









**HOLDING BACK PROGRESS**

Our nation is rapidly approaching a cross-roads in its economic life. We must either reaffirm our faith in the private enterprise system, and take the measures necessary to preserve it, or decide once and for all that it has lost its usefulness and let it slide further under the control of tax-hungry, highly centralized, bureaucratic government. The decision to be made is just that clear. At stake is your prosperity and your freedom.

Most Americans will contend they have made the decision time and time again—in favor of keeping the private enterprise system and resisting socialization of our economy. That's true. But the governmental action necessary to make the decision effective for the future has not been taken. Our private enterprise economic system is being robbed of its vitality and the opportunity for adequate expansion by a taxation system harshly penalizing success and crippling the incentive for private investment.

**Significant Study**

The U. S. News, weekly news magazine devoted to national and world affairs, has just completed an intensive staff study of our nation's economy and the effects of various rates of taxation upon its progress. The researchers noted that in recent years the federal government has dominated the U. S. economy, taking about 25 per cent of the national income in taxes, buying vast quantities of goods and services, and enlarging its own industrial and business enterprises which compete with private business. The conclusions drawn from the study are of vital importance to every citizen. Here is the key conclusion:

"It is going to take drastic changes in taxes if private capitalism again is to work freely and on its own in the United States. A form of state capitalism, with government doing the investing, will have to emerge unless private funds increase."

"State capitalism," as used in this conclusion, means socialism.

**Need Incentive Restored**

The "cross-roads" in our economic life is just ahead. We will not get the expansion in the production of peace time consumer goods that will be needed to offset the reduction in the wartime government spending of the last 13 years unless taxes are reduced drastically to restore the incentive for private investment.

"If private capitalism is to take over as government withdraws," observes the U. S. News, "there will need to be incentives to take risks, rewards promised that will encourage investment. Yet you find that present tax policy, based upon punitive rates, has precisely the opposite effect." It discourages investment. Thus, as government begins gradually to cut the multi-billion spending budget and to open a production gap into which private enterprise should expand, the private funds to finance the needed expansion may not be available. Confiscatory taxes on the profits have been drying up the source.

**At The Threshold**

With atomic energy awaiting development, with the science of chemistry opening vast industrial horizons, and with our population growing, our nation stands today at the threshold of its most prosperous era. The development cannot be healthy unless it comes through the normal progress of our private enterprise system. For government to attempt it under "state capitalism" or socialism would mean the destruction of our American way of life and, in time, the loss of our individual freedom. And yet government will take over the job if incentive isn't restored to private enterprise.

Tax policies need overhauling at once. It is the most important task for the government and the people. The study by the U. S. News causes me to conclude that a uniform tax rate, at a figure low enough to ignite the dynamic profit motive, would open the way for doubling our living standard within the next 30 years. And from this broadening and mounting production of wealth under private enterprise would come adequate tax revenues for all the needs of sound, progressive government, without crippling anyone. This is an immediate goal toward which all citizens should push with all their might.

The United States has 1,784 surface coal mines.

**Charlie Price's Western Auto Associate Store**

**M. J. Craig Motor Co.**

**Bowers Liquefied Gas Co.**

**Custom Decorators Shop**

**Bailey Chevrolet Co.**

**Imperial Battery Co.**

**J. B. Knight Co.**

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**Goodpasture Grain & Milling Co.**

**Smith Machinery Co.**

**Farmers Co-Op Society No. 1**

**Gore's Barbecue Pit**

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**Jack's Garage**

**Higginbotham-Bartlett Lumber Co.**

**Tudor Sales Co.**

**Brown & Dean Nash Co.**

**Fair Department Store**

**Terry County Herald**

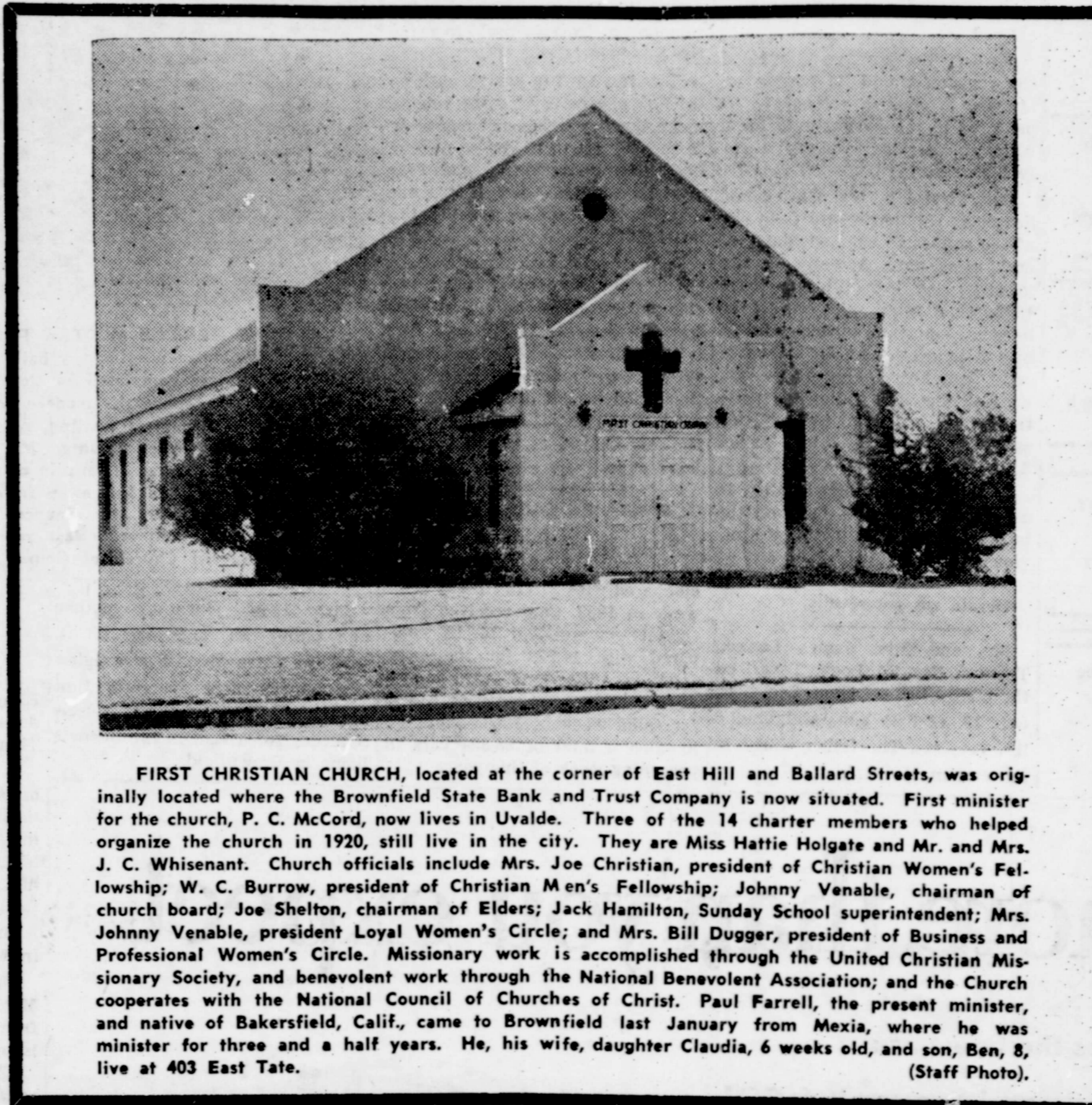
**Kersh Implement Co.**

**South Plains Readymix Concrete**

Rock, Sand and Cement We Deliver

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**Let's all go to Church Sunday where we are all one with the Lord**



FIRST CHRISTIAN CHURCH, located at the corner of East Hill and Ballard Streets, was originally located where the Brownfield State Bank and Trust Company is now situated. First minister for the church, P. C. McCord, now lives in Uvalde. Three of the 14 charter members who helped organize the church in 1920, still live in the city. They are Miss Hattie Holgate and Mr. and Mrs. J. C. Whisenant. Church officials include Mrs. Joe Christian, president of Christian Women's Fellowship; W. C. Burrow, president of Christian Men's Fellowship; Johnny Venable, chairman of church board; Joe Shelton, chairman of Elders; Jack Hamilton, Sunday School superintendent; Mrs. Johnny Venable, president Loyal Women's Circle; and Mrs. Bill Dugger, president of Business and Professional Women's Circle. Missionary work is accomplished through the United Christian Missionary Society, and benevolent work through the National Benevolent Association; and the Church cooperates with the National Council of Churches of Christ. Paul Farrell, the present minister, and native of Bakersfield, Calif., came to Brownfield last January from Mexia, where he was minister for three and a half years. He, his wife, daughter Claudia, 6 weeks old, and son, Ben, 8, live at 403 East Tate. (Staff Photo).

<p><b>CHURCH OF GOD</b> Rev. O. Stegall, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evangelistic Services</p> <p>Wednesday: 8:00 p. m.—Mid-Week Services</p> <p>Saturday: 8:00 p. m.—Young People's Services</p>	<p><b>FIRST BAPTIST CHURCH</b> Rev. Jones W. Weathers, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 Morning Worship 6:45 p. m.—Training Union 8:00 p. m.—Evening Worship</p>	<p><b>ST. ANTHONY'S CATHOLIC CHURCH</b> Lvelland Highway Rev. Thomas O'Reilly, S. A. C., Pastor Rectorry located at 1008 E. Hester. First, 3rd and 5th Sundays—Mass, 6 p.m. Second and 4th Sundays—Mass 8:30 a.m. and 10:30 a.m. First Friday—7:30 p.m.</p>
<p><b>FIRST PRESBYTERIAN CHURCH</b> Rev. Tom Keenan, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evening Worship</p>	<p><b>CALVARY BAPTIST CHURCH</b> Rev. Bill Austin, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Training Union 8:30 p. m.—Evening Worship</p>	<p><b>EPISCOPAL CHURCH</b> Of the Good Shepherd Scout Hut, Seagraves Highway Rev. Rex C. Simms, vicar</p> <p>Sunday: 8:45 a. m.—Morning Prayer and Sermon 9:45 a. m.—Sunday School Holy Communion, second and fourth Sundays</p>
<p><b>SOUTHSIDE CHURCH OF CHRIST</b> Bill Andrews, Minister</p> <p>Sunday: 9:45 a. m.—Sunday School 10:45 a. m.—Morning Worship 6 p.m.—Young People's Meeting. 7 p.m.—Church Service. 7:30 p.m. Wednesday Night—</p> <p>Thursday: 10:00 a. m.—Women's Bible Class</p>	<p><b>NORTH SECOND STREET CHURCH OF CHRIST</b> 219 North Second J. L. Pritchard, evangelist</p> <p>Sunday Morning Services, 10:30. Evening Services, 7:30. Wednesday Evening, 8:00</p>	<p><b>CRESCENT HILL CHURCH OF CHRIST</b></p> <p>Sunday: 9:45 a. m.—Sunday School 10:45 a. m.—Morning Worship 6:30 p. m.—Young People's Service 7:30 p. m.—Evening Worship</p>
<p><b>CHURCH OF CHRIST at Wellman</b> Minister, S. A. Ribble</p> <p>Sunday Morning: 10:00 a. m.—Study Period 10:45 a. m.—Preaching Services</p> <p>Sunday Evening: 7:30 p. m.—Study Period 8:00 p. m.—Preaching Services</p> <p>Wednesday Evening: 7:30 p. m.—Bible Study</p>	<p><b>CHURCH OF THE NAZARENE</b> Rev. Howard Smith, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Young People's Services 8:00 p. m.—Evening Worship</p> <p>Wednesday: 8:00 p. m. Prayer Meeting</p>	<p><b>IMMANUEL BAPTIST CHURCH</b> 506 East Stewart Rev. E. Denton, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Training Union 8:30 p. m.—Evening Worship</p>
<p><b>FIRST METHODIST CHURCH</b> Rev. Dallas D. Denison, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 10:50 a. m.—Morning Worship 6:30 p. m.—Intermediate Fellowship 7:00 p. m. Children's Choir 7:30 p. m.—Evening Worship</p>	<p><b>FOURSQUARE GOSPEL</b> Rev. D. W. Matthews, pastor</p> <p>10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Young People's Services 8:00 p. m.—Evening Worship</p> <p>Wednesday: 8:00 p. m. Prayer Meeting</p>	<p><b>FIRST CHRISTIAN CHURCH</b> Paul Farrell—Minister</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:00 p. m.—Young People's Fellowship 7:30 p. m.—Evening Worship</p> <p>Wednesday: 7:30 p. m.—General Night Service</p>
<p><b>WEST SIDE BAPTIST CHURCH</b> Rev. Milton Simmons, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Preaching Hour 8:00 p. m.—Prayer Meeting</p>	<p><b>ASSEMBLY OF GOD</b> Rev. Elmer Tyler</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evening Worship</p> <p>Friday: 8:00 p. m. Bible Study</p>	<p><b>NORTHSIDE BAPTIST CHURCH (Fundamentalist)</b> Rev. A. J. Franks, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Bible Study and Young People's Meeting 8:00 p. m.—Evening Worship</p> <p>Wednesday: 8:00 p. m.—Prayer Meeting</p>

- Portwood Motor Co.
- Ed Hill's "66" Service
- Ross Motor Co.
- Star Tire Store
- Wilgus Pharmacy
- First National Bank
- Jones Theatres
- A. A. A. Lumber Co.
- Robert L. Noble Insurance and Real Estate
- Modern Steam Laundry
- Shorty Collier's Gulf Service
- Chesshir Motor Co.
- Brownfield State Bank and Trust Co.
- Primm Drug
- Martin's Radio & TV Service
- Frank Daniel Furniture and Electric
- Ray's Cleaners
- Terry County Lumber Co.
- Collin's
- City Drug
- J. C. Jones Co.
- Newton Webb Implement Co.
- Robert E. Thompson Lumber Co.
- Brownfield Tractor Co.
- Green Hut Grill

**STATEMENT OF GOV. HERMAN E. TALMADGE, GOVERNOR OF GEORGIA**

"The living force of faith as embodied in the Holy Bible is the heritage of free men the world over. "The Bible is as meaningful today as when penned by wise men of the past. "Faith in-God has survived all tyrants and spurious doctrines that have flourished and died in this world. "Communism is atheism. It de-

nie's the existence of God and denies the individual right to worship. "We all know and have read about the oppression, persecution and murder of Protestant, Catholic and Jewish people behind the iron curtain. Priests, ministers and Rabbis have been liquidated in one way or another. Some have been put through the tortures of the condemned and subjected to mock trials by the Soviet hierarchy. "Communists are gradually an-

ihilating all organized religion among the peoples they control. This is the same prescription they have for us. "Some day, I hope in the not too distant future, when the Reds have overplayed their hand, there will be a great religious surge which will wipe from the face of humanity this cancer of Communism. "I believe that the Communists' utter contempt for religion will be the one thing that ultimately proves their undoing. Rejection of morality cannot long endure. "As surely as there is light and darkness, the teachings of Christianity, and God's time, will show to the world the cruel folly of the Communist creed." HERMAN E. TALMADGE, Governor of Georgia.

**Putting Bibles Back Of The Iron Curtain**

The United States Bible Society, Inc., with national headquarters in the old Italiaa Embassy, 1400 New Hampshire Ave., Washington, D. C., has launched one of its most worthy crusades in the long and bitter struggle against the menace of communism. Its program is to place Bibles and-or New Testaments into the hands of the families behind the Iron Curtain, in their own native languages. This great program, well planned in advance, has created quite a stir among the communist element over in Europe, as well as in the United Nations in New York City, for there has been quite a demand for these Bibles and New Testaments in those countries, according to a press release by the US Bible Society to the newspapers of the country.

This program has had the highest praise and indorsement of American businessmen, religious and political leaders, as the one way to reach the hearts of these people enslaved behind the Iron Curtain. For, as the US Bible Society points out in their press dispatches to the country, Communism is not only anti-God, but is likewise anti-Christian, and therefore un-American and anti-American. It enslaves the minds of man, as well as placing him in economic and political slavery, for it takes away from the human family, the God-given and endowed right to think, reducing all mankind to the level of the wild animals of the jungle and forest.

The US Bible Society is calling upon every American to take an active part in this great crusade to help free the oppressed peoples of the Old World through the word of God and the truths contained in the Bible and the New Testament to the people enslaved behind the Iron Curtain. Your cooperation is earnestly sought, and you can contact them direct by writing the US Bible Society, Bible House, 1400 New Hampshire Ave., Washington, D. C. The Protestant Chaplains' Association, Inc. is cooperating fully in this great Christian crusade.

**Careful Driving Pays, Especially At Night!**

"Night must fail, but must count less pedestrians in Texas fall with it?" That question was asked today by Col. E. B. Tilley of Houston, president of the Texas Safety Association, and services advisor for the Gulf Oil Corporation, as he discussed the importance of the night traffic hazards program currently sponsored by the Texas Safety Association and the Texas Department of Public Safety. Col. Tilley said, "that from October through March, one third of all pedestrian deaths occur between 5 and 8 p.m., hours that are usually dusk or dark during these months. He blamed a combination of darkness and carelessness. "Unfortunately, we can't change the laws of nature," he said. "Darkness is here to stay. But we can do something as far as human nature is concerned. Many pedestrians meet their deaths in night traffic because of their own thoughtless-walking habits."

He warned motorists that it is difficult for motorists to see them at night and urged them to observe the following safe walking rules: 1. Always walk on the sidewalk. If you must walk on roads that have no sidewalks, walk on the left shoulder of the road facing traffic. Wear light colored clothing or carry a flashlight or a piece of white or reflectorized material. 2. Always assume that the driver can't see you. Never cross a street or highway unless you are absolutely certain you have ample time to reach the other side in complete safety.

"Cyclists are in pretty much the same boat as pedestrians in the night traffic picture," Col. Tilley said. "Like pedestrians, they also are at a great disadvantage in any encounter with a car. So it's just good common sense for them to be constantly on the defensive. Here are some tips for safe cycling at night: 1. A good headlight and tail light (or reflector) are musts. 2. Add more visibility by trimming your bike with white stripping or some type of reflectorized material. 3. Wear light colored clothing or something trimmed with reflectorized material. 4. Ride on the right side of the road, with traffic. 5. Obey all traffic laws."

Mr. and Mrs. Sawyer Graham have returned from Texas City, where they visited his brother, Tite Graham and family.

**FUNERAL AT LUBBOCK**

Among those attending the funeral of Louis Shropshire, a former resident of Brownfield, held Oct. 15, at Lubbock, were Rev. and Mrs. D. D. Denison, Mr. and Mrs. W. B. Downing, Mrs. B. L. Thompson and son, Maurice. Rev. Denison officiated at the services, which were held at Sanders Funeral Home.

**Stricklinly Speaking**

By OLD HE Like a lot of other folks, we have reached the conclusion that the airlines are able to stand on their own bottoms, as reports reaching us are to the effect that the American airline made a profit, after taxes, of \$53 million dollars, and that they are subsidized for \$19 million dollars of the taxpayers hard earned money.

There is a move on foot to load them out with 3c letters that the railroads have been carrying heretofore. In fact, such a move has already been inaugurated from Washington to New York and Chicago, enabling them to load to capacity. In view of the fact that we are not paying a bonus to other carriers, we believe it high time to stop the big handouts to the airlines, who seem to be making money in their business.

Again we find it necessary to notify readers that we do not under any circumstances, print articles that are unsigned. Last week we had an article with the request to print, with no signature whatever, except "The People of Brownfield." Well, how were we to know who the signers were, if the article was called in question? Perhaps the article was just one man or one woman's idea. Perhaps many others believed otherwise about the matter under consideration. Anyway, if those who write this paper do not have the nerve to sign their real names, we shall reject them. It is not, however, necessary that we print the names, as for instance, "A Reader" can be signed. But we must know who wrote the article.

We heartily agree with a speech made by Congressman George H. Mahon, at Levelland recently, when he addressed a Methodist meeting. Mr. Mahon stressed moral decay was the thing we have to watch these days. Moral decay has wrecked more highly civilized countries in ancient, medieval and modern times than most any other one thing.

On the other side of the ledger, we have one thing that is commendable. There are more church members per thousand of our population than we have ever had in our history. Of course a lot of these members just have their names on the church roll, and may be do not attend once in a blue moon, but that is better than no membership. If more parents would go with instead of sending their children to Sunday School, there might be a better record to post.

"Is Russia ready to commit suicide," asks Congressman Rogers, of the Panhandle district? "We have had so much pro and con about Russia for the past several months, that it has a lot of people as jittery as a grasshopper. One day a general so-and-so will tell us—without batting an eyelid—that Russia is now prepared to lift the whole world into space, and

knock it into a cocked hat—all except Russia. Don't know just how the Russkas aim to make a scrambled egg out of all the rest of the world, and not do some damage to the Commie territory? The next day or two some other high brass with tinkling symbols, will tell us that Bolshes will not be ready to attack in from three to five years, not then if we keep putting out billions for defense and not one Lincoln penny for tribute. But we agree with Rep. Rogers, that no nation has a corner on brains. And at the rate they have been stealing plans and specifications from the USA for the past 15 or 20 years, if the Bolshes have any brains at all, they should have something like both the A and H bombs.

Read a very interesting story recently in Life Magazine concerning the Faulkners back there in North Mississippi. With the help of a good lawyer friend, one of them now some 70 years of age, got a Nobel prize one year recently for one of his books. This despite the fact that he let his Southern "aristocracy" hurt him with the ordinary folks, and despite the fact that he stayed under the influence of whiskey most of the time.

But we have heard of the Faulkners since a child. In fact, the old Col. Faulkner built a narrow gauge (we called it narro gouge) railroad from Pontotoc, Miss., up to Middleton, Tenn., our old home town, to connect with the Southern railroad, then known as the Memphis & Charleston.

At that time, there were two saloons in Middleton, while Mississippi was supposed to be as dry as Sahara. Two men, a father and son by the name of Millner, engineer and firemen, respectively, brought in the little narrow gauge mixed train about 11 a.m., and it started on its journey back to Pontotoc about 3 p.m.

That gave the Millners plenty time to sample the elixirs at the two bars, and when they left Middleton, it was under full head of steam. Not infrequently, the extreme speed would derail the little engine down in Muddy Creek bottom, and then hours would be spent getting it back on the track. All freight had to be transferred from the standard track Southern to the smaller cars of the narrow gauge.

Along about Christmas time, those dry Mississippians would put in their order for a gallon or two-gallon jug, and we have seen the little baggage car three tiers deep with jugs, with just a narrow walkway between. During the four hours the little train was in Middleton, several negroes would be busy filling jugs, as most whiskey came in barrels in those days. Those were the good old days—or were they?

Back in the early part of this century, the little narrow gauge rail line was made standard gauge, and was extended south to Mobile, Ala., and north to Chicago, with streamlined trains powered by huge diesel engines.

Last week the Jayton Chronicle had an article about a rattlesnake being found in or near the Wade home. The story was written by One-Fourth Wade (he calls his wife Three-Fourths) and the story ended by Wade calling the snake Mr. What we want to know is how ¼ Wade arrived at the conclusion that the snake was a Mr.

Why didn't Wade simply refer to the reptile as "that snake?"

We heard it thunder a few times Sunday night, but the Mrs. said she did not hear it. But the dry ground looked like a few drops of water had been sprinkled on it Monday a.m. After we left home a few others admitted they heard thunder.

The Post Dispatch writer of a column, Thursday to Thursday, well known here in Brownfield as Charles Didway, tells us about the late C. W. Post, the toastie man, after whom the town was named, like to have struck oil there back in 1911. Just lacked some 300 feet

**THE "LOW DOWN" FROM HICKORY GROVE**

This Mr. "Satchel" Paige, the colored boy who has made good—and for many years—out there on the diamond expounds wisdom when he says, "Never look back—something might be gaining on you." He knows you would be losing time—also getting that much older. He knows without looking that there is nothing back there that we could be too powerful proud of—seeing as how everybody is hurrying from where he is not—seeking something.

If we are in confusion—with political alibis abounding—with socialism ensconced behind many power house switchboards—with two few people definitely happy—with courtesy on the wing—with an overdose of small fry delinquency, it is time for the school bell to ring out and not just for the 6 to 21 class. Schooling does not need take place in a school house. Take Remeses there at Memphis on the Nile—not the Mississippi—back around 1300 B. C. and ever before, and all down the line via AEsop and Galileo, the astronomer—they were not green peas. There were no school houses, but big ideas came from these gentlemen.

It is not exactly more schools that we need—it is more time to think. And once we stay home a night or two and start our pondering we will get hep that something may be gaining on us and it could be bad—not good.

Yours with the low-down, JO SERRA.

**SWARTHOUT SANG IN LUBBOCK, OCT. 19-20**

Glady's Swarthout, one of the great American singers of our time, came to Lubbock with Symphony in Lubbock High School auditorium under the auspices of Lubbock Symphony Orchestra.

A reigning favorite in opera, concerts and radio, and the recent star of the first televised production of "Carmen," her most celebrated role, Miss Swarthout came to Lubbock in the midst of a trans-continental tour that opened in Ann Arbor, Mich., in early October shortly after her return from Europe.

Farmers received about \$17.7 billion from marketings the first eight months of 1953—6 per cent less than a year ago. Average prices were down about 10 per cent, with total volume of marketings slightly higher.

**Herald Want-Ads get results.**

going deep enough, says Didway. All of which reminds us that there was no oil right around Post in 40ties, but some in Garza County. At that time four young geologists just out of the University of Louisiana, one of whom was the son of the vice president of the Louisiana company, roomed with us. These boys got to be sorter like home folks after they had been at our home for some time, as we would set out on the lawn in the shade, late afternoons.

So, one of them confided one night, and was backed up by the others, that it was a safe bet to invest in oil leases around Post—if we had some spare money. We didn't. But oil was found in the next few months around Post.

Texas this year, ranks eighth among the states in the number of eggs produced, but 36th in prices received by the producers. Only 64 per cent as many chickens were produced in 1953 as during the 10 year period from 1942-51. Greatest opportunities for commercial egg producers in Texas seem to be locations near the State's heavy population centers.

Developing a good pasture from "worn-out" cropland is a rebuilding process. Trying to establish a good permanent pasture on soil low in minerals and organic matter is like attempting to put up a strong building without the proper foundation.

SEE—  
**HIGGINBOTHAM - BARTLETT CO.**  
—FOR—  
**L-U-M-B-E-R**  
and building materials of all kinds.

"Mile After Mile You'll Prefer Shamrock"



When a lady drives into a service station, she wants friendly, courteous service. That's what I find at my SHAMROCK service station. I've found my Shamrock dealer really cares for my car, and gives me that extra service that means so much. Shamrock is a mighty good brand.

**Gasolines • Lubricants**

SHAMROCK CREDIT CARD TIME PAYMENT NOW AVAILABLE FOR THE PURCHASE OF **GOODYEAR** TIRES • BATTERIES TUBES • ACCESSORIES

Like getting a **\$20.00 BONUS!**

Yes, that's right... like getting a bonus of \$20 when you buy this lovely FALCON "Magnolia" dinette for only **\$99.95!**

BECAUSE IT'S A REGULAR \$119.95 VALUE! Shop our store... shop any store in town... you won't find features and beauty to match Falcon's new "Magnolia" dinette at this price!

Check these features:

The very newest Falcon table design—  
\*... the NEW style that gives MORE LEG-ROOM  
\*... room for four, five — even six hungry people  
\*... plus the attractive 3" wide etched and polished metal skirt...  
\*... even on the wide 12" leaf, for more beauty.

And look at these chairs—  
\*... big, roomy, sturdy, comfortable and beautiful  
\*... with thickly-padded, welt-edged box seats  
\*... on strong, attractive full wrap-around frames  
\*... and curved and shaped backs, heavily padded for comfort...

PLUS... the new and popular idea — applied Magnolia flowers on the back of every chair for fashion-wise extra attractiveness!

They're two-toned, in red, yellow, grey or green. And remember — you get all these usual Falcon features besides: Deep-plate chrome on all legs and frames; plastic floor protectors on all chair and table legs; easy-sliding table extension; heavy table-top core — not ordinary plywood but the best marine-grade mahogany, for long-lasting service, durability and beauty.

So—come in today—select yours now—  
at this money-in-the-bank price!

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**Frigidaire Sales and Service**  
— Your Complete Appliance Store —  
**FARM & HOME APPLIANCE CO.**  
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# BROWNFIELD CUBS

## VS

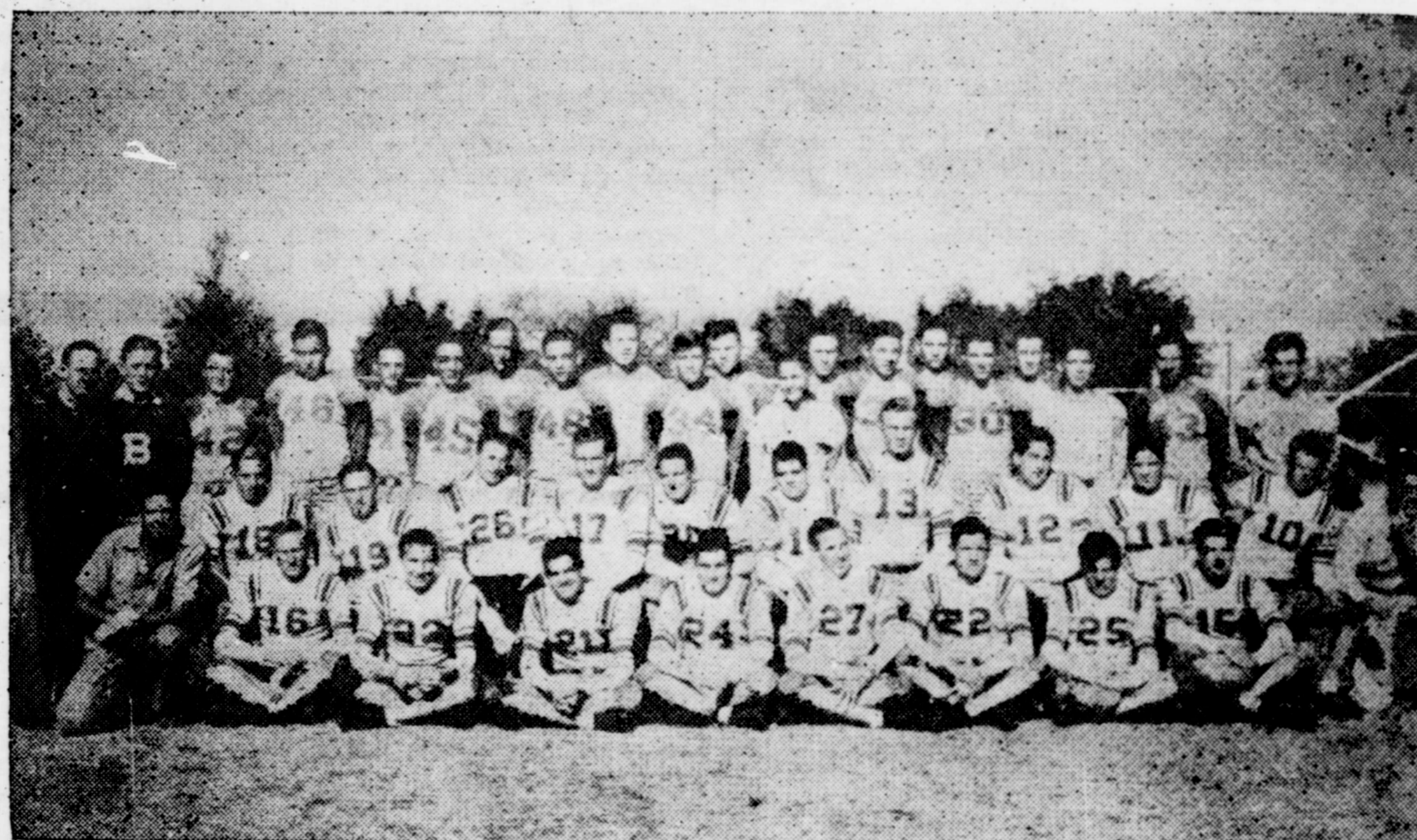
# LEVELLAND LOBOES

## FRIDAY OCTOBER 23rd

## 8 P. M. at LEVELLAND

Portwood Motor Company  
 Primm Drug  
 Collins  
 Jack Bailey Chevrolet Co.  
 R. E. (Bob) Thompson Lumber Co.  
 Nelson's Pharmacy  
 Brownfield Plumbing & Electric  
 Modern Steam Laundry  
 First National Bank  
 Bayless Jewelry  
 J. C. Jones Co.  
 Martin's Radio & TV Service  
 Brownfield Ice Company  
 Crite's Humble Service  
 Shorty Collier's Gulf Service  
 The Texas Company  
 Brownfield State Bank & Trust Co.  
 Nick's Cafe  
 Goodpasture Grain & Milling Co.  
 Piggly Wiggly  
 Bill's Cafe

Best Yet Cafe  
 Warren's Texaco Service  
 Cinderella Beauty Shop  
 City Cleaners  
 Farmers Co-Op Society No. 1  
 West Texas Gas Co.  
 Jones Theatres  
 Ted Hardy Grocery & Market  
 J. B. Knight Company  
 Ballard Plumbing & Electric  
 Furr's Super Market  
 Kersh Implement Company  
 Terry County Herald  
 Mac's Beauty Shop  
 Brownfield Steam Laundry  
 Terry County Lumber Co.  
 Robert L. Noble  
 REAL ESTATE AND INSURANCE  
 Fabric Mart  
 Imperial Battery Co.  
 Kyle Grocery



### BROWNFIELD CUBS 1939

WINNERS FOR LAST WEEK'S FOOTBALL CONTEST  
 1. Bill and Barbara Elizabeth McGowan. 2. Harold W. Hill  
 3. Mrs. Mary H. (Blue) Graham.

#### 1953 CUB SCHEDULE

Sept. 11—Pecos—There
Sept. 18—Phillips—Here
Sept. 25—Littlefield—There
Oct. 2—Monahans—There
Oct. 9—Thomas Jefferson of Paso—Here
Oct. 16—Ralls—Here
*Oct. 23—Levelland—There
Oct. 30—Open Date
*Nov. 6—Seminole—Here
*Nov. 13—Andrews—Here
Nov. 20—Kermit—There
*Conference Game

#### JOIN IN THE FUN!

FILL IN PLAYERS' NAMES AND MAIL OR BRING TO THE TERRY COUNTY HERALD

Top Row, Left to Right: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Middle Row, Left to Right: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Bottom Row, Left to Right: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you recognize the players which appear on this page? Some of them are still in Brownfield—friends of yours. Clip out the above coupon with your answers, mail or bring to the Terry County Herald. The first three with correct or nearest correct answers will receive a one year complimentary subscription.

# SUPPORT THE CUBS!!





**JONES THEATRES**  
Always A Good Show, Sometimes Great!  
**REGAL**  
Dial 2616

Thurs., Fri. & Sat., Oct. 22-23-24  
**THE MOONLIGHTER**  
Farbara Stanwyck and Fred MacMurray  
Sun. & Mon., Oct. 25-26  
**Blueprint For Murder**  
Joseph Cotten  
Jean Peters and

Tues., Wed. & Thurs., Oct. 27-28-29  
**THE DESERT SONG**  
starring  
Kathryn Grayson  
Gordon MacRae

**RIALTO**  
Dial 2230

Fri. & Sat., Oct. 23-24  
**ON TOP OF ALL**  
AUTRY HITS!  
GENE AUTRY  
plus SECOND FEATURE!

**Johnny the Giant Killer**  
A Miracle of Enchantment!

Mon. & Tues., Oct. 25-26-27  
**Sailor of the King**  
Michael Pennie  
Wendy Hiller  
Jeffrey Hunter

Wed. & Thurs., Oct. 28-29  
**CAPTIVE WOMEN**

**RUSTIC**  
Dial 2505

Fri. & Sat., Oct. 23-24  
**PONY EXPRESS**  
Charlton Heston  
Ronda Fleming  
Color by Technicolor

Sun. & Mon., Oct. 25-26  
**ANGEL FACE**  
Robert Mitchum and Jean Simmons

Tues. & Wed., Oct. 27-28  
**JAMAICA RUN**  
Ray Milland, Arlene Dahl

Thurs., Oct. 29  
**HOT NEWS**  
Stanley Clements  
Gloria Henry

**RIO**  
Dial 2303

Sat. & Sun., Oct. 24-25  
**THE NAKED SPUR**  
James Stewart, Janet Leigh  
Tuesday Only—Oct. 27  
**NO NIEGO MO POSADO**

**MEXICAN**  
Sat.—Sun. Night Only, Oct. 24-25  
**LOS TRES ALEGRES COMPADRES**

**THE WELLMAN NEWS**

By REV. ALVIN F. HAMM, Reporter

**CHARLIE REX IN BROWNFIELD HOSPITAL**  
Charlie Rex was rushed to the Treadaway-Daniell Hospital in Brownfield last Wednesday afternoon suffering with a bad kidney condition. At this writing the condition has not been cleared up and he is still suffering very much.  
Coach "Rip" Sewell, who was hurt last week while scrimmaging with the football boys, is home from the hospital and doing as well as can be expected. He wrenched his back and is yet unable to continue his teaching or coaching. However, it was learned that he was planning to start back teaching Tuesday morning.

**SCHOOL CONTRACT TO BE LET TUESDAY, OCTOBER 27**

The contract bids are to be opened next Tuesday, Oct. 27, and studied, and if meeting approval of the School Board, the contract will be let to the lowest bidder for the new modern high school building. This building will be over all measurement 330x160, housing a new gymnasium, auditorium, home economic department, agriculture department with shop for manual training, offices for superintendent and tax collector, and many class rooms for the senior high school. The planning of this building has been such that when completed it will be the most modern and efficient building in this part of Texas.

**WATER WELL COMPLETED FOR NEW BUILDING**

The new water well that has just recently been drilled at Wellman for the facilities of the new school building and football field, has been finished and the pump and pump house is completed. This well is one that will give plenty of water from the showing that it has already made in test pumping. The agriculture department of the school is planning on using this well to irrigate an alfalfa field for experiments for the agriculture boys, as well as an experiment for the community.

**LYONS IMPROVING SLOWLY FROM ACCIDENT**

Lee Lyon, a farmer who lives east of Wellman, is improving very slowly from the accident that he received while working on his combine several days ago. The lever of the combine that raises and lowers the cycle came loose, striking Lyon over the heart and knocking him against the motor of the combine. He received several cuts and bruises and one of the bruises over the right eye has caused a blood clot. The doctors at the hospital believe this clot can be dissolved before it can cause too much trouble.

**VISITORS AT WELLMAN**

Miss Mary Warren, daughter of Tom Warren, Sr., visited in Brownfield with her brother and family, Mr. and Mrs. James Warren, last Sunday.  
Mr. and Mrs. A. L. Brown, who are running the Warren Grocery while the Warrens are on a two-week vacation, visited in Brownfield last Sunday with Mr. Brown's parents, Mr. and Mrs. A. B. Brown.

**JR. HIGH TEAM WINS GAME**

The Junior High football team played the New Home Junior High there last Tuesday night. The Wellman boys won the game by a score of 14 to 7. The Junior High Pep Squad also accompanied the boys over to New Home to put the pep into the game and it really paid off.

**BAPTIST PASTOR IN SAN ANTONIO AT CONVENTION**

Rev. Alvin F. Hamm left last Sunday afternoon with several other preachers, for the Baptist General Convention of Texas, which is being held this year in San Antonio. Rev. Hamm is the pastor of the Wellman Baptist Church. The brotherhood of the church is paying the expenses of the pastor to the convention this year. The convention starts Monday, Oct. 19. The pastor is expected to return in time for services Sunday, Oct. 25.

**EARPS MOVE TO KRESS**

Mr. and Mrs. Joe Earp and family, Jo Frances, Molly and Bradley, moved from Wellman to Kress, Monday of this week. Mr. Earp has rented an irrigated farm east of Kress. The community regrets to lose such a fine family, but our loss will be the gain of others.

**JUNIOR CLASS GIVES PARTY FOR JO FRANCES EARP**

The Wellman Junior Class had a farewell party Friday night after the football game with Fren-

**DREAMS OF GOING ABROAD COME TRUE FOR ROY WINGERD FAMILY**

By Mrs. Roy Wingerd



**DUTCH COSTUMES**, in a Wollendam, Holland, setting give Roy Wingerd, pictured at left, his daughter, Mrs. Glenn Woodruff, and their guide, John Baptist, at right, a very "at home" appearance. The Wingerds hired the four-language speaking English guide in Liverpool, and he continued with the group throughout the European tour. Mrs. Wingerd, not pictured, has been a featured lecturer at several civic club meetings, recently, giving a detailed account of the long journey, by means of a number of colored slides made during the trip. The Wingerds sailed on the Empress of Scotland, and returned on the Queen Mary. The above picture was made in a Wollendam village studio.

**SWITZERLAND, A STORY-BOOK COUNTRY TO US**

They say that Switzerland has three assets, its scenery, its tourists, and the Swiss people themselves. Whatever the truth of this statement, it is certainly a fact that the Swiss have parlayed these three national resources into the greatest prosperity, and the most profound sense of well being to be found in Europe today. The sun shines on Switzerland, both literally and figuratively.

Switzerland has long been the playground of Europe, in the days before it was discovered by visiting Americans, and the still later time when it became the winter Mecca for the wealthy international set. Its many beautiful lakes make it a paradise of sportsmen, and its beautiful and incomparable mountains make it sought in Summer for its coolness, and in Winter for its skiing, bobsledding, and other winter sports.

The Swiss people, themselves are the greatest asset of all, for they are thrifty, industrious, and free-dom loving, with a respect for hard work and good craftsmanship that has placed them in the forefront of affairs in Europe for generations.  
So avid are these mountain people for freedom, that they have imposed no single language upon the citizens of their little country.

Woodard, Shirley Ann Adair, Homer Jones, Dick Olivarez, Delphina Olivarez.

**ON HONOR ROLL**

- The following students are on the "B" Honor Roll for the first six weeks of the '33-'34 term at Wellman. (To be on the "A" roll, a student must make all A's, not just an "A" average. On this "B" roll are those who made B's and A's but on C's):
- Grade 1—"B" Honor Roll: Sandra Oliver, Dorothy Frerich, Juanita Smith, Carolyn Corley, Nelda Trigg, William Oliver, Jimmy
  - Grade 2—"B" Roll: Joyce Smith, Janie Flores, David Hill, Terry Sims, and Dottie Bea Oliver.
  - Grade 3—"B" Roll: Janet Smyth, Josephine Olivarez, Elizabeth Falls, Clyde Watkins, Johnnie Bolen, Bettie Adair, Elaine Jackson and Howard Moorhead.
  - Grade 4—"B" Roll: Sharlene Herron, Bonnie Smith, James Smith and Veta Thornton.
  - Grade 5—"B" Roll: Yvonne Adams, Leslie Bryant, Edreann DuBose, Leon Falls, David Hamm, Edna Earl Marley, Johnnie Moorhead, Lee Perales, and LeWayne Rowden.
  - Grade 6—"B" Roll: Velda Hill, Bertha Smith, Sandra Cowling, Peggy Burnett, Opal Hawkins, Virginia Thornton, Karen Hamm, and Barbara Watkins.
  - Grade 7—"B" Roll: Tommy Loe, Dixie Bolen, Barbara Bishop, Sammie Adair, Larry Sims, Winston Livesay, Cora Harlan, Ross Betcher, Chester Fergason, Oleta Frerich, Larry Cabe, and Buddy Hawkins.
  - Grade 8—"B" Roll: Bill Adams, Godfrey Baldwin, Larry Breazeale, Glenda Christopher, Danny Loe, Le Rue Rex, and Cynthia Smith.

are about twenty percent who speak French, and about fifteen percent speak Italian. A fourth tongue, called Romansch, is derived from the Latin, and only about one percent of the inhabitants speak it, but the government of the nation is quarto-lingual; all business being conducted in all four languages.

This would seem to be a very unwieldy procedure, but the Swiss somehow manage to make it work.  
We came through the Black Forest country of Germany, on our way into Switzerland; and we had great fun recalling the stories of Hansel and Gretel; the Poor Babes in the Woods, and many other fairy stories connected with that region. Also we had the pleasure of visiting the old university town of Heidelberg, with its great and frowning castle overlooking the valley.

It was in this castle that we saw the world's largest wine keg, holding 55,000 gallons of wine, and so large that fourteen couples could and did dance on its upper side. This keg was to hold the wine taken from the peasants as a tax; and an elaborate system connected the huge container in the cellar of the castle with the large banquet hall above.

We were told that, in the good old days, state dinners would last for a week at a time, and wine not only flowed like water; it literally gushed up in huge fountains built into the center of the banquet tables.

Also enroute to Switzerland, we had the pleasure of spending the night in Baden-Baden, a small, but beautiful resort town in the heart of the forest, where European royalty used to come to drink the mineral waters, take the baths, work to rid themselves of the gout which they had contracted from too much rich living, gamble away fabulous sums at the small, but very fine and exclusive casino, which is the oldest in all of Europe.

It was here, that Marion and I purchased the cuckoo clocks which we brought back to this country with us, and which we carried with us, under our arms, or in a hand-bag from that time until we arrived on board the Queen Mary. Sometimes, those clocks came to feel like the old man of the sea, weighing us down. There were to be days when we would gladly have heaved them out of the train win-

**Wellman Loses To Frenship, 18-6**

Frenship spotted the Wellman Wildcats six points in the first quarter when Tiger Fullback Donald Preston went on a rampage for 232 yards rushing and three touchdowns to give Frenship an 18 to 6 victory over the visitors at Wolforth, Friday night.

An estimated 500 fans turned out to witness the District 4-B tussle. In the first period, Wellman Halfback Ernest Lewis plunged over from the one-yard line to put the Wildcats ahead. The score was set up by a recovered fumble and an off-sides penalty.  
But, in the second quarter, Frenship gathered steam. Preston plunged over from two yards out for one score, then ran 27 yards to add the second minutes later.

Coming back with a 12 to 6 lead in the third period, Preston gathered in a Wildcat punt and raced

dow, had not our pride sustained us. Nevertheless, like all trials, when they were past, we have almost forgotten how heavy those weights were, and may be led by that very forgetfulness into some like and future idiocy.  
In London, we had become friends with a beautiful young Swiss girl who had assured us that it was quite warm in the homeland, and that we would receive our quota of fine sunshine and dry weather when we visited her country. So what happened? We arrived at the Swiss border on April 15, and we were met by a snowstorm, and furthermore, this unseasonable weather plagued us most of our stay in the beautiful little country, barring us from the high Alps, and shrouding the lakes in mist. Only on the last day of our visit, did the sun come out in all its glory, so that we could make a journey by funicular railroad, and swinging tram car to the Engleberg; one of the better known of the lower Alps. There, as we sat on the terrace of the beautiful mountain chalet, and sipped our coffee, while the sun turned the white slopes to a sparkling white paradise; we knew beyond the measure of a doubt that we simply must come back to Switzerland. The spell of that little land had been laid upon us, and we found in our hearts no wish to escape it.

**20 YEARS AGO**

... down memory's lane in the TERRY CO. HERALD

Fire boys enjoyed a dutch lunch, consisting of goose liver, sausage, baked ham; bolognas, pickles, onions, and some real old 3.2.  
Murphy Brothers Grocery remodeled their store fronting on Main Street.  
Fifty farmers of Terry County met and voted to organize a Farmers Cooperative Marketing Association with special emphasis on hog marketing.  
Terry County won first prize at the South Plains Fair for their exhibit.  
Sam White informed us that he gained his first bale Wednesday. Hoover was quoted as urging support of NRA's program.  
President Franklin D. Roosevelt arranged today for food, clothing, and fuel for the unemployed through the winter as he completed his round of recent talks with government heads looking to the next stage of the recovery program.  
The Tech College is putting on one new course this year, as the college will be allowed by the State to train teachers to teach vocational agriculture in Texas schools.  
Miss Mary Jo Neill entertained the YWA at her home. The group worked on their project, a quilt. Candy was served throughout the evening.  
At a meeting of the Home Economics Club, plans were made for a picnic at the Sandhills.  
Cubs smashed Levelland 21-11.  
In the Ads—  
Special at the Cinderella Beauty Shop—Permanent wave \$1.00.  
House for rent, partly furnished; windmill; gas and light meters installed.  
Instant Hot Water is so convenient—West Texas Gas.  
Subscription rate of Herald in Terry and Yoakum, \$1.00 per year. Elsewhere in U. S., \$1.50.  
75 yards to the double stripe to ice the game for Frenship. The run helped him to a net gain of 232 yards, all but 18 of the total yardage racked up by the Tigers.  
Wellman, sparked by Lewis, gained 105 yards on the ground and 11 through the air. Roger Bryant, Darold Baldwin and Alfred Tittle were other Wildcat standouts.

**Protect Your Future!**

Mr. Farmer . . . Mr. Rancher! Are you satisfied with your returns from the Good Earth? Do farm Prices suit you? No matter how hard YOU work or what YOU do on the farm accounts for only half of your total income. The other half is determined beyond your fence rows—in marketing and processing, and in your State Legislature and National Congress. Where your work ends, the work of the Farm Bureau begins. Alone you can do little. Joined together with thousands of other farmers and ranchers, your efforts will count. You can protect your future and help secure fair returns for your efforts.

**Remember The Date!**  
**OCTOBER 19-29**

Starting Tuesday, October 19th, and continuing through Thursday, October 29th—"Farm Bureau Week" will place 60 volunteer workers contacting individual farmers and ranchers in Terry County. So, remember the date, and when the membership drive gets under way, be ready to pitch in on a united effort to help yourself and your neighbors get all the benefits to which you are entitled.

**This Is Your Opportunity!**

Yes, this is your opportunity to make your voice heard in Austin and Washington; to obtain for yourself the best insurance for fair treatment in the market places of the nation. Remember, the Farm Bureau promotes and protects agriculture. It doesn't cost to belong to the Farm Bureau—IT PAYS!

L. M. LANG, Membership Chairman,  
Terry County Farm Bureau.

**Join The Farm Bureau-It Gets Things Done**  
**FARM BUREAU IS THE VOICE OF ORGANIZED AGRICULTURE**



Father Of Local Man Dies At Lubbock; Ft. Worth Services Held

Funeral services were held at 2 p.m., Monday, for Robert L. Braselton, 51-year-old former district manager of the Plymouth Motor Corp. of Lubbock...

SLEEP NECESSARY TO LIFE, HEALTH

Austin.—Sleep is a necessity of life and health, according to Dr. Geo. W. Cox, State Health Officer, and habitual loss of sleep will tend to retard the body's recovery from the fatigue of the day's activities.

sleep for a night or two, but too little sleep for a prolonged length of time will undermine the health of a rugged person and turn a cheerful individual into a cross, irritable one," Dr. Cox said.

Some individuals need more sleep than others, the Doctor said, and the most valuable experiments in this line are the ones each person makes on himself.

LESTER TREADAWAY ATTENDING KEMPER

Lester Treadaway, 18-year-old son of Dr. T. L. Treadaway, 601 East Tate, is active in the coordinated program of academic, military, and athletic training at Kemper Military School, Boonville, Missouri.

Kemper, the oldest military school west of the Mississippi River, is beginning its 110th year. The school has been designated a distinguished military school by the Department of the Army ever since the rating was established in 1914.

Treadaway, a junior college junior, is attending Kemper for his first year. He is particularly active as a member of the Kemper Junior College Yellowjacket football team.

More than 750 delegates, representing some 44,000 rural women, attended the annual meeting of the Texas Home Demonstration Association. The meeting was held in Galveston, Sept. 30-Oct. 2 and the delegates came from every section of the State.

Herald ads get results.

individual to feel well, do efficient work, and to keep in a cheerful humor the next day.

"Some exercise out of doors each day will help us to sleep soundly at night. We must also have fresh air in our sleeping quarters. Give as much consideration as possible to the comfort of your bed and bedclothes.

Hinson is survived by his parents, Mr. and Mrs. Cliff Hinson, Denver City; one sister, Carolyn Hinson, Denver City, and his grandmother, Mrs. J. A. Groves, of Matador.

Area Oil Worker Is Killed; Companion Injured Denver City

The 1953 South Plains highway death toll neared the century mark Friday, when a 20-year-old Denver City oil worker was killed three miles south of Plains.

Ross Dean Hinson became traffic "statistic" number 98 when his car went out of control about 2 a.m. on the Denver City highway and overturned several times.

A companion, Allyn Fowler Early, 24, Brownwood, received a minor neck injury. He was reported in good condition late that night at the Yoakum County Hospital at Denver City.

Investigators said Hinson apparently died instantly of a fractured skull. He was pronounced dead on arrival at the Treadaway-Daniell Hospital in Brownfield.

Funeral services for Hinson were conducted at 3 p.m. Saturday at First Baptist Church in Denver City, the Rev. Lawrence L. Trott, pastor, officiating. Burial was in Denver City Cemetery, under direction of Brownfield Funeral Home.

Deputy Sheriff R. H. Chambliss of Plains, said the car was traveling north. The car, he said, apparently went out of control and rolled over three times. The vehicle was demolished.

A total of 94 persons had died on area highways at the end of October, 1951—a record year that counted 124 dead. Eighty-nine traffic deaths were recorded during the first 10 months of 1952.

Hinson is survived by his parents, Mr. and Mrs. Cliff Hinson, Denver City; one sister, Carolyn Hinson, Denver City, and his grandmother, Mrs. J. A. Groves, of Matador.

Meadow News

Rev. and Mrs. H. G. Verner, of Petersburg, and Mrs. Dana Mackey, of Lubbock, spent Monday night with their mother, Mrs. J. T. Verner. Mrs. Verner went home with her daughter, Mrs. Mackey, to spend a few days.

Mr. and Mrs. Edd Peek visited Thursday morning at New Home with his son, Garland Peek and Mrs. Peek.

Mr. and Mrs. Clem Galloway and his parents, Mr. and Mrs. John Galloway, of Floydada, spent Sunday with Mrs. Galloway's parents, Mr. and Mrs. Patterson and son, Robert.

Mrs. Lela Mackey visited over the week end at Lovington, N. M., with her granddaughter, Mrs. Wilson Turnipseed and family.

Mr. and Mrs. Willie Verner, of Ropesville, visited Saturday afternoon with his mother, Mrs. J. I. Verner.

Miss Fay Shaddon, of Lubbock, spent the week end in the Carl Russell home and was a visitor at the Methodist Church, Sunday morning.

Mr. and Mrs. Jesse Brooks and her niece visited over the week end in Dallas with his sister, Mrs. Pat Davis, and Mr. Davis.

Mrs. L. J. Carruth and Mrs. Carl Russell visited Grandmother Young, Thursday afternoon.

Freeman Curtis, of Dimmitt, spent Friday night with his brother, Arthur Curtis and family.

Arnold Macker and John O'Haugerty Gideons, of Lubbock, presented services at the First Baptist Church night in the absence of the pastor, Bro. Scott, who is away attending the convention.

The WMS met at the church Monday at 2 p.m., for Bible Study. The lesson was from the first 14 chapters of Genesis. Mrs. H. V. West is teacher.

Mr. and Mrs. Elsie Brauck, of Lubbock, visited her sister, Mrs. Lela Mackey, Sunday afternoon.

COVER CROPS THE PARAMOUNT NEED

The need for cover crops in the Terry Soil Conservation District is the paramount need at this time. There are 96,741 acres of cropland in need of protective cover in this district. The protective cover needed on this land is an adequate stand of grain sorghum, or summer legume, which must have already been planted and up to a stand at this time or a cover must be established this fall by sowing of small grains or winter legumes.

Adapted winter legumes for this area are winter peas or hairy vetch. The hairy vetch should be planted with Abruzzi rye if possible, but does well when planted with wheat or other small grains.

Adapted summer legumes are, cow peas and Guar for this area, both of which will provide adequate cover to prevent wind erosion next spring, if an adequate growth is made prior to frost and the crop is not harvested. Guar is a new crop to this area, but from all appearances it should be very valuable to the farmers here for soil improving purposes and for protective cover. Legumes are badly needed in this area to enrich the soil by replacing the minerals that have been drained from the land during the past years because of the large acreage of soil depleting crops planted annually. Organic matter is the key to successful farming operations and legumes and grasses are the best crops for this purpose as they add many tons of plant food needed by plants for maximum production. Large yields are always the result of rich soils and abundant moisture available to the

growing plant. A soil building crop must be included in the rotation often enough to replace plant food removed annually. To fail to add as much as you take out is a form of soil mining. To plant a soil improving legume as it took moisture needed for the succeeding crop or you had to lay aside a part of your cropland for this legume and thereby lost the use of the land. It is now known by many cooperators of the local district that it pays to plant cover crops for soil improving purposes.

Wind erosion is very costly to a farmer as the best of his soil and most of his plant food are blown away never to be used again, the organic matter of soils is very seriously lowered when land is allowed to blow. Then there is the increased fertility that results from cover crops, also the soil can stay alive if it is fed properly. There are millions of bacteria found in good soil that must have crop residue returned each year in order to stay alive. Sandy soils or mixed land are tightened up when organic matter is returned to the land and become spongy. A good growth of weeds occasionally returned to the soil enriches it greatly. Farmers should establish a conservative cropping system on their land at an early date. If they have not done so as it is rapidly getting old fashioned to farm with a one crop system, which is designed to deplete rather than improve the soil. The soil was placed here by nature for man to use, but not destroy.

People are drinking more milk. This upward trend started before World War II and is common in most of the important milk producing countries.

Herald ads get results.

DRUGS AND PRESCRIPTION SERVICE

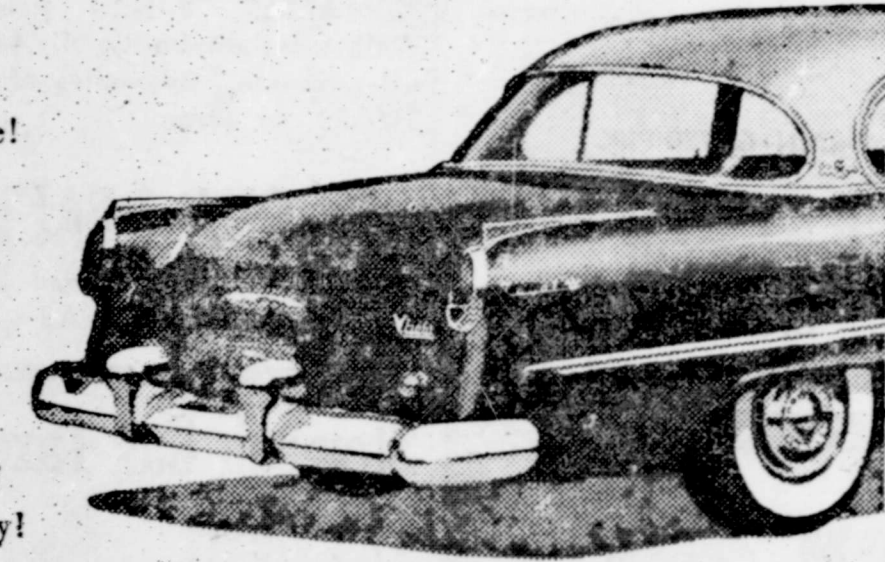
YOUR PASSPORT TO HEALTH—Your doctor's prescription is your passport to health. It is the professional obligation of our registered pharmacists to fill it accurately, using only the finest, purest, freshest drugs obtainable.

NELSON PRESCRIPTION PHARMACY 211 SOUTH 6TH DIAL 3144

Elegant New '54 DODGE



- More to it—More in it—More of it! New! "Color Harmony" Interiors with Exquisite Jacquard Fabrics. New! Fully-Automatic PowerFlite Drive! New! Dodge Full-Time Power Steering! New! Stepped-up 150-hp Red Ram V-8 Engine! New! Dodge Airtemp Air Conditioning!



New '54 DODGE V-8 Shatters 196 AAA Records! In official AAA performance trials on the Bonneville Salt Flats, Dodge proved the stamina, endurance and nimbleness that make it "The Action Car for Active Americans."

DEPENDABLE New '54 DODGE

NOW 3 GREAT SERIES—ROYAL V-8, CORONET V-8 AND 6, MEADOWBROOK V-8 AND 6 SHIPLEY MOTOR CO. 814 WEST BROADWAY

"Eggheads" Are For An Advertising Tax

For some reason, the "eggheads" have always been again advertising. They think it is economic waste. And now they want a special tax on it.

Probably The News is prejudiced against more taxes of any kind. But advertising happens to be the basis and the essence of American business. It happens, also, to be the life of the American newspaper business.

You see, if the newspaper you are now reading were merely blank paper, cut and folded to the size as you have in your hand, and laid each morning on your doorstep, without an ink mark on it, your subscription money would not pay for that white paper delivered to you daily. Somebody else pays all the salaries, all the expenses, all the wire services, telephoto tolls, all the taxes and so on. That somebody is the advertiser.

Latterly the eggheads are against the newspapers, also. Newspaper editorials have not been overly kindly toward egghead candidates, egghead ideas and egghead projects. In Europe, where advertising is undeveloped, newspapers are endowed by party funds of political groups. And the newspapers come out skinny and scrawny, with little news, less advertising and lots of egghead "leaders."

There ought to be a tax on eggheads, and Texas is one of the few taxing authorities still to tax them. That's why the eggheads are all against the poll tax—Dallas News.

CARD OF THANKS

The family of O. W. McCaughan wishes to thank each and every one for all the kind deeds and words of comfort shown us in the passing of our dear loved one, and for the beautiful flowers and nice food. May God bless every one of you and bestow his richest blessings upon you.

Mrs. O. W. McCaughan. Mr. and Mrs. Kenneth Graves. Mr. and Mrs. D. J. Yowell. Mr. and Mrs. J. W. Lasiter. And Grand-children.

1,288 POLIO CASES OVER NATION DURING WEEK

The Public Health Service said last week that 1,288 new polio cases were reported the week ending Oct. 10, a 11 per cent drop from the previous week.

So far this year there have been 29,214 polio cases, compared with 45,076 for the corresponding period of 1952.

Twelve polio deaths were reported during the second week in October, with two in Arkansas.

Visitors in Dallas last Monday were Mr. and Mrs. Tommy Hicks, of Brownfield.

PRISON RODEO IS NOW BIGGEST IN SOUTHWEST

With an attendance last Sunday of 20,000 people, the Texas Prison Rodeo is declared to be the biggest in the Southwest. The show runs all four Sundays in October. The advertised name of the show is the "Battle of the Outlaws."

And that just about fixes up the name of the rodeo in a gift wrapper. The horses that are ridden, the cattle that are roped, tied, or bulldogged, are outlaws in their own right, and so are most of the human performers.

Advertisement for Lee Optical. Text: "the Best for your eyes", "Complete Optical Service", "LEE Optical", "1210 BROADWAY LUBBOCK". Price: "SINGLE VISION GLASSES \$14.50 complete with examination".

Advertisement for Santa Fe Family Plan. Text: "NOW IN EFFECT!", "1/2 FARE", "Santa Fe Family Plan for ALL Coach and First Class Tickets". Includes an illustration of a train and a map of the Santa Fe system.

