

FALL OPENING SALE

**MEN'S SUEDE
LEATHER JACKETS**
\$449

We Have a Big Line of
MEN'S DRESS PANTS
All Wool and Wool Mixed
Ranging in Price from
\$279 to \$450



A Big Selection of Ladies Ready-to-wear
Our Ready-to-wear Department is Most Complete
Every Thing New in Style, Colors and Materials
Be Sure to See Them Before You Buy
RANGING IN PRICE FROM—
\$395 to \$1250

THIS IS YOUR BIG OPPORTUNITY TO BUY FALL
MERCHANDISE EARLY IN THE SEASON. COME
EARLY AND MAKE YOUR SELECTIONS. OUR
STORE IS FULL OF NEW CLEAN FALL AND WIN-
TER MERCHANDISE THAT IS PRICED RIGHT.

36 INCH PRINT
9c

DARK and LIGHT OUTING
9c

TURKISH TOWELS
—GOOD HEAVY GRADE—
10c

66X76 BLANKETS
—NICE FANCY COTTON PLAIDS—
89c

Big Saving In
**LADIES' FUR TRIMMED
COATS**
Priced From
\$6⁹⁵
to
\$27⁵⁰



CHILDREN'S SWEATERS
—BUTTON and SLIP-OVER STYLES—
59c and 79c

MEN'S SWEATERS
—PART WOOL SPORT COAT STYLE—
98c

MEN'S DRESS SOX
—FANCY PATTERNS—
15c pair

**MEN'S BROADCLOTH
SHIRTS & SHORTS**
19c each

MEN'S DRESS SHIRTS
—FANCY PATTERNS—
SIZES 14½ to 17
59c

MEN'S OVERALLS
—220 WEIGHT BLUE DENIM—
—JUMPERS TO MATCH—
98c each

MEN'S COVERT WORK SHIRTS
49c

MEN'S WORK SHOES
\$149

LADIES ARCH SUPPORT SHOES
\$249

LADIES' WASH DRESSES
—FAST COLOR—
79c

**LADIES FULL FASHIONED
SILK HOSE**
Silk from Top to Toe — Lovely Fall Colors
49c

LADIES RAYON HOSE
19c

LADIES' WORK OXFORD
\$149

BOY'S OVERALLS
—GOOD HEAVY GRADE—
SIZES 6 to 16
59c each

BOY'S COATS
—LEATHERETTE SHEEP LINED—
\$298

MEN'S BLACK OXFORDS
—WING TIP or CREASED TOE—
\$249 pair

MEN'S WORK PANTS
BLUE and GREY
98c

BOY'S UNIONS
Heavy Weight—Sizes up to 34
59c

MEN'S DRESS HATS
New Fall Patterns
Colors and Styles
\$198



ARYAIN DRY GOODS CO.

HERE'S YOUR CHANCE

To Buy First Class Parts At a Real Saving

Distributor Points for Model A and Chevrolet	19c
Diaphragm Sets	19c
Generator Brushes	19c
Condensers	19c up
Head Light Bulbs	15c
Tail Light Bulbs	5c
Light Fuses	5c
Flash Light Bulbs	5c
Flash Light Batteries	4c
Complete Line of Boots	5c, 10c & 15c
Model A Brake Rods	24c
Hose Clamps (Universal)	6c
Gas Tank Caps (Universal)	5c
Model A Front Spring (10 leaf)	\$1.85
Chevrolet Ring Gear (Pinion)	\$3.00
Bell Housing Support for Chevrolet or Pontiac, \$2.00 value for	\$1.00

AND A COMPLETE LINE OF GOOD USED PARTS WITH PRICES IN PROPORTION

Noble Wrecking COMPANY

Across Street from Higginbotham-Bartlett Lumber Company

PROGRESS NOTES

Chamber of Commerce

Several weeks ago we addressed the Post Office department requesting that an inspection be made of the Brownfield Post Office for the purpose of determining the need of additional clerical assistance, in order that better service could be had and are just in receipt of a letter from the First Assistant Postmaster General that the inspection has been ordered and we hope that the inspection will reveal the need for additional assistance.

We have been requested at different times by farmers to write to the Agricultural Adjustment Administration asking for the reason for delay in mailing out the cotton rental checks that were due to producers on the 1934 crop, and we have endeavored to keep track of the distribution since that time and have been informed by the county agent that only about 100 checks remain unpaid, representing around 30 contracts, so judge that it will not be a great while until all outstanding checks will have

"FLOWERS"

Everybody loves flowers and they are suitable for any occasion. Can send your wire orders.

MRS. W. E. DOWNING
PHONE 69

The MINT Cafe

is now open for business—the place that cooks your orders to your individual taste.

Meet your friends at the

MINT CAFE

been received. The reason given by Washington for the delay, was that the contracts showed discrepancies, but offhand, it appears to the writer that it has taken a long time to get the contracts adjusted.

Now if there is any farmer who has not received his check and believes that the matter can be expedited by writing a letter I would be glad to do it for him, but in the event that this is done, it would be necessary for him to bring in all of the papers in his possession covering on it so that full information can be sent with first letter.

We did not make the trip to San Antonio last week for the reason that our papers on the Park had not reached that office and naturally could not have gone fully into the matter with the State Director. The trip may or may not be made within the next few days.

The Emergency Crop Loan Office has been moved back to the Grand Jury room, second floor, southeast corner of the court house. It was located in the chamber of commerce office during district court but the quarters were too crowded for their use and ours, is the reason for the move.

We now have definite assurance that the Babicora feeding pens are for lease to any responsible person and we are "dickering" with a feeder to carry anywhere from 2,500 to 5,000 head which is somewhat smaller than we expected to be able to arrange for but is much better than nothing. The general manager of the Babicora Company will be here sometime this week and is expected to quote a price for rental of the pens and equipment. In the meantime we would suggest to farmers, that they not be in too big a hurry to sell their feed as we have been reliably informed that the feed crop was a failure in the northern part of the state and it is expected that prices will be better later on in the year. Work orders have been issued on two WPA projects in the county to commence next Monday. One is a school project at Meadow and the

other a lateral project, being 5 miles of calesche surface on the Lamesa road. Nothing has been heard concerning the application of the state highway department on No. 84, but we are hopeful that it will receive favorable action, altho work upon it may not be started until near the end of the year.

Rainfall Not a Safe Index to Crop Yields

(By Victor H. Schoffelmayer, in The Dallas News.)

As pointed out in a previous article the limiting factor in crop production throughout the South Plains and the "breaks" region below the caprock is moisture. Before farming had become the science it is today there were repeated failures in attempting to produce cultivated crops in regions of limited rainfall. These were due almost entirely to recurrent periods of drought. Science, however, has shown a way of capturing that part of the season's rainfall which used to be wasted—that portion which ordinarily runs off the land. Only a very limited quantity of rainfall in the ordinary downpour is stored in the land itself. Most of it runs into creeks and rivers and is lost for crop use.

Spur Station Results

No agricultural experiment station has done more significant research into the run-off problem of both water and soil than has the Spur station. There equipment has been set up which measures exactly the wastage from each rain or the capture of the water in the various types of soils measured by the apparatus. R. E. Dickson, head of the station, and his staff of scientists, have laid the foundation of an exact science in this new and important field which means so much to the safeguarding of agriculture in regions of limited rainfall.

Nor are these experiments carried on in northwest Texas limited in their application to the Plains region. They can be applied right here in Dallas County or throughout the blackland belt. The prairies have their periods of drought as have the Plains. Water soaked in the ground is a reserve supply for emergency crop use. Everything should be done to enable the soil to store up a reserve.

It is Dickson's view that enough rain usually falls during the crop growing seasons, which if captured in the soil will produce abundant crops. Of course, the fall and winter rains must be equally conserved in the soil. Since the average annual rainfall at the Spur station is twenty-two inches there need be no crop disaster if reasonable precautions are taken by farmers. Large crops of cotton can be raised with a summer rain of, say, six inches, provided there be a fair subsoil moisture supply at the planting time and a good rain to start off the plants.

Rainfall No Yardstick

"Annual rainfall is not a safe yardstick for measuring the agriculture of a region," is the way Dickson puts it. "West Texas with twenty-two inches of rainfall a year raises as large cotton crops as regions having thirty-five and forty inches. Of much greater importance than annual rainfall is the season distribution there-

of, also whether the rains are torrential or slow and penetrating."

This philosophy has spurred Dickson in his investigations. He was quick to perceive that if the soil could be so farmed as to store rain that crops would sufficiently supplied in most years. There are exceptions, of course, and 1934 was such an exception, but it was the first nearly total crop failure since 1918.

Run-Off Costly to Soil

Dickson's studies also show that on land having a slope of only 2 per cent which had been followed there was erosion damage amounting to 14 tons of soil per acre per year over a period of eight years. Similar land planted to cotton lost annually 8.50 tons of soil. Land with a crop of milo lost 4.10 tons per acre, but well sodded grass only had a loss of .39 tons per acre. There's a big lesson in this.

These soil losses are not guesses. They are computed by weighing the actual soil after the water in the catch basins has been evaporated and everything has been reduced to a scientific formula.

Catches All Run-Off Water

In one of his most convincing demonstrations Dickson shows a large field of cotton which during the last five years produced an average of 251 pounds of lint per acre, all because the field is terraced with closed ends to prevent water escaping needlessly. In five years there has been no runoff from this field, even in the hardest rains, showing how much water soil will put to crop use.

Alongside there is another cotton field, plowed and cultivated identically and having the same one-half of 1 per cent slope, with a loss of two inches of water because of absence of terraces and a five year yield of 164 pounds of lint per acre. Nearly ninety pounds more lint produced on the acres with closed terraces! The soil is identical, known as Abilene clay loam, highly productive and common to the regions below the caprock.

Good Crop This Season

Throughout this section where water conservation has been practiced the cotton crop this season ranges from one third to better than one-half bale an acre. Some fields which I visited, those on which water from near-by creeks or hill slopes had been diverted onto the land during the summer rains may produce up to one bale per acre. Especially has the cotton crop, and for that matter all crops, have been increased since the September rains started. The drought-resisting grain sorghums, true to form, waited for these rains and then quickly made use of the precious moisture as plants do in regions of limited rainfall.

All over the "breaks" country you can find farmers who have been getting their basic information from the Spur agricultural experiment station and profiting thereby. The farmers were generous to admit that when asked about it.

In part it explains the stability of the region.

"THE LUNATIC FRINGE"

"There is a lunatic fringe of drivers who create hazards for themselves and everyone else, as they rush on their heedless way," said an article in the Ladies Home Journal for July, 1935. "They are the 5 to 10

per cent of drivers who are responsible for 90 percent of all accidents."

This "lunatic fringe" has so far shown itself to be 100 per cent deaf to the elementary principles of reason. Its members know that excessive speed is the most prolific of all causes of serious accidents, and that a collision that would be unimportant at 20 miles an hour will probably prove fatal at sixty—yet they continue to push the throttle through the floorboards. They know that passing on hills and curves is an invitation to the coroner—yet so important does time seem to them that they are perfectly willing to risk their necks and the necks of other drivers to save a few usually unimportant minutes. They know that weaving in and out of traffic, driving on the wrong side of the road and similar stupid practices, may mean sudden death in one of its most horrible forms—yet they persist in these practices. They know that many accidents, fatal and minor alike, can be attributed to faulty mechanical condition—yet they continue driving many an "old heap" when its horn is silent, its lights are either glaring or inadequate, its steering shimmies, and its brakes are about as valuable a stopping device as the accelerator.

Result: An annual death toll that hovers around the 35,000 mark.

Only the most stringent methods can hope to handle the lunatic fringe. Modern traffic laws, rigidly enforced not only by the traffic patrol but by the enthusiastic co-operation of the sane and careful drivers (the 90 per cent) are vital. The one way to hammer some sense into the lunatic fringe is to treat them as the public enemies they are.

Knee-Action Here to Stay Says Chevrolet

"Knee-action is here to stay—we haven't considered for a moment omitting it from Chevrolet Master deluxe models for 1936."

Thus did W. E. Holler, vice president and general sales manager of Chevrolet Motor Company, emphatically state that the company's new cars, to be introduced November 2, would offer individual front wheel suspension in the line.

"Our 1936 models will offer the same option in springing as the 1935 models; that is, the Master deluxe cars will be available with either

BREAD Never Lets You Down

Fresh baked bread gives you quick, easily assimilated nourishment—builds sturdy bone and muscle. Every needed food element is present in healthful abundance in every loaf of this finest food. Come in for a "loaf" today.

BURNETT'S BAKERY

knee-action or conventional springs, and the Standard models with conventional springs only," Mr. Holler declared.

SISTER DIES

Mrs. L. C. Wines returned Monday from Seymour, Texas, where she had been called on Friday previously by the death of her sister, Mrs. G. W. Brown. Mrs. Brown had been in poor health for a considerable time and about two weeks before her

death suffered a fall which caused broken bones and internal injuries. She was at an advanced aged and her weakened system could not stand the shock.

The funeral took place there Sunday, from the Methodist church of which she had been a faithful member for many years. She leaves a husband and several children, all of whom are grown and with families of their own. She had lived in Seymour for many years and was universally loved and greatly esteemed.

Hanna-Pope and Co.

— 1111 BROADWAY —

LUBBOCK'S NEWEST DEPARTMENT STORE

Visit Our Store for Numerous

DOLLAR DAY

Values on Monday, November 4th.

WHAT? MIRACLES? IN 1935?

Yes, we can perform them, with your last year's suits, overcoats and dresses—Cleaned, Pressed and any alteration that might be necessary. Call 1-0-2.

City Tailors and Dry Cleaners

For Your Protection—Cedarized Storage Bags.

SNAPPY FILLING STATION

TIRES — TIRES — TIRES
TUBES — TUBES — TUBES
PRESTONE — GAS — OILS

YOUR BUSINESS APPRECIATED



— for Mildness
— for Better Taste

Make Every Day Fire Prevention Day

By observing a few simple rules you can help reduce the fire waste, but you need the financial safeguard of Fire Insurance, too.

E. G. AKERS

Insurance — Bonds — Abstracts

We Do All Kinds Automotive Electrical Work

Starters — Generators — Batteries

TEXACO SERVICE STATION and REPAIR SHOP

PHONE 2-1-3

Red Bryant — David Perry

Piggly Wiggly

BROWNFIELD

"A Little Place to Look For — But a Great Big Place to Find"

Dear Friends:

We are happy to tell you that we have bought the Piggly Wiggly Store of Brownfield from Mr. J. O. Garlington, favorably know here for a short time.

It is our determination to conduct this store on the same lines of honesty, quality, and economy that have made the name Piggly Wiggly a by-word for thrift for a number of years.

We have moved our families to Brownfield, and have been mighty lucky to get nice houses well located where we will be handy to the store, and live right among the folks that we hope to serve in years to come.

We promise you that we will always be right on PRICES. We wouldn't think we were good merchants if we had to brag about our low prices in big type. We are going to work on a low overhead, and if you'll shop with us for a month we are sure you will save money. We will be a stickler for QUALITY—and that doesn't necessarily mean high prices. Moderate priced goods can have quality too.

We will promise you real Piggly Wiggly service, which means (1) Complete Stock, (2) Reasonable Prices at all times with some real bargains quite often, (3) A Store as clean as your home, (4) Your Groceries Free if we fail to say "THANK YOU."

Our store in Brownfield is only a few seconds from your door by machine, and just a minute or so if you walk. Won't you come in and say "Hello"? We are anxious to have you test us out, as well as to meet our new neighbors.

Yours For Service

GRADY WRIGHT
Just call me—"Grady". Store Manager

W. B. EDWARDS
Just call me—"Bill". Market Manager

P. S. Special attention paid to children.

GRAPES
RED MALAGAS
5c LB.

APPLES
FANCY JONATHAN—LARGE SIZE
12½c DOZ.

GRAPEFRUIT
MARSCH SEEDLESS—TEXAS SWEET—LARGE SIZE
3 FOR 10c

CABBAGE
—FIRM HARD GREEN HEADS—
1½c LB.

SAXET CRACKERS
SUPPLY IS LIMITED—GET YOURS NOW
2 LB. 15c

COFFEE
—ADMIRATION—
1 LB. 23c

POST TOASTIES
10c PKG.

PORK & BEANS
PHILLIP'S
5c

PINEAPPLE JUICE
LIBBY'S
8½c

SPINACH
LIBBY'S—NO. 2 CAN
11c

PUMPKIN
LIBBY'S—NO. 2½ CAN
14c

PEACHES
Libby's No. 2½ can—Sliced or Halves
19c

PEAS
ROSEDALE—NO. 2 CAN
16c

TOMATO SOUP
PHILLIPS—NO. 1 CAN
5c

Lg. Bologna, all meat, no cereal, lb. 16c
L. H. Cheese, Full Cream branded, lb. 22c
Baby Beef Roast, lb. 17c
Rib or Brisket, lb. 12½c

Brick Chili, lb. 22c
Fresh Oysters, Baltimore Selects, pt. 37c
Piggly Wiggly Market is Featuring Genuine
Spring Lamb for this week-end

HELP YOUR FAVORITE Give That Subscription Now

Listed below in alphabetical order, with votes accepted for publication, are the contestants in The Herald's subscription campaign. One among them is your favorite, and since all votes on subscriptions drop Saturday night, November 9, why not see to it that your candidate receives your subscription by that time? The biggest vote of the campaign will end this coming Saturday night. The contestants are all working hard to win the biggest prize they can. To win they must have the support of their friends and neighbors. Though the campaign does not close until November 30, the big winners may be those who have the largest subscription reports this week. Remember, a new automobile will go to the winner of first place. Help them now!

The vote schedule printed today shows the standings of the candidates according to the results so far accomplished, but does not necessarily show the grand total of each, as votes may be held in reserve. It would not be just to the workers to disclose their actual number of votes they have earned and that information will not be printed at any time during the campaign.

Mrs. Bettie Criswell, Plains 150,900
Miss Margaret Christie, Rt. 5, Brownfield (Union) 110,600
Mrs. R. A. Crews, Wellman 109,800

J. C. Green (Uncle Jimmie) Brownfield 300,700
Mrs. D. J. Harris, Meadow 160,200
Odas Hardin, Meadow 5,000
Boyd Moore, Brownfield 200,500
Mrs. Troy Noel, Brownfield 290,600
Vernon Pharr, Brownfield, Rt. 5 109,300
Mrs. Jack Tiernan, Brownfield 295,900
Austin Storie, Brownfield 139,200
Mrs. M. D. Smith, Seagraves, Rt. 1 109,800
Mrs. Voncile Simmons, Brownfield 139,900

Is your friend occupying the position in the above list that you would like to see them occupy? If not are you going to do your best to help that friend get to the place both of you covet before the names are printed next week?

Only the names of active workers will continue to be printed in this list. There is plenty of room for names, but they must be names of workers who are actually trying.

Mr. and Mrs. Paul McDermott are visiting relatives at Snyder and other points this week. Earl Anthony Sr. is slicing bacon, steaks and chops in the Cash and Carry while he is away.

The many friends of Jeff Medford will be glad to find that he has re-

OUR 23 YEAR COLUMN

In our issue of Nov. 1, 1912 we learn that "Lige" Andrews popular cowboy and trick rider was killed at Roswell in a goat roping contest. The higher courts at Austin had reversed the opinion of Judge Browning at Amarillo, and Beal Snead was granted bond in the sum of \$20,000 in the killing of Al Boyce. District court was in session here. Judge W. R. Spencer had empaneled the grand jury, and after two days of investigation, was dismissed without an indictment. A number of civil cases were tried. The new law requiring papers to publish their ownership, management, etc., like we have in this issue, Nov. 1, 1935, got a rap from our editorial section 23 years ago. We believed that the law would be repealed when a Democratic president came in, but it was not, and as stated above, we are still publishing one. A patent has been granted Joe Black, a youth of this county on a currcumb he invented.

Mrs. Welch's mother was here from Snyder visiting her. M. V. Brownfield and bride had come in home. Tiernan & Scudday of the Polo Cattle Co., had finished branding. Among the visiting attorney's from Lubbock, were W. H. Bledsoe and Roscoe Wilson. R. C. Graves & Son had given notice of no hunting on their ranch. Cleve Williams was handling Watkins remedies. Atty. G. E. Lockhart of Tahoka, had several cases in district court here. Miss Dolores Hill was hostess to a Hallowe'en party at the hotel. Quite a severe norther blew up Thursday. Uncle Jimmie Green had come in from the railroad with a load of dry goods for May & Wright. Mr. Lindley was here from Dallas, looking after his property in the Groves community. Uncle Mose Dumas was attending court. E. L. Duke, J. P., had received a new volume of the Revised Code of Texas. S. L. Hunter reported all his feed cut and shocked. Brock Gist, 5 days past 21, had served on the grand jury.

Uncle Tom and Aunt Lou De-Shazo had furnished the Herald family some delicious vegetables out of their fall garden. Chas. Moore had lost a fine watch between Tahoka and Brownfield. Miss Jinnie Lee Almon was setting type for the Herald, vice Miss Irene Speegle, who had decided to attend school. L. B. Minor ran over a gas pipe between Lubbock and Brownfield, which sprung his front axle, swerving the car and tumbling W. A. Bell out in the pasture. While painfully hurt, nothing serious happened to him. Tahoka coal dealers were temporarily out of the fuel, said freighter, Jim Barnett.

Gomez: Grandpa Bridges and wife, also Wiley Bridges and family had left for Arkansas, but did not sell their holdings here. Lots of cattle herds were driven through Gomez. Carl Sams was in from New Mexico. A son of Jim Yates was thrown from a horse and seriously hurt past Sunday. Mrs. J. T. Gainer of California, was visiting friends in Brownfield and Gomez. J. M. Lemley's father and sisters from Findlay, Ohio were visiting him.

Harris: The meeting had closed with one addition to the Methodist church. Ellington Bros. had moved their calves to Meadow. Lynn and Glenn Harris had come through by auto from South Dakota in 8½ days. Roy Harris had traded for two more young mares, and expected to soon have a nice small herd. All for this week.

COMING SOON! Wait! for the Big show! MELROY THE MAN WHO BAFFLED SCIENCE and his ENTIRE COMPANY OF ARTISTS

DIRECT FROM K-K-O CIRCUIT



Wed., Nov. 6; 8:00 P. M.
Benefit H. S. Sweater Fund
High School Auditorium

Don't Forget Our 1c Sale
—RUNS THROUGH SATURDAY THIS WEEK—

Next Monday is Trades Day
—COME IN AND SHOP WITH US—

ALEXANDER'S
—THE REXALL STORE—

It was reported in this city that by some that they will shortly drill through the concrete and see what they are cleaning the oil well of mud and slush this week, and it is believed they have.



The Realization Of An Ideal

"A Constant Supply of Hot Water". Only a woman who has kept house knows the hardship of spasmodic hot water service. An Automatic Gas Storage water heater is always ready to serve you. All you do is turn a faucet. The cost of operation is only a few pennies a day.

West Texas Gas Co.
"GOOD GAS WITH DEFENDABLE SERVICE"

Now showing for the first time!
RADIO'S LATEST Sensation



The RCA VICTOR MAGIC EYE

HUDGENS & KNIGHT
Brownfield, Texas

BRUNSWICK TIRES

We sure would like to take care of your tire needs.
We Have Got A Real Stock—

—WILL MEET MAIL ORDER HOUSE PRICES—

M. J. CRAIG

Phone 43

COLD ONE DAY—WARM THE NEXT

PRESTONE protects your car against "see-saw" weather so peculiar to this section. It IS there on the cold days, getting the job done right—It STAYS there on the warm days.

FITZGERALD SERVICE STATION

We Carry in Stock at All Times a Complete

Line of

Aermotor, Monitor and Ever-Oil Mills

COAL

B. P. S. Paint and Wall Paper

CICERO SMITH LBR. CO.

South of the Square—Brownfield, Texas

