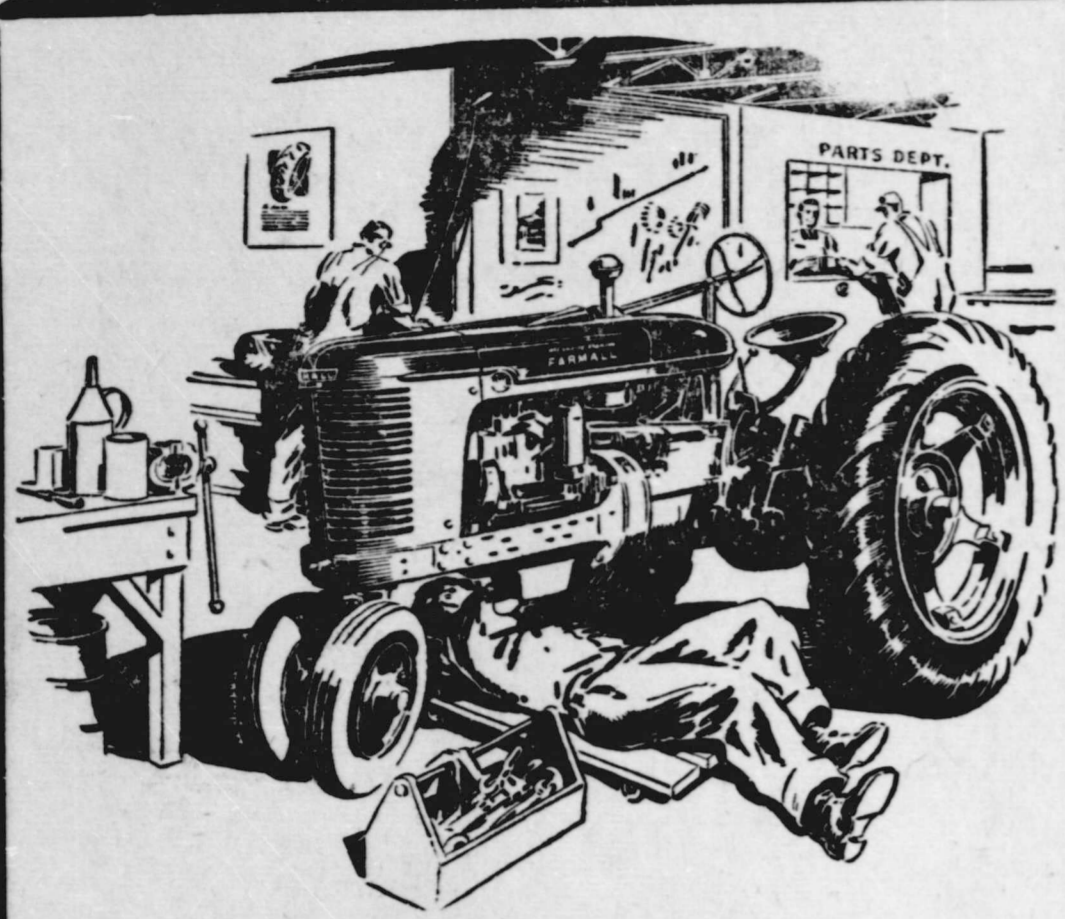
—By John Craddock—

NEW YORK — To a person without experience in a mass production industry, public controversy over America's reconversion timetable may seem to be "much ado about nothing."

Our industrial leaders, being familiar with every phase of mass production, say that millions of jobs in the first, critical post-

peacetime output. Hard facts which back up this judgment are unfolded in an analysis by the Automotive Council for War Production of the basic time factors involved in reconversion for motor car manufacture.

It takes nine months for engineering and testing of an auto model, and for the tool, die and machinery makers to build, deliver and set up all the necessary equipment. For example, the draw die needed for forming a tail lamp, though just a small tool



### ANYTHING FROM A SET OF PLUGS TO A "MAJOR OPERATION"

At the first sign of an ailing tractor call on us. You can be sure of expert, professional care for any piece of your equipment when you bring it here. Farm machines are our business. This year they are more important than ever to the war effort and we are working with all our might to keep the greatest possible number of them in good running condition.

More new Farmall tractors and McCormick-Deering implements are now coming from the factories. If you need new equipment and haven't placed your order, now's the time to do it.

In the meantime we're ready to supply you with expert service and genuine IHC parts—anything from a set of plugs to a "major operation." And we guarantee the work will be done to your satisfaction.

**FARMERS IMPLEMENT COMPANY**  
Jimmie Applewhite, Mgr.

### OPA States Cigarettes Not To Be Rationed

The shortage of cigarettes experienced throughout the country reflects the bad distribution due to war time conditions and the fact that the armed forces are now smoking a fourth of the country's total production, but no rationing of them is contemplated, the Office of Price Administration states. The War Food Administration reports that the number of cigarettes being manufactured for civilian use is the greatest in the history of the tobacco industry. Only a negligible amount of tax-free cigarettes is sent abroad for consumption other than by our armed forces. Black market operations and hoarding are also believed to be the factors contributing to the spotty distribution and civilian shortages.

Grace Lenore Tarpley, of Hardin-Simmons in Abilene, arrived Wednesday night to spend the Thanksgiving holidays with her parents, Mr. and Mrs. M. G. Tarpley.

war adjustment year will depend on making adequate advance preparation for converting America's great factories back to making a relatively minor part, nevertheless takes about 8 weeks to manufacture. A drill press requires 16 to 20 weeks to build, and several additional weeks to deliver and set up for operation.

Then there is the vast problem of assembling raw materials and purchased parts from mines and mills, from foundries, forge shops, and small manufacturers. All of this cannot be done in less than six months. Finally, there's the problem of what to do with some 50 million worth of government-owned equipment and 100,000 tons of all kinds of materials that will have to be cleared out of some 17 million square feet of floor space.

Not until all this "make-ready" has been accomplished can the assembly lines start turning out cars. And even if assembly starts during the 10th months, capacity output and employment will not be reached until the 12th month. Although the details will vary, most other large industries will have to deal with essentially the same time factors.

### Top 4-H'ers in Texas

TWO 4-H boys have been selected by the State Club office as Texas' winners in 1944 wartime activities. The two State winners, who each receive an all-expense trip to the National 4-H Club Congress in Chicago, Dec. 3-6, and brief outlines of their records, are:

Royce Howard (top photo), 16 of Midland, wins the coveted honor for his achievement in the Westinghouse 4-H Rural Electrification Activity. His 3 year record shows that he studied electric installation, helped set poles and wire family residence, barns, henhouse, garage, water pump, cream separator, electric fence, houses for hired hands, and lights for lawn. He also installed plugs and switches for reading lamps and radio in his home.



Laddie Sloan (bottom photo), 16 of Estelline, is the State's highest scoring participant in the International Harvester 4-H Food for Victory Activity. During 4 years in club work he handled 149 beef cattle, 148 dairy cows, 37 hogs and 200 fowls, helped harvest 200 acres of alfalfa, and raised a Victory garden from which a large part of the vegetables was canned for his family's use. Although he attended school, he produced enough food to feed 59 service men. Three participants scoring next highest to Laddie, who each received a \$25 War Bond, are: Alvin G. Davis, of Post; Billy Snodgrass, Tokio, and Clyde Jacobs, of Goliad. Laddie was also a State co-winner in the 4-H Farm Safety Activity, for which he received a \$25 War Bond with William G. Mennen.



### Transform Invisible Searchlight Beams

Ultraviolet screens of dark purple glass are used by the Signal Corps to transform searchlight beams into invisible light. Used in connection with cloud height finding devices, these screens filter out all visible light from the tiny but powerful match-shaped mercury lamp, which operates at so high a temperature that it must be constantly aircooled. The screen sometimes reaches temperatures far exceeding that of boiling water, and is therefore built in small panes to localize shock caused by exterior temperature changes.

The complete cloud height determining system, which consists of a ceilometer, light projector and special recorder, was designed by the U. S. Weather Bureau in conjunction with General Electric illuminating engineers. The invisible beam is shot up to the cloud base by the projector. The ceilometer, actually a photoelectric scanning device, indicates the location of energy reflected from the cloud base. The ceiling height is then computed by triangulation.

### A COMING CAMPAIGN

A "tough, realistic and not at all polite" publicity program designed to show the American people that in crushing Japan we have a stupendous job on our hands, is ready for release by OWI the day after Germany collapses. Using such slogans as "Your country is still at war—are you?" the campaign will bring home to war workers how imperative it is that they stay on the job, and will impress on the public that final victory still demands much blood and hardship and sacrifice.

### Eat Right And You Will Live Longer

COLLEGE STATION — If you want to add years to your life, eat right day after day.

This is the theme of a new bulletin just issued by the U. S. Department of Agriculture which points out that nutrition, along with heredity, plays a major part in determining the length and vigor of normal lives.

The science of nutrition offers extra years—perhaps seven to 10 of them. These should not be considered as "added to old age; rather, they are inserted at the prime of life, while old age is postponed," the bulletin points out.

The bulletin is entitled "Principles of Nutrition and Nutritive Value of Food," (MP 546) and it was written by Dr. Henry C. Bureau of Human Nutrition and Home Economics.

Dr. Sherman's statement that there is nothing mysterious about good nutrition is emphasized by Miss Edith Lawrence, food preparation specialist for the A. and M. College Extension Service. She says for most Americans that "extra something" that can add to the good years of life is simply a matter of getting more milk or milk products and more fruits and vegetables.

Often, even people who consider themselves well nourished can profit by adding more of these to their diet. Miss Lawrence says. Texans who want to check on themselves can obtain a copy of the Texas Food Standard, a simple guide to a good daily diet, from their county home demonstration agents.

### Texas State Historical Essay Contest Opens

AUSTIN — The Texas State Historical Association has announced that entries are now being taken for the Louis Wiltz Kemp essay contest. Dr. Walter P. Webb, director of Texas history research at the University of Texas, said today.

The contest is open to Texas college students under 25 years of age. Closing date for entries is April 1, 1945.

Essays must be written upon a subject relating to Texas history, and original material will be given consideration over known facts. Prizes of \$100, \$50, and \$25 will be given.

As American troops landed on the Philippines, it recalled the last official use by the Army of its radio facilities at the fall of Bataan to send to Washington, D. C., applications for National Service Life Insurance on the lives of those trapped in the islands.

Black horses are affected by heat more than are horses of any other color.

Cows sweat only on their noses. It is the only place they have sweat glands.

### THE OLD RELIABLE

If you need a good laxative or cathartic to relieve headache, biliousness, or that lazy tired feeling when due to temporary constipation, ask for and be sure you get

HERBINE

### Use Of V-Mail To Navy Personnel In Europe Urged

Headquarters, U. S. Naval Forces in Europe. (Delayed)—Because air-mail service to and from U. S. Naval personnel in the European Theatre of Operations has recently become less frequent, post office authorities at U. S. Naval headquarters in England today recommended increased use of V-mail.

V-mail will continue to be slow during the coming winter months, they disclosed, because Naval flying over Northern Atlantic routes has been curtailed until better flying weather in the spring.

During summer months air-mail letters between the United States and Europe averaged less than a week in delivery. More than two weeks, will be required during winter months, they said. V-mail, always a priority item in trans-Atlantic flights, will continue to reach its destination in the normal time of five to seven days. Authorities therefore recommended that V-mail be used by Naval personnel and their correspondents in the United States in all cases where the earliest possible arrival is desired.

The equivalent of 25 sacks of air-mail letters can be carried in

one small V-mail sack, recorded on 16 mm. film. Because of the quantity of air-mail posted, much of it will have to be carried in ships during the winter.

Mr. and Mrs. Eli Perkins and daughter, Ceelia Jo, visited Mrs. Perkins' parents in Amherst last weekend.

Mrs. Jack Griggs, Mrs. Gene Gunn and Mrs. R. A. Crosby, met at the Little House in Lubbock Monday to get ideas for the Brownie Troop Work here.

The 158,000,000 life insurance policies and certificates in force today, averaging over five per family, represent an increase of 18,000,000 over those in force at the war's outbreak.

### Beware Coughs from common colds That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly always the cough or you are to have your money back.

**CREOMULSION** for Coughs, Chest Colds, Bronchitis

—for—  
**LUMBER, POST and PAINT**  
See—  
**C. D. SHAMBURGER LUMBER CO**

**CONSTRUCTION HELPERS**  
**NEEDED AT ONCE!**  
For L. O. Stocker Company  
Seminole or Berger, Texas  
CONSTRUCTING 100-OCTANE GASOLINE PLANT  
FOR PHILLIPS PETROLEUM COMPANY  
Transportation furnished enroute to job. Top wages—long time job—No working 60 hours a week—Time and one-half after 40 hours. Living quarters available. Seasonal agricultural workers accepted in compliance with WMC and Selective Service regulations. Hiring to comply with WMC regulations. Apply at once.  
**U. S. EMPLOYMENT SERVICE**  
1207 13TH STREET, LUBBOCK, TEXAS

### MORE COTTON PER ACRE INSURES MORE SUPPLIES PER SOLDIER

Texas soldiers and sailors on the fighting fronts know that Cotton and Cottonseed are Fighting for Freedom—essential materials for the fighting forces and civilians.

### READ WHAT THIS TEXAS SOLDIER WRITE, FROM "SOMEWHERE IN FRANCE":

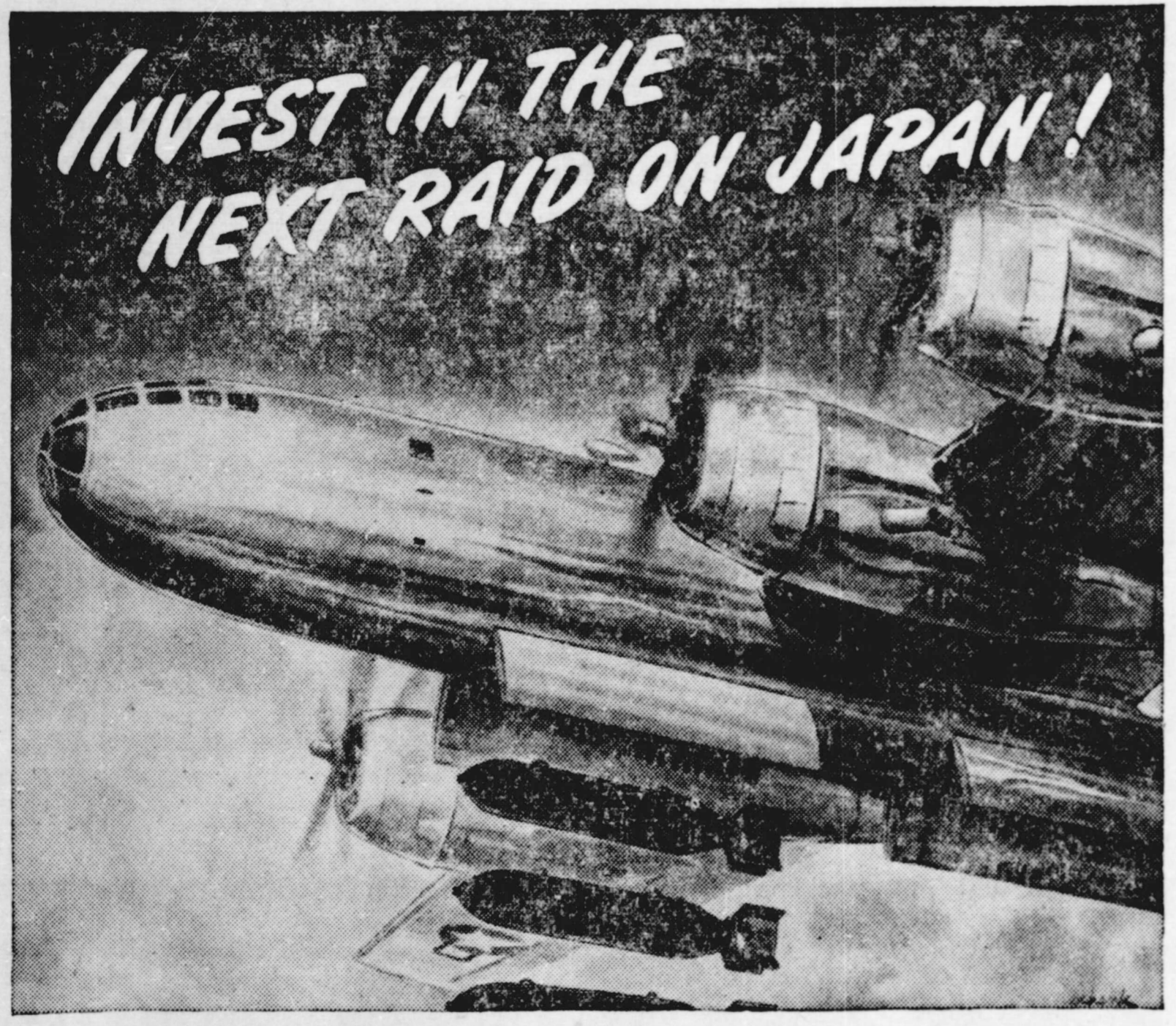
"I hope we have a good cotton season back home. I can see now why it takes so much cotton and cottonseed oil and lintens. The people back home don't realize what it is to want. They should see some of these countries where they don't have enough clothing or food products."

"Back Home," we can help those on the fighting fronts, and help ourselves, by doing everything possible to produce more Cotton and Cottonseed in 1945.

Start now to plan for increased production through better land preparation—better planting seed—the use of soil-building crops—adequate fertilization where fertilizers are needed—and other proven practices that make your best "pay crop"—COTTON—pay you more.

**C. V. BALL—OLIVER IMPLEMENTS**  
**TEXAS COMPRESS AND WAREHOUSE CO.**  
**WEST TEXAS GIN**  
**TERRY COUNTY HERALD**

**MAKE YOUR BEST "PAY CROP"—COTTON—PAY YOU MORE IN 1945**



**INVEST IN THE NEXT RAID ON JAPAN!**

### IT TAKES PLENTY OF WAR BONDS TO BUILD B-29s

THE WAR in the Pacific is the most costly war America has ever engaged in. It's simple arithmetic. A mountain of special, costly equipment is needed. A B-29 Superfortress used in the bombing of Japan costs \$600,000 in War Bonds. And this is just one of the many

extra costly implements of war needed to achieve final victory in the Pacific.

That's why the 6th War Loan Drive is so important. That's why you must back it as generously as you have every other war loan drive. Invest in the next raid on Japan...



**BUY AT LEAST ONE EXTRA \$100 BOND**

**West Texas Compress & Warehouse**

★ This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council ★



Patsy Lewis of Lubbock spent the weekend with her mother, Mrs. Ruth McCain.

Mr. and Mrs. Gordon Cobb of Hockley county, visited in the Tom Cobb home Sunday.

**Prescription Filled Over 15 Million Times**

Recommended to do just two things: relieve constipation and gas on the stomach. This successful prescription is now put up under the name of ADLERIKA. Get a bottle of Adlerika next time you stop at your druggist's and see for yourself how quickly gas is relieved and gentle but thorough bowel action follows. Good for old and young. Caution, use only as directed. Get Adlerika from your druggist today. Nelson-Primm Drug Co. and Palace Drug Store

Mrs. R. L. DeBusk of Slaton, visited her son, R. L. DeBusk, Jr., Monday and Tuesday.

Mr. and Mrs. W. O. Helmes and Mrs. Edwin Helmes returned last Friday after visiting Phm. Mate 2/C, Edwin Helmes, in San Bruno, Calif.

Mrs. C. F. Brookey and Mr. and Mrs. Frank Brookey and children of Harmony, visited Mrs. Brookey's daughter and Frank's sister, Mrs. Dick Perry Sunday.

**Rationing Calendar Dec. 1 To January 1**

**SUGAR:** Stamps No. 30, 31, 32, 33 and 34, Book IV, good for 5 lbs. indefinitely. Stamp No. 40, Book IV, good for 5 lbs. sugar for 1944 home canning.

**MEATS AND FATS:** Book IV, red stamp A8 through Z8 and A5 through P5 valid indefinitely, good for 10 points each. Q5, R5 and S5 valid Dec. 3, 1944.

**PROCESSED FOODS:** Book IV, blue stamps A9 through Z8 and A5 through W5 good for 10 points each, valid indefinitely. X5, Y5, Z5, A2, and B2, valid December 1, 1944.

**SHOES:** Book III, stamps one, two, and three, with airplane pictures, each good for one pair indefinitely.

**GASOLINE:** (Coupons must be endorsed on front) "A" coupons, 4 gal. each with No. 13 expiring December 21. No. 14 becomes valid December 22 and will remain valid until midnight March 21, 1945. In B4, B5, and C4 and C5 rations, the coupons nationally have a value of 5 gal. each. "R-1" and "R-2", 5 gal. (valid for bulk delivery only); "T" coupons designated "Fourth Quarter," 5 gal. valid until midnight December 31; "D" one and one-half gal; and "E-1" and "E-2" one gal. each.

**TIRE INSPECTION:** "T" book holders every six months or every 5,000 miles, whichever comes first. New mileage rationing record required to obtain gasolinerations. Application for passenger car tire replacement must show condition of all tires in use.

It takes 35 men three months to paint the Capitol dome at Washington, and requires 4,300 pounds of point.

**Let's Straighten Out Thanksgiving Date**

This country is certainly all balled up. Yesterday we observed Thanksgiving and have another Thanksgiving coming up next Thursday, so designated by our Texas Governor. People do not seem to realize when Thanksgiving day is.

Well, Thanksgiving originated in this way: It was intended to be observed on Wednesday, but the Pilgrim Fathers were delayed in finishing gathering their crops and it was put off one day. On Monday the combine broke down on farmer Penn's place and they were a day late getting the maize in. Then Tuesday some of the men went out in the forest to get the turkey and ran into a passel of Indians that had to be liquidated. This used up all their shells and they had to go back to town for more before they could shoot a turkey.

(The Indians were not observing Thanksgiving, as they did not have anything to be thankful for, as the coming of the white man was the worst thing that had happened to them in many moons.)

Then coming home in farmer Josephs flivver he ran over a stump and blowed out a tire and had to go to the ration board to get a certificate for another. So just one thing after another made them have to put off Thanksgiving one day, putting it on the fourth Thursday in November. We hope this clears everybody's mind, except our own, about Thanksgiving.—Rotan Advance.

**A Real Old Timer Here Monday**

A gentleman and his wife walked in on us Monday. To use an old expression, "his face looked familiar, but his feet had grown out of our knowledge," for it had been some 35 years since we had seen either his face or feet, way back in the "good old days" when we were hauling freight out of Big Spring.

He proved out to be Sam Rather, of San Marcus, who is now traveling for a seed and grain concern at Waco. In the early days, Sam helped do some abstract business here. He, his mother and sister came here from Central America, and Sam seemed to be pretty well shot up with malaria then, but shows no effects of it now.

However, he returned to Panama from here, where he remained a number of years before returning to Texas. He happened to be in Lubbock on business, and just couldn't help calling by Brownfield and looking up a few of the old timers.

"This town sure has changed since I was here before," he remarked. "Nothing looks familiar now."

Every minute of each working day in 1944, on the average, \$50,000 of War Bonds are being bought by the life insurance reserves of policy-holders, according to the Institute of Life Insurance.

Average ownership of life insurance per family has increased 25 percent in the last 10 years.

• Supreme In Circulation

Our SHINE PARLOR is at YOUR SERVICE

We have a good shine boy now who can really give your shoes the care they need. Call on us for all shines, as well as repairs

We also clean all sued-shoes.

One day service on shines

LOYD SHOE SHOP

2 doors East of First National Bank

**Reciprocity**

So you're tired of working, Mister And you think you'll rest a bit; You've been working pretty steady

And you're getting sick of it. You think the war is ended, So you're slowing down the pace That's what you may be thinking, Sir, But it just is not the case.

What would you think if we quit Because we're tired, too? We're flesh and blood and human, And we're just as tired as you. Did you ever dig a foxhole, And climb down deep inside, And wish it went to China So you'd have some place to hide?

While motored Buzzards packed with guns Were circling overhead And filled the ground around you With hot exploding lead?

And did you ever dig out, Mister, From debris and dirt, And feel yourself all over To see where you were hurt? And find you couldn't move, Though you weren't hurt at all? And feel so darned relieved That you'd just sit there and bawl?

Were you ever hungry, Mister, Not the kind that food soon gluts, But the gnawing, cutting hunger That bites into your guts? It's a homesick hunger, Mister, And it digs around inside, And it gets you in its clutches, And there ain't no place to hide.

Were you ever dirty, Mister, Not the wilty-collar kind, But the oozy, slimy, messy dirt, And gritty kinds that grind? Did you ever mind the heat, Sir, Not the kind that makes sweat run, But the kind that drives you crazy "Till you even curse the sun?"

Were you ever weary, Mister, I mean dog tired, you know, When your feet ain't got no feeling, And your legs don't want to go? But we keep ago'in', Mister, You can bet your life we do; And let me tell you, Mister, We expect the same of you! Coleman H. Payne, W. T. First Class, Seabees, Furloughed Santa Fe employee. —Courtesy of Barstow (Calif.) Printer-Review.

Sgt. Daniel Davis left Sunday, to go to his base in Bryan, after attending the Shriner's convention in Amarillo and visiting his wife here.

Lt. and Mrs. R. M. McClain and Mrs. Jack Bailey, attended the Texas Tech-S. M. U. football game in Lubbock Saturday.

Christene McDuffie of Texas Tech, spent yesterday in the home of her parents, Mr. and Mrs. Dick McDuffie and ate Thanksgiving dinner.

**New Circuit Minister Calls On The Herald**

Rev. J. N. Hester was a pleasant caller at the Herald office last week to get his name on the mailing list. He has recently been appointed on the Brownfield Circuit of the Methodist church. "While not a charge of great desire from many angles, it is just what I wanted," he remarked.

His parents and members of the family came to Terry county from Navarro county, some 30 years ago, settling on their land 2 miles north of the city, where the old Hester homestead is still

situated. So, in a way, it is still home to him.

The petrified forest of Arizona covers 25,625 acres.

Lt. and Mrs. Jack Shirley of Midland spent the weekend with Mrs. Shirley's parents, Mr. and Mrs. A. M. Brownfield and family. Mrs. Shirley was a WASP, at the Victoria Army Air Field, until last week, but now is in Midland with her husband.

Mr. and Mrs. Clarence Lackey and Billie, visited his mother, Mrs. Mary Lackey, in Plains Sunday.

**for Distinguished Service in the line of duty**

We are proud of our employees who have kept an avalanche of war-urgent calls flowing despite difficulties. They neither expect, nor want, medals for this splendid contribution to our war effort. Their only aim is to maintain uninterrupted service. They are worthy of a citation for merit.

SOUTHWESTERN ASSOCIATED TELEPHONE CO.

To My FRIENDS And Former CUSTOMERS

I have recently purchased the Cosden Wholesale and Retail business. I hope to pick up where I left off before closing out my former business. I greatly appreciated your business then and I will greatly appreciate it now.

We invite you all to come in and let us serve you. My efficient staff of employees at both stations will be very glad to help you in any way they are able. They include:

MORRIS C. GREEN  
W. M. LEWIS  
H. N. MOORE  
J. G. STOCKTON

Ray Christopher, Jobber  
COSDEN PRODUCTS  
Wholesale and Retail—Phone 189

**How Are You Fixed For CHRISTMAS?**

Be sure your wardrobe is fresh and clean for the Holidays... Do not put off seeing about it till the last few days... Our rush has already started and will continue to grow... so if you want service, get your clothes in early. With your co-operation, we'll all have a Merrier Christmas.

**Noel Tailors**  
Fur and Garment Storage

**NOW, Let ME Tell YOU Something**

**A TRACTOR Talks Back**

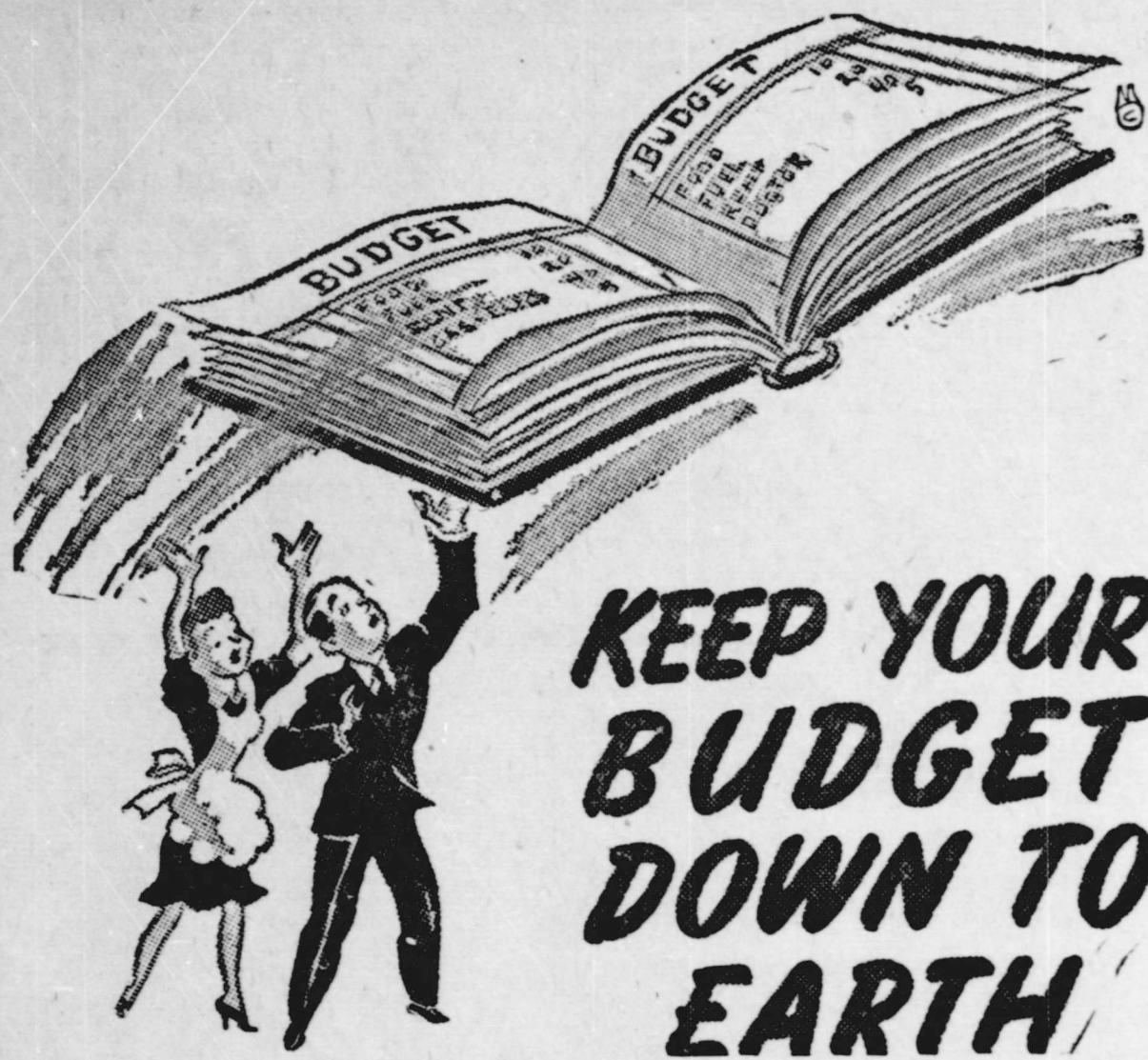
"Mister, I've been working my heart out for you for a long time now. I haven't grumbled or kicked because I come from a good family where our motto is HARD WORK AND LONG SERVICE. "That doesn't mean we have the miracle of everlasting life. I'm just a combination of honest material and honest workmanship but even that has its limits. I've gone along on all the tough jobs and never quit... but now I'm asking you to give me a break, for your own sake as well as mine. "Before we go into the next tough job take me down to the John Deere Service Shop for a going over. There are a few sore spots, some loose joints that hamper me, and I think my wind would be better if my valves and ignition had a check-up. Those service men down there are old friends of mine, they know me and what I need. How about it? Or do I have to quit against my will?"

**MR. FARMER: That tractor is talking about US.**

**BUY BONDS - SAVE SCRAP**

**Johnson Implement**  
John Deere Quality Implements - Service





**KEEP YOUR BUDGET DOWN TO EARTH**

**Back up the Boys! BUY ANOTHER BOND IN THE 6th WAR LOAN!**

It's not over, over there—not by a long shot! Uncle Sam can count on the fighting men to keep on fighting—and he must be able to count on you to *keep on backing them*, by buying extra War Bonds in the Sixth War Loan Drive, now on.

**SEE WHAT YOUR EXTRA \$100 BOND WILL DO:**

It will help pay for the things our men must have—guns, planes, tanks, food.  
It will help hold down the cost of living.  
It will provide a nest egg for the future—the United States Government *guarantees* that you will get your money back.  
It will show our fighting men that *you* are willing to do your part!

**YOUR COUNTRY IS STILL AT WAR—ARE YOU?**



**YOU NEED HIM! HE NEEDS YOU!**

**BUY WAR BONDS**



**lower prices**

**PEAS**  
Rolling West  
Tendersweet, No. 2 Can  
**16c**

**BAKING POWDER**  
Calumet, 2-1 lb. cans  
**19c**

**MINCE MEAT**  
2 lb. jar  
**54c**

**WALNUTS - PECANS**  
**ALMONDS**

**COCOA**  
Hershey's, 1/2 lb.  
**10c**

**PEAS**  
S & W, the best, No. 2  
**20c**

**TOMATO JUICE**  
Libby's No. 2 can  
**11c**

**COFFEE**  
Bright and Early, 1 lb.  
**27c**

**FLOOR WAX**  
Liquid Tavern, qt.  
**77c**

**JELLO**  
Assorted Flavors  
**7c**

**CANE SYRUP**  
New Orleans, 18 oz. can  
**10c**

**RED BEANS**  
Scott Co., 13 1/2 oz bottle  
**5c**

**PRESERVES**  
Ma Brown, Pure  
No. 2 Jar

Red Raspberry ..... 73c  
Strawberry ..... 75c  
Boysenberry ..... 68c  
Black Cherry ..... 73c  
Loganberry ..... 68c

**FLOUR**  
**EVERLITE**  
50 lb. .... \$2.52  
25 lb. .... 1.30  
10 lb. .... .55  
5 lb. .... .30

**FRUIT COCKTAIL** Drew— Tall Can ..... **21c**

**PUMPKIN** Stockley's, No. 2 1/2 can ..... **16c**

**Tuna** Fancy, Solid Pack, White can ..... **41c**

**Blackeyd Peas** Silver Valley, Tall can ..... **8c**

**PRUNE PLUMS** Starr, in heavy syrup, No. 2 1/2 jar ..... **25c**

**PEACHES** Del Monte, No. 2 1/2 Glass Jar In Heavy Syrup ..... **28c**

**SUGAR** Pure cane, 5 lb. .... **34c**

**PORK & BEANS** Phillip's, 1 lb can ..... **10c**

**Shortening** Armour's, 4 lb. carton ..... **75c**

**CHUCK ROAST**  
per lb. .... **28c**

**LUNCH MEAT**  
per lb. .... **32c**

**CHUCK STEAK**  
per lb. .... **28c**

**FRESH FISH - OYSTERS**

**BOLOGNA SAUSAGE**  
per lb. .... **23c**

**T-BONE STEAK**  
per lb. .... **42c**

**RIB ROAST**  
per lb. .... **18c**



**APPLES—**  
Jonathan, Rome Beauty, Winesap, Delicious

**GRAPEFRUIT—**  
Texas, lb. .... **7 1/2c**

**ORANGES—**  
Texas, lb. .... **9c**



**CABBAGE—**  
Fresh Firm Heads, lb. .... **5c**

**ONIONS—**  
Yellow, 3 lb. .... **14c**

**CELERY - LETTUCE - GREEN BEANS - BELL PEPPERS - PUMPKINS - Fresh Peas - Grapes**



**APPLE BUTTER—**Pallas, qt. jar ..... **28c**

**Fresh CUCUMBER Chips—**24 oz jar, Heinz **32c**

**CHILI—**Van Camps, 1 lb. 1 oz. glass ..... **32c**

**OLIVES—**Pick of Kings, Stuffed, No. 5 jar **24c**

**PANCAKE FLOUR—**5 lbs. Victor ..... **23c**

**BABY FOOD—**Libby's, can ..... **7c**

**SOAP—**Lifebuoy or Lux-3 bars ..... **20c**

**BUTTER—**Furrs Quarters, lb. .... **49c**

**SHRIMPS—**No. 1 can ..... **43c**

**DEVILED HAM—**Libby's, 3 oz. can .. **17c**

**POST TOASTIES—**pkg. .... **8c**

**SYRUP—**Delta Table Syrup, 1 qt 1 pt 8 oz **45c**

**OXYDOL—**Large pkg. .... **23c**

**Save at FURR FOOD Super Markets**

Mr. and Mrs. Roy Jenkins and Mr. and Mrs. Harvey Gage attended the Denver City-Littlefield ball game Thanksgiving day.

Mrs. Loyce Floyd was in shopping Tuesday and called around to renew her Herald.

Mrs. J. B. Ricketts returned

Sunday from California, where she has been visiting the last two weeks. Her daughter, Mrs. James Warren and children remained in San Diego to be with her husband who is in the navy.

Mrs. Hye Reck of Levelland was a business visitor here Monday.

### Society

By Mrs. Walter Hord  
Covered Dish Lunch At Fellowship Hall

Mesdames Roy Harris, Glen Harris, and Cleve Williams were co-hostesses to members of the Methodist Womens Society of Christian Service with a covered dish luncheon, Monday afternoon at 1 o'clock in the Fellowship Hall of the Methodist church.

Mrs. S. H. Holgate read the Scripture. Mrs. Tobe Power and her daughter, Mrs. Elmo Schaffner, sang a duet, "Savior Hear Us, We Pray."

Plans were made for a group to go to the Harvest Day program at the First church in Lubbock Wednesday. Next Monday, Mrs. N. T. House has charge of the monthly Outlook lesson. December 2, is the date set for the Christmas social with Mrs. Bill

Culver as hostess and Mrs. W. B. Downing and Mrs. Ed Tharp as co-hostesses.

Attending the luncheon were Mesdames Jim Jackson, Wyatt Hanks, Holgate, Carter, A. J. Loyd, House, J. T. Gainer, Schaffner, Culver, H. O. Longbrake, Tharp, Power, H. Strapp, Miller, Downing, J. H. Carpenter, Rev. and Mrs. Bob Huckabee and the hostesses.

### Candy Pull Enjoyed By Boys And Girls

A group of 16 boys and girls met at the home of Jane Weir Wednesday night of last week, and made candy, and popped popcorn. After the candy making, games were played.

Mr. and Mrs. J. L. O'Dell and son, John, left last Thursday morning, after receiving word of the death of Mr. O'Dell's brother, Earl O'Dell, of Shreveport, La. Burial services were Wednesday in Haskell, Texas.

### Wingerds Hosts With Dinner Sunday At 8

Sunday evening at 8 o'clock, Mr. and Mrs. Roy Wingerd were hosts with a turkey dinner in their home on E. Cardwell Street. The guests were Messrs. and Mmes. Money Price, Kyle Graves, Lee O. Allen, J. M. Telford, Joe McGowan, and Roy Herod.

A. M. Brownfield, Lee Brownfield, I. M. Bailey and Lal Copeland, left Sunday to transact business in Dallas.

### Business Meeting For Baptist W. M. U.

The ladies of the Baptist Womens Missionary Society met at the church Monday afternoon for their monthly business meeting with the president, Mrs. W. B. Grant presiding.

The meeting was opened with a song "Lead On, O, King Eternal." Mrs. J. T. Auburg gave the devotional on "Stewardship," and led in prayer.

The week of Prayer on Foreign Missions will begin next Monday at 3 o'clock at the church and be every day next week, except Thursday, due to the Workers convention.

Charlie Lou Gaston spent the holidays in Lubbock with her sister, Mrs. Clarence Hinkle.

### Tea-Shower Honors Mrs. Leon Rhyne

Mrs. Leon Rhyne, the former Estelle Goodpasture, was honored with an informal tea-shower Tuesday afternoon in the home of Mrs. L. M. Rogers, 801 Lubbock Road, with Mesdames W. L. Bandy, B. L. McPherson, Ray Powers, R. M. Moorhead, J. T. Auburg, T. C. Hogue and Rogers, as hostesses.

The table was covered with a hand crocheted table cloth over orchid organdy, and was centered with a crystal bowl of pink roses, and flanked by white candles in crystal holders. Pink punch and pink iced cookies were served by Mrs. Powers.

Pink roses and chrysanthemums decorated the entertaining rooms. Mrs. Auburg registered the guests in a white brocaded brides book, tied with pink cord.

Mrs. Rhyne has been employed in Washington, D. C., and Sgt. Rhyne has been in the South Pacific. They will report to their new home in Philadelphia, Penn., December 12.

Leroy Grawunder, SIC, left Saturday night for New London, Conn., after visiting his parents while on a five day leave. Grawunder has just completed an electricians course in St. Louis, Mo.

First Sgt. Loyd O. Turner writes in on a V-mail, giving us an APO number out of San Francisco. So guess Loyd is now riding the big waves somewhere out in the "peaceful" Pacific.

Mrs. Jesse R. Jones of Meadow was in this week to renew the Herald going to her husband, a CMM, somewhere in the south Pacific. He is the son of Mr. and Mrs. J. M. Jones of Meadow. Mrs. Jesse R. Jones stated that she was not a Terryite by birth or raising, being brought up in the Memphis-Clarendon section.

Mrs. Finis Carter and sons, Nick and Mike, recently returned home after a visit with her mother, Mrs. Otis Camp and Mr. Carter's parents, Mr. and Mrs. W. G. Carter in Grandbury, Texas.

Miss Audrey Foster spent the weekend with Mildred Eubanks in the Doak Hall at Texas Tech.



**Food for Freedom**  
Only insurance can repay your losses when fire destroys farm buildings and their precious contents. Are you adequately covered with insurance? See us.  
**E. G. AKERS**  
Bonds, Abstracts Insurance

**CHILDREN'S PREMIER**  
At The Rialto, 2 P. M., Dec. 7  
**SEE TARZAN'S NEW YORK ADVENTURE**  
Admission by Buying Bonds or not less than \$2.50 in War Stamps.

## RIALTO RITZ

Friday - Saturday  
"You can't kiss away a MURDER!"

Saturday Only  
"HIDDEN VALLEY OUTLAWS"  
-WITH- Bill Elliott

Paramount Presents  
**FRED MacMURRAY**  
**BARBARA STANWYCK**  
**EDWARD G. ROBINSON**  
"Double Indemnity"  
Directed by BILLY WILDER

Sunday - Monday  
**"HENRY ALDRICH Plays Cupid"**  
Tues. - Wed.

Sunday - Monday

FIGHTIN' SINGIN' HOMBRES ROARIN' OVER THE RANGE  
**BOSS OF RAWHIDE**  
WILKERSON  
Thur. - Fri.

Gene Kelly  
Deanna Durbin  
-IN-  
"Christmas Holiday"  
Tues. - Wed. - Thurs.  
"Address Unknown"

"Gambler's Choice"  
CHESTER MORRIS - KELLY - HAYDEN  
Directed by FRANK McDONALD

-WITH- Paul Lukas  
Mary Christians  
**RIO**  
Saturday Only  
"Guns Of The Law"  
-WITH- Jim Newill  
Tex O'Brien  
Sun. - Mon. - Tues.  
Fibber McGee  
And Molly  
-IN-  
"Heavenly Days"

**PLAINS NEWS**  
Mrs. W. H. Hogue, Mrs. Louise Oden and children, and Mrs. Sallie Forrest, are visiting in Dallas this week.  
Mrs. Frank Steel underwent an operation in Lubbock last week. She is reported doing nicely.  
Guests in the home of Mr. and Mrs. J. H. Morris over the weekend were some of their children, Mr. and Mrs. Sanford Webber of Plainview, Harry Morris of Lubbock, Mrs. D. B. Lomance, and Mrs. V. L. Wheeler of Odessa, Mrs. E. S. Raymond of Roswell, and Pfc. Aaron A. Morris of the U. S. Army.  
Mr. and Mrs. L. D. Camp are visiting in Lamesa.  
Mr. and Mrs. Roy Elliott spent the weekend with home folks at Sylvester.  
Mr. and Mrs. John Camp and son were visiting in Lamesa Thursday.  
Mrs. M. A. Hufhines, Mrs. Till W. Reed and Mrs. Caryol Light were shopping in Lubbock Saturday.  
Mr. and Mrs. Warner Hayhurst were in Lubbock Wednesday.  
Mr. and Mrs. John Cadenhead of Meadow, visited Mrs. Mary Lackey in Plains Sunday.



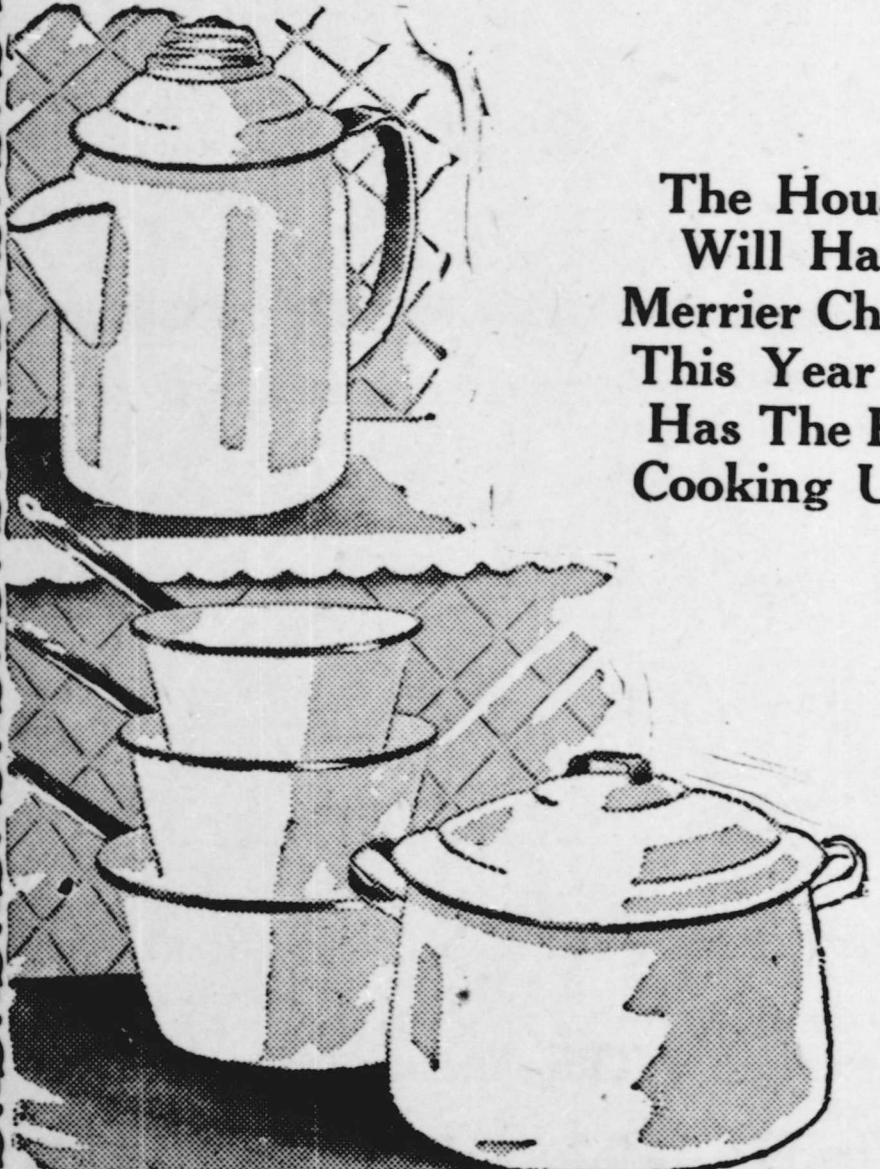
**YOUR HOME IN WAR-TIME AS IN PEACE-TIME IS MOST IMPORTANT AT CHRISTMAS, FOR IT IS THERE THAT LOVED ONES MEET. OBSERVE IT THIS YEAR WITH A FESTIVE TABLE SETTING.**



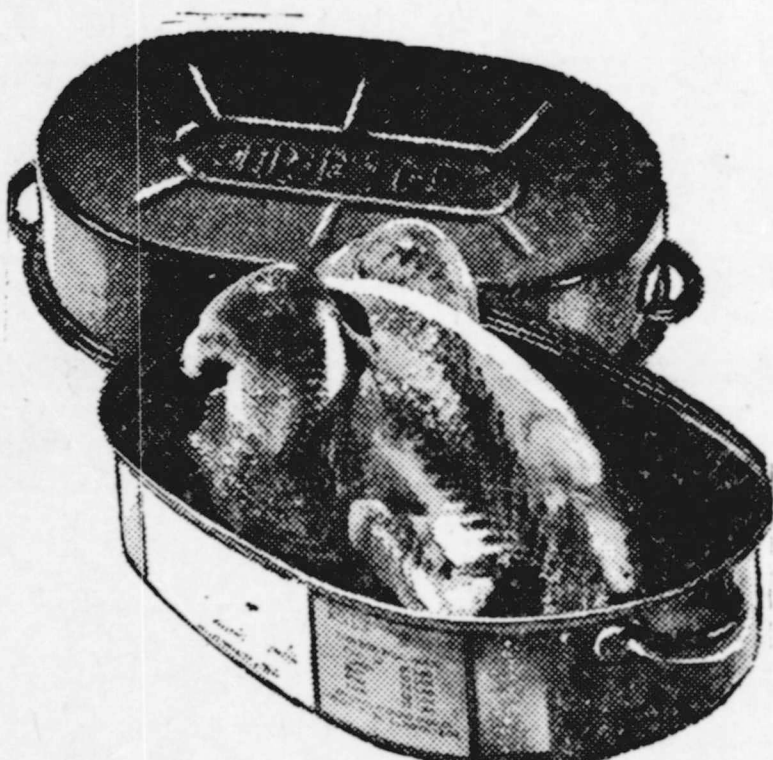
Sparkling Crystal Ware is the Gift she want most. Make her happy this year with selections from our fine stock.



We have a wonderful stock of fine China and Dinner Ware. No home is complete without at least one set. Be sure you select it early.



The Housewife Will Have A Merrier Christmas This Year If She Has The Proper Cooking Utensils



For turkey baked to perfection, one of our generous sized Pyrex Roasters will do the trick neatly

USE OUR CONVENIENT LAY-A-WAY PLAN

Beautiful Gleaming, easy to clean Enamel Ware, will bring a thrill to her heart. Select several pieces now to make sure you get it.

# KNIGHT HARDWARE

**Beware Coughs from common colds That Hang On**  
Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.  
**CREOMULSION**  
for Coughs, Chest Colds, Bronchitis

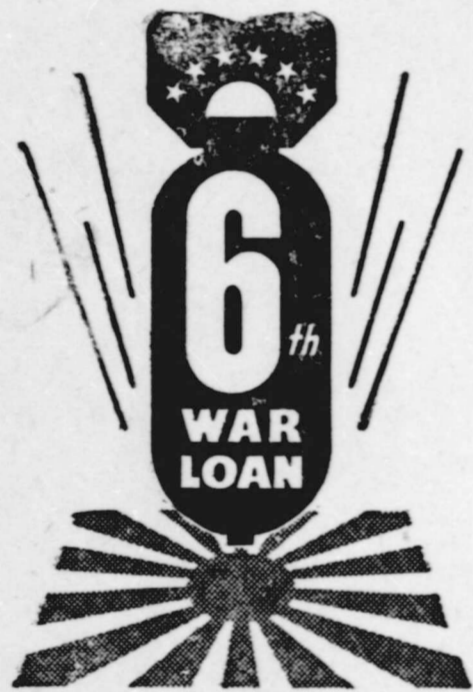


# While one enemy remains our job is not done!



# WE MUST BUY MORE WAR BONDS!

*The Sixth War Loan is Your Call to Arms*



- ★ To Help Buy The Weapons of Victory ...
- ★ To Win A Complete Victory ...
- ★ To Help Bring The Boys Back To An American Life ...
- ★ To Show What We Can Do ...

## PICK THE SECURITY THAT'S BEST FOR YOU ...

### TAKE YOUR CHOICE!

The "basket" of securities to be sold under the direction of the State War Finance Committee is especially designed to fit individual investment needs. It consists of eight issues:

- Series E, F and G Savings Bonds
- Series C Savings Notes
- 2 1/2% Bonds of 1966-71
- 2% Bonds of 1952-54
- 1 1/4% Notes of 1947
- 7/8% Certificates of Indebtedness.



*Wear your name proudly on a \$100 Bond of the Fighting SIXTH WAR LOAN!*

**Help get it over—put the Sixth War Loan over—buy an Extra \$100 War Bond Now!**

**Buy at least one extra \$100 War Bond, above your regular purchases, now during the Sixth War Loan!**

- Cicero Smith Lumber Co.
- De Luxe Motor Inn
- Thompson Cafe
- Dick Fallis Super Service
- Moon Mullins
- Newsom Gulf Service
- Farmers Implement
- Terry County Lumber Co.
- Fitzgerald Service Station
- Jordon Motor Co.
- Chisholm Hatchery
- Mi Lady Beauty Shop
- Go're Fashion Shop

- Johnson Implement
- John Deere Implement and Serv.
- Goodasture Grain and Milling Co.
- Brownfield Bargain Center
- J. D. Akers, Tank Truck, Cont.
- J. B. Knight Implement Co.
- Higginbotham-Bartlett Lbr. Co.
- Price Implement
- Bandy Produce
- Terry County Creamery
- L. O. Turner
- Distributor Petroleum Products
- Furr Food Store
- L. Nicholson, Ins. Bonds
- Lewis & Hamilton-Firestone

- McWilliams Furniture
- E. G. Akers, Ins. and Abstracts
- C. D. Shamburger Lumber Co.
- West Texas Gin
- B. H. Hahn Motor Co.
- Terry County Herald
- Jones Dry Goods
- Wright And Eaves
- Cave's 5 - 10 - 25c Store
- J. B. Stevens Grocery
- Phillips 66 Products
- Les Harvey, Consignee
- Rogers Taxi Service
- Day Phone—29 Night—200
- Morris Cafe

## Pearl Harbor

December 7, 1941

No clarion voice is needed  
Or roll of battle drums,  
To rally the sons of freemen,  
To a task that needs be done;  
For the cry of outraged justice  
Has stirred within our souls  
The strength of mighty giants  
Her honor to up hold.

Remember, sons of freedom,  
Aye' how er'e can we forget,  
The axis of deceitful tyrants,  
While in peace conference met;  
Remember the blood of martyrs  
That stain dear freedoms cloak,  
Remember the tears of loved ones  
This treachery provoked?

Onward then, sons of Freedom,  
Our duty to fulfill  
To free the world of despots,  
And replace them with good  
will,  
Even higher raise her banner  
And in sweet Freedom's name  
Proclaim again to all the world,  
The dignity of men.

Looking up into the Heavens  
With a prayer on every tongue,  
We pray the Great Creator  
To lead our country on.  
Blessed be thee Our Father,  
We each will give our all,  
To defend the rights of peoples,  
Of nations great and small.

Oh Blessed dead we won't forget,  
The price that you have paid,  
Your soil, your sweat, your tears,  
your blood,  
Our liberties to save.  
The dastardly deed, so help us  
God

The tyrants will regret,  
Pearl Harbor, Oh, Pearl Harbor,  
We never shall forget.

—By Riley W. Carlton.

On December 7, 1941 I happened to be in Silver City, New Mex., when this terrible day came. I was so shocked and hurt that a few days later a friend in talking over the thing that occurred until we stopped our work one day and tried to put our feeling into a poem. The result is above poem —Pearl Harbor.—RWC.

M. C. Herod of Snyder, visited in the home of his son, Roy Herod, last Wednesday. Thursday, he and Mr. and Mrs. Herod attended the Amarillo-Lubbock ball game in Lubbock, and then went to Snyder. Mr. and Mrs. Herod returned home Friday.

Mr. and Mrs. C. D. Braock and Mrs. C. R. Lackey attended business in Lubbock Monday morning.

Wanda Hahn and Gene Knight of Texas Tech, visited in the homes of their parents Saturday night and Sunday.

Benjamin Franklin is called "The Father of the Circulating Library."

## T. B. On Increase In 21 States

An increase in the tuberculosis death rate in 21 states during 1943 may portend a general wartime and post-war rise in the incidence of tuberculosis unless every effort is made now to bring the disease under control, Dr. Kendall Emerson, managing director of the National Tuberculosis Association, warned yesterday.

Commenting on recently compiled statistics on tuberculosis death rates in 1943, Dr. Emerson said that while the death rate in the nation as a whole declined nearly three per cent as compared with 1942, there was an average increase of five per cent in 21 states. The higher mortality was evident particularly in industrial of the northeastern and north central sections of the country, he stated.

"Although it is too soon to draw definite conclusions from these figures," said Dr. Emerson, "two theories have been advanced to explain the increased death rate in these industrial states.

"One is that the threatened wartime rise in the disease is already becoming a fact and is showing first in the crowded industrial centers. We know that tuberculosis has increased after all past wars because resistance to the disease is lowered under the physical and mental strains which accompany war.

The states with the advancing death rate in 1943 were Arkansas, Colorado, Georgia, Illinois, Kentucky, Louisiana, Maine, Minnesota, Massachusetts, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Dakota, Rhode Island, Vermont, Wisconsin, Wyoming.

# WELCOME

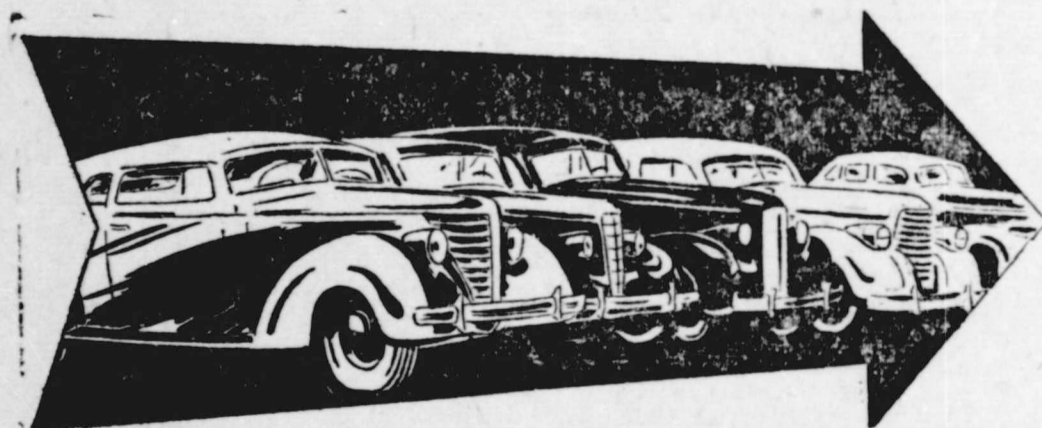
## TO OUR NEW HOME!

We are now located in our new home on Broadway and we extend a hearty invitation to all our friends, customers and acquaintances to call on us for a good old-fashion visit. We are proud of our new home because it will enable us to better serve you. You are the ones who have made it possible and we want you to be the ones who benefit by it . . . The added space will make it possible to stock a much larger supply of needed merchandise. We pledge ourselves to continue to give you the very best service in the shortest time possible.

Be Sure To Come In To See Us

C. E. ROSS—Owner and Manager	SHORTY FORBES—Shop Foreman
G. H. HOLMES—Assistant Manager	EARL BRADLEY—Mechanic
Hugh Holmes—Used Car Manager	C. T. NOWLING—Mechanic
SAM BRIAN—Bookkeeper	FRED CARTER—Porter

Home of Pontiac, G. M. C. Trucks and  
Minneapolis-Moline Implements



Used Cars  
Used Trucks



# ROSS MOTOR CO.

CORNER BROADWAY AND 7TH

"Gangway" please —  
We're on our way to...



THEY SELL THE BEST MEATS & POULTRY



Our creed: To sell you only the finest meat on the market. Piggly Wiggly quality meat must satisfy or your money will be cheerfully refunded.

- LUNCH MEAT— lb. ----- 35c
- WEINERS— lb. ----- 35c
- TREET— 12 oz. can ----- 36c
- BEEF RIBS— lb. ----- 22c
- CHUCK STEAK— lb. ----- 28c
- T-BONE STEAK— lb. ----- 42c

**PEACHES** Libby's No. 2 1/2 jar ----- **30c**

- APRICOTS—No. 2 1/2 can ----- 29c
- BROWN BEAUTY BEANS—can ----- 9c
- FRUIT COCKTAIL—Libby's No. 2 1/2 ----- 33c
- MEXICAN DELMAY—can ----- 15c

**SHORTENING** Jewel, 3 lb. ----- **57c**

- WESSON OIL—quart ----- 51c
- NIBLETS CORN—Delmay, can ----- 13c
- PEAS—Rosedale, No. 2 can ----- 15c
- ASPARAGUS—Rosedale, all green, No. 2 ----- 36c

**JELL-O** All Flavors Package ----- **7c**

- GREEN GIANT PEAS—No. 2 can ----- 16c
- BABY FOOD—Libby's, 3 cans ----- 20c
- PORK & BEANS—Marshall, 300 can ----- 8c
- BEETS—Marshall, No. 2 can ----- 12c

**MILK** Pet or Carnation Sold for the baby only—3 tall cans ----- **27c**

- PURE LARD—4 lb. ctn. ----- 74c
- SANKA COFFEE—lb. ----- 36c
- BRIGHT - EARLY COFFEE—lb. ----- 27c
- BORDEN'S HEMO—lb. jar ----- 49c
- HERSHEY'S COCOA—1/2 lb. ----- 10c
- OVALTINE—large ----- 68c
- WAFFLE SYRUP—Staley's, No. 5 ----- 43c
- BLACKBURN SYRUP—gal. ----- 69c
- CAMPBELL'S TOMATO SOUP—can ----- 9c



- KARO—Blue Label, No. 5 jar ----- 38c
- SALT—Bee Brand, 25 lb bag ----- 39c
- SUGAR—Powdered or Brown, lb. ----- 8c
- MORTONS TENDERQUICK—2 1/2 lb ----- 49c
- DYNO CORN SUGAR—lb. ----- 12c
- LIFEBUOY SOAP—3 cakes ----- 20c

**SUGAR CURE** -Morton's, Large can ----- **79c**

- CABBAGE— Mountain grown, lb. ----- 5c
- RINSO—large pkg. ----- 23c
- RAISIN BRAN—Skinner's, pkg. ----- 10c
- APPLES— Delicious, extra fancy, lb. ----- 12 1/2c
- LUX FLAKES—large ----- 23c
- POST TOASTIES—pkg. ----- 8c
- ORANGES— Texas, Juicy, lb. ----- 9c
- IVORY SOAP—large ----- 10c
- SHREDDED RALSTON—pkg. ----- 12c
- GRAPEFRUIT— Texas, lb. ----- 7 1/2c

**SUGAR** Pure Cane, Cloth Bag 5 lb. ----- **34c**

- BELL PEPPERS— lb. ----- 12 1/2c
- POST BRAN—pkg. ----- 9c
- CUCUMBER PICKLES—Heinz, fresh jar ----- 29c
- LETTUCE— Large heads ----- 12c
- HEINZ CATSUP—large bottle ----- 26c
- HEINZ INDIA RELISH—jar ----- 19c
- SWEET PICKLES—Heinz, jar ----- 21c
- HEINZ BAKED BEANS—lg. jar ----- 16c

**OXYDOL** Large Package ----- **23c**

Back 'em Up!  
KEEP BUYING WAR BONDS

**PIGGLY WIGGLY**

Back 'em Up!  
KEEP BUYING WAR BONDS

