E: ©he Cerrn Count IHerald
Printed in Terry, Countr, on the South Plaine, the lest tand of the Cattleman and the future home of the moot prosperous Farmert in the United Stateen.

VOLUME THIRTY-TWO
"LDIFN FDIKN"



# NO. 1 in ROOM 

 Just Ride and See!
WIDEST front seats in any popular and that's just the beginning of all you'll discover about the extra room in a 1937 Hudson or Terraplane. . . once Jou open the wide doors and step in. optional extra, the front floor is all gear shift lever there ... and no brake lever cither, for it's up at the inatru-
 Rear floor level ... no "hump". An
amaxing amount of room for baggage in the enclosed rear compartment or trunk. Plus a package locker with And all this on longer wheelbases 122 and 129-inches in Hudson. Just ride and see how much more
coom . . . how much more automobile in every way ... your money buys when
you decide on a Hudeon or Terraplane.

## 

Ross Motor Co.
Brownfield, Texas

> HYDRAULIC
> KEEPS YOUR CAR FROM
> OLLING BACKWARD WHEN
STOPPED ON UP.GRADES $\left\lvert\, \begin{aligned} & \text { Ann Sothern, Evelyn Venable and } \\ & \text { Marion Talley sare stars whom } \\ & \text { know have inferred their use an }\end{aligned}\right.$ know have inferred their use a in its advertisements-and who have been paid nothing more than a carton
of soap a month for it! Similar facts are true of innumerable screen play-
ers and innumerable advertised ers and innumerable advertised pro-
ducts. Despite the wide belief that stars are paid large sums for adver tising tie-ups, the advertising agencies
make continun make continual and persistently suc
cessful efforts to get their pictures
divertisements advertisements without paying, an on the sole argument of extensive free publicity for movies and movie
$\qquad$ Crs. R. E. Graves of Bro Texas, is up this week visiting he daughter-in

## Jim Webb was in one day this week

 and stated that he lost his brothe in death
## Many RE Projects For South Plains

 LUBBOCK, April 17. What is expected to be one of the largest ruralelectrification projects in Texas is
being being worked out by Rural Electri
fication Administration workers, vo fication Administration workers, vo-
cational agriculture teachers, grange tion. It will be known as the South
Plains Rural Electrification Project
and will cover territory in and will cover territory in six coun
ties from Crosbyton to Meadow ties from Crosbyton to shea
from Slaton to Littlefield. "There is more interest in rura/
electrification in this part of Texas than in any other part,", said Ralph
W. Moore, member of President Roosevelt's National Committee and
also on the state committee "It looks as if this South Plains
projects will have from projects will have from 750 to 800
miles of high line, and around 3,000 miles of high line, and around 3,000
or more eustomers," he said. or more eustomers," he said.
Work was to begin this week in Wecuring signatures at Crosbyton and other Crosby county points and also at Littlefield and other Lamb coun-
ty centers. Anton, Hockley, county ty centers. Anton, Hockley, county
and Shallowater, Lubbock county, as
and well as Roundup, on the Lubbock-
Hockley line, are centers on this leg of the group.
From Meado From Meadow it was reported 175 Carmers have signed up for the serv-
ice in Hockley, Lynn and Terry counties. Around Lubbock, at least 1,000
signatures are reported. South on Signatures are reported. South of
Slaton, the line will go into Lynn
county and also extend into Garza county.
High High lines of the Texas Utiities that a minimum of high line con R. E. A. regulations call for
minimum of three transformers pe

$\square$
hat number in that section. Half of
hat number in that section. Half of
Neterably hare poporite ot the
Neterably hare poporite ot the
UP LROADS
soeial and economic influr salutary
soeial and economic influr salutary
asked why it was given. The wise
man told him: "A boy who can't live
asked why it was given. The wise
man told him: "A boy who can't live
ADS IS YARI

$$
\begin{aligned}
& \text { on } \$ 100 \text { a month is not worth educat- } \\
& \text { ing and will not be worth anything } \\
& \text { if he is educated."- }
\end{aligned}
$$

STICK OF CONDITION

$$
\begin{aligned}
& \text { every business. } \\
& \text { In brief, the } \\
& \text { show that }
\end{aligned}
$$

remote hamlet, and in
The tremendous importance of the
roads-assured and continued, un:
dampened by adverse legislation ten-
dencies-would constitute a great ad-
vance toward the goal of prosperity
for us all.
The late Dr. W. P. Horne, presi-
dent of the Texas Tech at Lubbock dent of the Texas Tech at Lubbock,
delivered the graduating address to the Lovington class several years sago.
He told of a boy who was working he told of a boy who was working
his way through that school earning $\$ 100$ a month while pursuing his studies. Just before the close of the
school year this boy the school year this boy told Dr. Horne
that he wanted to consult him gard to his future college work. He
ge said: "You know I am only getting $\$ 100$ a month and I simply can't live on that sum and continue my studies What do you think about my drop--
ping out of school for a year asrning some back?" Dr. Horne told hlm: "I would advise you to drop our permanently
and never come back." The young man was astonished at the advice and Ciaude Headersons, Prep.

## JOE McGOWAN

 ABSTRACTER OF LAND TITLES See Us for
## MCGOWAN BUILDING

West Side of Squa


Oil-Plating cannot take a vacation; not for a single instant. It gives you happier, cheaper use of your car-new or odd-by providing the only form of lubrication that cannot leave its job. For Oil-Plating is like a sturdy slippy skin of Conoco Germ Processed oil, that seems to graft itself to your engine's entire insides.
From the patented Germ Process comes this "power of attraction," that makes oil and metal affiliate, to form Oil-Plating Then pistons, for instance, are shielded by this skin-tight layer of slippy Oil-Plating which will not separate. And right next to that comes the greatly strengthened Germ Processed oil-film, of the regular
movable type. And this film touches only another layer of durable Oil-Plating that is firmly fastened on the cylinder walls. Here's oil-film of uncommon strength sliding against Oil-Plating . . . How can metal ever touch metal? Even through hours of parking, Oil-Plating cannot drain down from a single working surface, and hence your engine cannot start up without any oiling. That's beating wear as never before. The less wear the les Conoco Germ Processed oil you'll be using. Continental Oil Company

## GERM PROCESSED OIL



We Carry in Stoek 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, Tezrae
Zenith World Wide Reception Radios



## McILROY \& McILROY

Minoral Sweat Bathe Eloctro-Therapy
PHONE 279

## IF...

You want to suffer, that's your business. If you

## DO

You suffer from any of the following so-called Rheumatism
Stomach Trouble, Constipation, Nervousness Indigestion, Headaches, Bladder Irritation, Kid ney Trouble, Tonsilitis, Scanty Menses, Painfu ny of the above nan Any of the above named and many others is the cause. Then Health only can be the result.

Spinal Analysis and Consultation Free FOR YOUR HEALTH'S SAKE INVESTIGATE

## DO YOU WANTPLEASANT SURROUNDINGS?

Y O U D 0? THEN TRY THE-
OZARKCAFE
Recently remodeled. Second door east of Murphy Bros. Grocery. Ernie Greenfield

## Learns Secret of Friends Pep.



Palace Drug Store
ineluded Mesdames, Ralph Carter,
Ike Bailey, Clyde Cave, Glen Akers,
Lee Ike Bailey, Clyde Cave, Glen Akers,
Lee o. Allen, M. E. Jacobson, Mon
Telford, James H. Dallas, Roy Herod, Telford, James H. Dallas, Roy Herod,
Glenn Webber, Bryant Patterson of
Duncan, Okla., and Miss Rita Tarpley. salad course was served. Mr
Carter received high score and Mr
C

## $\overline{\text { ACE High CLUB }}$

Mrs. A. A. Sawyer was hostess t
members of the Ace High Club, Wed nesday. A salad course was serve
to the following: Allen, A. J. Stricklin, M. E. Brown, Morgan Copeland, John R. Turner,
Mon Telford, w. C. Smith, Ike Bailey, Clyde Cave, Jim Graves, an
Ned Self. Mrs. Cave won high gue Ned Serf. Mrs. Cailey second hig.
and Mrs.

Laff-A-LOT CLUB
Mrs. Clovis Kendrick entertained
the Laff-a-Lot club, Thursday afternoon at three o'clock.
Guests were, Mesdames Jin $\begin{array}{|ccc|}\begin{array}{l}\text { Graves, } \\ \text { Anthony, Frankie } \\ \text { Graham }\end{array} & \text { Szydloski, } & \text { Emith, } \\ \text { Vance }\end{array}$ Glover, Thomas Cadenhead, Jimmie
Jennings, W. R. McDuffie, Spence Jennings, W. R. MeDuste, Spencer
Kendrick and Mrs. Orb Stice, of Mid-
lañd. Dainty refreshments were serv-

Quilting club
Mrs. G. W. Graves and Cleve williams were joint hostesses to the quilt-
ing club Wednesday at the home of ing club Wednesday at the home o
the former, when the following ladie Mesdames Bandy, Ed Ballard, H. Holgate, Redford, Howell, Car-
penter, Jeess Smith, Lester McPherson, Breedlove, Walter Hogue, Enoch
Hunter, Claude Jackson, Arch Fowler Hunter, Claude Jatt.
and Fannie Elliot.


An Ideal Suit for Summer

> Building style, good looks and wearing quality into a lightweight, comfortable Summer suit is one of the toughest jobs we know, but it can be
done. It's a matter of rare judgement in the done. It's a matter of rare judgement in the
selection of selection
tailoring.

> Our new Curlee Summer Suits combine all those qualities to give our customers the outstanding value of the summer season. We offer these suits,
knowing they will meet every demand that's made of them in solid comfort and lasting style. These Curlee Suits are tailored from a choice selection of lightweight, pure wool fabrics-most desirable of all summer suit materials. They're made in a range of models and sizes that gives you a wide selection from which to choose. And they're so moderately priced that you'll probably want more than one.
> Come in and select yours today.
> Collins Dry Goods

## CHEVROLET TRUCK

breaks all known economy and d'ependability records


Carter Chevrolet Co.
Brownfield, Texas


## Will strange hands your clothes?

## the University, and transmitted it by

 Dr. Hearne to be placed in the Mary latter's daughter, who is a studenin the University.
DR. LaROSE, PSYCHOLOGIST OPENS STUDIO IN LUBBOCK You now have the opportunity of
consulting the world's greatest psycologist and medium, D. DaRose,
who comes to Labbock highly recomwho comes to Lubbock highly recom-
mended. He will maintain his stodio at 2011, Broadway, and will make
private readings. He will advise and prssist you in all difficulties that con-
front the individual, be it love, marriage, divorce, business or domestic
problems. He is portrayed as a help-
er to all who seek his help and advice. problems. He is portrayed as a help-
er to all who seek his help and advie.
He is the one man who has baffl
ed thousands with his powerful ed thousands with his powerful
powers. He teaches how to remake
pour life, how to get what how to influence the minds of other
people, how to build into the mind a supreme self confidence, and how
find your rightful place in life. ind your rishice of place in life.
The practice of methods been the decisive turning point in thousands of lives.


Hudgens \& Knight
Brownfield, Texas

## COITON CHED delinning

We have completed our contract for the growers of the Pecos Valley and are ready to serve the local cotton growers. We feel that the advantages of delinting are so well known that we need scarcely mention them.

## 

season, and we shall be rushed at that time, and might not be able to get to your seed when they are wanted. Bring them in now and you will be assured of delinted seed.

| What Delinting of Seed Means to You | DELINTED SEED COST YOU NOTHING |
| :---: | :---: |
| A Saving of SeedBy planting with a corn planter only six or eight pounds of seed per acre is required. | The economy of delinted seed enables you to sell the surplus you would otherwise plant. <br> Vigor of Seed Can |
| A Saving of Labor- | Be Determined- |
| The use of a corn planter in planting eliminates chopping. | After delinting the virility of your seed can be easily determined. This will pre- |
| Less Hazardous- <br> Experiments have proven less moisture is required when delinted seed are used. | vent the planting of immature and faulty seed. Vigorous seed produce strong, and productive plants. |
| No Seed DiseaseOriginators claim delinting kills all diseases usually carried by the linted seed. | Quicker Maturing- <br> After sifting the evidence produced in this section, every advantage is on the side of planting delinted seed. |
| An Increased YieldUsers of delinted seed claim a noticable increase in yield per acre. | Cotton matures from 5 to 8 days earlier, which is a vital consideration in heavy production. |

READ OUR FOLDER FOR FULL INFORMATION AND THE RECORD OF DELINTED SEES IN THIS IMMEDIATE LOCATION.

Try at least a few acres of delinted seed this year! You'll see a great reduction in production cost

## J.L.Smallwood

Telephone 72
The Home Decorator

Your Home is Your Castle


Corner Drug Store's reputation for accurate Brownfield is the result of many years of deBrownfield i sthe result of many years ofdeGorner Drug Stores' pick-up and delivery service is only as far as your phone.

For SERVICE Phone 176
CORNER DRUG STORE


## Rialto

FRIDAY AND SATURDAY, APRIL 23-24 George O'Brien and Beatrice Rogers
"Park Avenue Logger" IT'S A BIG OUTDOOR PICTURE WITH PLENTY ACTION

Prevue Saturday Night 11:30 SUNDAY AND MONDAY, APRIL 25.26 Don Ameche and Ann Sothern
"Fifty Roads to Town"
SMILE-A-MINUTE, SIGH-A-SECOND, THRILIS, SPICED ROMANCE

## Ritz

SATURDAY, APRILL 24 Johnny Mack Brown
"Lawless Lands"
ALSO: ANOTHER CHAPTER "ACE DRUMMOND"
SUNDAY AND MONDAY, APRIL 25-26
Gary Cooper and Carole Lombard and Shirley Temple
"Now and Forever"
you will sure want to see this picture again

## Mrs. Fred Robertson and daughter Frances, of Seagraves, visited Mrs

Lee O. Allen here, Monday.
Tom May and Bob Bowers are
at Hot Springe, N. M. taking the Despite the increase of farm pur-
chasing power, S. A. Mexillan, eco-
nomist in inm farmers made bumper crops and con-
sumers bought food at rock bottom
fertity on the tharm, it tends to in prices.
McMillan states that one county $\begin{aligned} & \text { crease and maintain future farm in } \\ & \text { come. Through stabilizing production }\end{aligned}$ McMillan states that one county
it aims at eliminating the lean and
gricultural agent in a county where
fat years that help neither the farmat Hot
baths. more than half of the 500,000 farm
families of Texas fail to earn aver-
cutton contural agent in a county where $\begin{aligned} & \text { fat years that help neither the farm- }\end{aligned}$
 fort level. That the situation is bet ed to an average of $\$ 20$ for each
ter now than it was in 1932 no one man, woman, and child on farms in will deny.
Sine Since the dawn of civilization, was not evenly distributed, it is ap-
Kistory has recorded lean and fat
years; lean years when farmers made years; lean years when farmers made
poor crops and the consumer either than the average cotton income.
The Agricultural
Conservation Herman Heath is building Agricultural Conservation
m is doing much to remedy $\begin{gathered}\text { Herman Heath is building a new } \\ \text { home adjoining the Red Tudor home. }\end{gathered}$

LEVELLAND, TEXAS

Plains convention at Lubbock.
Physicians report cons
preumenia in this section.
R. E. Karr of Crosbyton, was here
last week on business.
Mr . and Mrs. Lee O . Allen spent


FOR SALE BY
DAUCHERTY GROCERY

## You Pay Less

TO DWN IT
TD RUN IT'

## 1937 Ford V.8

- If you think that "all low-price cars cost about the same""-forget it! They don't.
Ford makes a car - a 60-horsepower economy Ford V. 8 - that sells from 30 to 60 dollars under of comparable size. The lowest Ford prices in years. Check delivered prices in your town and see for yourself.
- Of course, first cost doesn't prove "low cost" - you must consider operating cost also.
The " 60 " has definitely established itself as the most economical car in Ford history. Ford cars have been famous for economy for 34 years, so that means something! Owners who have driven it thou" 60 " of miles report that the Ford " 60 " averages between 22 and 27
miles on a gallon of gasoline.

F(1)R M©T©R CDMPANY

You can prove those figures on the open road - in a car proWh the nearest Ford dealer. - When you've finished your personal check-up, ask yourself:
"Do I want to save money the day I buy my car and every mile 1 drive it?"
"Do I want a safe, roomy, comfortable car of advanced design reated hrom the fiect mation to the highest precision atand ards?
There's only one answer, of


