

Brownfield Volunteer Firemen—They're Serving To Guard Against Loss, Death

By CHARLIE MAPLE
NEWS Staff Writer

It is 2 a.m. A northern whistling outside. However, at the first wail of the fire siren, about 25 pairs of feet hit the floor and rush to the phone to obtain the location of the blaze.

Minutes later these feet, now clad in firemen's boots, will be at the scene of the fire as Brownfield's Volunteer Fire Department attempts to extinguish the blaze.

The unusual aspect of this is that only the truck drivers are paid employees. "The other 28 active members of the volunteer group consider their job a civic endeavor," said Lewis Simmonds, secretary-treasurer. "And they do it to help their neighbors."

Simmonds said volunteers are on 24-hour call in all kinds of weather. "This is in addition to holding down their regular jobs," he said. "They also attend two-hour training schools twice a month to learn how to fight various types of fires and how to handle fire-fighting equipment."

The course is taught by instructors who attended the annual fire-fighting school conducted at A&M College last summer. Instructors are Jim Cousineau, fire marshal; Ray Mullings and Virgil Proffitt.

Additional instruction is received by the group when they attend district meetings three times a year. Representatives also attend the state conven-

tion annually. Simmonds explained the first five minutes of a fire is the most critical period. "This is the reason it is important that persons reports fires rapidly and accurately," he noted. "The information is relayed to the police dispatcher, who gives the location of the blaze to firemen who call upon hearing the siren."

Simmonds said that a fire often can be contained with little damage if it is reported promptly. "A delay will allow it to get out of hand and tremendous damage will result," he added.

After a series of major fires a few years ago, insurance premiums skyrocketed, according to Eunice Jones, city manager. "However, rates have dropped back to the favorable side after several months without an important blaze," he said. "We are back on the credit side of the ledger now."

The city manager pointed out that fire rates are established by fire losses from the previous year. "We can receive some discount for a well-trained fire department," he explained. "But fires must be reported promptly to hold losses to a minimum — thereby holding down fire rates."

Last summer's stringent enforcement of the garbage can ordinance has cut fire calls by 50 per cent, reported Simmonds. "Despite the normal fall increase in fires, we still do not have nearly

See No. 1 page 4

1957 RESULTS ANNOUNCED

Four Hybrid Sorghums Said Superior To Popular Martin Variety at Renner

RENNER—In the 1957 grain sorghum tests at Renner, four hybrid sorghums have proved far superior to the popular Martin variety and other widely cultivated sorghums, Dr. C. L. Lundell, director of Texas Research Foundation, announced last week.

"The four top hybrids, together with their yields, were AMAK R10 with 3,685 pounds of grain to the acre, R. S. 610 with 3,462 pounds, Kx 3010 with 3,308 pounds and H 6542 with 3,399 pounds to the acre," said Dr. Lundell.

"The first three are released hybrids whose seed are commercially available; but H 6542, being an experimental hybrid, will not be commercially available in time for 1958 planting."

Dr. Lundell recommended the four hybrids as consistently higher yielders than the popular Martin variety. All were tested under similar growing conditions.

In the Foundation's Renner tests, the Martin variety produced 2,441 pounds of grain to the acre, thereby ranking 34th among the 47 hybrids and varieties under investigation.

"AMAK R10, R. S. and H 6542 also were among the six top yielders in a similar test conducted this year by the Foundation at its Coastal Bend Field Station located near Taft," Dr. Lundell continued.

"And R. S. 610 was the higher yielder in another test this year at the Foundations' West Texas Field Station at Merkel. This same hybrid also was the highest in the Foundation's Renner test in 1956."

Seven other hybrids and varieties in the Foundation's 1957 Renner tests also gave promising yields in comparison with the Martin variety. "Under similar growing conditions, the seven likewise may be expected to give higher yields than Martin," Dr. Lundell added.

Planting Was Delayed
The seven, together with their 1957 Renner yields, were Tx 660 with 3,194 pounds of grain to the acre, Kx 3013 with 3,054 pounds, R. S. 630 with 3,036, DeKalb E56A with 3,004, DeKalb F62A with 2,927, Sooner Milo with 3,160, and Texas Milo with 2,995 pounds to the acre.

"The first five are hybrids, and the last two are open pollinated varieties," Dr. Lundell explained. "The 47 grain sorghums followed a humam clover cover crop to which 200 pounds of 0-20-0 fertilizer per acre had been applied."

Excessive rainfall delayed planting 10 days, until April 11, and interfered with timely cultivation. A hot, dry summer reduced yields. Dr. Lundell said Plainsman, Redbue 66 and Caprock—other widely cultivated grain sorghums—ranked 38th, 39th and 44th, respectively, in the tests, with yields of 2,267 pounds, 2,262 and 1,928 pounds of grain to the acre.

Water Authority Item Is Clarified

The NEWS has been informed by Lee Brownfield, city's director of the Canadian River Municipal Water Authority, that information in the Dec. 19 edition of the NEWS might be misleading to the public.

The Dec. 19 item concerned the intention of the Authority to receive help from The Texas Water Development Board, and was based on a press release by A. A. Meredith, the Authority's secretary.

Brownfield explained that the CRMWA executive committee had been empowered to investigate the plan of the soon-to-be created water development board and to apply to them for financial aid—if such a course should appear advisable to the committee.

Article Misleading
Brownfield pointed out that the article, as it appeared in the NEWS, might lead one to believe that the Canadian River project was past the planning stage.

The project currently is being examined by the U.S. Bureau of Reclamation, which will formulate plans with a view to possible government financing.

The bureau is expected to make a report to CRMWA in February, and at that time the approximate average cost of water to member cities, under a plan of government financing, should be known.

Brownfield concluded that all matters of further planning, contracting and securing of appropriations are problems for the future.

Trio Open New Beauty Shop on South Sixth

Latest beauty shop in Brownfield is the Sands, to be operated by Ona Stokes, Betty Jobe and Mary Lou Louallen.

The Sands is located next door to Regal Theatre on South Six.

Formal opening will be announced soon, said the trio.

SHERWINS IN LOUISIANA

Mr. and Mrs. H. E. Sherwin and Mike of 602 Cactus Lane are spending the holidays with his mother, Mrs. H. S. Sherwin of Haynesville, La. En route to Haynesville they plan to visit with Mrs. Sherwin's sister, Mrs. J. M. Worsham of Greggton.

Two Tots From New Mexico are Treated Here by Vic Porters

Mr. and Mrs. Vic Porter of 1301 East Cardwell were "adopted" parents for Christmas.

On Monday, Mrs. Porter went to Hobbs, N.M., to bring back with her two girls, one 20 months old and the other 5 years old.

The children's present home is the Jewell Fields Home there.

On the Porters' agenda here were a full Christmas and a shopping expedition for the tots.

Said Mrs. Porter: "We're trying to adopt the girls, and believe that we may succeed."

Cubs Get Berths On Paper's All-South Plains Grid Teams

Two members of the Cub football team were honored this week when they were named to Avalanche-Journal All-South Plains grid teams. A third Cub player and two Meadow gridders were given honorable mention.

George Fugitt, stand-out Cub tackle, was named to the selection's "dream defensive team." End Bob Cloe was picked on the second offensive team.

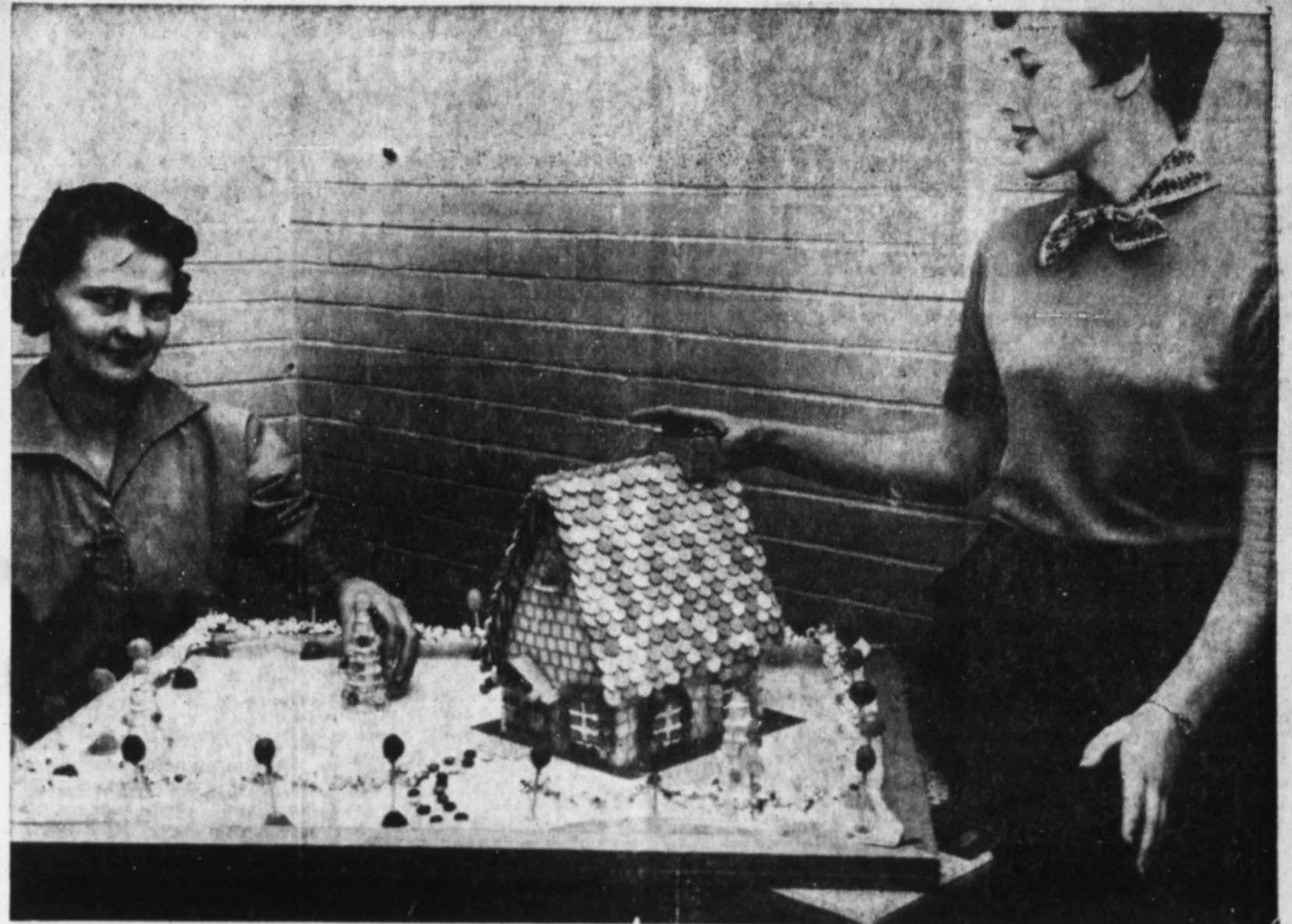
Listed for honorable mention were Harold Hinson and Don Bowman of the Meadow Broncos, and Johnny Mack Jones of the Cubs.

Weldon (Doc) Mize of Rails was named "Coach of the Year" by the Lubbock newspaper's sports staff.

Deep Test in Northern Terry To Try Devonian

Honolulu Oil Corporation has set a deep test in northern Terry designated the No. 1 Pope Pool.

Test will evaluate Devonian with a depth objective of 12,000 feet. Site is 660 feet from north and west lines of Section 46, Block D-11, C&MRR survey; 12 miles southeast of Sundown.



SWEETS—Hardly believable, without seeing. Yet, the substantial little house pictured above, with fenced yard, is made of gum drops, stick candy, M&M's, candy wafers (on roof), cookies, ice cream cones, suckers, cube sugar and popcorn. It was completed last Friday, after two weeks of painstaking effort by Mrs. J. C. Todd, left, girls physical education instructor in Brownfield High School. Looking on admiringly is Juana Jay Barret, a PE student and daughter of Mr. and Mrs. Charles Barret of Route 2. Work on the "house of sweetness and light" was done after-school hours by Mrs. Todd in her home at 1010 East Hill. (NEWSfoto) s-a ppainducet

ation instructor in Brownfield High School. Looking on admiringly is Juana Jay Barret, a PE student and daughter of Mr. and Mrs. Charles Barret of Route 2. Work on the "house of sweetness and light" was done after-school hours by Mrs. Todd in her home at 1010 East Hill. (NEWSfoto) s-a ppainducet

Brownfield News

And Terry County Herald... Terry County's Oldest Business Institution

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JOSH BILLINGS Sez...



I don't know how it is with other folks, but with me, the fall of the Roman empire is a grave deal easier to bear than a fall on the ice.

KAPPA ZETA SHOW

Doctor Winner Of Mink Stole Here

Winner of Kappa Zeta's mink stole was Dr. A. H. Daniell of Treadaway-Daniell Hospital.

The doctor's name was drawn Saturday afternoon. See No. 2 page 4

'BUSINESS HERE IS EXPECTED TOMARK TIME'

Terry County Retail Sales At High Level Right Through First Half '57

(Special to the NEWS)

NEW YORK, Dec. 24 — A new survey of business, just made public, shows that retail activity in Terry County was at a high level right through the first half of this year.

Personal expenditures, stimulated by high earnings and growth in population, advanced to a record. Price rises accounted for part of it.

The report, issued by the Standard Rate and Data Service, is based on data gathered from federal, state and local sources.

It assays the economic strength of each section of the country for the 12 months ending July 1, 1957, in the light of the volume of retail business done. It is the first such study covering that period. In Terry County, it shows,

the gross business in the local retail stores aggregated \$22,524,000 in the year. It exceeded the \$21,549,000 mark set in the previous year.

Advances were made in most categories of retail trade, a notable exception being automobiles. Had business continued for the remainder of the year at the same pace, new highs would have been established for the calendar year.

Just how much the recent drop has cut into these gains will not be known for some months.

The sales activity reflected continued consumer spending, made possible by high employment and earnings.

Net income in Terry County, for its estimated 4,230 families, reached a grand total of \$19,067,000 after taxes, accord-

ing to the SRDS survey. This compares favorably with the income in the prior year, \$18,799,000.

Apportioned equally among the local population, it amounted to a net spending capacity of \$4,503 per family.

The fact that the sales volume was greater than local income is due to the influx of shoppers from the surrounding area.

This buying power was quickly translated into bigger purchasing in most local retail stores.

More recently there has been a business let-down and some of the zip has disappeared. Consumer spending, while still high, has not continued at the same pace. A watch-and-wait See No. 3 page 4



THE RACE—The fire whistle generally means a mad rush at the Phillip Thompson home at 611 South First. At the first wail, Thompson calls the police station and his youngsters, Dian, 9, and Wayne, 4, rush to get his coat, boots and helmet. Thompson, a member of Brownfield Volunteer Fire Department about four years, is one of 28 volunteer fire fighters. (NEWSfoto)

FOUR TEAMS ARE ENTERED

Brownfield Basketball Tournament Is Slated

Three teams will join the Cubs in vying for the championship of the seventh annual Brownfield Basketball Tournament to be held here Jan. 3-4, according to Coach Farris Nowell.

The Cubs, Monterrey of Lubbock, Levelland and Colorado City will battle for championship, runner-up and third place trophies to be given in the two-night meet.

Harlan Smith of Lubbock, and Larry Workman of Seminole, will officiate the tourney, which will feature two tilts nightly.

Levelland's Loboes will meet the Colorado City Wolfpack to open the tourney at 7:30 p.m. Friday. The Cubs will tangle

with the Plainsmen of Lubbock in the 9 p.m. night-cap.

Winners will advance to the finals to be held at 9 a.m. Saturday after the losers meet for the third place trophy at 7:30.

The Plainsmen are favored to win the title, with Colorado City and the Loboes providing the competition for runner-up honors, according to Coach Nowell.

An All-Tournament team, to be selected by coaches and sportswriters, will be announced after the final game Saturday.

The hosts will warm up for the meeting with a Lovington Wildcats here Friday night. The Cubs possess a 2-7 record for the season.



CUB VARSITY LINEUP—These 16 players are carrying the red and white colors of BHS to the cage wars this season. They are, from left front row: Johnny Chisholm, Leon Clark, Don Cary and Duane Petty (manager). Second row from left: Ken Cary, Joe Oswald, Leon Hinson, Gary White, Ellis Cox

and John Eldon Jones. Third row from left: Coach Farris Nowell, Charles Lee, David Ivey, Daryl King, Johnny Mack Jones, Kenneth Cason, Bob Cloe, Doug Coppock and Coach Elroy Payne. (NEWSfoto)

County Offices at Stake in '58! Pay Poll Tax by Jan. 31 and Vote!

Buying Selling Renting Services Employment
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PAGE TWO Brownfield News-Herald, Thursday, Dec. 26, 1957

The 4-H Picture
 Terry County 4-H Club held its Christmas party Dec. 17 at the Party House. There were 23 boys and girls as well as several adults present for the event. The group went Christmas caroling, exchanged gifts and were served refreshments. This party was attended by the teenage group only.
 Noted where the Southwestern Exposition and Fat Stock show at Fort Worth will be held Jan. 24 through Feb. 2, and the San Antonio Livestock Exposition and Rodeo takes place Feb. 7 to Feb. 16.
 Did you know that raising domestic rabbits for meat rapidly is becoming an important industry in Texas? While rabbit production in the state does not compare with that of some areas in the U.S. the annual production of fryer rabbits is definitely on the increase.

Brownfield News
 409 West Hill Brownfield, Texas
 CURTIS J. STERLING Publisher
 DON BYNUM Editor
 WELDON CALLAWAY Advertising Manager
 M. D. FAIRBAIN Mechanical Superintendent

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 Subscription rates: Terry, Yoakum, and Gaines County — \$5.00 per year. Carrier boy delivery in City — \$6.00 per year, Elsewhere — \$7.00 per year.

HELP WANTED
Bookkeeper and Receptionist
 Must be good typists, and preferably a lady with bookkeeping experience. Start to work December 30 if possible. Call Curtis Sterling at 2188.

JONES THEATRES
 MOVIES ARE YOUR BEST ENTERTAINMENT!
REGAL
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Thursday and Friday December 26 & 27
PAT BOONE SHIRLEY JONES April Love
THE HIRED GUN AND THE GIRL!
RORY CALHOUN ANNE FRANCIS THE HIRED GUN

Sunday and Monday—December 29-30
STOPOVER TOKYO

Wednesday—December 25 thru Friday, January 3
DIALTO
 DIAL 2220

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 HESTON BRYNNER BAXTER ROBINSON
 DE CARLO PAGET BREWSTER
 HAROLD LOCH SCOTT ANDERSON PRICE
 A GRAND PICTURE — TECHNICOLOR
 VISTA-VISION

Pack 74 Scouts Are Yule Party Guests
 Cub Scouts of Den 4, Pack 74, met with Mrs. Ira Wolfe of 704 East Lons Monday afternoon for a Christmas party. Christmas films were shown and Ronnie Ward, den chief, led the group in a number of songs, followed by the exchanging of gifts.
 Mrs. R. D. Jones Jr. served refreshments of green and red Christmas tree cookies and punch. Those attending were Allen Baggett, Kelly Baggett, Johnnie Marsh, Jerry Jones, David Wolfe, Don Davis, Kirk Brown, Bruce Littlefield, Charles Lorrance, Bruce Grizzle and Ronnie Ward.
 The beginner may start on a very small scale and grow into the business. Also rabbits can be fed a variety of home grown feeds. They prefer whole grain in the following order: oats, wheat, grain sorghums, barley and rye. Commercial feeds can be obtained at local feed stores at a nominal cost.
 The preceding information was obtained from Extension Service Bulletin 128 (revised) by R. E. Callender, extension specialist in wild life conservation, Texas A&M and is available in the county agents office.
 Could be that we are overlooking an economical way to help put more meat on the table—that is if you like rabbit, and lots of people consider it a delicacy.
 Consider also the fact that rabbits may be sold for pets and to other potential rabbit raisers.

Henderson Is Graduate Of Electronics School
 Navy Warrant Officer Roy P. Henderson Jr., son of Mr. and Mrs. R. P. Henderson Sr., of 1310 E. Reppito, and husband of the former Miss Helene E. Snow of Chico, Calif., graduated from the Officer's Electronics Maintenance School Nov. 8, at the Naval Training Center, Great Lakes, Ill.

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 WANTED: Resourceful efficient men to sell well known product. Opportunities unlimited, with good income. Phone 2379 after 6:00 p.m. only, for appointment. 81-tfc
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 WANTED: Specialize in all kinds of ladies and mens alterations, suits or dresses. 1 mile east of radio station on Tahoka highway. Phone 2908, Mrs. Lewis Havran. 83-tfc
Dub Halford—Charles Cloe
 Painting, Taping, Textoning, Floor Covering, Cabinet Tops and Carpenter Work. All work will be satisfactory. Phone 4876.

LEGAL NOTICE
NOTICE TO CREDITORS
 You are hereby notified, effective as of January 1, 1958, that Alvin Breckon has sold all of his equity and right, title and interest in and to the business known as Breckon & Gound, Brownfield, Texas, to Mr. E. R. Gound, and that by reason thereof the partnership heretofore existing between said parties is dissolved, with Mr. Gound assuming all of the partnership debts obligations and other liabilities, and that on and after January 1, 1958 Alvin Breckon will have no further connection with said business, but that the business will be continued under the sole proprietorship of E. R. Gound.
 The undersigned take this opportunity of thanking you for past credit and other courtesies, and trust that you will see fit to continue said business activities with Mr. Gound.
 Alvin Breckon
 E. R. Gound

LEGAL NOTICE
 To any Sheriff or any Constable within the State of Texas — GREETING:
 You are hereby commanded to cause to be published once each week for four consecutive weeks, the first publication to be at least twenty-eight days before the return day thereof, in a newspaper printed in Terry County, Texas, the accompanying citation, of which the herein below following is a true copy.
CITATION BY PUBLICATION
THE STATE OF TEXAS
 TO: R. L. BLOCKER, Defendant, Greeting:
 YOU ARE HEREBY COMMANDED to appear before the Honorable District Court of Terry County at the Courthouse thereof, in Brownfield, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 3rd day of February A. D. 1958, to Plaintiff's Petition filed in said court, on the 5th day of December A. D. 1957, in this cause, numbered 1807 on the docket, of said court and styled Roxie Lorraine Blocker, Plaintiff, vs. R. L. Blocker, Defendant.
 A brief statement of the nature of this suit is as follows, to-wit:
 Suit for divorce on grounds of ten years separation; and for custody of their two minor children, Donnie Jean Blocker, age 12 years, and Jimmy Ray Blocker, age 10 years, for costs of suit, as is more fully shown by Plaintiff's Petition on file in this suit.

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AND THE LOST SAFARI
BURTON SCOTT AS THE NEW TARZAN

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 THE BEST-SELLING NOVEL COMES TO THE SCREEN
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FOR SALE
FOR SALE OR TRADE: Grocery store & filling station — ½ acre, living quarters & garage repair shop, 6 room house with garage — ½ acre. Seagraves Road — S. H. Depoyster Phone 2338. 81-tfc
FOR SALE: 24 inch Goodyear girls bicycle — white wall tires and basket. Call 2239. 80-tfc
FOR SALE — 1954 Keivinator appliances, 1 automatic washer; 7 cu. ft. refrigerator with freezer compartment; 48" electric range. Phone 3429—after 7 p.m. phone 4708. 86-tfc

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KERSH IMPLEMENT CO.
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FOR SALE: 1956 Trailer house at 3 Point Trailer Court. Call 3388—D. R. Mitchell. 77-tfc
FOR TRADE — 1 Cushman Eagle with windshield, for kid's pony and saddle or jeep. Call 4796. 84-2tc
FOR SALE: TOYS! TOYS! TOYS! Save now during Gene Gunn's Toy Clearance. All toys will be sold between now and Christmas... here is your opportunity to really save. 80-tfc
FOR SALE OR TRADE — My equity in '57 Oldsmobile for older car. Contact Edward Holloway at phone 2188. 86-tfc

FOR RENT
RENT A HOME — In the Brownfield Manor, beautiful brick apartment house, 900 East Reppito, with ice box and stove furnished, 1 or 2 bedrooms, all bills paid. See David Nicholson Agency, 418 West Main or call 3603 or 3740. 12-tfc
FOR RENT: Bachelors apartment. Bills paid except lights — 903 East Hester. 84-tfc
FOR RENT: Farm with house, grass land and cultivated land. Located northeast of Brownfield. See Marvin McNutt at McNutt Courts in Brownfield or write to M. K. Wood — Box 364 Grand Prairie, Texas. 85-2tc

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FOR RENT: Furnished apartment — Man or couple preferred. 303 E. Lake, Call Mrs. McCracken 2692 or 3490. 85-tfc
FOR RENT — Large warehouse with truckage, across from Conoco Wholesale warehouse, formerly occupied by Meads Bakery, Phone 2687. 86-4c

VETERANS OF FOREIGN WARS
 Head Brothers Post 6794
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 Veterans Hall Brownfield

HOWARD-HENSON POST
 No. 269 American Legion
 Meet second Thursday night of each month.

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ATTENTION
 Quarterback Club Members! 1 large crystal bowl left at Football Banquet, Monday night, Dec. 9. Please call owner at 2937 and she will pick it up. 1tc

FOR SALE
FOR SALE: 1954 Keivinator appliances, 1 automatic washer; 7 cu. ft. refrigerator with freezer compartment; 48" electric range. Phone 3429—after 7 p.m. phone 4708. 86-tfc

Classified Advertising Rates: 5 cents per word first insertion; 4 cents per word each time thereafter—minimum charge of \$1.00 per insertion. Classified Ad deadline for Thursday issue is noon Tuesday and for the Sunday paper: 5:00 p.m. Thursday.

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FOR SALE — have two 2 bedroom homes low equity; also have nice 3 bedroom and den well located. DAVID NICHOLSON AGENCY phone 3603-3740. 56-tfc
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FOR SALE: 5 room house 416 S. 3rd—\$3750.00, Phone 3850. 76-tfc
FOR SALE: 1½ miles east of Seminole on highway 180 — 15 Acres, new 3-bedroom house with 1560 sq. ft. of floor space, fenced. Has water, propane, on school and mail route. Leo Jeanis, 81-tfc

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FOR SALE — 320 A. farm, 300 A. in cultivation in water belt, 100 A. cotton allotment. Known as the old Reed farm 6 mi. east 1 mi. south of Bfld. 61-tfc

FOR SALE — 2 bedroom house, 713 Magnolia, Phone 2278. 42-tfc
FOR SALE: 160 Acres land in Gaines County, NE Quarter of Section 32 Block G, Call or Write O. T. Daugherty, 890 Cedar St., Abilene, Texas Phone OR-14621. 82-tfc

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 SUNSHINE—16 Oz. Box
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- WHITE SWAN WITH BACON—No. 300 Can **BLACKEYED PEAS** 12c
- LIPTON'S ONION **SOUP MIX** 2 pkgs. 35c
- PAR RED PLUM—18 Oz. Jar **PRESERVES** 29c
- LIBBY'S—No. 1 1/4 Flat Can **PINEAPPLE** 20c
- KOUNTY KIST—12 Oz. Can **CORN** 2 for 25c

CRISCO 1-LB. CAN 35¢

- BLACKEYED PEAS** CAMPFIRE NO. 300 CAN 7 1/2¢
- GRAPE JUICE** CHURCH'S 24 OZ. BOTTLE 35¢
- SALMON** HONEY BOY ALASKA CHUM 1 LB. CAN 45¢

BLUE PLATE—10 Oz. Pkg. BREADED SHRIMP 59¢		FRESH GROUND 3 POUNDS \$1
BOOTH'S—8 Oz. Pkg. FISH STICKS 33¢		
FRESH PORK SHOULDER STEAK LB. 49¢		
GLADIOLA CANNED—Sweet Milk or Buttermilk BISCUITS 2 Cans 25¢		
HAMBURGER	VELVEETA	BACON WILSON'S SLICED KRISPRITE, POUND 59¢
	PEAS BLACKEYED FROZEN FOUR WINDS 10 OZ. PKG. 10¢	POT PIES SPARETIME FROZEN BEEF, CHICKEN or TURKEY 8 OZ. PKG. 19¢

- U. S. No. 1 Red **POTATOES** 10 Lb. Bag 49¢
- CALIF. CALAVO **AVACADOS** Ea. 12 1/2¢
- WASHINGTON DELICIOUS **APPLES** Lb. 15¢
- NEW MEXICO SWEET **POTATOES** Lb. 12 1/2¢

- LEMONS** CALIFORNIA SUNKIST LB. 12 1/2¢
- LETTUCE** LARGE FIRM HEADS LB. 12 1/2¢
- ORANGES** TEXAS FULL OF JUICE 5 LB. BAG 35¢
- TOOTH PASTE** COLGATE 50c SIZE 33¢

- U. S. GOV'T. GRADED GOOD BEEF**
- PINBONE **LOIN STEAK** LB. 79¢
- CENTER CUT CHUCK **ROAST** LB. 49¢
- RIB STEAK** LB. 79¢
- HILLS O HOME FROZEN—12 Oz. Pkg. **SPINACH** 15c
- ORE IDA—2 Ears **CORN ON COB** 17c



ALKA SELTZER	REG. 59c SIZE	39¢
KLEENEX	400 COUNT BOX	25¢

- WOODBURY'S \$1.00 SIZE **HAND LOTION** PLUS TAX 50¢
- ANGEL SKIN—\$1.00 Size 10 Oz. Bottle **LOTION** PLUS TAX 89¢





PRESENTS FOR THE GOOD LITTLE BOYS AND GIRLS — Mrs. R. D. Showmake, left, of 802 East Cardwell and Mrs. Lynn Smith of 1303 North A. are shown distributing bags of fruits and nuts to Mrs. G. E. Wood's first, second and third grade students of Wheatley School. Pictured receiving the fruit are, from left, Roberta Jefferson, Myrtle Ann Jones, Raymond Jefferson and Thomas Freeman Brown. Members of Brownfield Home Demonstration Club prepared the bags for distribution at the school party held Friday afternoon. Fruit for the bags was furnished by Piggly Wiggly and Furr's super markets. (NEWSfoto)

lack of water, noted the secretary. "We have only the water we can carry on the truck itself," he said. Though the department primarily is a fire-fighting organization, Simmonds pointed out that life-saving and rescue equipment also is available for use. "We have a resuscitator and operator available in case of emergency," he said. "All we need is a phone call." Volunteer firemen, though serving without pay, are eligible for a state pension after 20 years of service and upon reaching 56 years of age, revealed Simmonds. "The fund, which is payable until death, is set up by yearly \$5 contributions by the individual fireman and a like sum by the city," he added.

A total of eight former Brownfield volunteer firemen are eligible for the state pension. They are A. V. Black, Ned Self, Cecil Smith, L. E. McClish, Ches Gore, H. M. (Dube) Pyeatt and Eunice D. Jones.

Volunteer firemen, whose service ranges from 2 months to 19 years, include Chief Leonard Isaacs, Assistant Chief Frank Szydoski, Simmonds,

Cousineau, Earl Blackwell Tom Craddock, Earl Elrod, James Fulford, Bobby Graves, Jack Greenfield, Billy Hamilton, Tom Harbin, Howard Hurd, Buck Hopson, Earnest Hutson, Cliff Jones, Harold Jones, and Bennett Jordan, Lee Loftus, Marion Linville, Mullings, Monk Parker, Max Profit, Johnny Raybon, Ed Richardson, and Philie Thompson. Full-time employees of the department are Jeff Lester and Virgil Profit.

No. 2—

from among several hundred by Kimberlee May, 6-year-old daughter of Mr. and Mrs. Murphy May of 821 East Tate.

The drawing was held in Brownfield Chamber of Commerce. The Kappas will use the money derived from sale of tickets on the stole for their several civic projects, said President Mrs. J. L. (Dusty) Kemper.

Brownfield, the County Seat of Trench County, is 40 miles from Lubbock.



MRS. RONNIE BUSH

No. 3

attitude has entered the picture.

Not until the latter part of 1958, say the economists, will conditions again combine to cause a resumption of the upward climb of recent years. Meanwhile, business will mark time, they say, but on a high plateau.

Miss Mary Ann Ellis And Ronnie Bush United in Marriage

Miss Mary Ann Ellis, daughter of Mr. and Mrs. T. M. Ellis of 111 East ... Ronnie Bush, son of Mr. and Mrs. Joe Bush of New Deal, were united in marriage at 1 p.m. Wednesday in the Baptist parsonage at New Deal, with the Rev. Bill Mark reading the double ring ceremony.

The bride wore a pink knit suit with pearl necklace and earrings. Her corsage was of white carnations. Miss Connie Carruth was maid of honor. Joe Bush, father, was best man.

Mrs. Bush attended Brownfield High School and is now a student in the Jessie Lee Beauty School in Lubbock. He

attended New Deal High School and now is engaged in business with his father in New Deal, where they will make their home.

First Methodist WSCS Holds Christmas Party

WSCS of First Methodist Church met Monday afternoon in the recreation room for their annual Christmas party and program.

Mrs. James Tidwell gave the devotional followed by singing of Christmas carols by the group. Mrs. Wayland Parker spoke on "Christmas Customs Around the World."

Each brought gifts and food to be given to an adopted family. Misses Elroy Payne, C. E. Bartley and Shorty McNeely served refreshments to about 25 members.

CLASSIFIED? CALL 2188

Dr. J. U. Borum Jr.

OPTOMETRIST

207 S. Fifth St.

Phone 3172

No. 1

as many small fires as in the past," he said. In addition to local calls,

Simmonds said occasionally the department aids surrounding towns combat major fires. "In recent years we have received aid from other departments on the Palace Drug and

Sinclair Variety store fires," he revealed. "We also have been helped by Halliburton Oil Well Cementing Company." Calls answered out of town normally are hampered by

CANIPE'S FASHION FABRICS
NEXT TO THE FIRST NATIONAL BANK

STARTS THURSDAY DEC. 26th

END-of-the-YEAR

Clear-up SALE

YARDS AND YARDS OF SAVINGS

ONE BIG GROUP FALL SUITINGS
Regular 1.49-1.98 Values
Brushed Suitings ... \$1 yd
Ratin Back Rayons ...
Woven Cottons ...
Nubby Linens ...
All 45 Inches Wide ...

SPECIAL DRIP-DRY COTTON PRINTS
Regular 98c and 1.29 Values
Border Patterns ...
Duo-Tone Gingham ...
45" Cupioni Rayons ...
Childrens Prints ...
All First Quality ... **66c yd**

ONE GROUP COTTONS
Pique Prints ...
Drip-Dry Prints ...
Gingham Checks ...
Machine Washable ...
First Quality ...
Values to 98c yd. **50c yd**

72" FELT Reg. 2.93 yd
Purple, Orchid, Gold **1.99 yd**

WOOL JERSEY Reg. 2.93 yd
Green, White Only **1.99 yd**

FELT APPLIQUES
1-3 Off Regular Price

WHILE 50 YDS. LAST QUILT OUTING
FIRST QUALITY **4 yds \$1**

CREASE RESISTANT! GOLD PRINTS
FIRST QUALITY WASHABLE **66c yd**
Reg. 98c Values

SPECIAL! WASHABLE PRINTED CHINTZ
Regular 98c Value Everglaze Finish **66c yd**
First Quality

USE OUR LAY-AWAY

FIVE ONLY ... 2.98 to 3.98 SEWING KITS 2.00

WHILE 30 YDS. LAST QUILTED PRINT 1.00 yd.

REMNANTS...REMNANTS...REMNANTS!



Hey! Ladies ... Opening Soon

New to Brownfield
AN AUTHORIZED WESTINGHOUSE
Coin-Operated

Laundromat

First & Ross Streets

1/2-hour Laundry
20c Per Washer

Dry 2 Loads of Clothes for 25c

Will Be Open 24 Hours a Day
7 Days a Week

Johnny Hazard

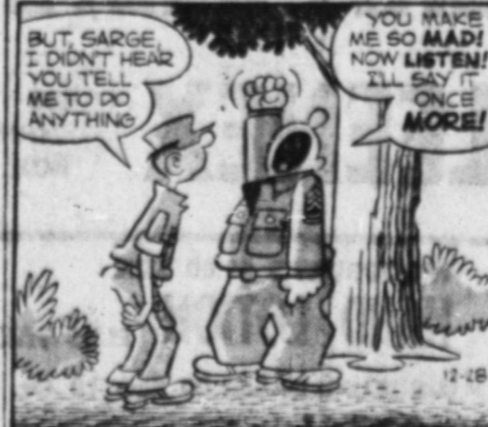


By Frank Robbins

Beetle Bailey



By Mort Walker



LADY BETTY PRUNE
HUNT'S TOMATO
RED TAG PLUMS
HUNT'S TOMATO
LIBBY'S ALL LIMA BE
ELNA SWEET PEAS
DEL MONTE SPINACH
CAMPFIRE PORK &
DOG CLUB DOG FOOD
WHITE SWAN COFFEE,
ST. CHARLES COFFEE

PE
CO
HAND LO DEODORA
MOUTH V
VITAMINS
NOTEBOOK
SH
CR

"GOODBYE TO 1957" SPECIALS at FURR'S



ORANGE DRINK HI-C 46 OZ. CAN. **25¢**

FOOD CLUB
OLEO
5c Off Label
Colored Quarters
Lb. **15¢**

- 6c OFF LABEL AJAX CLEANSER Can 2 For 29¢
- FOOD CLUB GRAPE JUICE 24 Oz. Bottle 29¢
- SANTA ROSA SLICED—Heavy Syrup PINEAPPLE No. 2 Can 25¢
- LIBBY'S CUT GREEN BEANS No. 303 Can 19¢
- FOOD CLUB CHUNK STYLE TUNA FISH Can 25¢

- PEACHES** KING'S DELIGHT SYRUP PACKED NO. 2 1/2 CAN **25¢**
- APRICOTS** GAYLORD, IN HEAVY SYRUP, NO. 2 1/2 CAN **25¢**
- GREEN BEANS** JENNY LEE CUT, NO. 303 CAN **10¢**
- CHEER** 10c OFF LABEL GIANT BOX **69¢**
- PEARS** REMARKABLE, SYRUP PACKED, NO. 2 1/2 CAN **25¢**

LEMONS 12 1/2¢
CALIF. FULL OF JUICE, LB.
APPLES 15¢
WASHINGTON DELICIOUS 12 1/2¢
CAULIFLOWER LB. 10¢
TURNIPS & TOPS Texas, Fresh, Crisp, Bn. 7 1/2¢
CARROTS Nice and Fresh, Lb. 7 1/2¢
GREEN ONIONS Fresh, Lb.

- LADY BETTY PRUNE JUICE Qt. 29¢
- HUNT'S TOMATO JUICE No. 300 Can 10¢
- RED TAG PLUMS In Heavy Syrup No. 2 1/2 Can 2 For 49¢
- HUNT'S—8 Oz. Can TOMATO SAUCE 3 For 25¢
- LIBBY'S ALL GREEN LIMA BEANS No. 303 Can 25¢
- ELNA SWEET PEAS No. 303 Can 2 For 29¢
- DEL MONTE SPINACH No. 303 Can 15¢
- CAMPFIRE PORK & BEANS No. 2 1/2 Can 19¢
- DOG CLUB DOG FOOD Tall Can 3 For 25¢
- WHITE SWAN COFFEE Instant 6 Oz. Jar 1⁰⁰
- ST. CHARLES—All Grinds COFFEE Lb. 69¢

PEAS KOUNTY KIST, SWEET NO. 303 CAN **15¢**

CORN FOOD CLUB CREAM STYLE GOLDEN, NO. 303 CAN **2 FOR 29¢**

- HAND LOTION Jorgen's \$1.00 Size 63¢
- DEODORANT Harriet Hubbard Ayers, \$1.00 Size 29¢
- MOUTH WASH Listerine 75c Size 69¢
- VITAMINS ONE-A-DAY \$2.94 Size \$1⁰⁰
- NOTEBOOK PAPER 50c Size Hytonic 39¢

SHAMPOO Halo \$1.59 Size **89¢**
CREME RINSE RICHARD HUDNUT \$1.75 SIZE **98¢**

SAVE WITH FRONTIER SAVING STAMPS At Furr's

FARM PAC, RANCH STYLE SLICED **BACON** 2-LB. BAG **\$1¹⁹**

- BOSTON BUTT CUT PORK ROAST 1-Lb. 45¢
- FIRST CUTS PORK CHOPS 1-Lb. 59¢
- FRESH FROZEN SPARE RIBS 1-Lb. 49¢
- FARM PAC FROZEN CHOPPED BEEF STEAKS 12 Oz. Pkg. 49¢
- U.S. GOV'T. GRADED STANDARD SIRLOIN STEAK 1-Lb. 75¢
- U.S. GOV'T. GRADED STANDARD RIB STEAKS 1-Lb. 73¢
- KRAFT SPREAD VELVEETA CHEESE 1-Lb. 49¢
- KRAFT CHEEZ WHIZ 8 Oz. Jar 35¢
- PILLSBURY Cinnamon Rolls CAN **31¢**

FRESH FROZEN FOODS

CORN Food Club, Fresh Frozen Cut, Whole Kernel, 10 Oz. **12 1/2¢**

- POT PIES Dartmouth, Chicken, Fresh Frozen Beef or Turkey, 8 Oz. 19¢
- MEXICAN DINNERS Patio, Fresh Frozen, 16 Oz. Pkg. 63¢
- Macaroni & Cheese Dartmouth Fresh Frozen, 8 Oz. 2 For 35¢

POOL NEWS

The Rev. Alton West preached here Sunday with 32 present for Sunday School. The Rev. Mr. and Mrs. West and family visited Sunday evening with Mr. and Mrs. Roy Barrier and were supper guest in the home of Mr. and Mrs. Leroy Barrier and boys. Other visitors in the Leroy Barrier home were Wil-mith Duncan, Vernon Aldridge and Mr. and Mrs. Junior Biggs

and Ronnie Nettles, Betty Hulse and James Pendergrass, Ann Morton and Larry Sims, Barbara Bishop and David Cabe. Peggy Burnett and Lewis Hare, Clara Bolen and C. A. Hare, Tootsie Hawkins and Ldean Hugglett, Karen Hamm and Bill Adams, Sue Harlan and Gail Ribble, Ann Baker and Billy Harlan.

LETTERS TO SANTA
Socks big enough to fit Karen Hamm, shoes big enough to fit Mae Smith, a steel cage for Bill Adams, and three or four "A" students in Algebra II. Also, a large bottle of Tafon for me.

Sincerely,
Coach Jerry Shaw.

and Kerry of Meadow.

Those visiting in the home of Mr. and Mrs. Homer Dunn and Bobby were Mr. and Mrs. Hoarse Johnson and boys, Mr. and Mrs. Bradley Seaton and girls of Lubbock and Mr. and Mrs. Walter Brenson.

Mr. and Mrs. A. O. Allen of Tahoka spent Sunday visiting with Mr. and Mrs. J. M. Trussell.

Visiting Friday in the home of Mr. and Mrs. Roy Barrier and family were Mr. and Mrs. Bernard Bishop and girls of Snyder.

Mr. and Mrs. James Watson and family and Mr. and Mrs. G. G. Kirby visited Sunday evening in Levelland with Mr. and Mrs. J. W. Godwin.

Mr. and Mrs. Neil Barrier and Kathy spent Saturday night in Seagraves with Mr. and Mrs. Gene Joplin and Mark.

Mrs. Martha Howard and Johnny spent Saturday at the home of Mr. and Mrs. E. L. Howard and girls of Brownfield.

Mr. and Mrs. C. W. Hunt and Sandra of Littlefield spent the evening visiting with their daughter and family, Mr. and Mrs. Freddie Howard.

Mr. and Mrs. Neil Barrier

and Kathy were dinner guest Sunday in the home of Mrs. Martha Howard and Johnny. Mr. and Mrs. O'Neal Watson and family are visiting in Birmingham, Ala. with relatives.

Mr. and Mrs. Warren Young and family spent Sunday visiting with Mr. and Mrs. J. W. Young and family.

Mrs. E. J. Duncan, Clara and Marion were dinner guests Sunday in the home of Mr. and Mrs. Elivce Duncan and family.

Mr. and Mrs. Arnold Waters, Mr. and Mrs. Leroy Barrier, and Vernon Aldridge were called to the bedside of their father, Will Aldridge, last Monday night in Hot Springs, N.M. He is reported to be better.

Debra Duncan spent Saturday night visiting with her grandparents and family, Mr. and Mrs. E. J. Duncan.

The Russian earth satellite may continue circling the earth for a year or more, according to some U. S. scientists.

This is the time to seriously consider making your New Year's resolutions!

POPULATION INCREASES ALMOST 2 MILLION

Texas Almanac Shows State Setting the Pace in Economic Expansion of Swift-Changing Nation; Production Shows Rise

In a swift-changing nation, Texas is setting the pace in economic expansion, according to facts and figures presented in the Texas Almanac for 1958-59, which has just been published by The Dallas Morning News.

Most striking has been the development of manufacturing. In the eight years, 1949-1957, the net annual value of Texas manufactured products increased from \$1,814 million to \$3,991 million.

Even discounting for inflation of values this was an increase of about 60 per cent. In the 18 years, 1939-1957, net value of manufactured products increased from \$449 million to \$3,991 million.

history, as shown by many pages of concrete data.

The Texas population increase, 1950-1957, has been even more rapid than during the census interval, 1940-1950.

In the absence of an official census since 1950, the Texas Almanac uses the official estimates of the Bureau of the Census and its own formula based upon scholastic population increase as shown in individual counties, cities and towns.

The state's population increased from 7,711,194 in 1950 to 9,127,000 in 1957, with some counties, cities and towns showing more than 50 per cent increase.

Farm population continues to decline in relation to the population of the entire state but in less degree than during the 1940-1950 census interval.

the volume bring up to date information on every aspects of Texas' economic, political and social activity, including latest data and historical reviews of the past.

Included are natural resources of all kinds with special emphasis on Texas water resources and problems of water conservation.

In the pages of the volume are found recent developments and historical matter on government, education, politics, civic activities and developments and recent legislation.

All articles on counties, cities and towns are completely revised, including maps.

The 1958-1959 Texas Almanac is the most compact, comprehensive edition ever printed.

Try a News Classified Ad — they produce prompt results at a minimum of cost.



"MY FAVORITE RECIPE" — Mrs. M. R. Watkins of Meadow is shown preparing her favorite recipe, orange cake. Her directions: Blend one-half cup shortening and one cup sugar then add two eggs (slightly beaten). Blend them add 2 cups flour and ¼ cup sour milk to which 1 teaspoon soda has been added. Add 1 grated orange rind, 1 cup dates and 1 cup pecans. Cook in loaf pan at 350 degrees. For icing blend 2/3 cup orange juice and ½ cup sugar when the cake is started. Stir occasionally as cake is being prepared. When cake is done leave in pan but cover with icing. Allow to soak in by adding slowly until all is gone. Mrs. Watkins says, "With its uncooked icing, it is so easily prepared and keeps well." (NEWSfoto)



ANN O'CONNELL



ANN BAKER

"Down Wellman Way"

Merry Christmas, everyone! Wellman High was all aglow last week with anticipation of the approaching holidays. (In other words — everyone was bubbling over with the Christmas spirit.) The FHA girls had a Christmas party Monday night in the Home Aiding Department. Games were played and Christmas Carols were sung. Afterward, refreshments were served in the dining room. Miss Hines, Mrs. Loe, Mrs. Hill, Mrs. Hulse, Mrs. Ingram, and Mrs. Adair sponsored the party for the girls. The basketball squad went to Loop Tuesday night. The girls won 57-39. Although the boys didn't win, they played an excellent game. Last Wednesday, Mr. O'Connell, our superintendent, presented the basketball girls with

a trophy and announced that they had won second place in the Meadow Tournament. **WE WANT FOR XMAS!** Joe Roy Golden—a permanent front tooth. Travis Moore—a typewriter (used). Billy Rich—a pink elephant. Carrol Parker—a cute blonde. Larry Sims—a new car. Anna Lee Morton—a mink coat from Larry. Kenneth Taylor—a certain red-head. Margaret Ingram—a big house. Mrs. Akers—a better class of students. Ann Baker—a trip to Grants, New Mexico. Mr. Green and Jimmy Rex — brunettes (V. J. H. for Jimmy) Ann O'Connell — a boy friend. Donald Pinson — A freshman Girl. Mr. Fields — For his Mother-in-law to stay at home. **COURTIN' CUTIES** Shirley Sanders and Clyde Bolen, Margaret Ingram and Robert Faught, Mary Porter and Rals Loe, Bertha Smith



GIFTS AND FOR FAITHFUL — Mrs. Vanoye Riley of Meadow is pictured as she prepares to open the many gifts she received from members of Pleasant Valley Home Demonstration Club Tuesday afternoon when they met with Mrs. Hubert Henson of Route 1 for their Christmas party. She, like five other members, received many gifts as a reward for perfect attendance. She had to make a fast trip from Austin for one of the meetings. She has been in the organization only for the past year, but says, "I feel I can't miss a single meeting." (NEWSfoto)



the world is **BIG**
and **BRIGHT** and
BEAUTIFUL
... again!

Serious emotional tensions no longer torment this woman. Today's improved facilities and treatment have restored her to happy, normal living again. A better understanding of the problems of mental health by more of us could give the hope of recovery to so many others.

Wonderful things have been done in the last few years in the treatment of emotional and mental illness. Greater knowledge, research, new drugs and medicines have brought new hope to millions of men, women and children. Yet so much more needs to be done!

You can help greatly by acquiring a better understanding of the problems of mental health. If emotional or mental illness should occur in your family, find out how to deal with it, how it can be treated. And work with your local mental health association.



FREE BOOKLET: For a better understanding of the problems of mental health, send for a free copy of the new booklet: "HOW TO DEAL WITH YOUR TENSIONS," written by leading authorities on psychiatry. This booklet offers positive steps that can be taken toward good mental health. Address: Better Mental Health, Box 2500, New York 1, N.Y.



Brownfield News
And Terry County Herald... Terry County's Oldest Business Institution

WEDDING PAR
Brownfield-Wing later, is pictured From left seats

L. M. V
Marria

Mr. and Mrs. I of 221 East Card ed their 35th vrsary with a Brownfield Coun day evening. Walls of the cl with white bells t ribbons. On the front stood a hu silver and white tied with coral r aside.

The registrati covered with a cloth and on of a miniature brid groom with "1922." on the ot carved wood fig older couple wit "1957." There floral arrangem with a silver car

Candelabra
The dinning tal ed with a silver skirt of coral n side stood s candelabra, Win vrsary gift to hi

At each end w punch bowls. The was an arrangee carnations with s a cut glass dish side was a cornu filigree filled with ver balls accente carnations.

In the main ha ing silver candle with coral tapers standing baskets olus. Like basket front of the roo the festive atm the many floral s sent by well-wish

Bridesmaids
Mrs. Wingerd s in having her five tendants here for vrsary. Today t as "bridesmaids,

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TO RA

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SORGH
DRYLAND

J. O. Neely of Littlefield, repot Martin Yielded per acre with a ture.

DeKalb C-44 3666 lbs. per a 13.8% moisture

DEKA

THE PROFIT
For Drier
WESTERN
And **FARM**

Economic Shows Rise

ring up to date in every aspects economic, political activity, including and historical re- cast. The natural resources with special Texas water problems of water

s of the volume developments matter on gov- cation, politics, and develop- ment legislation. s on counties, ns are complete- ing maps. Texas Almanac compact, compre- n ever printed.

Classified Ad — prompt results of cost.



WEDDING PARTY 35 YEARS LATER — The L. M. Wingerd and Mrs. Mon Telford. From Brownfield-Wingerd wedding party, 35 years left standing: Mrs. H. M. Bolling, Mrs. Kyle later, is pictured above at Friday's celebration. Graham and Mrs. Elias Ivey. Mr. Wingerd from left seated: Mrs. M. L. Copeland, Mrs. stands behind.

L. M. Wingerds Observe 35 Years Of Marriage With Dance at Country Club

Mr. and Mrs. L. M. Wingerd of 221 East Cardwell celebrated their 35th wedding anniversary with a dance at the Brownfield Country Club Friday evening.

Walls of the club were hung with white bells tied with coral ribbons. On the stage at the front stood a huge "35" with silver and white wedding bells tied with coral ribbons on either side.

The registration table was covered with a white-satin cloth and on one side stood a miniature bride and bridegroom with the numbers "1922." On the other side were carved wood figurines of an older couple with the figures "1957." There was also a floral arrangement centered with a silver candle.

Candelabra Are Gifts
The dining table was covered with a silver cloth with a skirt of coral net. At either side stood sterling silver candelabra. Wingerd's anniversary gift to his wife.

At each end were cut glass punch bowls. The center piece was an arrangement of white carnations with silver leaves in a cut glass dish and at each side was a cornucopia of silver filigree filled with coral and silver balls accented with white carnations.

In the main hall were standing silver candle stick holders with coral tapers beside huge standing baskets of coral gladiolus. Like baskets stood at the front of the room. Adding to the festive atmosphere were the many floral arrangements sent by well-wishers.

Bridesmaids Are Here
Mrs. Wingerd was fortunate in having her five wedding attendants here for her 35th anniversary. Today they are known as "bridesmaids," but when

Actual RECORDS show IT PAYS TO RAISE DEKALB SORGHUM
DRYLAND YIELD
J. O. Neely of Star Rt. 2, Littlefield, reports: Martin Yielded 3184 lbs. per acre with a 20% moisture.
DeKalb C-44a yielded 3666 lbs. per acre with a 13.8% moisture.

DEKALB THE PROFIT CROP For Drier Areas WESTERN GRAIN And FARM STORE

Miss Lois Brownfield was to be married to the five girls were selected to "stand up" with her.

The attendants were Mrs. H. M. Bowling of El Paso, the former Miss Emily Miller; Mrs. Kyle Graham of Odessa, the former Miss Marie Bell; Mrs. Elias Ivey of Denver City, the former Miss Ora Richards of Seminole; Mrs. Morgan Copeland, the former Miss Bit Pyeatt, and Mrs. Mon Telford, the former Miss Kate Spivey, both of Brownfield.

Daughter Is Here
Receiving guests with Mr. and Mrs. Wingerd were their daughter and her husband, Mr. and Mrs. Glenn Woodruff of

Former Resident Traffic Mishap Victim
Winston Donald Pollard, 17, who was born in Brownfield in 1940 and moved with his parents to Springfield, Colo., when he was 6, was killed Dec. 14 in an automobile accident near Springfield.

He is survived by his parents, Mr. and Mrs. Winston A. Pollard of Springfield; three sisters, Mrs. Sid Henderson of Campo, and Kathy and Linda Pollard of the home address; and

Maternal grandmother, Mrs. Emily Barber of Long Beach, Calif.; paternal grandmother, Mrs. Sallie Pollard of Route 5; one aunt, Ima Jean Carmichael of Waco; two uncles, Clifton Woods of Seagraves and Victor Pollard of Midland,

two aunts and other relatives. Mr. Pollard farmed for a number of years on Route 5 before moving to Colorado. He had moved to Terry County when he was 8 years old.

Winston was a member of the varsity football and basketball squads in Springfield High School.

Now you can OWN AMERICA'S FINEST TRACTORS MORE EASILY THAN EVER BEFORE.

HERE'S HOW EASY IT IS!
1. **LOW DOWN PAYMENT**—Your old equipment may cover this.
2. **1st PAYMENT**—After your 1958 harvest.
3. **2nd PAYMENT**—After your 1959 harvest.
4. **FINAL PAYMENT**—After your 1960 harvest.
Same deal on tools purchased with your tractor.

Matorador. Mrs. W. A. Bell was at the guest register.

Treadaway-Daniell Hospital
Mr. and Mrs. Lawrence Eugene Williams, Box 1004, daughter, Joan Patricia, born Dec. 16, weighing 5 pounds 4 1/2 ounces.

Mr. and Mrs. Leo Vasquez, general delivery, son, Daniel, born, Dec. 16, weighing 8 pounds 9 1/2 ounces.

Mr. and Mrs. Israel Garcia, 419 North 10th, son, Hector, Eloy, born Dec. 18, weighing 6 pounds 8 ounces.

Mr. and Mrs. Juan Alvarez Rodriguez, Austin, daughter, Judy Ann, born Dec. 19, weighing 8 pounds 1 1/2 ounces.

Mr. and Mrs. Raleigh Luker, Route 5, daughter Laura Leigh,

born Dec. 20, weighing 6 pounds 9 ounces.

Mr. and Mrs. Ignacio Arredondo, Tahoka, son, Alejandra, born Dec. 21, weighing 6 pounds 10 1/4 ounces.

Hill Clinic
Mr. and Mrs. Isah Robinson of Meadow, daughter, Sandra Kay, born Dec. 16, weighing 8 pounds 14 ounces.

Mr. and Mrs. Edward Murodock of 1110 South 5th, daughter, Cindy Lou, born Dec. 17, weighing 7 pounds.

Mr. and Mrs. John Phillips Wright of 801 East Hill, son, Marty Don, born Dec. 18, weighing 9 pounds 13 ounces.

Mr. and Mrs. Bonifacio Zepeda, general delivery, daughter, Belen, born Dec. 21, weighing 7 pounds 9 1/2 ounces.

Mr. and Mrs. Villarreal, no address, son, Bernave, born Dec. 22, weighing 7 pounds.

Other Hospitals
Mr. and Mrs. Brian Brady of 704 East Lake, son, born Tuesday, weighing 7 pounds 7 1/4 ounces.

Mr. and Mrs. B. S. Welton of 409 Lanny Avenue, daughter, born Dec. 20, weighing 7 pounds 1 1/2 ounces.



'THE ANNIVERSARY SONG' — Pictured at mike is Crawford Taylor of Radio Station KTFY, as he sang Friday night during the 35th wedding anniversary observance of Mr. and Mrs. L. M. Wingerd of 221 East Cardwell. At right is Bernie Howell of Lubbock, whose trio furnished music for the event, held in Brownfield Country Club.



Spankin' New
Treadaway-Daniell Hospital
Mr. and Mrs. Lawrence Eugene Williams, Box 1004, daughter, Joan Patricia, born Dec. 16, weighing 5 pounds 4 1/2 ounces.

Mr. and Mrs. Leo Vasquez, general delivery, son, Daniel, born, Dec. 16, weighing 8 pounds 9 1/2 ounces.

Mr. and Mrs. Israel Garcia, 419 North 10th, son, Hector, Eloy, born Dec. 18, weighing 6 pounds 8 ounces.

Mr. and Mrs. Juan Alvarez Rodriguez, Austin, daughter, Judy Ann, born Dec. 19, weighing 8 pounds 1 1/2 ounces.

Mr. and Mrs. Raleigh Luker, Route 5, daughter Laura Leigh,

born Dec. 20, weighing 6 pounds 9 ounces.

Mr. and Mrs. Ignacio Arredondo, Tahoka, son, Alejandra, born Dec. 21, weighing 6 pounds 10 1/4 ounces.

Hill Clinic
Mr. and Mrs. Isah Robinson of Meadow, daughter, Sandra Kay, born Dec. 16, weighing 8 pounds 14 ounces.

Mr. and Mrs. Edward Murodock of 1110 South 5th, daughter, Cindy Lou, born Dec. 17, weighing 7 pounds.

Mr. and Mrs. John Phillips Wright of 801 East Hill, son, Marty Don, born Dec. 18, weighing 9 pounds 13 ounces.

Mr. and Mrs. Bonifacio Zepeda, general delivery, daughter, Belen, born Dec. 21, weighing 7 pounds 9 1/2 ounces.

Mr. and Mrs. Villarreal, no address, son, Bernave, born Dec. 22, weighing 7 pounds.

Other Hospitals
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Mr. and Mrs. B. S. Welton of 409 Lanny Avenue, daughter, born Dec. 20, weighing 7 pounds 1 1/2 ounces.

The most basic element of refinement is the will needed to refrain from speaking until there is silence... which seldom exists in most conversations.

Rialto Theatre
Starts Christmas Day

THE TEN COMMANDMENTS
CECIL B. DE MILLE'S
HESTON-BRYNNER-BAXTER-ROBINSON
DE CARLO-PAGET-DEREK
VISTAVISION

Matinee Christmas Day
Box Office Opens 2:15
Show Starts 3:00

Matinee Sat. & Sun.—Dec. 28 & 29
Box Office Opens 1:00
Show Starts 2:00

Monday thru Friday—Dec. 30
thru Jan. 3—One Show Nightly
Box Office Opens 6:45
Show Starts 7:30

ADMISSION
Adults \$1.25
Children 50c

HOSPITAL NEWS

(Date patient was released denoted in parentheses)

Dec. 15: Herman Chesshir (17) medical.

Dec. 16: Mrs. Tom Cookston (19) medical, Mrs. J. J. Gaston

Prime Minister Nehru has appealed to "the great leaders of the United States and the Soviet Union" to end nuclear tests and agree on disarmament.

SOCIETY? CALL 2188
CLASSIFIED? CALL 2188

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Dec. 19: Billie Rowe () medical and Mrs. Lois Gibson (20) medical.

Dec. 20: Mrs. J. C. Cunningham () medical and Mrs. Charles Dunn () medical.

Dec. 21: Don Whisenhunt () tonsillectomy, Luis Salas () accident, Jan Fuller () medical and Elmer Bramlet () medical.

Dec. 22: Mrs. Fred Turner () medical.

The experts say this winter will be a cold one, in spite of the gradual trend toward warmer winters, and the experts have a fifty-fifty chance to be right.

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BIG CATCH—Billy Joe Snodgrass, son of Mr. and Mrs. Hugh Snodgrass of Tokio, this week reported catching a 50-pound catfish in Ink's Lake near Kingsland. The former BHS student is employed by International Harvester Company in Corpus Christi.

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World's Top Milkman Made it Step-by-Step

Started in small local dairy

By LOUIS JAMES
America's No. 1 milkman is Elsie, the Borden Cow. Elsie sells over 5 million quarts of Borden milk every day.

If you see Elsie, you invariably associate her with Borden. Studies show that more than 7 out of ten persons make this association. She is better known than many a movie star.

But behind Elsie, and putting her to work, is Borden's real spokesman—Harold W. Comfort, its quiet, unrumpled, 60-year-old president.

Runs 140 plants
Comfort certainly gets Elsie to do a lot of moaning and producing because Borden sells more milk under its own label than anybody else. The 100-year-old firm sells over \$900 million worth of products a year, operating more than 140 major plants in 33 states and several foreign countries with a staff of 34,000 employees.

When Comfort took the helm at Borden last year he could jokingly refer to himself as a milk-fed executive. For he has had only one job and purpose in life—to sell milk and ice-cream.

A native of Brooklyn, as a youngster he was the envy of the neighborhood kids. His father owned a small dairy and young Comfort revelled in milk and ice-cream.

After a hitch in the Navy in world war I and liberal art courses at Yale and Williams

Men Who Make America Great



HAROLD W. COMFORT
SKETCH BY LOU JAMES

College, Comfort took a job—naturally—in the dairy field.

He liked to make and eat ice-cream all right, but he soon concluded he would also like to sell it. He became a top salesman and later rose to sales manager.

When Borden acquired the firm 10 years later he was named president of the ice-cream unit.

As suggested by his name, Comfort is a relaxed man. His remarkably even temper plus his understanding of the Borden operation soon led him into the top echelons.

Has four sons
"You just don't upset him easily," remarked one of his associates, "even though his job is a nerve-wracker in a highly competitive low-profit margin industry."

Comfort is an exurbanite who commutes daily to his New York office. An early riser, he boards

Claims he is a "milk-fed" exec

the 7:36 at Greenwich, Conn., opens his Wall Street Journal, and arrives at his office by 8:40. The day's work begins at once.

In 1918, when he was 21, Comfort married Lillian Whitely and they have four strapping sons, Harold, Robert, Richard and John—all raised on Borden products, of course.

One lucky day, six years ago, Comfort grabbed his No. 7 Iron on the 11th hole of the Round Hill Country Club of Greenwich and spanked the ball 125 yards for a hole in one—his first in 40 years of steady golf. It is reported that his usual serenity took a beating on that occasion.

No time for fishing
Although Comfort is at heart a milkman he firmly believes in product diversification. In the past year Borden has continued to expand and has also become a sizable chemical producer.

Today, for example, Borden produces Brazil's entire supply of formaldehyde.

In the food field, Borden expanded its research activities by opening a new million dollar research lab in Syracuse. The lab is staffed with 50 technicians.

All this makes Comfort's job more complex, but he admits "we function so smoothly I have plenty of time to read reports and analyze trends."

"But," he adds wryly, "I haven't much time to go fishing."

AT HIGH PLAINS TEST STATION

Underground Water Is Subject of Plains Study

Research in the storage of ground water got underway Dec. 4 at the High Plains Station of the Texas Research

Foundation. The study of the controlled movement of measured water into water bearing sands is being conducted by pumping water thru underground pipe from an irrigation well into the recharge well, 1/4 mile away, adjacent to the east lake at the Station.

The experiment, which will be continuous for 6 weeks, is designed to discover the behavior of recharged water in the underground sands.

Among the items studied are; the permeability of the sands; the rate of movement of water; the practicality of recharging water sands and the most economical way of conserving surface lake water.

The flow of water into the recharge well is measured at both the source and the recharge well to give accurate tests. This is the first time equipment for accurate measuring and recording the data has been set up in this area.

Three four-inch wells are located 8, 50 and 100 ft from the recharge well so that observations can be made to get data. Wells 1/2 and 1 1/2 miles away are being checked to determine any effect the test has on them.

During the first five days of testing, 5,889,000 gal of water

had been pumped into the recharge well. A rise in the water level of 24.61 ft was recorded in the recharge well, 21.31 ft at the test well 8 ft away, and 20.93 at the well 100 ft from the recharge well.

The irrigation well supplying the water during a draw-down of 21.45 ft showed the five-day period while a well 350 ft away showed a drop of only 5.07 ft. A flow of 800 gallons per minute was selected to run the test. This rate could be varied up or down.

The recharge research program is a cooperative effort of the U.S. Geological Survey, the Texas State Board of Water Engineers and the High Plains Station. Jerry G. Cronin and the staff of the USGS are in charge of the research pro-

gram. Mr. Al Winslow, assistant district geologist from the Austin District Office, is assisting in the research program.

Interest throughout the High Plains area is evidenced by the number of visitors and inquiries covering this experiment.

The bright lad or gal who is doing all that community work usually winds up a candidate for votes somewhere along the line.

SHOP THE NEWS
NEXT DOLLAR DAY
FOR TERRIFIC BUYS

BEHIND AMERICAN BUSINESS SCENES

Businesses Continue Trend Toward Expansion of Plants and Equipment; 1957 Total Expected to Hit a Record \$37 Million

By REYNOLDS KNIGHT
Economic Analyst

NEW YORK — Business spending for new plant and equipment is running behind earlier expectations — but it still promises to achieve a new high this year.

Latest estimates are that expenditures of this kind for 1957 will hit a round \$37 million. That would be six per cent ahead of the previous record set in 1956, which was a whopping 22.5 per cent ahead of 1955.

Capital expenditures by major industries have shown mixed trends over the past two years. For example, outlays in 1957 by public utilities are expected to be about 30 per cent above 1956, and railroads and manufacturing firms will be up an estimated 18 per cent. But trade, service, and construction firms expect to lower their fixed investment spending by eight per cent.

So, while there are trouble spots here and there in the nation's economy—scattered factory layoffs, a slight decline in construction contracts, growing consumer resistance at some retail levels—the general picture as 1957 draws to a close doesn't seem as dark as some of the more bearish economists see it.

FACTORY FLEXIBILITY — Along with such factors as military spending and "built-in stabilizers" there's a lesser known but highly important reason why we have "rolling readjustments" these days, instead of all-out depressions. It

is the great flexibility of many of our modern industrial plants.

Things are not the same as in the days when, if a town's old brewery or corset factory shut down, it would just grow ivy for 10 or 20 years while small boys broke its windows.

Nowadays, if a well-planned small or medium-size factory can't make one thing, it usually can — and does — convert to something else.

Claiming a major role in this happy development are the gas utilities and the manufacturers of industrial gas equipment. In terms of energy consumed, the Gas Appliance Manufacturers Association points out, industrial gas is about ten times as big a business as it was in pre-war 1940, about twice the size it was in 1950.

The gas utility men are constantly in touch with developments in equipment for all kinds of plants, and they're often in a position to assist in the shift from one type of production to another. Thus there's less chance of a town's losing its livelihood when demand wanes for the prime product of its major industry.

THINGS TO COME — Now absent-minded traveling men can still be clean-shaven: There's a throw-away razor, complete with brushless cream in the handle, being marketed to sell at 25 cents. . . . To provide added traction for hills or on slippery surfaces, there's an accessory sander kit that can easily be fitted to the car's chassis ahead of the driving

wheels. . . . A West Coast hospital has a recording machine in the delivery room. It captures new-born infants' first cries and the platters later the presented free to the parents.

A BETTER 'BRAIN' — Today's giant electronic 'brains' differ markedly from the early computer systems in that they not only compute, but also "memorize" data and "read" and "write" as well.

The early systems handled a limited amount of data, performed a lot of complicated calculation, and came up with a concise answer. "But," explains Walter W. Finke, president of Datamatic Corp., "business today has huge amounts of paper work which it wants to feed into a computer quickly and get a lot of answers as fast as possible. Involved is only a minimum amount of computation. That is why we now need balanced systems that can handle a tremendous amount of data quickly."

Datamatic has just delivered such a system to Michigan Hospital Service, where it will watch over the personal statistics of 3.5 million subscribers, processing an average of 25,000 record changes a day in less than two hours.

Another user, Los Angeles County, estimates that the new type "brain's" ability to locate, use and return information to magnetic tape files as fast as its high-speed internal section can accept and process the data, will save the county a half-million dollars annually over and above the cost of the \$2.5 million system.

LO, THE POOR TAXPAYER — While Congress hints at the possibility of federal tax cuts next year, state legislatures continue to pile it on. Most legislatures meet in odd-numbered years, and 20 of them this year voted tax hikes of one form or another.

Montana and Kansas each made the biggest number of major tax raises, both boosting levies on individual and corporate income and on cigarettes. In addition, Montana raised its liquor tax, Colorado Idaho and Oregon raised both individual and corporate income taxes. South Dakota corporate income and gasoline. Other states discovered additional revenues in either cigarette, liquor or gasoline taxes.

BITS O' BUSINESS — Life insurance companies invested \$4 billion of new money in the first nine months of 1957, according to the American Life Convention. . . . Satellites, complete with launchers, range finders and radar tracking mechanism will be on the toy counters at Christmas. They're already in mail-order house catalogs, which went to press



To show our appreciation for the wonderful patronage given us during the Christmas Season—we are bringing to you this big "After-Christmas" Clearance . . .

Ladies' Dresses

In this wonderful collection of ladies' dresses you will find every style, size, color and price to suit your most discriminating taste. These are famous name dresses taken from our regular stock and priced extra-low for your after-Christmas shopping.

Were 10.95	8 ⁵⁸	Were 12.95	9 ⁵⁸
NOW		NOW	
Were 14.95	10 ⁵⁸	Were 17.95	14 ⁵⁸
NOW		NOW	
Were 19.95	15 ⁵⁸	Were 22.95	17 ⁵⁸
NOW		NOW	
Were 29.95	24 ⁵⁸		
NOW			

Blouses

LARGE SELECTION OF LADIES' Blouses

In this group you will find SHIP 'N SHORE and other famous names!

REG. 5.95 VALUE	3.99
NOW ONLY	
REG. 3.98 VALUE	2.99
NOW ONLY	
REG. 2.98 VALUE	1.99
NOW ONLY	



Ladies' Skirts

Here's the Ladies' Choice for Every Day Wear

Slim-Jims

Velveteens and a few Corduroys . . . black or red . . . all sizes.

VELVETEEN	3.99
REG. 6.95	
NOW ONLY	
CORDUROY	2.58
REG. 3.95	
NOW ONLY	

Sweaters

2.99 to 2.95 VALUES

NOW ONLY	2.58
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Ladies' Skirts

EXTRA VALUE IN

REG. 5.95 VALUES . . .	4.58
NOW	
REG. 13.95 VALUES . . .	9.58
NOW	
REG. 14.95 VALUES . . .	10.58
NOW	

ONE GROUP LADIES' COTTON DUSTERS

REG. 5.95	3.99
NOW ONLY	

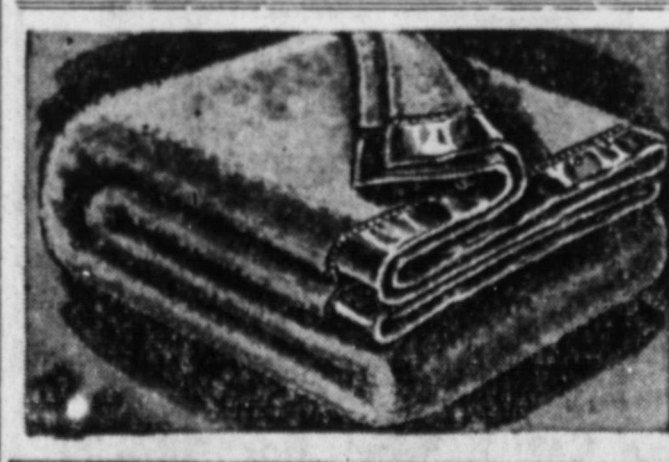
Pipe for Domestic and Irrigation Wells

6 1/4" Used T. & C.	1.15
6 1/4" New P. E.—Limited Service	1.05
8 5/8" O. D. 3/16 Wall New P. E. Limited Service	1.35
10 3/4" O. D. 1/4 Wall New P. E. Limited Service	2.35
12 3/4" O. D. 3/16 Wall New P. E. Limited Service	2.35
12 3/4" O. D. 1/4 Wall New P. E. Limited Service	2.55
14" O. D. 3/16 Wall New P. E. Shop Rolled	2.95
16" O. D. 1/4 Wall New P. E. Limited Service Special	2.75

These prices will prevail as long as the supply lasts

HILTON SUPPLY COMPANY

1819 East Broadway Phone POrter 2-3041
Lubbock, Texas



BLANKETS

100% ACRYLAN	10.58
REG. 15.95—NOW ONLY	
RAYON & NYLON	5.58
REG. 8.95—NOW ONLY	

COMFORTERS

ONE GROUP NYLON AND COTTON

REG. 12.95	7.58
NOW ONLY	

LOAFERS

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