## Best Advertising. Medium

The Herald has the largest paid in advance circulation of any weekly newspaper on the South Plains.

## Che Cetn Count ZFerald

Not Neutral-Not On The Fence-A Paper With An Opinion And A Purpose

The Herald has grown with this section
from strictly a ranch country. This area from strictly a ranch country. This area
now consists of thriving towns and citiea sopported by scientific farming and and ctock
farming, augmented by huge oil fields, with farming, augmented by huge oil fields, with
the nation's largest known oil reseryes.

## VOLUME 46

## -New Mail Routes Begin August 16



## "Little Cooperation" Is Slowing Clean Up Drive



Local Minister Will Lead Meadow Revival

| Baptist church will begin a recalled by the mayor in an effort <br> vival meeting in the Meadow <br> to avoid any. sort of an epidemic. <br> Baptist church. Monday, Aug. .14Six cases of polio have been re- <br> through Sunday, August 20. <br> Rev. Stumpp will have as hisporth in the county this year, <br> Revr of those occurring in <br> sermon topic Sunday morning <br> "The Cry of a Christless World,". |  |
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Six Polio Cases In
County This Year

Citizens Urged To Take Part In X-Ray Service

Tatum Boy Injured in Coyote Chase

|  |
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| hat meme |
| Tatum Boy Injured in Coyote Chase |

Services Held For Mrs. W. L. Cousineau

## Scout Troop 45

Returns From Camp
Boy Scout Troop No. 6 , re-
turned Sunday, August
Conchas Dam, N. M, where they
had been attending whe the
Conchas Dam, N. M., where they
had been attending eamp since

## make scouts attended camp to

ing and sightseeing. Babe Lin
coln accompanied the troop and
gave instructions in swimming.
save instructions in swimming.
Those scouts attending were
Doyle Frazier.

|  |  |  | Most persons found |
| :---: | :---: | :---: | :---: |
|  | Seventeen year old Jimmy Dunp, son of Mr. and Mrs. J. O. | hours of 9 a.m. and $5: 30 \mathrm{p} . \mathrm{m}$. on any of those days and have a free | advanced case of TB chance of recovery, |
|  | lap jr., of five miles east of |  | discovered early and is given |
|  | Tatum ,N. M., received a leg | Early TB is without symptoms. It occurs in all walks of life and | he |
|  | shotgun accidentally went off. |  |  |
|  | When the accident happened, |  | find out if you have TB is to have |
|  | Jimmy was helping has family | tween the ages of 4 and 14 years. |  |
| L. | chase a coyote in their pasture | By discovering early cases of TB | a few seconds , and |
| died at $\cdot 4: 30$ | that had been found Monday | in persons over the age of 15 |  |
| home, follow- Jack Pearce, | morning. When the chase started, |  | 4 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | the pickup drove over the rough |  |  |




Orive RIGfIT with Phillips 66


## If You Want "Controlled" Cooking

 Ask for your Free Tested Recipe Folder At Your West Texas Gas Company Office
the knob on your wew easier-to use 1950 Gas Range, the burners light automatically The blue flame of natural gas is at your command with Cook the new easier way with a 1950 Automatic Gas Range. Make your choice today from the many mak and models now on display at your dealer's.

The Bèar' finds Sùmimer Unbeacrable


Tells How His Dad Got Their Land In 1872

## RECORD ON PRODUCTION OF CHRYSLER CARS <br> It is announced by the Chrys- $\begin{aligned} & \text { lest number of retaing deliveries of } \\ & \text { ent }\end{aligned}$ is announced by the Chryss- Chrysler cars ever madie en a a peri- Coporation that the month of of of ofen days. This new all-  he prevtous month, mopert. 1949, nd approximately 16 percent ov- and   W.D. Weaver, Hanover, Ohio.

Free Delivery Phone 389-J

Save. en
GOOD FOODS

## Chisholm Grocery



## Buy Your POLIO Policy From McKINNEYS NSURANCE $\mathbf{C O}$. McKINNEYS INSURANCE CO.



Only Chevrolet offers such a

## wide and wonderful choice

and at the lowest prices, too!
You can choose between

Santa fe crop

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| Report Not Too Good |  |
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- furnished.FREE as welli as. CONSTRUCTION SUPERVISION on all and any
HOME BUILDING Prices équal to any based on same grade at home or àbroad.

CICERO SMITH LUNBER CO.

FOR EXPORT-THE CRRS MOT THE GIRLS


These. French models (the cars) will be on exhibit at the First United
 fiu Carrousel, Paris, are ex
PMA Annouces 1950 Crop Loan Program
 Res.

Another ARTCRAFT
exclusive feature!


ARTCRAFT
Glegance
Arteraff's new classic heel lends a shadowy touch of slenderizing personality for daytime or evening costumes. Graceful outlines framing the heel make your ankles the focal point of admiring glances.

## New season's smartest colors in three variations.

 In luxurious, sheer 15 denier 51 gauge. $\$ 1.95$ pr.
## THANK YOU

We would like to thank each and everyone who helped to make the formal re-opening of our store a success. Your response was most gratifying.


${ }^{1 / s_{0} c_{\sigma_{s / c}}}{ }^{n_{e_{e /}}}$
keting quota program approved
overwhelmingly by producers in last fall's marketing quota referendum.
PMA announced that the Com-
modity Credit Corporation nch," the chairman points out.
For that reason, the basic loan For that reason, the points out.
rate is converted to a midelin
$5-16$ inch loan
prov
from am will be availabie during the PMA announced that the Com-
rode is converted to a middling $\begin{aligned} & \text { roved for the, storage of cotton, }\end{aligned}$ modity Credit Corporation will
make interim price support loans average market differences be- for making loans andies appom offices available to eligitile producers in in
the early harvesting areas on 1950 the early harvesting areas on 1950
crop uplands cotton prior to Aug. crop uplands cotton prior to Aug.
1,1950 at 27 cents per pound,
$15-16$ inch will be 155 points, $(1.55$
cents per pond) above the mid1,1950 , at 27 cents per pound,
basis middling $7-8$ inch at average
location location,
dling $7-8$ inch cotton.
Harred says that The basic loan rate also will ap- Harrea says that schedules of
ply to middling $7-8$ inch cotton at ply to midding
average location, and that loans
inch cotton, gross weight, by CHALLIS NEWS
Mr. and Mrs. Lewis Sanders
visited Mr. and Mrs. W:. J. Henwerage location, and that loans counties and warehouse points
will be available through April and Mrs. Fi . 30, 1951, and will mature July
will be issued after Aug. 1 The
31, 1951, or earlier on demand. of Lubbock. Fisited. Sonday
schedule of premiums and dis31, 1951, or earlier on demand. schedule of premiums and ds- with Mr. and Mrs. Andy Robert-
Otherwise eligible cotton that is counts for all qualities of 1950 up- son.
 CCC and in farm storage struc-
tures approved by the premiums and and discounts have count waek end with his parents, Mr
PMA committee will be eligible been determined in the sam. W. J. Henderson.

 vance ioans to producers prior to various grades and staples, Loans. Mr. and Mrs. E. N. . Corley of
the time loan values can be de- will be made on the gross weight Gomez and Brother Vance Zinn termined.
"Although the loan rate is es- $\begin{aligned} & \text { of the cotton bagging to compen- } \\ & \text { sate for the lighter weight bag- and vise }\end{aligned}$ "Although the loan rate is es- sate for the lighter weight bagMr. and Mrs. John Garner, Mr
and. Mrs. J. C. Armstrons and Wrs. J. C. Armstrong, Bily
Carroll visited Buwell, and Melvi S. Carroll Sunday.... We had a wonderful time at the
social given by Mr. and Mrs. Binl Bagwell last Thursday evening.
Miss ' Mary Sanders of Miss Mary Sanders of Mule
shoe is spending a week with her
grandpartens, Mr. and Mrs, w. J. Henderson.
Mr. and Mrs. Dee Langfo d, Mr and Mrs. Frank Gray and Mr.
and Mrs, L . V Langford visited their parents ,Mr. and Mrs. J. L. Langford, Sunday
texans carry $81 / 9$,
BLLLION INSURANCE
Texas families owned $7,590,000$ Texas families owned $7,590,000$
life insurance policies, totanng
$\$ 8,250,000,000$ at the start of this
sear, a new record high- of such year, a new record high of su
protection, the Institue of
Insurance: reports, This repr Insurance reports, Twis repp
sents an average of $\$ 3,800 \mathrm{p}$
family in this state, comppar
with $\$ 2,800^{\circ}$ per family' at.
then with $\$ 2,800$ per fanily: :at. the
stat of 1946 . Total life insurance
owned in the state at the star
of 1945 was $\$ 4,936,178,000$. of 1945 was $\$ 4,936,178,000$.
This is a striking demonitration
of the thriftmindedness of. Am erican families, , said H . J. John
son, president of the institute and of theit reliance on the do-
it-yourself philosophy of financial it-yourself philosophy of financial
security achieved through indi-
vidual initiative vidual initiative. Through life in-
surance, they are providing not
only for their own. futures, but as the money thay put back but
life insurance is is invested, for the
future growth of. the nation's

## STRICTLY IRESH

$\mathbf{A}_{\text {maple high couphe bought }}^{\text {CLEV }}$
niture store for sio . Inside it the niture store for $\$ 10$. Inside it they
found $\$ 80$ wrapped in an old news-1
paper. Guess the money liad been a top-drawer secret for years.
In Vienna, Austria; an architect inedvertently omitted plans for a
staicase and only ground floor
tenants could move Into the oin
ished apartment house. Sounds
ike an
ideal place for ladderequipped elopers to move into.
In Chicago, a young mathe-
marits teaner resigned to give
birth to twins. As far 5 , we cain




MEADOW NEWS Mr. and Mrs.- Pieirce Warren
and son, Bob, and Mre apd Mrs.
Wink Warren of Brownied atf
tended the Runnels oounty reun-
ion in Lubbock last Sunday.
Mr. and Mrs. Melvin Peek ana .

 Noms

PLANS NEWS

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 Miss Fontella Carruth of Àma-
rillo visited her mother, Mrs. L
J. Carrath last week. Miss Car
ruth is chief nurse at the Ama-
rillo $\forall$ A hospital. yillo VA hpspital. :
Mr. and Mra. Herman Hoerier
Meft Wednesday on their vacation.
They plan to visit thent son in
Shamrock' and to do some fishing


| POLICY <br> Pays up to $\$ 10,000$ <br> to each insured <br> For treatmient on these 10 <br> Poliomyelitis, Leukema Rabies $\mathbf{~ E n c e p h a l i t i s ~}$ |
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JOHNSON NEWS


## FARMERS!

Planting seeds Of
ALL KINDS
-ARIZONA CERTIFIED SEEDS

- Phemen mio

TEXAS CERTIFIED SEEDS

Ali Kinds of Common Seeds Tagged and Tested

Soodpasture Grain
Milling Co., Inc.
$\qquad$
$\qquad$

Senator LeBlanc Does it Again!


GONEZ GOSSIP

story of today's best buy-and we're confident you'll want to Inside story of today's best buy!



[^0]CHRYSLER
with Fluid Drive

## M. J. CRAIG MOTOR COMPANY

Eind SAVE Stums

## FOOD MART

 safe frame . . . there's built-in value all the way throught this car, Chrysler construction th the long, low, lovely lines of the beautiful Chrysler. Compare! Drive! Get the inside


## 




# Comstock Sliced <br> No. 2 Can <br> <br> APPLES 

 <br> <br> APPLES}

## SHOP FURR'S FOR LOWEST PRICETS nerema <br> TOMATO JUCE 19 c <br> PORK and PEANS <br> No. 300 CAN 3 for 25 c



194 7/24 Gravestines, Lb ...--19 15 ㅎ 150 104
GRAPES SQUASH APPLES PEACHES Arkansas Elberta, Lb. caliry suth

## STEAK

 BABY BEEF LOIN, T-BONE OR CLUB, LB.
## Pork Chops simin $56^{\text {s.t. }}$

Lb.

## Half or Whole

PICNICS
Bicon : incer
49c
FRANGFURTRRS skint
BOLOCNA . frictan
FISH
$\underset{\substack{\text { BONELESS } \\ \text { PERCH, LB. }}}{ } \quad \mathbf{3 9 C}$
$\underset{\text { FILLET, LB. }}{\text { COD }}$


## BAKE-RTTE ${ }_{\text {LBA }}^{\text {LAN }} 29 \mathrm{c}$

 SNOWDRIFT ${ }_{\text {cis }}^{\text {LAN }} \quad 29 \mathrm{c}$ GLIM, jar ------- $\quad 27 \mathrm{C}$Pickles 19 FoodClub, RedSour Pitted No. 2 Can Chereies $20^{\circ}$

ASPARAGUS, Food Club, cut all green, No. 1 can POTATOES, Dorman
mustard greens, Eina No. 2 can
TURNIP GREENS, Elna
No. 2 can -------
SPANISH RICE, Brown Beauty
No. 300 can
SALAD DRESSING, EVERLITE
BLACKEYE PEAS, Dorman No. 300 can $\quad 121 / 2 \mathrm{c}$ orange ade, Texsun 46 oz. can

GREEN BEANS, Renown

GRAPE JUICE, Betsy

## MLL <br> Tall Can <br> 11 c

SARDINES, American
oil, 2 flat cans _17c
BLEACH, Nuway
quart, Nuway $12^{1 / 2} \mathrm{c}$

CATSUP, Food Club 14 oz . bottle PICKLES, Libby's home style, pint TISSUE, Northern
$10 c$ SPINACH, Staff-O-Life
No. 2 canl

HOMINY, Stilwell
No. 2 can 3 for $\underset{\text { glass free, } 1 / 4 \mathrm{lb} . \text { pkg. } 29 \mathrm{c}}{\text { TEA, Bright } \& ~ E a r l y}$

WIZARD WICK ... 39c OLD DUTCH can ..11c
 PUSS $N$ BOOTS CAN Food 15 c BAB-0 can .-.-.-...-. 12c

## FROZENFOODS

STRAWBERRIES Top Frost, sliced in
heavy syrup, pkg.

ORANGE JUICE Hampshire, 6 oz. can 23c CORN ${ }_{2 \text { EARS }}^{\text {ON }} 15 \mathrm{C}$ BROCCOLII, Top Frost
10 oz pkg.
29c SPINACH, Top Frost
10 oz. pkg. $\begin{array}{r}\text { FLOUNDER, Top Frost } \\ 16 \mathrm{oz} . \text { pkg. } \\ \hline 5 \mathrm{c}\end{array}$ $16 \mathrm{oz} . \mathrm{pk}$

## PPANA Impatat <br> 50c Tube

 VETO ${ }_{\text {75c SIZE }}^{\text {DEODANT }}$ TALC CASHMERE BOUQUET
## HINDS <br> LOTION - NEW SQUEESE

59c BALM BARR ${ }_{\substack{\text { size } \\ \text { size }}}^{\text {sen }}$
39c MENNEN
SUPPOSTTORIES

$25 c$
 With Bridal Shower Feted With Shower Miss Patsy Black, bride-ele
of $J$. E E.Eakin, was honored wit
a - miscellaneous shower Thur day afternoon from
in the home of in the home of Mrom four to sionard Lang
at 718 E . Broadway. Those hon-
oring Miss Blact at 18 E. Broadway. Those Lan-
oring Miss Black were Mesdames ard Lang, Tomp Tatterson, Leo
Chisholm, James • Hurks, Hen Chisholm, Janese $s$ Hurnett, Tre
Key, Joe Chisholm, Thoms, ton, ${ }^{\circ}$ T. H. Mcllooy, B. S. Morris
limmie Wood, Lee Ful$\circ$ and L. B. Forbus. .B. S. Morris ng the guestrs. and ind in groducing them 'io vuests. and ins. Lang, Misoducin
Pats.
Mlack, Mrs: Ross Black, Mrs.
E. Eakin sr Elakin sr., and Mass Miss Pegs
Blak.
Mrs. W. H.
Black, of the bride-to-be, registered the Eluests. in the white sheer chiffon
brides book. out in the heartiece shaped
fuffles, whieh yuffles, whieh
 siadiolus and daisies. The yellow
and green ciol sher she was and green collor schenhe was
tinued in the refreshments
lime sherbet lime sherbét punch, heart shaped Thosies send muts.
Thiternating at the pund

## Earlene McClintock Feted With Shower

 bowl were Misses Mary Chis-holm and Wanda Staford, and
Médames Thornas Livingston and
Tommy Hicks. The hostasses dis-

| DAA, AUGUST 11, 1950 |  |
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| Earlene McClirtock | cimb |
| Feted With Shower |  |
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| wit he sion wesp ametest |  |
| Stion |  |
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|  | Layette Shower |
|  | Honors Mrs Doss |
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Miss Rambo Married To John Murchison

La Fiesta Club Met With Mrs. Schellinger

## Gee Gee's Chit Chat

| Bridges-Black Holds Reunion In Park |
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Chambliss Family In Reunion Sunday

## Whav bo atall



AUTUMN ARISTCCRAT
 Men

$\$ 49.95$
Duchess Style Shop


## It says SUCCEESS-with SPIRIT


$Y_{\text {mark in life, and while his made his }}^{\text {OU can see this man }}$
still young. You can tell he likes action for his
money-that he knows a fine car needn't money- that he knows a ine car needn'
est value. Yes, such are the things you know of
any man, when you note that his car any man, when you note that his car of a
RoADMASTER.
Follow him on his spirited way as he pilots this lively motorcar through traffio: Even the lightweights are no match for his road-steady husky-not with the 152-horsepower straight-eight Fireball engine that purrs beneath its bonnet.
Maneuver beside him at the next stop light. Then just try to get away as smoothly, swiftly and silently as Dynaflow Drive gets his RoadMaster going-
and keeps it rolling without shifting; and keeps if rolling without shifting; But don't waste time merely envying


- If there is one place where care counts, it is prescriptions. This pro fessional pharmacy
carries on the integrity and personal interest of Will you remember obring us your doc FTMST
$\qquad$
$\qquad$
 Pharmacists-double-
checked for accuracyare always at your serv-
ice. And, remember, our prices are no higher...
often less than elsewiere.
Swart Optometric Clinic

Dr. Gordon E. Richardson


To the People of Terry County:




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Notice Of Bids Wanted


Notice Of
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Price Supports Set for
1950 Grain Sorghum
MANY ATtENDED



WANTED TO BUY
D. P. Carter

Good Luck

A. W. TURNEI Insurance Agencs
407 W . Main: Phome

## Refrigerators

 For Sale all late mopats
## $\rightarrow$ comard

$\underset{\substack{\text { convibie } \\ \text { INSTRANCE }}}{ }$
FHA or Cl dit mome
McKinney's Insurance Agency

Tarpley Insurance Agency

Phone 138-R

Farm \& Home Appliance Co.

USED TRACTOR
1946 Ford with 2

 Biter nd pismer
 Johnson Implem Co. fhastrea Doshay

## CITY LOANS

We will lend from $\mathbf{5 0} \%$ to $\mathbf{7 0} \%$ of the appraisal
ROBERT L. NOBLE
rownfield Buildi
Phone 320


[^0]:    The Beautiful

