# 3256 Papers Today -.. 9 New Subscribers this Week 

## THE OLDEST BUSINESS INSTITUTION IN TERRY COUNTY <br> ESTABLISHED 1903

Best Advertising Medium The Herald has the largest paid in advance arculation of any weekly newspaper on South Plains.

Che ©xtr Countn Zterald
Not Neutral-Not On The Fence-A Paper With An Opinion And A Purpose

The Herald has grown with this section
from strictly a ranch country. This area from strictly a ranch country. This area
now consists of thriving towns and cities, supported by scientific farming and stock
farming, augmented by huge oil fields, with farming, augmented by huge oil fields, with
the nation's largest known oil reserves.

## PURSES ANNOUNCED


\$97,217,50 Lowest Will Ed Harris Visits Bid For Paving Friends Last Week

Dr. Marshall, Wayland President, Speaker Rotarians, Lions At Rotary Tonight; Plans European Tours Cooperating With
 Jaycees In Work

## Parade Is Thursday Lead

Opening Features
Show Of Entries,
Sponsors, Floalts

Jaycees Complete Plans; Readiy Fo Pig Celchration
divisuals my his




JUNE 232425
'MY WIFE LIKES TO SEE WHERE THE
MONEY IS GOING"
Women are like that-but we don't
mind. once we grease or service
 tention. Drive in while you are here
to attend our Rodeo to attend our Rodeo for servic

HAMILTONS SERVICE STATION 100 W . Main

## Greetings



Brownfield JUNE
23. 24. 25

JOHNSON
implement company


## FULLY

REFRIGERATED Down to the Floor!

BIG Extra Capacity
9.3 cu.ft. $\$ 295.50$

Doluxe Foatures
 shelf capacity. . .ero Zone Freezer Locker
. . Fully Adjustable Shelves.. all pours
at an amazing low price in this Philco 991.
Only
$\$ 235.5$

$\$ 399.50$

## Copeland Mardware

503 West Main

Phone 6


## Hi-Ho Drive-In Theatre

TERRY COUNTY HERALD, FRIDAY JUNE 17,1949 Phi betas to have
TONIGHT At VET hall Members of the Phi Beta Mr. and Mrs. H. F. Williams
Craesus will have a dance (FriCraesus will have a dance (Fri- of Lubbock spent Sunday night
day) tonight at $8: 30$ P. M. at the with her sister, Mrs. I. H. Morris, Veterans Hall.
Admission

## couple, and ed to attend

## PRICE

SOMETIMES MAKES THE INITIAL SALE QUALITY
we farubieity SERVICE FRIENDSHIP CLEANLINESS
OUR PRICES ARE REASONABLE
We urge you to visit our roomy air conditio ed tore and and ito in comport

## The Food Mart

,


## Welcome, Visitors

To The
JAYCEES $2^{N D}$ ANNUAL


JUNE 232425
Come in and visit our store while attending the Rodeo We carry a complete line of Frigidares, Stoves and Elec trical Appiances.

## FABM \& HONE APPLLANCE

Phone 255-J

611 W. Main



## NEW BIG POWER

 in Studebakers medium-duty trucks!Studebaker's new 100 h. p. "Power Plus" engine impresses truck operators! A new combination of horsepower and high torque in the
$11 / 2$-ton and 2 -ton truck field!


WEST TEXAS MOTORS

> ALL
> ROADS
> LEAD TO


## Brownfield Ifodeo



WELCOME TO BROWNFIELD RODEO June 23-24-25
$\qquad$
$\qquad$ your soiled riding habit to us. We will take out all
spots and stains- remove unpleasant odors. We . We
clean everything to your complete satisfaction. Try

## City Cleaners



| CHUM <br> SALMON <br> 1b.can -..-. 43c |  |
| :---: | :---: |
| $\begin{gathered} \text { ARMOUR } \\ \text { MILK } \end{gathered}$ | M9 Mr ${ }^{\text {Pr }}$ |
| $\begin{gathered} \text { HEINZ } \\ \text { BABY FOOD } \\ 3 \text { cans } \ldots-.-25 c \end{gathered}$ | WHOLE BEANS, No. 2 _-----17c <br> DEER <br> TURNP GREENS, No. 2 ---- 11c <br> MARSHALL <br> HOMINY, No. 2 <br> 3 for 25 |
| ALWAYS TOPS! $\square$ (1) DELAVOUSS | VAI-TEX <br> BEETS, No. 2 can $\qquad$ <br> DORMAN |





##  <br> 号

 Hickory Grove
 Two Escape Injury In Collision

 mounh wen wavies , int ply

## CONCRETE <br> Products are Best

A $\square$
The Low Down From





WELCOME,
RODEO VISITORS

## KYLE GROCERY

PALACE DRLG

HOSPITAL NEWS

City To Launch Campaign Against Flies, Mosquitoes

Small Twister West Of Town Sun. Night
Mrs. B. Stice, who lives $\quad \begin{aligned} & \text { Treadaway-Daniell treatment at } \\ & \text { was not hospital, but }\end{aligned}$


## Greetings:

## FROM THE HOME OF

 KAISER-FRAZER-and OLIVER TRACTORS More power to the Big Rodeo and a grand welcome to the Rodeo Performers and Fans Let's make the Old West live again-and let's
make the aycee Rodeo of Brownfield symbolic make the aycee Rodeo of Brownfield symbolic
of the Old West in every prospect.

## 1 Great Time

While you are in town, Visitors, come around and see us. Bring that Kaiser-Frazer in and


| AN INVITATION <br> to visit America's <br> newest and most modern motor oil plant |
| :---: |
| Lubricate for safety every 1,000 miles |

## AN INVITATION

to visit America's newest and most modern motor oil plant
big doings", at Kansas
nd 22nd. ". "hien Phillipss,"
holds "open house"
$u$ and your family and friends are invited,
There'll be guided tours and refreshments,
d you'll get an exciting "eveful" of what
Phillips has done to make possible finer lubri-
You'll see motor oil scientifically packaged
new high speed conveyors and miraculous new
machines that turn out up to 250 cans of oil a minute. You'll see special automatic
blenders that maintain exact standards of uniformity and purity. Cito", where Phillips blends finer "Lubrigive your car lubrication plus engine protec-
tion. Remember the dates... June 21st and 2 nd ... at Kansas City, Kansas. Any Kansas
City Phillips 66 Dealer can give you direction ty Phillips 66 Dealer can give you directions
(66)

Lubricate for safety every 1,000 mile


Texas Veterans Free To Select Privately Owned Land Tract ForFarmorRanch Home


MEET US AT

## THE BPOWFFELD ROOEO

DON'T BE ON THE FENCE!
Step right up and take the bull by the horns. Don't settle for anything but the HANDLE
PANHANDE REFNNG CO.
LOYD TURNER, Consignce
$\qquad$

Welcome Fans TO BROWNFIELD


Shop for the best and save- it pays. Why not order your gro-
ceries early this week so you can
be free to attend every be free to attend every
of the Rodeo next week.


ON TRIAL-Former State De above, is being tried in the New
'York
two counts of ofrict Courtury our on
twing two counts of periury arising
out of his testtm mony concring
the turning of State Department

## WELCOME



While you are here be sure to see our fine selection of Used Cars. New car trade-ins thoroughly reconditioned and guaranteed.

1949 CHEVROLET STYLELINE DeLUXE Two-Door. Our Sales Manager's personal
Cadio, seal covers, whitesidewalls, etc.. Beautiful vista grey. - $\$ 2,080.00$ 1948 FORD SUPER DeluxE V.8. Two-Door. Radio, Heater, Seat Covers. Low
$\qquad$ 1947 CHEVROLET FLEETLNE Four-Door; Radio and Heater, and other extras. It's 1947 PLYMOUTH SpEcIaL Deluxe Four-Door. Here's a real buy! Heater and 1946 CHEVROLET AERO. Guaranted to be the cleanest one you'll find. Radio, Heater, tone green. This car is SPotLess, and a real buy at only

ALL OF OUR CARS CARRY A SOLD WRITTEN GUARANTEE

> RЕмемвеR:
"The CAR Makes Good-or WE Do!"

## Teague-Bailey




Arnita Lucas Marries Jack Everitt June 12

Mrs. Duffy Hostes To Tokio HD Club

The ©rtry Countu Eterdi

## First Baptist Youth Week Revival 19th

Mrs. Bowman Hostess To Pleasure Club ..... 


Finleys Entertain
With Bridge Supper
George O'Neal, Mr. and Mr. and Mrs.
Tom Harris, Mr. and Mrs. Georg
Germany, Mr. andNeedmore HD ClubEnjoys Weiner Roas
Jo Ann Josserand, RoyWicker, Jr. To WedBaze-Collier Wed In

Pretty Home Service

Baze-Collier Wed In

Gee Gee's Chit Chat
crisper drawestrays. Tworge doepe
bin. See the Philco 892 rage
$\$ 275.00$

COPELAND

HARDWARE


TOWN BUILDERS



## Welcome



$\qquad$
$\qquad$
$\qquad$ MARY WINSTON

| FINISHED PICTURES IN 1 MINUTE <br> Taken At Your Home Or Business |  |
| :---: | :---: |
|  |  |
| shut-inns | P |
| parties |  |
| reunions | Size $31 / 4 \times 41 / 4$ |
| WEDDINGS HOMES or | Sepia Tone Deckle Edge |
| FIRMS | MARY WINSTON |
| Across | from Presbyterian Church) |
| Phone 69-R | 307 West Broadw |

## GRILL CAFE <br> WELCOME FANS AND PERFORMERS <br> show this year. These shows are some all of the family will enjoy. To make your meals with us, where courteot have <br>  <br> 



JUNE 232425
The Brownfield Jaycees are presenting a fine Rodeo this year, and we are proud to join them in inviting all rodeo enthusiasts and visitors her for the Big Show.

Call us for any of your plumbing or electric needs or supplies - we have them.
BALLARD Plumbing © Electric

Phone 173


## WELCOME


to

## The Big Rodeo



We-welcome all visitors, far and near, to come
to Brownfield for the rodeo. We think this will be the greatest show ever produced here, and
ranks high in West Texas rodeos. We also wel

COOD FEFD MEANS BETTER PROFITS FROM ANY TYPE ANMAL

Whether it is rodeo stock or farm animals-horses, hogs, chickens,
or even a wool producer-good feed plays the major part in gettin
greater profits. We have the feed you want-high in protein, but LOV For fun, see the rodeoAND FOR FEED, SEE US.

## Brownfield Milling Co.


$*$


## RODEO FANS

While you're in the swing of preparing for the Big annual Rodeo-play safe-don't fail to give your car if's proper attention. Drive into a Texice station and let one of our courteous attendants help you.

DRIVE IN TODAY
THE TEXAS COMPAMY


NEWS

WELCOME

BROWNFIELD



THE HICH GRADE PRODUCT

## JOHNSON NEWS


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$\qquad$
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$\qquad$
$\qquad$ and

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COPBCSY
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For Your
Insurance
Needs
Tarpley Insurance
Agency
ors wet nat

BOB SPEAR
radio service
PROMPT, EFFICIENT SERVIC
PARTS AND TUBES FOB L work guarantefd and experience Brownfience Brownfield, Texas Lubbock Road


## VOTE

For: Agains:

Phone 184 WE DELIVER Pasteurized or Raw
 ORR nam DAIRY



W $_{\text {car engines these days, that's }}^{\text {HEN the talk turn to cars and }}$ gets as much out of present fuels as $\quad \begin{aligned} & \text { ging engine on the market. }\end{aligned} \quad \begin{aligned} & \text { wordsh means, in very simple } \\ & \text { ander go see for yourself }\end{aligned}$ topic you hear much about.

So it's fairly interesting to note that,
even back before the war, Buick
ensines even back before the war, Buick
engines like this one were touring
the testing grounds with compres. be stepped these ratios can readily be stepped up to fit higher octane

And probably most important all, that high compression is only
one measurement of a good engine
$\qquad$ There's the fundamental matter of cubice enchiciency-power outputacement ent per
cull it. On that scors
call where it always has-just about tops
in its field! "Buicks' the Buy"


 At The Churches At The Churches


JOHNSON NEWS

THE BIG SHOW June 23-24-25

WEICOMF RODFO VISTORS AND PERFORMERS to
BROWNFILD
Robt. L. Noble
Become 'Repulsive' Are your "GUMS" unsightly? Do
hey itct? Do they burr?-Drug
ists return money if first bottl $=$


## Congratulations

 Brownfield Jaycees PORTYOO MOOOR CO. IIC.


Phone 84 Brownfield, Texas


## cOCA COLA

## HANDY SIX BOTTLE CARTON

## Miracle Whip

 160 Cz Jar SALAD DRESSING 274
## 

 PEACHES Red Dart In Syrup No. $21 / 23$ For $50 c$ TOMATO JUICE Curtis 46 oz. 3 For 50 c HOMINY Stilwell No. 2 Can 6 For - 50 c CATSUP Heinz 14 oz. Bottle 2For 50c

FOOD CLUB STEAK

## LOIN or CLUB

pank
SHOULDER - lb.
BACON Cudahy Wicklow Lb. ... 39 cFRANKS Furr's Lb. Pkg. ...... 49 c

CHEESE Full Cream Longhorn Lb.

PEARS Hunts InSyrup No. 303 Can 2 For 50 c
GREEN BEANS
Renown Whole No. 2 Can 3 For ...... 50c

## PRESERVES

Mother Hubbard Pure Fruit Apricot, Peach, Plum, Pound Jar $\qquad$
PICKLES Sour or Dill 0. 2 For 50c

## PINEAPPLE

Libby Sliced or Crushed Flat Can

## DRUG SPECIALS

 EVERSHARP SHICK Blades 75c Valne INSTRE CREME Shampoo \$1 Value COLGATE DENTAL Cream 50c Value Bayer Aspirin-100's 49c TALC Johnson Baby 50c Value$\qquad$

MODART
SHAMP00

| 75 C Value $\quad 29 \mathrm{c}$ | $\begin{array}{l}3 \mathrm{For} \\ 10 \mathrm{c}\end{array}$ |
| :---: | :---: |

GLOVES Rubber Pr. 39c EX-LAX 25c Value - 17c


BABY FOOD Libbys .-.-. 6 Cans For 50c SPINACH Winter Valley No. 2 .-. 4 For 50c 69c TISSUE Northern -...........- 6 Rolls For 50c 29c TAMALES Delgado Tall Can ....... 4 For 50c SOAP SOAP SOAP $=10 c=17 e$ SPRY $=35 \mathrm{~B}$ BREEE $=38 \mathrm{~m}$



## SUPER DOG Frozen Malts

LUBBOCK HIGHWAY


FOR EASIER VACUUMING

$\square$


## A GOOD RODEO

But right now let's talk about the good Rodeo.

WE WELCOME THE VISTTORS


June 23,24 and 25 , and make it a gala occasion. It's going to be thow fans, and we especially want to con gratulate the Jaycees on their efforts
to put the show in the limelight of West Texas.
Meet us at the Rodeo. If we all attend this year, it will help to make a still
greater show next year.

Tery Cunty Lumber Compary

Service Station Job Does Not End With Sale of Gas and Oil



CONGRATULATIONS
Brownfild Jaycees, on Your second annual RODEO
TARPIEYINSURANCE AGENYY

From Light=Duty Carriers to Heavy-Duty Haulers


TEAGLE-BAILEY CILEVROLET COMPANY
suit with brown accessories and LA FIESTA CLUB meETs
the red roses from her tiara and wiTH MRS. HARDY
$\qquad$
$\qquad$




SWART OPTOMETRIC CLINIC 516 West Broadway
BROWNFIELD, TEXAS Dr. Gordon E. Richardson


## *WFRIGIDAIRE <br> America's No. 1 Refrigerator



FARM \& HOME APPLIANCE


## Welcome

to

## Brownfield

and greetings to the

## Rodeo Fans

On June 23rd, 24th and 2 5th many, many people whatherin irowniel wo seayd Rodeo and we want to have a part in
the great welcome that the city extends to everyone. Our business, of corse, is FINE
GIVNXNVG. so naturaly we werstand efforts of the Junior Chamber of Commerce to produce atop-qualityer show Fomer vorkmanship appeals tous - that how
we gimed up"a reputation for doing uality work for the cotton farmer.

Congratulations to the Brownfield Jaycees on their Great show.

## HERMAN'S GINS

HERAN'S GIN

FOSTER GIN

