Best Advertising Medium The Herald subscription list is a splendid
bend of town and rural readers, folks who can and do pay for their papers- they do
not ask or want it donated to them. Many 30

Che ©rtry Comin Fituli
Not Neutral-Not On The Fence-A Paper With An Opinion And A Purpose

## Safety Campaign To Be Launched In City

GRAND PREMEERE TODAE
New Piggly Wiggly Super Market


1951 March Of Dimes Drive Opens Monday

CHAMBER OF COMMERCE CONDUCTING SURVEYS IN INTEREST OF CITY


More Than 6 Million '50 Building Permits Gain In Deposits Pass 2 Million Mark

| Meeting Of Dairy |  |
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| Men Set Tuesday |  |
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## Che ©erry County Fferald <br> Gee Gee's Chit Chat

Donmeyer Wartes Eicke-Moore Vows Vows December 28 Read In New Mexico

Old Gee Gee sort of got lost
in the shuffle tast. week. Went to the new building and wow*
El Paso to the Sun. Bowl Game
for all the details concerning the


| $\because$ I theenk. | . |
| :--- | :--- | :--- |
| Much goings on this week, kids. | grand opening of the new Piggly |
| Wiggly, consult their big four pate |  |
| spread in this issue of the Herald. |  |

 Dee and I got stomped severial and to Davis \& Humphries on
times monday for. our efforts to at ond their fine achievement. . get . into .some of the stores. It
means a lot, though, to know that
people in Brownfield people in Brownfie
money. . or mos.
$\ldots$ here at home.

 Brownfield. and all those gory de- chairman of the drive for Terry
tails. For another thing, plans are and Yoakum counties, and has
going great guns for the annual high hopes of going over the top



King Winter Spotlights King Cotton

$\mathbf{T}_{\text {go north }}^{\mathrm{HE}}$ arrival of King Winter is a cue for King Cotton to Athough' generally considered a summer fabric, cotton
has successfully stolen this year's snowy fashion scene by has successfunly stoven vigh and versatility.
The cotton boucle tweed suit (right), for instance, makes a practical, crush-resistant travel costume. Featur-
ing a belted, button-front blouse, the suit achieves graceful ing a berted, butim-troning skirt.-
tines with a slim taperits Black accessories, a gold choker anle.
further compliment the pert ensemble. For the outdoor girl en route to a winter sports resort, Council showing in New York.
The New York designers teamed a boxy braid-trimed
jacket and slim skirt with a tattersall-checked corduroy jacket and
weskit (left). Light-colored gloves and a velvet-trimmed tailored felt
hat gave added zest to the smart and practical outfit. And hat gave added zest to the smart and practical outfit. And
the jacket may be worn as a separate with harmonizing
or contrasting skirt or contrasting skirt. The skirt, too, can do double duty
in the wardrobe.
Both creations, previewed in New York, seem to indi-
cate that Coiton is on tlie march and will henceforth move Both creations, previewed in New York, seem to indi-
cate that Cotton is on tlee march and will henceforth move
north for the winter as soon as the birds streak soutti.

Wedding Ceremony Performed Dec. 22


## $\left\lvert\, \begin{aligned} & \text { returned from Pennsylvania } \\ & \text { where they spent } \\ & \text { the holiday }\end{aligned}\right.$





##  <br> Clnnouncing

LOWES STUDIO - 604 WEST MAIN-

- Portraiture - Commercial Photography Baby Pictures - Photo Finishing Weddings - Identification Pictures
- Anniversaries - Sport Pictures
- Copying - Enlarging - Oil Coloring WE CARRY ALL SIZE KODAK FILMS
Brownfield, Texas
Phone 723-M



## New

Plymouth Gombines
Beauty and Riding Ease


LADIES DRESSES
Woil Liner; Shantung, Silks
:Reg. $\$ 10.95$ to $\$ 24.95$

|  | SUITS \& COATS |  |
| :---: | :---: | :---: |
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| marem $\$ 2.50$ | SPMME CLDVES |  |


|  |  | ONE GINUP |  |
| :---: | :---: | :---: | :---: |
|  |  |  | 1/2 Price |
| Ranine ROES | 1/4-0FF |  |  |
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COMBINATION WITH

hardmilleo. oelighteuliy fragrant

## 56c <br> FOR

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元Salad Dressing gatin win win uame 15 GET YOUR COUPON AT THE STORE

## the perrect complexion soap

mild . . . fragrant . . . rich lathering the perfect bath soap
all over ... all day freshnes DEIBETT BRADEE
STOCKER
buy the ney complexion size today! 2 tor 27 c BEAM SPROUTS 15 C
to our friends and nelghors:
This is a great day for us. $\rightarrow$ and we hope to make it a great day for
you
 service anad a frinedly nod or handshake at the same time you did your Now, we can serve you even better . . . because now we can serve you
in a big new store with every modern convenience known. This is your store because you have mode it possible, so come in and let us show you
around. Were around. We're proud of a huge parking lot. We are proud of 13,050
square feet of floor space in which to take care of your every need. We IOO BAES FREE GROCERISS

DRESSING: ..... $35 C$
OLD BILL, NO $1 / 2$ CAN
VIBNA SATSAGE ..... 10 c
PORK AND BEANS ..... 3 cans 25 cBARY FOOD $\quad 3$ cans 27cREMARKABLE, NO. $21 / 2$ CANPEARS33 c
들
Orange Juice ..... 25
COCKTALL PEANUTS..35c



are proud of the 50 feet of riffigigerated vegetables and fruits, 32 feet
of frozen foods, and 56 feet of readay-packaged meats for your selectof frozen foods, and canvenience when you shop with uis. Every pprson on this page thanks you for making this new Piggly
Wiggly Super store possible, and we all look forward to seeing you and serving y.ou in.it.
V. L. (Pat) Patterson, Manager John Bost, Market Manazer
and all the people at Piggly Wiggly
REGISTER WITHOUT OBLICATION

## 2

aERo wax ..... 29 c ..... 49c
PAPER NAPKINS ..... 150
HOMINY ..... 3100250
marGarine ..... 37 c
staRlac ..... 35 c
sat food ..... 150
TOLLET SOAP ..... 190
CLOROX guner bome ..... 176HEINZ BAKEIDBEANS
$\begin{array}{ll}\text { Two } \\ \text { cans } & \text { 2gc }\end{array}$ beautiful1
Mand
 KETCHUP

[^0]large bottle

## . 19 c

UNCLE BENS RICE-280z box38c
GNTCRRBREAD MIX - Dromelary, reg, bex ..... 25
PERCH ..... 43 c
HADDOCR ..... 59 c
PEAS
FUDGE MIX - Junke, reg box ..... 33c
Coù POTTED NEAT-Ho. $1 /$ can ..... 10 c
MEAL AMERICAN BEAUTY ..... 456
ATHM2 Heinz, 3 cans
Tomat Soup ..... 33 c





## TERRY COUNTY HERALD

Stricklinly Speaking

 $\qquad$
 Still on the subject of. Brown- the radio to some other sick Scout when he gets well. Another Christ
wood, the Howard-Payne college has announced that the will start
construction inmediately
library foyiding to cost $\$ 250,000$ on the campus.
Aong. about the last of this
month, according to the Healh


## MODEL 50-50 Flex-A-Matic Clutch Power Lawn Mowers



Dimes Drive Includes Petroleum Peggy Warm Springs
 Implement Show


| G. I. QUESTIONS | Church Building |
| :---: | :---: |
| and ANSWERS | Campaign Begins | and ANSWERS Campaign Begins






FOR SALE


Mckinney's Insurance Agency
$\qquad$
TRACTORS
For Sale

Ceuirpent.
New Equirment


Johnson Implement $C 0$.
phane 3is
$\therefore$ Classified Ads

$\$ 50.00$ per acre FOR QUICK SALE PLACE YOUR
LISTINGS WITH US

Ranch for Sale
Farms For Sale
Ss.50 per acere. Brownfield Bldg. Ph. 320


## WHY PAY RENT?

When you can pay as low as $\$ 100.00$ down and $\$ 30.00$ per month And Own Your Own Home!

## SEE

AVINGER LUMBER CO.

phone 824

"The Home of Good Houses"
"Built to Order"

# (The Curn Comnty THerald Interior of Super Store 

The Hensons Visit Daughters Here

## Home Improvement Studied By Clubs

Mother of Local Residents Claimed


WTCC MANAGER WILL SPEAK AT ANNUAL C. OF C. BANQUET HERE
$\qquad$ New Crosby Sheriff Lampp Tells How Warns Booteggers He Trained Pup

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REPORT OF CONDITION OF BROWNFIELD STATE BANK \& TRUST CO

of Brownfield, Terry Country, Texas, at the close of business. December 30, 1950, a state a member of the Federall Reserve System. Published hin accordance with a call made by a member of the Federal Reserve System. Published in accordance with a call made

the Siate Banking Authorities and by the Foderal Reserve Bank of this District.
$\qquad$ United States Government obliagtions
Obiligations of States and political sul $2,330,199.63$
$632,409.09$ Corporate stocks (intcluding $\$ 12,000.00$ stock of Federal Reserve Bank Bank premises owned $\$ 145,000.00$, furniture and fixtures $\$ \$ 0,000.00$
Bank premises owned are subject to $\$ 220,546.12$ liens not assumed Real estate
Óther, asset $28,059.40$
$3,374,924.18$

Demand deposits of individuuls, partnerships, and corporations an Time deposits of individualis, partnerships, and corporations

Deposits of States. end Polititical Subdivisions
Deposits of Banks,
Other deposits certifi TOTAL DEP OTAL LIABILITIES (not including subordinated obligations 25,755.01 - aprtal account Capital* $200,000.00$
$200,000.00$ Sumbe TOTAL CAPITAL ToTAL LIABILITIES AND CAPITAL ACCOUNTS
$\qquad$
$\qquad$
Assets pledged or assigned to secure liabilities and for other purposes $\$ 2,283,882.16$ i, Donald R. Cade, Auditor, of the above-named bank, hereby certify that the above statement is true to the best of my knowledge and belief.

Donald r. CADE CoRRECT-ATTEST: GILLHAM<br>J. E. GILLHAM BRUCE ZORNS



GARDEN FRESH VEGETABLES AND FRUITS. Above is pictured the
$52^{\prime}$ case containing a variety of fresh fruits and vegetables to be found in the new Piggly Wiggly Super Store, which is being formally opened


NEW CHECK OUT EASE. Six Check cut booths, with all the speed fea Sures, pictured above, are to be found in the new Piggly Wiggly Super


QUALITV


SUPERB SELF SERVICE FOR MEAT. Pictured above is the 56 ' mirror-
ed-back meat case, supplied from the rear to avoid interfering with our shopping, and cnotaining a wide selection of fresh meats at the

Last Rites Held Services Held For For Mrs. Bond


1947 CHEVROLET
Clean Areo Selan
$\$ 950.00$
Martin Motor Co.
 Any new form of advertising there are vast hordes of this, that
Is always popular until thorough--
and the other schemes in BrownMy tried out. The latest to cut a field to extract some surplus ow swath was television, and for cash from would-be suckers. An
anhie it seemed that some other
other thing that busy busine
okould simply "swunk up,"
men are reluctant to do, it woul zaccording' to Printer's Ink maga- seen
zine.in its current issue. But last
year, newspaper advertising went year, newspaper advertising went now, we have had a ruling here
ahead again, and showed the big. that all solicitors and sellers of
gest net gain. The dollar expen- merchandise must have a liense,
diture avertising was up 3 per or a t least a permit to solicit.
cent for October.: of this, the The idea is to task each and ev-
newspapers showed a gain of 7 ery solicito whe eame "pereent, wwith television second asking for funds to show his cre-
with a three percent gain and ra- dentials. "If he doesn't have them,
"dio $Z$ percent. Magazine and out- you'd better watch out," says
 shiswed.a
tising of
competito
of the .Brownfield Chamber.
num saying that "on
good. And according to the opin- News had quite a comeback a
ion of the manager, Red Smith, lus because - we don't

higcinbotham-bartiett co.
L-U-M-B-E-R and building materials of all kinds.

Frigidaire Sales and Service - Your Complete Appliance Store FARM \& HOME APPLIANCE CO. 61! West Main Phone 255-J

## Mcility - STPPRENS

 ABSTRACT CO.MICROFILM SERVICE


The eight America rates as great! I951 STUDEBAKER COMMANDER V.8

It's up in power and performance! It's economical in gas and upkeep! It never needs any premium fuel! Its "miracle ride" is a stand-out! It's the V-8 value No. 1 for '51! It's priced lower than you expect! See it! Tryit! Buyit!

## Still another bargain hyy! <br> 51 Studebaker Champion!

One of the 4 lowest price amen sima

## THET TEXRS MOTORS

220 S. 5th
Brownfield, Texas



PLANS AND SPCCIFICATIONS

CONSTRUCTION SUPERVISION HOME BUiLDIN
Prices equal to any based on same grade at home
CICERO SMITH LUMBER CO.



WANTED BY THE FBI



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-

Work For WTCC Cut Out For 1951


New Plymouth Beautifully Styled







HEALTH TALKS





## 昌明 ( ${ }^{\text {B }}$

## OPEN DOOR



## -- Classified Ads In The HERALD

Show The Way To BETTER OPPORTUNITIES For Buyers and Sellers Alike

## Your Best Bet For Quality Printing

Announcements - Placards - Envelop es - Statements Direct Mailing Pieces - Lelterheads - Ruled Forms - Booklels

## ©trw Countn Iteralo

Phone No. 1 - Remember the Number - That's Us

##  LYSOL

 550


Low Prices Every Day


## C. I. QUESTIONS and ANSWERS



Youn mith he eow doess
Lubbock Daily Is At Least $1 / 4$ Right


 A hay theatheridernerse
 - - - - -

## FARMERS!

P Prices Paid For Your Cotton
C. E. (Bili) Williams

Phone 166



Dismanting" Law West of The Pecos" Hotel



## "AT LAST. IVE FOUNDA REALLY WASHABLE WALL PANNT!"

## YES, AND IT'S BACKED BY GIIDDENS OWN MONEY-BA

 GUARANTEE*
$\star$ Another
Coppland Harware


TERRY COUNTY HERALD wound up 'by organizing' the $s$ Maund up by organizing the St.
Marks Telephone Co., a cooperative with 93 . subscribers. The siren on the firechouse was hooked. up to one of the dial num-
bers, so. anybody in the township Since the federal mint was established 158 years ago, the gov-
ernment has produced approxi-
mately $31,60,000,000$ coins of all mately has proauced approxi-
types.

## Pope Adrian iv was an. Eng shman.

## Stop hat water Problems

With an Automatic Gas Heater Sized to Your Needs Just set the thermostat of a new automatic GAS water heater and you
automatically get whatever degree of
"hotness" you want...from practical medium temperatures, that can be quickly mixed for baths and delicate fabrics... to extra hot for snow white linens and sparkling dishes. Study the chart for the size automatic GAS water heater to meet your needs... then, ask your damily. family.


## WestTexasGus Company <br> helping Build West texas Since 1927

REPORT OF CONDITION OF THE FIRST NATIONAL BANK



 What Fun!







Farmers Sound Capitalists,
Nation's Economic Leaders





UNON

POOL NEWS

cheo wad wir wid












 PONTIAC
Four Door Chieftain

## $\$ 995.00$

Martin Motor Co Lewteren Alex ates ome chic


CHURCH TO DO
SOME EXPANDING The officials of the Crescent
Hill Church of Christ have an-
nounced an expansin ane Hil Church of Chnist have an-
nounced yar expansion program
for this year. A second
schedureh is or this year. A second phorram
scheduled to be builon
chure is
cently purchased on on a site re-

According to their Bulletin that
wass mailed
propose to build week $\begin{aligned} & \text { a brick ano and they }\end{aligned}$
tile

 Hill congregation was becoming
crowded tor toom as the town
grows, not that the new. building
would be handy for many memwould be handy for many mem-
bers. in south. and east Brown
field. VISTTED gelatives
 Mrs. Viola Slade, of. Bowie.
The relatives also visitted in a ryyne.

Holiday visitors in the home
of Mr. and Mrs. Fred Smith were
her son; Roy collins. of Lanith were
s. C., and her daughter, Mrs.
No Andrews, Dr. Andrews,
nd Cohn Collins Andrews, all
wondered about that, myself,",
Anyway, may each of these

## ANNOUNCING

the opening of
Townsite Office
in
Oak Grove Addition
OPEN FROM 1 P. M. TILL DARK

PUBLIC INVITED TO VISIT ND INSPECT HOUSES UNDER OVER PLANS

McKinney's Insurance Agency


MINUTES OF COUNTY FINANCES
TREASURER'S REPORT
recapitulation

| Road and Bridge Fund, Balance <br> General County Fund, Balance |  |
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| Terry county courthouse \& Jall bonds. |  |
| Terry County Courthouse \& Jail BondsTerry County Special Road BondsTerry County Farm To Market Road Bonds |  |
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