

Los Angeles to Celebrate 150th Birthday

Los Angeles, May.—A question that disturbed planners of La Fiesta de Los Angeles, the city's 150th anniversary celebration, scheduled for September 4 to 13, has just been answered.

The question was—"Can modern California reproduce the equestrian scenes that were familiar in the days of the dons?"

The answer is, "Yes;" and that isn't all of it. The rest is—"They can be bettered."

This is the report that has been received by La Fiesta Association following a canvass of available horse-flesh throughout California. What the scouts were looking for, of course, were saddle horses, as the only vehicle known to Spanish California was the carreta, and it was ox-drawn.

As a result of the appeals to horseowners, including the large ranches and stock farms, La Fiesta will show in the historical pageant 500 matched steppers, valued at half a million dollars, and their silver-mounted trappings will represent as much.

While the historical pageant, opening feature of La Fiesta, will colorfully portray a century and a half of progress from pueblo days on, other events of the celebration will carry out the same theme.

One of the big shows will be the "Epic of Transportation," taking this subject from earliest to modern times. Hollywood studios will contribute a nocturnal electrical pageant. There will be a Western Congress of Riders, showing in a manner of horsemen in picturesque evolutions, including Cossacks, Arabs, Zouaves, Algerians, Australians, Argentinians and others. This will conclude with a great rodeo and a bloodless bullfight.

Balls, fandangoes, a musical fiesta, religious ceremonies and other features will lead up to the climax event—a two-day international air fiesta.

La Fiesta de Los Angeles is a part of the statewide Fiesta Year program in California, in which 356 separate celebrations will be staged, and is declared the major event on the program.

COMPETITION IN COTTON

Texas and Oklahoma produce the bulk of the export cotton of the United States. A great deal of the cotton produced east of the Mississippi River goes into domestic consumption.

In order to sell our Texas and Oklahoma cotton in the world markets we must compete with foreign growers. Not many years ago, selling cotton to European and Japanese spinners was merely a matter of notifying them that the cotton was ready for shipment. We produced the quality they desired and had but little competition.

The situation is different today. Other countries are making rapid progress in producing the required staple with the desired spinning qualities. We, in our attempt to beat the boll weevil to the crop, have gone into the short staple business with a fiber as straight as an Indian's hair. Gin turn-out has been preached to farmers by seedsmen and but little attention has been paid to acre yield or quality of staple.

Texas and Oklahoma have millions of acres of land that cannot be excelled anywhere in the world in the production of quality cotton. Some of this land, of course, is a little the worse for wear, but not beyond repair. Good seed, uniform community planting with attention to the production of the required staple length and the desired spinning qualities would put this area back on the map in the minds of manufacturers.—Farm and Ranch.

C. L. Lincoln, local insurance agent, has put his Herald up to March 1, 1932.

We thank John S. Jones for a renewal of his Herald recently.

Who's Who Among The Newspaper Folks

Clark Howell is editor and publisher of the Atlanta (Ga.) Constitution which won the Pulitzer prize "for the most disinterested and meritorious public service during 1930." The Constitution conducted three outstanding editorial crusades during the year. The principal campaign was against a ring of corrupt politicians who had been active in every branch of the municipal government.

Waging a single-handed fight, the Constitution exposed their activities and demand a grand jury investigation. The final result of the campaign is not yet known, but the ringleaders of the political racketeers have been convicted and are now serving sentences in the Georgia chain-gangs. Others have either pleaded guilty or have been convicted, and still others are awaiting trial.

Along with the fight against "the city hall gang," the Constitution also gave pitiless publicity to the activities of a secret order, headed by another small group, who had organized it for personal gain and for fermenting racial strife. The third campaign was a demand for equal justice in the courts for whites and negroes in the case of a cold-blooded murder by white men of a negro college president's son.

Clark Howell, the son of the Constitution's first noted editor, Capt. Evan P. Howell, began his newspaper career on the New York Times in 1883 after being graduated from the University of Georgia. He followed his New York experience with a short time on the Philadelphia Press. In 1884, he returned to Atlanta as news editor of the Constitution and in 1889, upon the death of Henry W. Grady, the paper's great managing editor of post-war days, he succeeded to the post. Eight years later Mr. Howell was elected editor in chief, which place he has since filled, as well as those of president and published. Since 1900 he has been a director of the Associated Press.

Major Clark Howell, Jr., his son, is now business manager of the Constitution.

WHY I BELIEVE IN PROHIBITION

I believe in prohibition because I believe in the new industrial order that America is creating. Booze is as much out of place in that new order as a horse and buggy in downtown Detroit—and a lot more dangerous.

The horse and buggy order is gone and liquor had to go with it. Society could take chances back of a dashboard that it can't afford to take behind a steering wheel!

Perhaps you don't recall the old hitching post days. Well, a lot of folks seem to have forgotten them. They shouldn't. The streets on Saturday nights were lined with wagons and buggies and the saloons were filled with customers. At closing time a crowd of irresponsible men backed their rigs into the streets, the horses were headed toward home, the reins dropped over the dash and forgotten. The horses were sober.

Well, if we want our streets lined again with shops that do that kind of business we shall have to put our automobiles and go back to hitching posts. Automobiles won't go straight and they don't know the way home.

An industrial order that has discarded the reins, dash-boards and a team-that-knows-the-way-home can't afford to line its highways with "regulated liquor shops"—not with a forty-horse power motor under the toe of the drinking citizen.—Henry Ford in the Lincoln Journal.

We got a bawling out via mail last week from Mrs. Bettie Hansen, of Avoca, Texas. How her name got dropped from the list is still a mystery, only found in printing office mailing lists. Her time is not up till Sept.

Mrs. F. M. Ellington called recently and had the Herald sent to her mother at Susquehanna, Penn.

Rialto

Friday & Saturday
MAY 22—23
JOHN GILBERT
—in—
"A Gentleman's Fate"
News Comedy
Sun., Mon., Tues.
MAY 24—25—26



Ann Harding
East Lynne

Clive Conrad
Brook Nages
FRANK LLOYD production

Drama of the tears and thrills that rest a woman's soul.

REGULAR ADMISSION
15c—40c
News Screen Act Comedy

Tom Connally is a Speaker at the WTCC

King Cotton's tyranny must be ended.

He must share his power with food and feed crops. His authority must be circumscribed by constitutional limitations.

United States Senator Tom Connally of Marlin so warned the final assembly here Saturday morning of the thirteenth annual convention of the West Texas Chamber of Commerce. Senator Connally, only speaker at the last session, was introduced by Amon G. Carter of Fort Worth.

"West Texas has been built out of what was once a great plain, by the optimism and faith of man," said the senator.

"It does not matter so much where West Texas begins, as it does where it ends.

"Agriculture is a primary industry and whatever our development must always so remain. A varied soil and a favorable climate make West Texas a favored section for him who cultivates the earth to bring forth the food and raiment that feeds and clothes the world.

Restrain Power

"Corn, wheat and other grains are peculiarly adapted to the seasons, soil and climate of your section. King Cotton has too long reigned in our dominions. He has imposed burdens and hardships upon his subjects. His power must be restrained.

"The new agricultural West Texas must 'live on its resources.' We are getting away from the fetish of a single crop. We are going to provide a balanced ration for our people."

Importing Pork

Texas today is importing pork, Senator Connally reported, and every southern state is importing some meat.

"Raising cotton to sell to Japan in order to get money to buy salt pork from Iowa hogs, fattened with Iowa feed and packed in Kansas City is a round-about way to get pork," the senator reminded.

Commerce and transportation are "inseparable as the Siamese twins," and when one perishes the other dies, said Senator Connally.

Markets Are Open

Traversed by trunk-line railways that connect with ports at the Gulf of Mexico, West Texas has "a ready highway to the markets of the

THE RED & WHITE STORES

Did you know that there were 15000 RED & WHITE Stores in the United States and Canada, (Independent Merchants) every one of them ready to serve you with the best goods money can buy at lower prices. Think of the buying power of this organization. And did you know that we pay no royalty to anybody, own our Stores, spend our money in the community. Is it any wonder that we can sell you goods CHEAPER?

See Your RED & WHITE Merchant For Better Service And The Best Of Everything
FRIDAY & SATURDAY SPECIALS MAY 22—23

FLOUR 48 lb, Tulias Best .96

Dry Salt Meat No. 1 lb. .11

CHEESE LONGHORN PER LB. .16

Bologna Sausage Per lb. .16

No 10 APRICOTS 55c PEACHES, No. 10 49c
PINEAPPLES, No. 1 Crushed, Goldbar 10c PINEAPPLE No. 1, Sliced, Goldbar 10c

BANANAS Per Lb. Only .4 1/2

Fresh Vegetables Per Bunch .05

CREAM MEAL 10 LB. .24

MACARONI Luxury, 3 for 14c 2 lb. COMET RICE 18c
GELEETIN DESSERT Red & White 2 for 13c POST BRAN 10c

CORN No 2 Standard Can .10

LUNA SOAP 5 BARS .12

PORK & BEANS Medium 2 for 15c Red & White SOUP, any kind 9c
No. 2 Kruner Economy PEAS 2 for 25c HOMINY No. 2 1/2 Van Camp 9c

ORANGES Small Dozen .18

CHISHOLM BROS.-HUDGENS & KNIGHT

BROWNFIELD, TEXAS

THE RED & WHITE STORES

NEWSPAPER BARGANS

Star-Telegram Daily

Regular rate 4 months \$3.40
Bargain rate 4 months 2.40
The reader saves 1.00

Star-Telegram Without Sunday

Regular rate 4 months 2.80
Bargain rate 4 months 1.90
The reader saves .90

Abilene Morning News

Daily and Sunday until Oct. 1st \$2.00
For \$2.00 the reader gets almost six months of reading of West Texas' own daily at a very cheap price. Turn in your order to the Herald at once.

world," he continued.

"The ports are dependent upon the hinterland—they cannot nourish themselves. Products must be brought to shipside."

Senator Connally spoke of increasing educational facilities and advantages in this region, and described the school house as "an outpost for law and order, a sentry box, a citadel of good government, a workshop where rugged native minds are shaped and fashioned."

Must Shape Plains

More than material prosperity will result if each farm home is made a self-sustaining unit by encouraging diversification of crops, of food and feed and domestic animals and dairy products, Senator Connally predicted.

"As we plan for such a balanced economy in the individual farm, the West Texas Chamber of Commerce must plan and dream for a balanced economy throughout the area which it serves," the Marlin man said.

Must Be Market

"There must be a market for the crops which the farmer is encouraged to grow. Manufacturing must utilize raw materials and supply employment to labor. Cities and towns must not be content to subsist upon agriculture alone. They must utilize the oil, the fuel, the minerals and other native resources."

The West Texas Chamber of Commerce program must be revised and modified to meet new conditions and embrace new opportunities," Senator Connally opined.

"Its dreams envision a noble future. It must make that dream come true."

Three primary factors in the making of wealth, Senator Connally designed as raw material, the brain that conceives its utilization, and capital and human labor to transform it into the finished product and carry it to consumers.

"In the far flung view of world economy, there is no real surplus of the useful products of wealth and labor," he declared.

The problem is to find those who need them, the senator continued, and to effect a means of exchanging them for other products.—Lubbock Avalanche.

A. S. Matthews has moved from Corpus Christi to San Antonio.

T. A. Loe, of the Johnson community, dropped in recently to renew his Herald.

Picture Framing
Tool Sharpening
Prices are Reasonable
F. G. BOURLAND
at Shamburger Lumber Co.

Sunday Movie Bill Becomes Law Soon

Austin, Tex.—Governor Ross Sterling today signed a bill legalizing Sunday show's in Texas. The law will become effective 90-days after the legislature adjourns, or late in August.

DEFORMITIES MARK ANIMAL IN LAMB COUNTY

Sedan.—A freak "white face" or Hereford calf was born recently on the ranch of G. C. McAdams, well known Lamb county rancher here, that had unusual deformities.

MURDERED

In the later part of April while crossing the street in Lubbock, a young lady was struck by a car that was attempting to pass an old Model T pulling a trailer, and instantly killed and her companion was seriously injured.

Harmony News

School closed last Friday. The teachers for next year are: Mr. Alvin Mitchell, Principal; Mrs. Tiernan, Primary teacher. Miss Imajean Christopher will have the Intermediate grades.

Col. House Hopes Gov. Roosevelt Nominee

Fort Worth.—Col E. M. House is hopeful that Texas will send an instructed delegation for Franklin D. Roosevelt to the next Democrat National Convention, according to information obtained by Ernest May, Fort Worth lawyer.

FORRESTER ITEMS

A son was born to Mr. and Mrs. Grover Zachary Saturday, 16th. Mr. and Mrs. Charlie Hester and family and Mr. Clarence Hester of near Levelland visited Mr. and Mrs. G. M. Thomason Saturday night and Sunday.

Sweetwater Gets the Next WTCC Convention

Sweetwater will entertain the 1932 convention of the West Texas Chamber of Commerce. In a landslide of votes, the Nolan county methopolis was successful in putting across its campaign for the convention in the first ballot Saturday in the final business action of the thirteenth convention.

Graduation Days Are Here Again Let Us Help You Make Your Selections We have a nice assortment of Bracelets, Necklaces, Watches, Diamond Rings and Pins, Buckle Sets, Compacts, Leather Goods and etc.

Tremendous Power from the Wind

The Aermotor Co. is now making a self-oiling windmill 20 feet in diameter. If you have a well 1000 feet deep, or if you want to raise a large quantity of water from a shallower well, this is the windmill you need.



Bell-Endersen Hdw. Co.

For QUICK STARTING in Cold Weather Be sure you are using the right gasoline and the right grade of oil. You'll avoid trouble by coming here for—MAGNOLIA Gasoline and Motor Oils MILLER & GORE

West Texas Cowboys will stage another reunion at Stamford again this year, June 25-26-27th. They had a great crowd last year, but are expecting many more this year and from longer distances, Terry county should have a good quota.

SPECIAL SALE at greatly reduced prices of Nyal Products. This includes—Drugs and Home Remedies, Mouth Washes, Rubber Gloves, Shaving Cream, Stationery, Candies, Clocks, Soaps, Antiseptics, and many other articles you need in the home every day. HUNTER DRUG STORE The Nyal Store

CHEVROLET 73 of America's leading business concerns have bought 27,605 Chevrolets. Prominent among the thousands of concerns using large fleets of Chevrolets are many of the leaders of American industry. NEW CHEVROLET SIX The Great American Value. See your dealer below CARTER CHEVROLET COMPANY BROWNFIELD, TEXAS

Hole in 1 Want to play Golf? Yes, where, at the Idle Hour Golf Course. It is now open and ready to serve you. Play Pee Wee Golf and limber up your limbs, and get a good appetite. Open Saturday Afternoon, May 23 15c Single or 25c Double IDLE HOUR GOLF COURSE Located 2 Blocks North of Hotel Brownfield

FORRESTER P. T. A. The Forrester Parent Teacher Association met in the last regular meeting of the year, Friday evening, May 15. The following officers were installed: President, Mrs. Lee Fulton; Vice-President, Mrs. E. F. Drury; Secretary, Miss Gladys Scales; Treasurer, Mrs. C. L. Polk; Publicity Chairman, Mrs. G. M. Thomason.

Holder's Chiropractic Clinic Vertebral Analysis, and Thorough Examination Free of Charge For One Week. From May 22nd Till May 30th, By Appointment DR. JOE W. HOLDER West Side of Square Phone 250 BROWNFIELD, TEXAS

Milkman, Housewife, Sportsman, Winners in \$50,000 Contest. Pictures show the three major prize winners in the Camel cigarette contest. James Thomas Shattuck, 22, a milkman in Boston, was awarded first prize of \$25,000; Mrs. Walter Sweet, mother of three children and wife of a Marine Corps aviator stationed at the Brooklyn (N. Y.) Navy Yard, won second prize of \$10,000; and Julius M. Nolte, real estate dealer, and former secretary of the South Commercial Club, received the third prize of \$5,000.

DON'T ORDER TILL YOU PHONE NO. 1. The Herald is now well stocked with—Texas Standard forms Deeds of Trust Chattel Mortgage Blanks Bill of Sale, Vendor's Lien notes and Plain notes. A few report cards on hand. OUR PRICES ARE IN LINE

