

The Terry County Herald

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Oldest Business
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Terry County

Not Neutral — Not On the Fence — A Paper With An Opinion and a Purpose

VOLUME 49

BROWNFIELD, TEXAS, FRIDAY, JANUARY 8, 1954

NUMBER 25

Mrs. Lay Asks For Re-Election As Commissioner, Pre. 1

We are this week authorized to announce the candidacy of Mrs.



Mrs. B. R. (Anne Bell) Lay

B. R. (Anne Bell) Lay as Commissioner of Precinct No. 3. Mrs. Lay is presently filling out the unexpired term of her husband very efficiently, who died last spring.

In asking for an elective term, Mrs. Lay will have a statement to make to the voters of that precinct later on.

Wade Yandell Asks Re-Election Terry County Clerk

I am taking this means of announcing my candidacy for re-election to the office of County



WADE YANDELL

Clerk. In making this announcement, I wish to thank everyone for their support and co-operation in the past, and ask your continued support in the coming election. Your consideration will be appreciated.

WADE YANDELL.

Earl McNeil Asks Election As Commissioner

To The Citizens of Precinct No. 1: I wish to take this means of announcing my candidacy for re-election to the office of Commissioner of Precinct No. 1.

I wish to express my sincere appreciation for your past favors, and for the cooperation given me during 1953.

I have been serving as your Commissioner for the past year and have tried at all times to handle the office in a business like manner, keeping in mind that I am serving all the citizens of Terry County as well as the citizens of Precinct No. 1.

I will greatly appreciate your consideration in the coming Democratic primaries, and I assure you if you see fit to elect me I will handle the office to the best of my ability.

Your vote and influence will be appreciated. Respectfully,
EARL MCNEIL.

Sheriff "Chick" Lee Asks Terry Voters For Re-Election

To the people of Terry County: I would like to take this means of announcing my candidacy for the second term, as Sheriff of our county. I know that some of you feel that I have not visited among you as I should, but the duties of the office have kept me busy many hours each day, therefore making it impossible for me to visit as I would have liked to.

I have done my best to understand the duties of the office, and to understand the persons under my care. It has certainly been a pleasure to serve the people of this county as Sheriff for the past year, and hope you can see fit to give me your vote and influence in the July primary.

I will continue to stay on the job, because I feel it my duty to you and yours. If I fail to see you personally, please consider this my solicitation for your vote and influence.

W. L. (CHICK) LEE.

Judge Chesshir Throws His Hat In The Political Ring

County Judge Herbert Chesshir stated that as this is the beginning of a new year, he has not had time to devote to an extended announcement, but will have his statement in this paper next week. Been very busy with official matter this week.

Carl Stephenson For Re-Election As Commissioner Pre. 2

I wish to take this means of announcing as a candidate for re-election to the office of Commissioner of Precinct No. 2, subject to the action of the coming Democratic primaries.

I have enjoyed serving you for the past year, and I want to thank each of you for your past favors and splendid co-operation. I have tried at all times to conduct the affairs of the office in an efficient and economical manner, and have tried at all times to serve the citizens of Terry County, as well as the citizens of the precinct.

If you see fit to elect me for a second term I feel that with the experience I have gained the past year I can make you a better Commissioner. I earnestly solicit your vote and influence.

Respectfully,
A. C. (CARL) STEPHENSON.

Bob Burnett Asks Re-Election As Commissioner Pre. 4

I wish to announce my candidacy for Commissioner in Precinct No. 4 for re-election.

May I say it has been a pleasure to serve you in this capacity for the past year. I wish to thank each of you for your splendid co-operation during the year of 1953.

I have tried to do my duty in an efficient and economical way without partiality or special favors to any one.

With these few remarks may I ask you, the people of Precinct No. 4, for your vote and influence in the Primary election on July 24, 1954.

Hoping with all sincerity that each of you may enjoy a peaceful and prosperous 1954.

Respectfully,
R. L. (BOB) BURNETT

Hub King was in Waco this week on Farm Bureau business.

Mr. and Mrs. Raymond Smith and Mrs. Estelle Brown, all of Brownfield, visited recently with relatives in Fort Worth.

Local West Texas Gas Co. Consolidates Four Gas Companies

Effective last Friday West Texas Gas Company, Amarillo Gas Company, Dalhart Gas Company, and Clayton Gas Company were consolidated into one natural gas utility operating company named Pioneer Natural Gas Company, a Texas corporation. The simplification of the corporate structure of the above named companies has been approved by the Securities Exchange Commission and upon its completion will provide many operating advantages.

Pioneer Natural Gas Company is now the natural gas utility company serving some sixty cities and towns throughout an area reaching from Clayton, N. M., on the north to Midland and Odessa on the south. Some of the larger places served, in addition to the above, are Amarillo, Lubbock and Plainview.

The principal officers of Pioneer are as follows: Geo. Baird, president; M. D. Snyder, vice president and secretary; Thos. F. Cartwright, vice president and treasurer; H. R. Budke, C. I. Wall and A. F. Cox, vice presidents. Directors are P. C. Spencer, Joseph P. Walsh, Geo. Baird, M. D. Snyder, Thos. F. Cartwright, Ross D. Rogers and George W. Dupree.

Pioneer has one wholly-owned subsidiary company, which is Amarillo Oil Company. Amarillo Oil has acquired the assets and business and assumed the liabilities of Red River Gas Company. It is primarily a producing company, but also handles field gathering and compression as well as extraction and sale of liquid petroleum products. C. I. Wall is one of the directors of Amarillo Oil.

Lubbock is headquarters for Pioneer's West Texas Division. This division comprises the area formerly served by West Texas Gas Company. The company's General Offices are in Amarillo, Red River Gas Company, Clayton Gas Company and Dalhart Gas Company were dissolved on Dec. 31, 1953.

Pioneer is owned 100 per cent by Southwestern Development Co. Subject to approval of the stockholders of Southwestern, it is planned to liquidate and dissolve that company. A meeting of the stockholders of Southwestern to vote on the liquidation and dissolution of the company will probably be held some time in February.

Pool Box Supper To Help March of Dimes

The Pool community 4-H Clubs will sponsor a box supper Monday, Jan. 11, at 7:30 p.m. at the school house. Proceeds will be donated to the March of Dimes.

Raymond Green and Thurman Solsbery, adult leaders of the boys, and Mrs. Raymond Green, leader of the girls, extends an invitation for everyone to attend.

Mrs. W. T. Patton was a Christmas visitor in Fort Worth with relatives, spending several days in that city.

Mrs. O. L. Jones Asks Re-Election

To The People of Terry County: I would like very much to continue serving you as County Treasurer the next term. The greater part of you know me and my past record. If my service has pleased you and you feel that you can support me again either by vote or influence, I will thank you so much and sincerely appreciate every thing you do for me.

Each year I serve better qualifies me for the duties of this office and to serve you, and this I will strive to do.

Many thanks to you for every kindness and support in the past years.

Wishing you a happy and prosperous New Year.

Yours very truly,
MRS. O. L. (OSCAR) JONES.

The 1953 Building Permits Drop Some From Previous Years

Building permits and remodeling and enlarging, fell \$47,375 from the figures of 1952, which was no surprise, conditions being what they are, on account of the drouth. However, many of us expected the fall off to be much more than they were. And we might add that the decrease was nothing like as heavy as the drop of 1952 was from those of 1951, when the permits ran around two million dollars.

The permits for December were unusually low, probably caused from two factors. One, the much cold, windy weather, and another maybe, was that those who contemplate a new building decided to wait until after the first of the year, and miss current taxes. C. L. Clark obtained permission to construct a frame residence on lot 1, block 3, Powell Addition, 24x26, with concrete foundation and composition shingles. Estimated cost to be \$2,295.00. Month by month, we have the following figures for 1953:

January	\$362,500
February	25,400
March	42,550
April	77,520
May	57,800
June	45,000
July	12,500
August	31,450
September	46,600
October	48,600
November	86,410
December	2,295

Total, 1953 -- \$838,625
Total, 1952 -- \$924,000

The total for 1953 does not include the light plant building that cost \$876,625. Of the total \$380,000 represented business or public building, the Methodist Church being the largest with a fourth of the cost. The Dunlap job was remodeling two 25-foot buildings into a 50x100 building. We have the following figures:

Methodist Church	\$300,000
Cicero Smith Lbr. Co.	40,000
Higgingsbotham-Bartlett	20,000
Dunlap's	000,000

Mrs. White Asks Re-Election District Clerk

To The Citizens of Terry County: In making my announcement for re-election as your District Clerk, I want to thank each of you for every kindness shown me during the time I have served in this capacity. I am very grateful to all of you, and if you feel that I have made an efficient official I would appreciate your voting for me again in 1954. Each year that I have served as your District Clerk, have tried to make you a better officer. Wish it were possible for me to see each of you in person, but due to the duties of my office it will be impossible for me to do this, but will thank you for any consideration given me in the coming Election.

Wishing each of you a happy and prosperous New Year.
Your friend,
ELDORA A. WHITE.

Don Cates Asks Re-Election As Tax Assessor-Collector

To The Voters of Terry County: I wish to take this means of announcing my candidacy for the office of Tax Assessor-Collector, re-election.

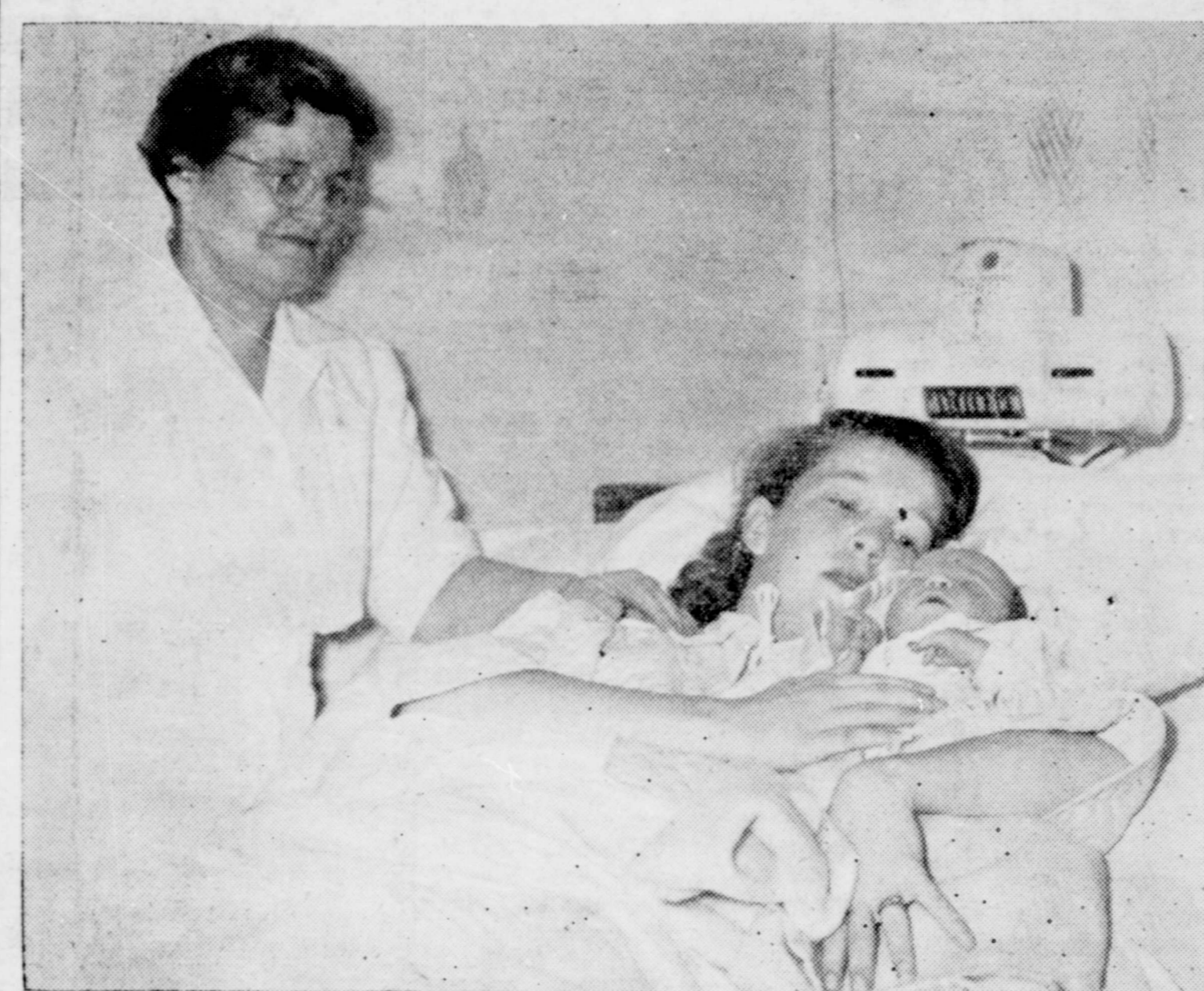
I would also like to express my deepest appreciation for the fine cooperation that the people of Terry County have given me in carrying out the duties of my office.

Your support and influence in the coming election will be greatly appreciated.

DON CATES.

Jim Cloe and Tommy Hicks were in Lubbock, Monday, on business.

COUNTY'S FIRST BABY ARRIVES JANUARY 5th



FIRST TERRY COUNTY BABY OF '54—Allan Leslie Hungerford, son of Mr. and Mrs. Thomas Leslie Hungerford, 613 North A, had the distinction of being Terry County's first baby born in the New Year. The 8 pounds, 3 1/2 ounces baby boy was born at 9:37 a.m., Tuesday, January 5, at the local hospital. Dr. Wayne C. Hill delivered the infant. The 17-year-old mother is the former Nina Lois Spears, daughter of Mrs. R. C. Spears, 505 East Hill, and the 21-year-old father is the son of P. H. Hungerford, of Union. This was the couple's first born, and the first great grandchild on the father's mother's side. Hungerford, who served as a staff sergeant for three years in Korea, is now employed as a leetong man with the Montex Oil Company of Snyder, and attended Union High School. The mother attended Brownfield High School and was formerly employed at Charlie's Drive In. The lucky baby was presented the following prizes from the local merchants: thermometer, Nelson's Pharmacy; Carter's Sleeping Bag, Collins; Thermo-Trav'ler, three compartment, insulated bag, Dunlap's; theatre coupon book, Jones Theatres; gift for mommy, Co're Fashion Shoppe; Johnson's Baby Set, Palace; case of Gerber's Baby Food, Piggly Wiggly; and "Bunny Esmond" crib blanket, Fair Department Store. Pictured above, with the mother and baby is Mrs. Thelma Heart-sill, nurse in charge of the nursery at the hospital. (Staff Photo).

AAA To Judge City's Pedestrian Program

The activities conducted by Brownfield during 1953 on behalf of the pedestrian will be judged by the American Automobile Association, sponsors of the National Pedestrian Protection Contest, Houston Hamilton, chief of police, announced this week.

A contest report form, consisting of questions concerning accident records, legislation and enforcement, engineering, organization, school safety and public information, all directed toward the pedestrian, has been completed and mailed, he disclosed.

The city will be judged with

other cities of like size and population from all over the country. Winners will be announced by a national board of judges, composed of some of the most prominent men in the field of traffic safety.

The local contest representative issued the following safe walking rules which he said were particularly applicable at this time of year. They included the familiar "Wear White at Night" admonition, "Cross Only at Intersections," "Walk on the Left Side of the Road Facing Traffic" especially in rural areas, "Walk with the Green light or 'Walk' signal," "Stop at the Curb and Look Both Ways Before Crossing" and "Do not Step From Behind Parker Cars," "It is dangerous to jaywalk—don't cross

mid-block"—at 30 mph a car travels 44 feet a second while you walk 4 feet a second. While you walk the first 12 feet from the curb a car travels 132 feet, "Be alert—Wait for the Cars to Pass." "Observance of these safe walking rules," he said, "Will insure our city not only of getting a good score in a safety contest, but will make all of us a sure winner—with the prize being our own life and limb." And when you have one for the road, leave it in the bottle!

W. J. and Mrs. Hale, of Plains, were over this week, as Mr. Hale has not been feeling too well of late, and needed to see a physician, and get medicine. He is former editor of the Yoakum County Review at Plains.

Gillham Asks For Re-Election As 98th Dist. Representative

State Representative J. O. Gillham, Brownfield Banker, announced this week that he would



J. O. GILLHAM

seek re-election to a second term in the Legislature. Mr. Gillham was elected to his first term in 1952 without opposition. Mr. Gillham's 98th Legislative District comprises Cochran, Hockley, Terry and Yoakum Counties.

During his first term in the House, Mr. Gillham was considered a conservative and sponsored conservative legislation. He is the author of the Gillham Amendment to the General Appropriation Bill which has been hailed by many business men and conservative government officials as the most constructive legislation passed by the Legislature in many years. Mr. Gillham also was co-author of the Small Claims Court Bill, Canadian River Authority Bill, and legislation giving Korean War Veterans equal rights with veterans of other wars.

Mr. Gillham has been a well known figure for many years particularly in the banking fraternity. He is President of the Brownfield State Bank and Trust Company of Brownfield, which position he has held for many years. In 1944 Mr. Gillham organized the Levelland State Bank, Levelland, of which he still is Chairman of the Board of Directors. Along with some associates he organized the Yoakum County State Bank at Denver City in 1950 and is President of that bank. He is also President of the Brownfield Savings and Loan Association which was organized in 1951. Mr. Gillham is also active in the Methodist Church and Rotary Club.

Mr. Gillham made no statement concerning his platform at this time. He did make this simple statement: "I think most people know me and how I stand on some of the major problems facing us, but I shall discuss the issues in detail as the campaign progresses."

Elmer C. Brownlee Asks Re-Election As County School Supt.

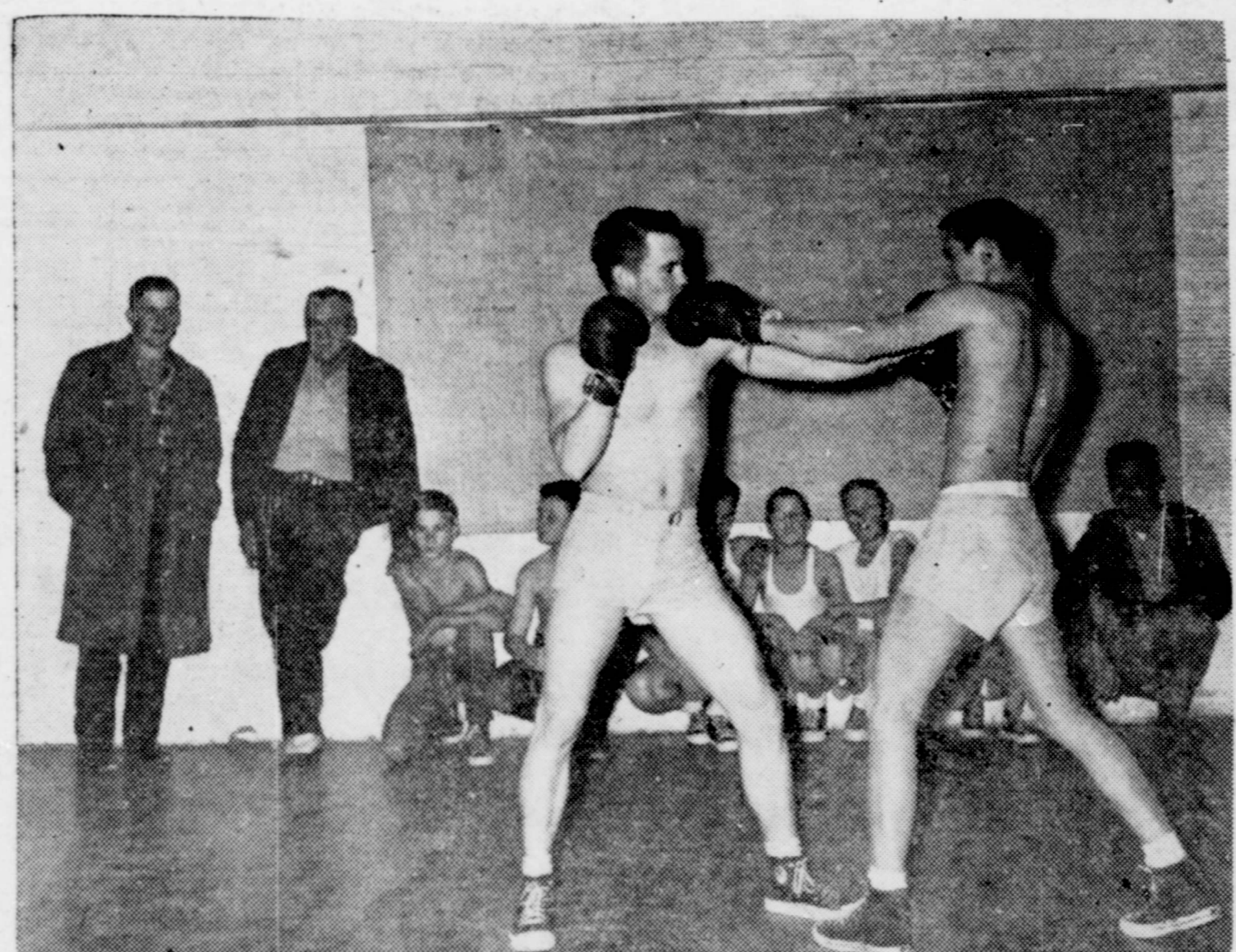
I want to take this means of announcing my candidacy for re-election to the office of County School Superintendent of Terry County. I have served one term in office and have thoroughly enjoyed every day of it. I want to thank each and every one for the support given me. I have sincerely tried to make you a competent County Superintendent, and if you think I am worthy of the office, I want to ask your support again.

I wish that I could see each one of you personally, but since I will be busy in my office, that will be impossible.

Thanks again for the support given me and may I solicit your vote in the next election.

ELMER C. BROWNLEE.

Larry Chisholm is spending the week with his parents, Mr. and Mrs. J. R. Chisholm, of Brownfield. He begins work with a new radio station in Deming, N. M., soon, and has been employed for the past two years at station KCBF in Lubbock.



PREPARING FOR PRE-GOLDEN GLOVES BOUTS—Leroy Little, pictured at left, foreground, and Arlan Odom, at right, are among the 17 local boxers that have been working out for the past week in preparation for the pre-Golden Gloves bouts scheduled at 7:30 p.m., Monday, Dec. 11, with Lubbock, at the Junior High School. A follow-up of fights at Lubbock will be held later in the month. Admission to the Monday night fights will be \$1 for adults, and 50c for children. A few of the boxers are pictured in the background with the manager, DeWitt Stafford, second from left, and Clyde Bond, Jr., at extreme right. The Brownfield Lions Club is sponsoring the local team, and the Dec. 11 fights. (Staff Photo).

Terry County Herald

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Your Farm Problem

By EZRA TAFT BENSON

Secretary of Agriculture
 (First of a two-part series).
 This nation has a serious farm problem.

It does not affect agriculture alone. It is everybody's problem. Today your government has approximately \$5 billions of your money invested in farm commodities.

You own outright more than \$2.5 billions worth of wheat, corn, cotton and other surplus farm products. You have outstanding loans on agricultural commodities totaling about the same amount. This figure is growing daily.

You are paying more than \$14 millions each month just to store these surpluses. This bill is growing, too, as additional inventories are accumulated by your government.

The losses which your government sustained in disposing of just a small portion of your holdings during the first three months of this fiscal year amounted to \$47 millions.

But, you ask, don't we have a farm program designed to insure agricultural prosperity and prevent the very situation we find ourselves in today?

The answer is that we are operating under the same farm program we had last year and for several previous years. Actually we have strengthened it in several important respects to permit farmers to take broader advantage of its provisions. Existing legislation finds us to a continuation of price supports at 90 per cent of parity on basic commodities through the 1954 crop year.

Nevertheless, farm prices have declined steadily from the record peaks established under the impetus of the Korean war in February, 1951. During the 12 months immediately before I became Secretary of Agriculture, the farm price parity ratio slid from 113 to 95 per cent. Since February of this year, prices have been more stable than in 1952, averaging about 93 per cent of parity.

This story of declining farm income and mounting agricultural surpluses is the best evidence that our present program is not functioning effectively.

For more than a decade, our farmers have been producing under pressure. To meet the war-time needs of ourselves and our allies, they turned out record amount of food and fibre between 1941 and 1946. With the end of the second World War, they were asked to provide the commodities required in the rehabilitation of Europe and other sections of the earth. Then came the Korean War, with new and heavy demands for farm goods of all kinds.

Suddenly this situation was radically altered. World food production had been climbing since 1946. By 1952 this was exerting strong pressure in the market places. Our wheat exports dropped by one-third in a single year, cotton by even more. Not only had importing nations increased their own production, but they found that they could supply their reduced needs at lower prices from exporting countries which had no farm price support programs.

Just as many American consumers have turned from butter to less expensive spreads, so have other nations sought cheaper wheat and cotton and other products.

We have learned through sometimes bitter experience that when the farmer is in trouble, there is likely to be trouble ahead for everybody. This year, net farm income is expected to be nearly \$1 billion less than it was in 1952. And in 1952 it was more than \$1 billion below the preceding year. While farm income has been dropping, our total national income has actually increased.

This disparity cannot continue in an economy such as ours. When

The American Creed

We believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many states; perfect union, one and inseparable established upon these principles of freedom—equality, justice and humanity, for which American patriots have sacrificed their lives and fortunes.

—Terry County Herald.

Dairy Association To Meet At Dallas

Austin.—An invitation was extended this week to all Texas dairymen to attend the annual meeting of the American Dairy Association of Texas the latter part of January in Dallas.

Sam E. von Rosenberg, Texas ADA manager, said several matters of "great interest and concern to the Texas dairy industry" would be considered at three days of sessions, beginning Jan. 27 in the Adolphus Hotel.

Top billing for discussion, he said, was the expansion of the ADA Set-Aside program by which dairy producers will contribute two cents per hundredweight for greater promotion of the sale of milk and dairy products. The present rate is one cent. The State ADA board has endorsed the higher rate, but has set no effective date.

UNUSUAL ACCIDENT

Oklahoma City.—In a collision between a truck loaded with eight tons of stone and a small motor scooter recently, the truck driver suffered a mashed foot but the motor scooter driver was not hurt at all.

Mr. and Mrs. Mike Blair, formerly of Brownfield, but now of El Paso, visited last week with Mr. and Mrs. Mayfield, 409 W. Lake.

Miss Helen Rogers, of Brownfield, spent the holidays visiting in the home of her parents, Mr. and Mrs. F. A. Rogers, near Seagraves.

the farmer can't buy the products of industry, there are certain to be serious dislocations.

How we got into this situation is not as important, at the moment, as what we propose to do about it. I have outlined here some of the major problems facing agriculture. In a subsequent article, I should like to discuss some of the possible solutions.

PLAINS NEWS

Cecil Allen and daughter, Sharon are visiting his parents, Mr. and Mrs. B. F. Allen in Paris, and will visit other relatives in Dallas this week.

Delbert Wagley and Newland Rowland from Camp Gordon, Ga., are visiting their parents, Mr. and Mrs. W. S. Wagley and Mr. and Mrs. Newt Rowland.

Mrs. H. G. Oden is visiting her mother, Mrs. Sallie Hague.

Mrs. O. B. Simpson, of Channing, and Mrs. Herbert Breittling, of Amarillo, spent a few days this week with their daughter and sister, Mrs. Dick McGinty and family.

Mrs. O. B. Bryan and Kay, of Stanton, Mrs. I. F. Kennedy, of Ruidoso, N. M., Mrs. Elias Ivy, of Denver City, and Mrs. Buford Dulan of Denver City, visited their aunt, Mrs. J. P. Robertson, Thursday.

Mr. and Mrs. Travis Been are home after a week's visit with relatives in Oklahoma.

Mr. and Mrs. M. J. Reed and Mrs. J. C. Hague, of Dallas, visited Mrs. Sallie Hague during the holidays.

Mr. and Mrs. Cecil Courtney have returned from a visit with Mr. Courtney's parents in Fort Worth. His father accompanied them home for a visit.

Mr. and Mrs. Caryl Light spent Christmas day in Lubbock with the W. D. Light family.

Mr. and Mrs. LeRoy McCrary and little daughter, of Albuquerque, N. M., are visiting their parents, Mr. and Mrs. H. M. Smith, and Mr. and Mrs. Walter McCrary.

Mr. and Mrs. Donald Bookout visited her parents at Seagraves, New Year's day.

Mr. and Mrs. Jesse Hale and Mr. and Mrs. Kenneth Hale, have returned from Boswell, Okla., where they visited the senior Hales.

Fred McGinty and family, of Tahoka, and Mrs. Oscar McGinty and family of Spur, visited the Marion McGintys this week.

Mr. and Mrs. C. L. Billingsley and sons have returned from a visit with relatives in Mississippi and Arkansas.

Mr. and Mrs. J. H. Daniel spent Christmas day in Brownfield with relatives.

Mr. and Mrs. Jimmie Light and two daughters of Liberal, Kans., are visiting Mr. and Mrs. Caryl Light this week.

Sallie Lynn and Harold Forrest of Dallas, spent Christmas with their mother, Mrs. Sallie Forrest. Mrs. Forrest accompanied them home for a week's visit.

Mr. and Mrs. J. W. Alldredge spent Christmas in Wichita, Kans., in the home of their son, J. W. and family. They also visited their daughter, Mrs. Ayers of Plainview. Gloria and Linda Ayers returned to Plains with them and spent the remainder of the holidays.

Mr. and Mrs. A. N. Addison and daughters are visiting relatives in Snyder this week.

The Skeet Roberson family has returned from a visit in Dallas with relatives.

Turkey Dinner

Mr. and Mrs. C. F. McCargo, and Mr. and Mrs. Caryl Light entertained guests with a turkey dinner, Sunday, in the Legion Hall. Guests from out of town included Mr. and Mrs. M. McCargo, of Kermit, Mr. and Mrs. Phillips of Midland, Mr. and Mrs. Turner Barnes and son of Grand Falls, Mr. and Mrs. W. D. Light and family of Lubbock, Jimmie Crawford, Mr. and Mrs. Craig Mays and family of Hobbs, N. M., Mr. and Mrs. Bob McCargo and son, Kelly, Mrs. J. M. Harris, Mrs. J. P. Robertson, and

Long Range Planning For Farm and Ranch

College Station.—Long range planning is essential for efficient and livable farm and ranch homesteads. W. S. Allen, engineer for

Mr. and Mrs. B. H. Powell and family, all of Plains.

the Texas Agricultural Extension Service, says plans should include not only immediate construction or remodeling, but in addition some means of increasing efficiency of farm and ranch operations. "A well planned farm or ranch should be a pleasant, healthful and safe place to live and work," Allen says. "Start with your farmstead as it is, find the best location for the house and fit the farm house

to the farmstead." Allen suggests easy steps to the farmhouse planning are sketching the plans first on paper. Draw in the highway, show where the prevailing winds come from, how the ground slopes, locate other farm buildings, and then you are ready to place the drive and locate the house.

In addition to information given in B-171 Easy Steps to Farmhouse Planning, county Extension agents

have available copies of Cutouts to Help in Planning, Insulation and Weather Proofing, Planning the Bathroom, Farmhouse Plans, Modernizing Farmhouses, Plans for Farm and Ranch Homes in Texas, Farmstead Arrangement, and Frame House Construction Details for Texas.

Mr. and Mrs. Tres Key, of Brownfield, had as visitors last

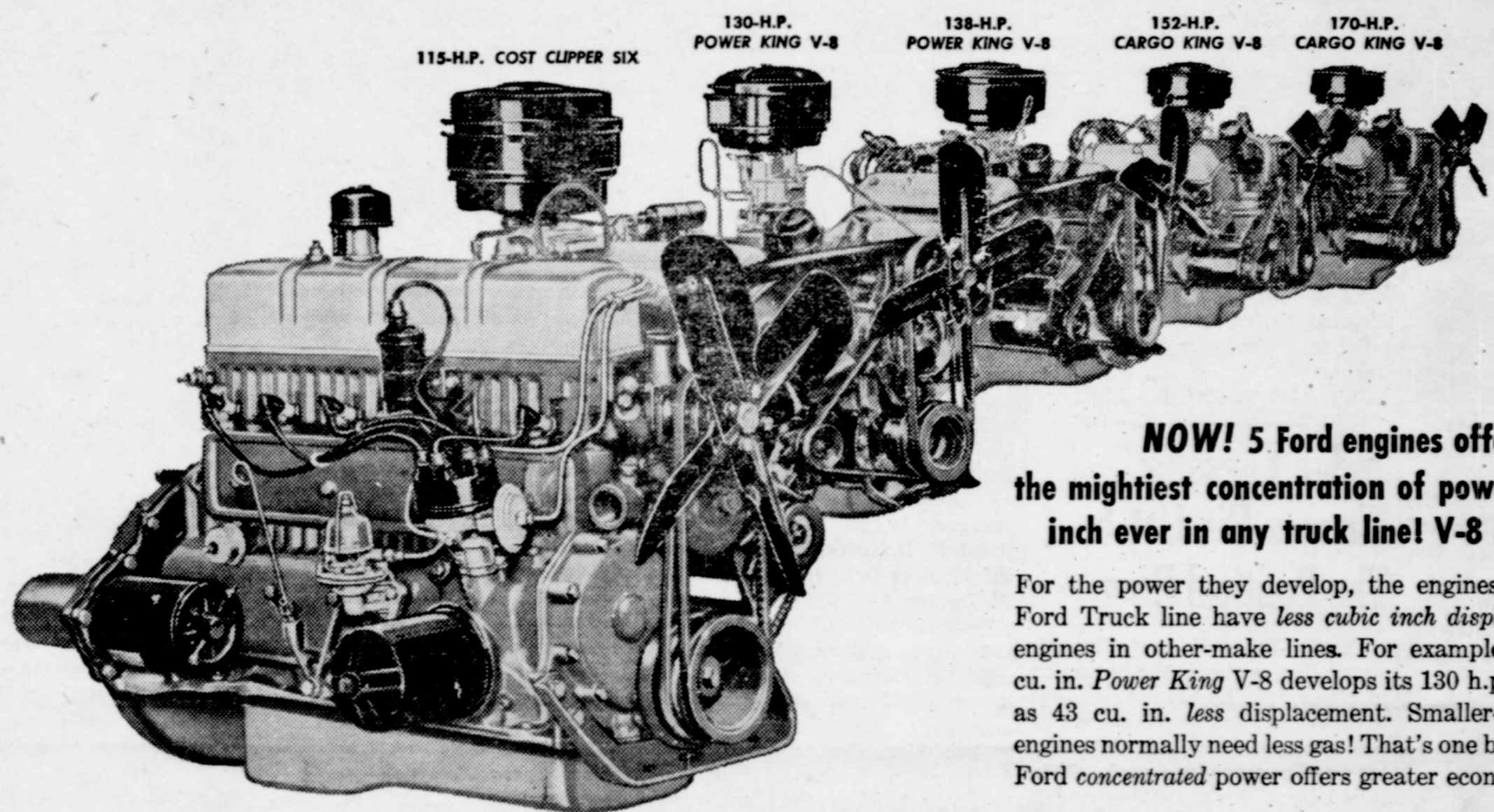
week, Mrs. Key's mother, Mrs. E. R. Rogers, her sister and husband, Mr. and Mrs. Sid Friar, and grandmother, Mrs. Pearl Blevins, all of Phoenix.

Mr. and Mrs. Hub King and Mr. and Mrs. Leonard Lang had as their guest last week, Wendell Dumas, of Alpine.

Read the Herald Ads and save.

Announcing for '54 NEW FORD TRUCKS

With TRIPLE ECONOMY!



NOW! 5 Ford engines offer the mightiest concentration of power per cubic inch ever in any truck line! V-8 and SIX!

For the power they develop, the engines in the 1954 Ford Truck line have less cubic inch displacement than engines in other-make lines. For example, Ford's 239 cu. in. Power King V-8 develops its 130 h.p. on as much as 43 cu. in. less displacement. Smaller-displacement engines normally need less gas! That's one big reason why Ford concentrated power offers greater economy!

Ford takes the lead in ALL 3 vital factors that make for lower-cost trucking!

1. Now, only in Ford Trucks—gas-saving, LOW-FRICTION, high-compression, overhead-valve, deep-block engines in all truck models! 115- to 170-h.p.!
2. New Driverized Cabs, Master-Guide Power Steering, Power Brakes, Fordomatic Drive for faster control!
3. New greater capacity! New Factory-Built "6-wheelers," gross up to 48% more!

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F.C.A. MORE TRUCK FOR YOUR MONEY!



New Ford F-900 Bio Jos, G.V.W. 27,000 lbs., G.C.W. 55,000 lbs.

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BEULAH MAE ADDRESS
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 Steam-Baths
 217 W. Lake Dial 2688

McGOWAN & McGOWAN
 LAWYERS
 West Side Square
 Brownfield, Texas

DRS. McILROY & McILROY
 Chiropractors
 Dial 4477 — 220 W. Lake
 Brownfield, Texas

The first newspaper in New York City was named the New York Gazette. It was started in 1925.

Modern Ambulance Service
 CALL 2525
 BROWNFIELD
 FUNERAL HOME
 ROY B. COLLIER, Owner

Advertise in the Herald.



Popularity among truckers of Ford's C-Series cab forward trucks has resulted in the addition of these two new models to Ford's 1954 Triple Economy truck line—the C-700 extra heavy duty chassis (left) with deluxe, "driverized" cab and the C-900 with standard cab. The C-900 has the largest cab forward capacities ever offered by Ford. It has a maximum gross combination weight rating of 55,000 lbs. Like all Ford C-Series trucks, it was designed to meet the 45-foot overall length requirements of most states.

MEADOW NEWS

Mr. and Mrs. Clyde Findley, of Gordonville, Mr. and Mrs. Harper Brown, of Levelland, spent Saturday in the home of Mr. and Mrs. Bob Castleberry.

Mrs. Hattie Welch, of Odessa, visited last Monday with Mrs. W. A. Arnett.

Mr. and Mrs. Garland Fore and family of Kingsbury, Calif., Mr. and Mrs. Emmett Woods of Bakersfield, Calif., Mr. and Mrs. Ronald Johnson and family of Odessa, Mr. and Mrs. Aubrey Fore and family, Mr. and Mrs. Larry Welch and baby, of Sea Grapes; Mr. and Mrs. Herman Fore and family of Balmorhea, Mr. and Mrs. Howard Fore and family of Denver City, Mr. and Mrs. Jack Fore and family, Mr. and Mrs. D. S. Carroll and family, all visited during the Christmas holidays with Mr. and Mrs. A. W. Fore.

Mr. and Mrs. Joe Joplin are announcing the birth of their new son, born Tuesday in a Lubbock hospital. They have another son also.

Mr. and Mrs. R. E. Castleberry visited in the home of Mr. and Mrs. Edd Peek, Tuesday afternoon.

Mrs. Vivian Culwell and family of Stamford, Mr. and Mrs. Odell Chandler and daughter, Patricia, of Anton, were visitors in the Alfred Short home Saturday.

Mr. and Mrs. E. B. Hart visited during the holidays with her daughter, Dick Standefer and family in Plainview.

Mr. and Mrs. G. B. Jones and granddaughter, Laura Kay, are in Galveston visiting with their son Nathan Jones and family.

Mr. Arthur Curtis visited his brother, Freeman Curtis and family of Dimmitt last week.

Mr. and Mrs. Bill Van Winkle and son, Larry, of Roswell, N. M., spent New Year's Day with her mother, Mrs. J. T. Verner.

Mr. and Mrs. H. V. West visited his parents, at Munday, Texas, last week.

Wendel Mason, son of Mr. and Mrs. Glen Mason, of Meadow, and Miss Vada Beth Durham, daughter of Mr. and Mrs. J. B. Durham, of Brownfield, were married Dec. 28 at 10 a.m. in the Meadow Baptist Church with Dr. J. Harvey Scott reading the ceremony. Miss Joy Walser, of Brownfield, and Eddie Bingham, of Meadow, were attendants. They left, after the ceremony, for a wedding trip in New Mexico. They will be at home at Camp Gordon, Ga., after their wedding trip.

Mr. and Mrs. Jack Minter, of Denver City, formerly of Meadow, are parents of a daughter, Donna Kay, born Dec. 24, in the Brownfield Hospital.

Mr. and Mrs. Richard Cheek, of Lubbock, were visitors at the morning services at the Baptist Church Sunday, and visited her sister, Mrs. Edd Kirk and family for dinner.

Mr. and Mrs. Frank Massey visited over the weekend in Lubbock with his brother, Mr. Harris Massey and wife.

Mr. and Mrs. Cole and son, of Lubbock, visited Sunday with her mother, Mrs. E. L. McCoy.

Mr. and Mrs. Ray Castleberry and family moved last week to Friona to make their home.

Mr. and Mrs. S. Williams, of

No Assurance That New Tax Rates Will Prevail Through '54

Washington.—Lower personal income taxes and higher social security levies took effect Jan. 1, but there is no assurance that the new rates will prevail throughout 1954.

For taxpayers in the lower income groups, the 10 per cent cut in income taxes will in most cases be offset by a boost from one and one-half per cent to two per cent each in social security assessments against employees and employers.

The Eisenhower administration favored freezing the social security tax at the lower rate for an indefinite period.

In his state of the union message to Congress, Jan. 7, President Eisenhower is expected to request retroactive restoration of the old rate.

Such a demand would be sure to meet stiff opposition inasmuch as prevailing sentiment in Congress

Lakeview, attended services at the Methodist Church, Sunday night.

Mr. and Mrs. Tom Bigham, of Mineral Wells, visited over the weekend in the home of his brother, J. H. Gober and family.

Mrs. Ted Keith, of Midland, spent the weekend with her parents, Mr. and Mrs. B. C. Horton.

Mrs. Newsome, of Lubbock, spent the past week with her sister, Mrs. James A. Patterson and family.

favors broadening the social security system by increasing benefits and giving coverage to millions of additional workers.

As for personal income rates, some legislators would support a further reduction. However, it is felt that any move in that direction is doomed to failure.

The House Ways and Means Committee, which originates all revenue measures, is scheduled to begin a complete review of the entire tax structure shortly after Congress reconvenes Wednesday.

The administration has drafted its own tax proposals designed, at least in part, to counteract effects of the revenue losses stemming from lowered personal rates and reduced excise corporate levies which take effect April 1.

In addition, the government is calculated to lose about \$1 billion 600 million a year as a result of the excess profits tax automatically going off the books at this time. Last summer, Congress reluctantly extended this tax for six months at Eisenhower's request.

There has been no clear indication of the administration's new tax plans, by which it hopes—together with cutting federal spending—to balance the budget.

At one time, Eisenhower and other high officials conceded that a manufacturers' excise levy was among the plans under consideration. The National Association of Manufacturers favors a 4 per cent all products except foods.

However, in recent weeks talk about imposing such a tax has died down.

BROWNFIELD BAPTISTS TO HOLD WORKERS' CONFERENCE, JAN. 14

Brownfield Baptist Association will conduct a Workers Conference from 6 to 9 p.m., Jan. 14, at Wells. The program will include a board and Women's Missionary Union meeting at 6 p.m., followed by supper at 7 p.m.; song service, 7:45 p.m.; "Place of Our Organization in Evangelism," 8 p.m., with Dub Fulford discussing brotherhood; Ed Rogers discussing Sunday School; Otis Holiday discussing Baptist Training Union; and Mrs. Gladys Moorhead discussing WMU. Recognition of churches, 8:20 p.m. Special music, followed by sermon at 8:30 p.m., by the Rev. Robert Clements, pastor at New Home.

THE BILL ANDREWS FETE 'TEEN-AGERS

Approximately 75 'teen-agers enjoyed a New Year's Eve party that Bro. and Mrs. Bill Andrews' home, 705 Old Lamesa Road, and skating at the rink, Dec. 31.

Refreshments of cookies and punch were served to guests from Anton, Levelland, and Brownfield. Bro. Andrews is minister of the Southside Church of Christ.

Mr. and Mrs. Neal Rock, of Haldton, Okla., were visitors in the J. R. Hissom home during the holidays.

Mrs. Walter Paden, Brownfield, had as guests last week her sons, Edsel Paden and family of Fort Worth, and Haskell Paden and wife of Lubbock.



This 1954 Ford Crestline Fordor sedan—new this year—has interior beauty and new power assists usually found only in costly limousines. Its smart new grille has a characteristic Ford center spinner, recessed parking lights and jet-type air scoop. Like all 1954 Ford passenger cars, it has new ball-joint front suspension for easier handling and the choice of either Ford's completely new 130-h.p. Y-block V-8 engine or the new 115-h.p. I-block Mileage Maker Six. For ease and driving pleasure it has power steering, power brakes, power operated windows and front seat, plus Fordomatic or overdrive, available at extra cost.



or in corners should be placed into nests. This, too, will help stop one bird picking another. Finally, Moore says, birds which are seen constantly picking at others should be removed from the flock. The loss of chickens because of sickness may be beyond the poultryman's control, Moore concludes, but to lose birds because of cannibalism or other careless management is fully the poultryman's responsibility.

Mr. and Mrs. Earl Brown, of Brownfield, had as recent guests, their daughter, Mrs. Leon Leopold, and husband, of Abilene.

FORT WORTH STOCK SHOW AND RODEO

OPENS FRIDAY NIGHT JANUARY 29

FOREMOST SPECTACLE of the SOUTHWEST

See RODEO at its Best

COMBINED WITH BEAUTIFUL HORSE SHOW

In Palatial Will Rogers Memorial Coliseum Twice Daily (2 and 8 p.m.) Thru Feb. 7 Rodeo Tickets \$3 Incl. Reserved Seat and Admission to Stock Show Grounds

The BATTLE of SONGS

Great Harmonizers—11 Performances

Will Rogers Memorial Auditorium NIGHTS, JAN. 30; FEB. 1, 2, 3, 4, 5, 6 MATINEES, JAN. 30, 31; FEB. 6, 7

Lower Floor Resd. \$1.50, Balcony, Unresd. \$1 Children, 50c

GREAT LIVESTOCK EXPOSITION

WORLD'S FINEST PLANT FOR ANIMALS AND SPECTATORS

Over 7000 Cattle, Horses, Sheep, Poultry, Turkeys, Rabbits, Pigeons

ORDER TICKETS BY MAIL

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SOUTHWESTERN EXPOSITION and FAT STOCK SHOW P. O. BOX 150 FORT WORTH

'54 FORD the "worth more" car declares a dividend

Here Now!



STYLE DIVIDEND

3 distinctive lines —14 brilliant body styles

YOU'LL FIND THAT EACH new feature in the '54 Ford is an extra dividend in driving enjoyment... establishes Ford, even more in '54, as the "Worth More" car. You get a special dividend in styling with Ford's distinctive new appearance. You get sparkling new interiors, too, that are a dividend in themselves. And each of the new Fords gives you special dividends in ride and performance... with new Ball-Joint Front Suspension, the greatest advance in chassis design in 20 years... with your choice of Ford's new low-friction Y-block V-8 or I-block Six, the most modern engines in any car today! With 28 brilliant new models to choose from, you'll find the exact car to suit your tastes and requirements. Come in... See and Test Drive the '54 Ford.

RIDE DIVIDEND

New Ball-Joint Front Suspension

This revolutionary new suspension is exclusive to Ford in its field. It allows greater up and down wheel travel for a smoother ride. And it helps keep wheels in true alignment for consistently easy handling. Movement of wheels is on ball joints, whether in up and down motion or in steering motion—right or left.

The new 130-h.p. Y-block V-8

OVERHEAD VALVES DOUBLE-DECK INTAKE MANIFOLD

HIGH-TURBULENCE COMBUSTION CHAMBERS

SHORT-STROKE, LOW-FRICTION DESIGN

DEEP-CAST "Y" BLOCK

The new 115-h.p. I-block SIX

OVERHEAD VALVES

HIGH-TURBULENCE COMBUSTION CHAMBERS

SHORT-STROKE, LOW-FRICTION DESIGN

4-PORT INTAKE MANIFOLD

DEEP-CAST "I" BLOCK

The greatest engine advances since the original FORD V-8

BOTH NEW 1954 Ford engines... the Y-block V-8 and the I-block Six... have overhead valves for most efficient high-compression operation on today's fuels. Valves are free-breathing to give you the most GO... free-turning to seat tightly and maintain high compression. Both engines have a deep-cast block with skirt that extends well below the crankshaft for greater strength and rigidity... smoother, quieter performance and

extra-long engine life. Their modern short-stroke, low-friction design cuts friction losses... gives you more usable horsepower, more miles per gallon of gasoline. New high-turbulence combustion chambers assure a more thorough mixing of fuel and air for faster, more efficient combustion. Plan to Test Drive a '54 Ford. You'll find these new Ford power plants are the greatest engine advances since the original Ford V-8.

Plus five optional power assists* you might find only in America's costliest cars

<p>Master-Guide Power Steering</p> <p>It does up to 75% of your steering work for you, makes parking a pleasure, leaves you with the normal feel of steering on the straightaways.</p>	<p>Swift Sure Power Brakes</p> <p>Power does up to one-third of the work of stopping for you! You are less fatigued, more relaxed, in the stop and go driving of congested traffic.</p>	<p>Power-Lift Windows</p> <p>Windows open or close at the touch of a button under each window or on left front door. Driver may operate any of the four Power-Lift Windows.</p>	<p>4-Way Power Seat</p> <p>Push one of two controls and the front seat goes up or down... push the other and it goes front or back. It's a real convenience and comfort feature.</p>	<p>Fordomatic Drive</p> <p>You get the smoothness of a fluid torque converter plus the instant "go" of an automatic intermediate gear. Ford also offers gas-saving Overdrive.</p>
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*At extra cost. F.C.A.

'54 FORD

More than ever... THE STANDARD for THE AMERICAN ROAD

Make today your day for a Test Drive

PORTWOOD MOTOR CO.

4th & Hill

BROWNFIELD, TEXAS

DIAL 4131

DRUGS AND PRESCRIPTION SERVICE

YOUR PASSPORT TO HEALTH—Your doctor's prescription is your passport to health. It is the professional obligation of our registered pharmacists to fill it accurately, using only the finest, purest, freshest drugs obtainable. Among our stocks you will find drugs from all over the world, gathered to help you in your fight against illness. Depend on us always for drugs.

NELSON PRESCRIPTION PHARMACY

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DIAL 3144

Governor Shivers Declares January Hand Signal Month

Governor Allan Shivers again has designated January as Hand Signal Month in Texas and he urges automobile drivers to cooperate in the campaign to promote "more courtesy and greater safety on the thoroughfares of this State." Theme of the traffic safety project is "Right turn—hand up. Left turn—hand out. Slow or stop—hand down."

This is the third consecutive January that Governor Shivers has called for the hand signal campaign which is a part of his continuing state-wide program of traffic safety education. It is sponsored annually by the Texas Safety Association, Inc., and is patterned from the hand signal campaign conducted jointly each year in Dallas by the Citizens Traffic Commission and the Dallas Civitan Club.

"The highways of Texas," said Shivers, "are constantly improving, except in one vital respect—too many accidents continue to occur on them, resulting in needless loss of life and destruction of property."

"As modern engineering perfects our highways, the need for the individual driver to be alert, careful and courteous, increases. A few seconds of thoughtfulness on the part of a driver sometimes can avert not only a accident, but a lifetime of grief. A minute gained is never worth the risk of a life. Courtesy and safety are not optional, but imperative, and they are bound closely together in the psychology of driving."

The Governor's memorandum pointed out that the "use of proper and timely hand signals is one aspect of pleasant and sensible driving practice that is especially rewarding to everyone on the streets and roads of our State."

"The driver who observes the ordinary rules of etiquette and lets others know what he intends to do," said the Governor, "constitutes not a hazard, but a safety factor, for such practices are contagious. The more careful drivers we have, the fewer accidents will occur."

"So many vehicles now are equipped with directional signal lights that some drivers feel justified in discontinuing the use of hand signals. Safety experts emphasize that, particularly in the bright daylight hours, hand signals should be given to insure that a driver's intentions are understood."

The hand signal campaign is to be prompted by the press, radio and television throughout the State. It is directed by J. O. Mueck, General Manager of the Texas Safety Association, and Earl Braly of Governor Shivers' executive staff, both of Austin and Bruce Cunningham of Dallas, representing the Dallas Civitan Club and the Citizens Traffic Commission of Dallas.

BYNUMS ANNOUNCE NEW DAUGHTER

Mr. and Mrs. Donald Bynum, formerly of Brownfield and now of Lubbock, announce the birth of a daughter, Nancy Virginia, born Dec. 26 at 6:20 a.m., and weighing 6 pounds, 4 ounces.

Paternal grandparents are Mr. and Mrs. Virgil Bynum, of Brownfield, and the maternal grandparents live in Chicago.

Mr. Bynum is employed as a reporter on the Lubbock Avalanche-Journal.

ERROR IN CHURCH PAGE LAST WEEK CORRECTED

The Primitive Baptist Church, located south of Brownfield on the Levelland-Seagraves cut-off, was pictured last week on the Herald's church page, along with incorrect information.

Please pardon the error, and look for the corrected data this week on the church page, as we are running the picture again.

EMPLOYMENT OFFICERS CALL ON THE HERALD

Dayton M. Carrell from the Lamesa regional office, and Aubrey T. Jones, were callers at the Herald office, Tuesday afternoon. Mr. Carrell stated that Mr. Jones would be in charge of the local office of the Texas Employment Commission, located on the second floor of the Courthouse.

Mr. Carrell stated that several Farm Labor Day services would be held this year, with the first the 18th of this month. More about that meeting next week.

Carrell stated that they got off to a late start last year, and only one meeting was held.

Mrs. Jim Parks Loses Her Brother

Arthus Key, 78, died in a Weatherford hospital Monday night. He was a brother of Mrs. Jim A. Parks, of the Tokio community, just over in Yoakum County. Key had visited here in his younger days. He leaves a wife and two children, and among other relatives, a brother, Percy C. Key, of Bryan, who held a protracted meeting at the 2nd Street Church of Christ, last summer.

Key was born in Lawrence County, Ala., but moved with the family to Parker County, Texas, 60 years ago, and settled in the Springtown vicinity, where he has lived since, most of the time. Burial at Springtown.

Lubbock Forms A Fire Insurance Co.

Lubbock.—Organization of a fire and casualty insurance company with home offices in Lubbock was announced today by Murrell R. Tripp, former president of the Murrell R. Tripp Company, a wide-spread insurance claims service.

The company, Western Fire and Indemnity Company, is West Texas' first multiple-line stock company and is being formed for the purpose of satisfying a need for a home office fire and casualty company familiar with and interested in the needs of West Texas agents and the insurance buying public in West Texas.

The \$400,000 corporation, with a capital stock of \$200,000 and a paid-in surplus of \$200,000, will transact business of insurance in all forms, except life and compensation, including fire, extended coverage, inland marine, and general casualty lines.

It will concentrate on business in an area bounded roughly by Wichita Falls, Abilene, San Angelo and west to El Paso and throughout the South Plains and Texas Panhandle. Agents now are being appointed and the company will be headquartered at 1103 8th Street in Lubbock.

Tripp, who currently is Mayor of Lubbock, is widely known in insurance circles for his civic activities. He sold his claims business late last year for the purpose of organizing Western Fire & Indemnity and at the time the claims service operated offices in Lubbock, Abilene, Big Spring, Odessa, Plainview, Snyder and Dallas.

Carelessness Makes High Insurance Rates

Enlightened public opinion can prevent further increases in the price of automobile and other liability insurance. This opinion was expressed today in Dallas by T. R. Mansfield, President of the Southwestern Insurance Information Service, Inc.

The insurance leader said current costs of insurance would be reduced if each individual motorist could be persuaded to act in the public's best interests, which coincides with his own best interests. He further stated that people are prone to forget that funds held by insurance companies are actually monies contributed by buyers of insurance, or as the Supreme Court of Texas states in effect "the insurance business is impressed with public interest."

"Unless the insurance industry conscientiously guards these funds against fraudulent claims and excessive or unfair settlements and awards," said Mr. Mansfield, "the industry can pay just claims only by going to the public to get more money—that is, larger premiums."

DUNLAP'S STORE HAS A NEW MANAGER

C. K. Platner is new manager at Dunlap's store, and his wife is employed as credit manager. The couple were transferred here from the Dunlap's store in Denison, where Mr. Platner was manager. Platner has been with the company for the past five and a half years, managing stores in Oklahoma and Texas, and previous to that time he worked at the Midland store.

SANTA FE CARLOADINGS

Santa Fe carloadings for week ending Jan. 2, 1954, were 15,981 compared with 18,559 for the same week in 1953. Cars received from connections totaled 8,936 compared with 9,711 for the same week in 1953. Total cars moved were 24,917 compared with 28,270 for the same week in 1953. Santa Fe handled a total of 28,747 cars in preceding week of last year.

3 FIRES IN FIRST SIX DAYS IN JAN. TWO OUT OF CITY

Three fire alarms were answered by the city fire department during the first six days of 1954, causing considerable damage.

Firemen answered a call Jan. 6, 4½ miles west on the Seagraves highway to a refrigerated semi-trailer truck on fire. The trailer had been unhooked from the cab by the time the firemen arrived at 11 a.m. The trailer and a load of Armour's boxed cheese were damaged approximately \$9,000.

After firemen arrived, it took them about an hour to extinguish the blaze. Marshall Auburg was driver of the truck, and a 1" line was used. Cause of the fire was undetermined and the truck driver was uninjured.

The pump house fire at 8:15 a.m. at the Phillips oil rig, 6½ miles east, was extinguished, Jan. 5, after an hour's fire fighting by the local firemen.

An explosion in the pump house set transformer poles afire as a workman came on duty. Inside of the house located in the Laura Cotton Oil Field was heavily damaged and the transformer poles located 50 feet from the house, were burned. No one was injured in the blaze.

Last Sunday morning's fire at the East Side Barber Shop and the Cinderella Beauty Shop was reported to the department by Sheriff Chick Lee, at 9:48 a.m., by radio. Lee was working in his office in the Courthouse when he noticed smoke rising from the barbershop air conditioner, atop the building.

Interior of the barbershop was heavily damaged, and all mirrors and plate glass windows cracked under the extreme heat.

The beauty shop's walls and equipment was slightly damaged by smoke and water.

The fire apparently started from a burning heater located near a linen closet in the barbershop. Extent of the damage to both businesses has not been arrived at, to the present time.

Other surrounding buildings and merchandise were damaged by the smoke.

Want To Be a Texas Dairyman?—Better Stay Where You Are

College Station.—So you want to be a dairyman? If it's because dairying offers a "get-rich-quick" venture, better stay where you are.

But, if you like cows and enjoy working with animals, dairying may have much to offer you—and you, to dairying.

These are the observations of A. M. Meekma and R. E. Bureson, extension dairy husbandmen, in a bulletin recently published which deals with the whys and wherefores of dairying in Texas with a family sized unit.

Dairy farming has become specialized, needs a business-like approach and requires a man with special talents, skills and understanding. The prospective dairyman, says the publication, must favor quiet, patient, regular living and he must have a strong combination of brains and brawn.

Financing is the biggest problem, say the co-authors. Your total investment will run about \$1,000 for each cow in the herd. Limited finances can easily hamper or prevent a successful operation, they say.

It's doubtful whether 12 or 20 cows can be efficiently managed. At least 20 cows usually are handled by a single family and 40 or more if additional labor is employed. Land and equipment needed to produce pasture, hay, silage and herd replacements are other important considerations, the bulletin points out.

Then, what can be expected from your investment? The dairy specialists say a production of 6,000 pounds of milk per cow is not out of reach. The state average is 3,300 pounds and the Dairy Herd Improvement Association (DHIA) average is 6,800.

Feed costs represent 50 to 60 percent the total operating expenses and labor is next.

In addition to listing 32 other extension publications related to dairying, the bulletin, Want to be a Dairyman, B-217, points up the major considerations of a dairy operation. It is a good guide to the prospective dairy farmer. The bulletin is available from county agricultural agents or from the Agricultural Information Office, College Station, Texas. Ask for the bulletin by name and number.

Towns Vie For Records In March Of Dimes Funds

The money to fight polio through the March of Dimes comes from all over the country—from small towns and counties as well as the big cities. While several of the largest cities contribute over a million dollars each, it is the small communities that set the records for per capita contributions. With the national contribution averaging 34 cents a person, here are some outstanding achievements of the last March of Dimes.

Melba, Idaho, with a population of less than 200, claimed the national record by raising almost \$50 for every man, woman and child in the community. A day-long auction of contributed items ranging from cakes to calves enabled Melba to raise this high amount.

Oregon Town Beat Melba

The spur that aroused Melba to new heights also worked in Ize, Ore.—population 43—when this village beat Melba's 1952 March of Dimes record of \$27 per capita by raising \$34 apiece at a basket social held Jan. 10, 1953. Basket socials used to be a way of courting or raising funds to hire a teacher for a new rural school. Now they have joined the fight against polio.

As small towns and villages set community records in the March of Dimes, sparsely populated counties also made per capita contribution records.

Mineral County, Nev., won the national title with a per capita contribution rate of \$2.53 a person. Over \$14,000 was raised among her 5,560 inhabitants. Jeff Davis County, Texas, came in second with contributions averaging \$2.21 a person.

Other Leaders

Other counties in the 10,000-and-under population class that made outstanding records were: Kiowa, Colo., with \$1.75 per person; Mono, Calif., with \$1.61; Sioux, Neb., with \$1.53; Cameron, Pa., with \$1.49, and Ida, Iowa, with \$1.48.

These are just a few of the small counties that raised over a dollar per person to aid in the fight against polio. Whether small communities have bigger hearts or more intimate knowledge of the disaster of polio is not measurable. But their high per capita contributions are vital weapons in the battle to wipe out the disease.

During the 1954 March of Dimes it is a sheer necessity for the National Foundation for Infantile Paralysis to raise 50 per cent more than last year. This increase can come only from greater contributions from everyone, in small communities and big cities alike.

New Prevention Program

In stressing the need for a bigger March of Dimes than ever before, Basil O'Connor, president of the National Foundation said: "The new polio prevention program will be the hardest blow against polio we have ever struck. Wide-scale validity tests of a trial polio vaccine this year and the expanded use of gamma globulin as a stop-gap protective measure in 1954 mark a dramatic advance. Like all advances, it is expensive, but the fight dare not be weakened when victory seems almost in sight."

Mr. O'Connor added, "No one knows just which community and county will wind up as 1954 March of Dimes champions in size per capita contributions. But judging from past heart-warming performances, I predict it will be a town or village under a thousand and a county under ten thousand."

Billy Brown and Charles Mayfield, both of Brownfield, returned to their studies at Tech this week.

Mrs. Bob Colson, of Brownfield, had as recent visitors her son, Noel Crump and wife from Chicago.

Mr. and Mrs. Weldon Latham and family were in Calsbad, N. M., last week and went through the Caverns.

Mr. and Mrs. C. F. Crites visited last week end with Mr. Crites' brother in Sonora, Texas.

Co. Supt. Elmer Brownlee is in Austin this week on business.

CRESCENT HILL CHURCH OF CHRIST LADIES' HOLD REGULAR MEETING TODAY

Regular monthly meeting and coffee of the ladies of the Crescent Hill Church of Christ will be held today (Friday) at Seleta Jane Brownfield Clubhouse. This is the third of such meetings in which the ladies are striving to become better acquainted. Newcomers to the city and congregation are especially invited to attend.

STILL GOING STRONG

The people of the area seem to appreciate our cutting the price of the Herald on account of the drouth to—

\$1.50 per year

Until further notice we shall continue the rate in our TRADE AREA ONLY. You'll have to hurry. We appreciate those who have responded with their renewals as well as the many new readers we have obtained.

As soon as conditions change, we aim to go back to the old rate of \$3.00 per year in the trade area, as we really lose money at \$1.50 per year.

Terry County Herald

STORE WIDE JANUARY

CLEARANCE

NOW IN PROGRESS AT

Collins

WILL END MONDAY, JAN. 11TH VALUES GALORE!

COUPLES BRIDGE CLUB RINGS IN NEW YEAR

Friday Night Couples Bridge Club met with Mr. and Mrs. Bill McKinney, 606 East Buckley, at 7:30 p.m., Dec. 31, and played until the New Year.

The old southern superstition that eating black-eyed peas during the time the old year leaves and the new one comes into being brings good luck was heeded at the party. At 12 p.m., the group was engaged in eating black-eyed peas and corn bread.

When the guests arrived, they were served cake and coffee. Mr. and Mrs. V. L. Patterson placed high, Mr. and Mrs. Jack Hamilton, second high, and Mr. and Mrs. Grady Goodpasture won bingo.

Others attending were Messrs. and Mmes Lee Brownfield, and John Portwood.

Miss Eleanor Miller, of Brownfield, visited last weekend in Austin, accompanied by two college friends, Mr. and Mrs. M. H. Woodrige, of Albany.

Dr. and Mrs. T. H. McIlroy and Mr. and Mrs. Kyle Graves spent the week end at their cabins on Colorado City Lake. When the group arrived at the cabins they found the water pipes had burst, therefore the men spent most of the weekend doing repair work.

STUDY COURSE ENDS TONITE, 1ST BAPTIST

A series of lectures by Rev. Jones Weathers on the book of Psalms has been underway for the past week at the First Baptist Church.

The study course which lasts from 7 to 8 p.m. will be completed tonight, Friday. The public is invited to attend.

MRS. MCKINNEY HONORS A NEPHEW AT PARTY

John Frazier observed his eighth birthday at a party given by his aunt, Mrs. Bill McKinney, 606 East Buckley, at 3:30 p.m., Dec. 31.

All the little boys attending brought new guns that Santa brought them and favors included about 50 rolls of caps and a number of balloons.

Birthday cake, ice cream, and cokes were served to Richard Chambers, Conrad Vernon, Tommy Garner, Larry Beaver, Billy Gene Lewis, Kenneth Frazier, Jr., and the honoree.

After refreshments were served and the gun battles ended, the group enjoyed watching TV.

The daughter of Mr. and Mrs. Wayne McKinney was a patient at the local hospital Sunday night, suffering from influenza. She is now recovering at home.

Bingo, Bridge, "42," Canasta, Jan. 19th; Proceeds To Drive

Women of the March of Dimes Committee will sponsor a benefit party at 7:30 p.m., Tuesday, Jan. 19, at the Esquire Restaurant.

The party will be open to the public. Bring your own foursome if you wish.

Many prizes will be given and sandwiches will be on sale along with cold drinks, so wait to eat supper at the party.

Only \$1 admission and proceeds go to help polio victims and to make '54 a full victory year over polio. You can help by just attending.

According to Mrs. Jack Shirley and Mrs. Jack Bailey, co-chairman January 29th will feature a follow-up when a Mother's March on polio is staged. Local mothers will contact all homes for donations. District chairmen for the March will be announced soon.

Mr. and Mrs. J. H. Griffin, Mr. and Mrs. A. A. Sawyer, and Mr. and Mrs. J. L. Cruce are spending a few days in San Antonio.

Herald advertising gets results. Advertise in The Herald.

SOCIETY : NEWS OF WOMEN

Churches ▼ Clubs Socials ▼ Features

WOMENS' EDITOR, MARY WINSTON

PHONES 2244 and 2859

POOL NEWS

Rev. Ray Douglas, Baptist pastor, preached here Sunday with 51 in attendance at the morning services.

Clara Duncan returned home Sunday after spending a week in Lubbock with her aunt and uncle, Mr. and Mrs. T. P. Coker.

Janie Brown spent Sunday with Marcia Dunn. Allie Mae McNeil, of Seagraves, spent the week end with her aunt and children, Mrs. Major Howard and family.

Visitors in the W. M. Joplin home Sunday were Mr. and Mrs. J. D. Rackler of Snyder, Mr. and Mrs. W. M. Joplin, Jr., of Lubbock, Mr. and Mrs. Elmer Hartgraves of Lubbock, Mr. and Mrs. L. P. Joplin of Slaton, Mr. and Mrs. Albert Joplin of Lockettville, Joe Joplin of Ropesville, Sue Burnett of Well-

Screening Committee Start Auditions This Week for Lions Revue

With little over a month remaining before deadline for entry of candidates in the Brownfield Lions Club Annual Talent Revue, the Lions screening committee began their auditions this week, according to John Hansard, publicity chairman.

Screening the entrants are Lion Committee members Doc Lewis, Paul Farrar, Sid Lowery, James Warren, and Harry Goble. All those who desire to enter the Talent Contest should contact Lions Judge Herb Chesshir, at the County Judges Office; Jake Geron, at the City Hall; O. R. Douglas, at the School Superintendent's office; or Doc Lewis, at the Bailey Chevrolet Co. Deadline for entries is Feb. 13.

Also entrants may submit the application printed in this paper to the club's postoffice box. Everything points to a bigger and better fast paced show this year. Several stars in the professional bracket are being contacted.

Master of ceremonies will be Lion Virgil Crawford, and chairman of the Steering Committee is O. R. Douglas. Other members are Herb Chesshir, Doc Lewis, Cliff Jones, and John Hansard.

REGISTRATION FORM
Lions' Annual Talent Revue
Chairman, Lions' Talent Revue,
Box 948, Brownfield, Texas.
Name(s) _____
Address _____ Phone: Day _____ Night _____
School _____
Parent's name _____
Type of Talent (Please describe act) _____ No. Participating: _____
Age _____ Accompanist _____

Three WSCS Boxes Arrive In Korea

The Woman's Society of Christian Service met in Fellowship Hall, Monday, Jan. 4, at 3 p.m.

Mrs. Ernest Latham presided and Mrs. Uel Crosby led the prayer. Mrs. Glen Harris reported that three boxes had been sent to Korea and word had been received.

The group sang, "My Jesus, I Love Thee." Mrs. Hobart Lewis gave a devotional from Acts 14:1-17. Mrs. Vernon Henderson closed the devotional period with a prayer.

Mrs. Lewis was chairman of the new study, "The Prophet Jeremiah."

Those present were Mesdames R. J. Purcell, A. W. Butler, Fred Miller, Joe Johnson, W. B. Downing, Jess Smith, Uel D. Crosby, Vernon Henderson, Ida Belle Walker, Jim Griffith, Glenn Harris, J. H. Carpenter, Minnie Williams, D. S. Sampson, R. L. Cornelius, Hobart Lewis, Ernest Latham, and G. S. Webber.

Separate circle meetings will be held next Monday.

Mr. and Mrs. Elvise Duncan, and Neil Barrier.

Mr. and Mrs. Jack Robinson, of Kansas, spent the weekend with her sister, Mr. and Mrs. E. J. Duncan and family.

Pvt. James E. Joplin left Tuesday for Seattle, Wash., to report for overseas duty. He is the son of Mr. and Mrs. W. M. Joplin.

Double Ring Wedding Vows Exchanged By Wyndal Miller and Carolyn Pipkin

Miss Mary Carolyn Pipkin, niece of Mr. and Mrs. Benton Stricklin, of Paris, Texas, and Wyndal Miller, son of Mr. and Mrs. O. O. Miller, of Brownfield, exchanged wedding vows in a semi-formal service held at 3 p.m., Dec. 20, in the Lamar Ave. Church of Christ in Paris.

Elmer L'Roy, minister of the church, performed the double ring ceremony before an altar decorated with floor baskets of white gladioli, altar aspidistra with two seven-branched candelabra.

Wedding music was furnished by a quartet composed of Memory Williams, Mrs. Edmond Castleberry, Paul Epps and Sybil Ferguson, all of Paris. Glenn Sargent, of Brownfield, sang, "I Love You Truly" and "Because."

The bride, given in marriage by her uncle, wore a gown of white satin, with a full skirt and strapless bodice, which was topped with a chantilly lace jacket designed with a stand-up collar and long sleeves extending to points over her hands. She carried a bouquet of tiny white carnations. Miss Wanda Bryant, of Paris,

was maid of honor. She wore a pale pink silk shantung dress with a V-shaped neckline and fashioned with a full skirt and cummerbund.

Miss Betty Wilson, of Arlington, bridesmaid, wore a dress of pale green silk shantung, designed like that of the maid of honor. Both attendants wore pink flower hats and carried bouquets of white chrysanthemums.

Orville Miller, of Brownfield, brother of the bridegroom, served as best man. Ushers were Don Bretz and Don Lester, both of Paris.

Miss Carol Ann Mooring and Miss Jane Odom lighted the altar tapers.

Brownfield guests attending the wedding included the bridegroom's parents, Mr. and Mrs. Miller.

The bride is a graduate of Paris High School and was formerly employed in Arlington. The bridegroom, a graduate of Brownfield High School, is employed at Higginbotham-Bartlett.

Following the wedding ceremony the couple spent a few days in Tennessee and are now at home to friends at 709 N. Atkins.

Heads Crusade



C. A. Tatum, Jr., above, of Dallas, has been named Texas state chairman of the Crusade for Freedom. Mr. Tatum, who is president of Dallas Power & Light Company, was appointed by Henry Ford II, national chairman, and will head a campaign during January and February to enlist Texans in support of Radio Free Europe, the Crusade's chain of radio transmitting stations which broadcasts the truth to the enslaved people behind the Iron Curtain and combats Communist lies.

Herald advertising gets results.

Former Board Members Be Honored —Data Is Sought

Brownfield School Board voted recently to honor all former board members of the Brownfield district and former members of any district that has consolidated with Brownfield, according to Supt. O. R. Douglas.

Courtesy Certificates will be presented during Public Schools Week, March 1 through 6th, at an evening program, Douglas said.

At this time records are incomplete and the local board is asking for information from the former board members or persons who know of the members whereabouts.

The following information is needed concerning former members: Name, address, phone number, name of board member of, number of years, other board members, names and officers held by members at that time, their addresses, and any other information; and also the names of any deceased members with office held.

The above information is needed immediately in order that the printers may start work on the certificates.

All information should be sent to Supt. of Public Schools, Brownfield, Texas.

Present members of the Brownfield board include C. G. Griffith, president; I. M. Bailey, secretary; Alton Webb, Cecil O'Neil, Hubert Thompson, Bill Carter, and L. V. Alexander.

T. N. Bingham, 411 N. 9th, returned this week from a week's stay in Lovington, N. M., where he visited with his daughters, Mrs. Julia Bullington, Mrs. W. G. Cook, and Mrs. Bertha Basher.

Mr. and Mrs. Gene Davis of Rt. 1 had as their guests last weekend, Mr. and Mrs. G. E. Davis and Mr. and Mrs. Don Huffman, of Fort Worth.

BETWEEN CLASSES AND 'ROUND TOWN

with Jane Griggs



Putting our noses back to the grind stone, we started school after the holidays, with many misgivings and hating to see the midterm exams coming up, next week.

Thursday night, New Year's Eve Beverly Brown had a slumber party at her home out in the country, about seven miles northwest of town. Her guests were Shelby Thompson, Linda Harrell, Jo Bess Boston, Barbara Chesshir, Lynn Cary and Sandra Collier. These girls all decided they would not go to sleep until 7:30 the next morning but two did. Jo Bess awakened with smelly cheese all over her face and Lynn was sleeping with her mouth open—they woke her up by pouring water in her mouth. Very lively party, huh?

The same Thursday night, Lolly Bryant had a Canasta party at her Tahoka Road home. Her guests were Josie Grissom and Barry Burrows, Janie Turner and Norris Lewis, and Sonny Graham, from Arizona. They ended the night at the mid-nite preview.

Some of the dates lately have been Era Black and Bob Vaughan; Omega Threet and Charles Jenkins; Glenda Oliver and Kenneth Eden; Rudene Rich and Danny Stark; Betty Dawson and Herbie Kendrick, Sandra Collier and Ken Mul-

draw; Yvonne Buillard and Charles Bowlin; Wynona Reed and Archie Hall; Alta Merritt and Ned Hardin; Kay Kessinger and Jerry Bailey; Maureen Webb and Johnny Cloud; Patsy Stice and Johnny Montgomery; Jo Ann Knight and Earlton McCutcheon; and Nelva Bisher and Richard Ridgway.

Did you realize what a good basketball team we have? They won the consolation prize at the Tri-State El Paso Tournament—one of them, Robert McIntyre was elected to the All Tournament team.

What do you think about people that can keep a secret for nearly seven months? Willadene George Stone just started wearing her rings last Monday—she has been Mrs. Brian Ray Stone since April.

Last year, we had a whole bunch of exchange assembly programs. They are assemblies brought to us by other schools and then we in turn sponsor one in their town. The speech class is the one that is going to be doing a major part of them this year. They have just finished tryouts for the exchange play. The people in the cast are Karen White, Curtis Stockton, Jerry Don Brown, Sandy Casstevens, Lee Allen Jones, Eddie Howell, and Marilyn Miller. Bye.

Mr. and Mrs. Bob Clements, 801 Buckley, returned Saturday night from Florida where they attended the Gator Bowl game. The couple flew to Jacksonville last Thursday via chartered plane, along with Mr. and Mrs. Jack Shirley, of Brownfield.

THESE VALUES WILL GIVE YOU FOOD FOR THOUGHT

Friday and
Saturday,
January 8-9

Tomato Juice DEL MONTE 46-oz. can **25c**

PINTO BEANS 8 pounds **\$-1.00**

PEARS OUR VALUE 2 1/2 Size Can **31c**

CHEER Large Box **29c**

SUGAR 5 Pound **49c**

TEXAS ORANGES 5-lb. bag **39c**

APPLE JELLY KIMBELL'S 2 pounds **35c**

PURE LARD ARMOUR'S 3-lb. carton **79c**

ALL-MEAT FRANKS
IN CELLO
lb. **59c**

CHOICE LOIN STEAK
lb. **73c**

ASSORTED LUNCHEON MEATS
lb. **55c**

FRYERS
CUT UP or WHOLE
lb. **59c**

SAUSAGE
PURE PORK
lb. **47c**

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GROCERY

SOUTH SIDE OF SQUARE

WE DELIVER

BROWNFIELD, TEXAS

HOW FAR YOUR FOOD DOLLAR GOES HERE!



THE STORY OF NITROGEN

Fifty-six years ago Sir William Crookes, noted chemical scientist, foresaw the possibility of the end of life on earth. He wasn't forecasting a plague, another great Deluge, the development of the H-bomb or bacteriological warfare. He was merely calling attention to the dwindling supply of usable nitrogen in the earth's farmlands. Unless a way could be found to replenish the nitrogen being drawn from the soil by crops, the soil gradually would become unproductive — and wholesale starvation would face the human race.

The pitifully small earth deposit of usable nitrogen in Chile's nitrate mines wouldn't fill a hollow tooth in the earth's need for this chemical element which sustains all plant and animal life. Chemical science was being challenged. And echoing in this challenge was God's own admonition to Adam and Eve: "Be fruitful and multiply, and replenish the earth, and subdue it." Mankind had multiplied all right; and had scattered, in the millions, over all the globe. But mankind had not replenished the earth, as they took from it.

Must Be "Fixed"

When Crookes made his important observation, the world's population was swiftly growing, as it is now; while the productivity of the land, on the whole, was diminishing. These two related facts were what concerned the chemical scientists. They forecast not a land of plenty, but a land of growing food scarcity.

Long before Crookes lived, pure scientists had discovered the place of nitrogen in the scheme of life. And, strangely enough, they had found that there was more nitrogen on earth than any other element. The air we breathe is 80 per cent nitrogen, and thus in the air column over each acre of land on earth there are approximately 70,000,000 pounds of nitrogen. But before the soil, or man, or animals can use this air-nitrogen, it must be extracted and made into a different kind of chemical called "fixed" nitrogen.

Job For America

The chemists found that a bolt of lightning converted the air nitrogen into "fixed" nitrogen, and rain brought it down into the ground, and it renewed the soil's productivity. This occurrence was not widespread enough to be of any consequence, but it gave them a clue. The job was far too big, however, for test tube chemistry. In time small chemical plants of Europe developed a cumbersome process for "fixing" air nitrogen so that it could be put into the soil and used by the plants. It is doubtful that the European production ever would have been of any substantial commercial value. It took the genius of American industry to get the big job done. In 1924 some of our bigger chemical industries began experimenting with "fixing" nitrogen. DuPont and others acquired European formulae and then plowed vast resources in men and money into developing mass production of "synthetic" nitrogen fertilizer. By 1940 the fertilizer business had been revolutionized, and Sir William Crookes' spectre of a starving civilization was erased.

Replenishing The Earth

One of the big new nitrogen plants was built at El Dorado, Ark., by Lion Oil Co. It reaches up into the atmosphere and pulls in the air we breathe; it reaches down into the South Arkansas earthen reservoirs and pulls in petroleum gas. Then, this monstrous and intricate plant, covering 600 acres, pressurizes, mixes and heats the gasses, and out of it comes vast quantities of "fixed" nitrogen for converting into fertilizer. Lion is building a second big plant. Other big plants are going up throughout the South—throughout America.

American farmers meantime have learned how to use the life-giving stimulating nitrogen in every agricultural production job. It is performing amazing feats in increased production of crops and livestock. Man gets his nitrogen from the meat, vegetables and grain he eats, and it keeps him alive. Thus, American industry, with its freedom to grow, with its powerful incentive inherent in our competitive, profit system, and with its great capacity for research, is helping mankind to be "fruitful and multiply, and replenish the earth, and subdue it." Next week: The Insect Hordes.

Charlie Price's Western Auto Associate Store

M. J. Craig Motor Co.

Bowers Liquefied Gas Co.

Bailey Chevrolet Co.

Imperial Battery Co.

J. B. Knight Co.

Bayless Jewelry

Goodpasture Grain & Milling Co.

Smith Machinery Co.

Farmers Co-Op Society No. 1

Jack's Garage

Higginbotham-Bartlett Lumber Co.

Tudor Sales Co.

Brown & Dean Nash Co.

Fair Department Store

Terry County Herald

Kersh Implement Co.

South Plains Readymix Concrete

Rock, Sand and Cement We Deliver
Dial 4401 Res. Dial 4803

Let's all go to Church Sunday
where we are all one with the Lord



BROWNFIELD PRIMITIVE BAPTIST CHURCH—The above building was erroneously described last week as being the meeting place of a congregation meeting on East Hill Street. Actually, the building is located on the Seagraves-Levelland cut-off in the southwest part of the city. Pastor of the congregation is Elder P. J. Ausmus, and W. J. Carter serves as clerk. Regular services are Saturday at 2:30 p.m., and 10:30 a.m. Sunday. Bible study is conducted each 3rd Sunday. (Staff Photo).

<p>CHURCH OF GOD Rev. O. Stegall, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evangelistic Services</p> <p>Wednesday: 8:00 p. m.—Mid-Week Services</p> <p>Saturday: 8:00 p. m.—Young People's Services</p>	<p>FIRST BAPTIST CHURCH Rev. Jones W. Weathers, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 Morning Worship 7:30 p. m.—Training Union 3:00 p. m.—Evening Worship</p>	<p>ST. ANTHONY'S CATHOLIC CHURCH Levelland Highway Rev. Thomas O'Reilly, S. A. C., Pastor Rectory located at 1008 E. Hester. First, 3rd and 5th Sundays—Mass, 6 p.m. Second and 4th Sundays—Mass 8:30 a.m. and 10:30 a.m. First Friday—7:30 p.m.</p>
<p>FIRST PRESBYTERIAN CHURCH Rev. Tom Keenan, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evening Worship</p>	<p>CALVARY BAPTIST CHURCH Rev. Bill Austin, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Training Union 8:30 p. m.—Evening Worship</p>	<p>EPISCOPAL CHURCH Of the Good Shepherd Scout Hut, Seagraves Highway Rev. Rex C. Simms, vicar</p> <p>Sunday: 8:45 a. m.—Morning Prayer and Sermon 9:45 a. m.—Sunday School Holy Communion, second and fourth Sundays</p>
<p>SOUTHSIDE CHURCH OF CHRIST Bill Andrews, Minister</p> <p>Sunday: 9:45 a. m.—Sunday School 10:45 a. m.—Morning Worship 6 p.m.—Young People's Meeting. 7 p.m.—Church Service. 7:30 p.m. Wednesday Night—</p> <p>Thursday: 10:00 a. m.—Women's Bible Class</p>	<p>NORTH SECOND STREET CHURCH OF CHRIST 219 North Second J. L. Pritchard, evangelist</p> <p>Sunday Morning Services, 10:30. Evening Services, 7:30. Wednesday Evening, 8:00</p>	<p>CRESCENT HILL CHURCH OF CHRIST</p> <p>Sunday: 9:45 a. m.—Sunday School 10:45 a. m.—Morning Worship 6:30 p. m.—Young People's Service 7:30 p. m.—Evening Worship</p>
<p>CHURCH OF CHRIST at Wellman Minister. S. A. Ribble</p> <p>Sunday Morning: 10:00 a. m.—Study Period 10:45 a. m.—Preaching Services</p> <p>Sunday Evening: 7:30 p. m.—Study Period 8:00 p. m.—Preaching Services</p> <p>Wednesday Evening: 7:30 p. m.—Bible Study</p>	<p>CHURCH OF THE NAZARENE Rev. Howard Smith, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Church Service</p>	<p>IMMANUEL BAPTIST CHURCH 506 East Stewart Rev. E. Denton, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Training Union 8:30 p. m.—Evening Worship</p>
<p>FIRST METHODIST CHURCH Uel D. Crosby, pastor</p> <p>Sunday: 9:45 a. m.—Sunday School 10:50 a. m.—Morning Worship 6:30 p. m.—Intermediate Fellowship 7:00 p. m. Children's Choir 7:30 p. m.—Evening Worship</p>	<p>FOURSQUARE GOSPEL Rev. D. W. Matthews, pastor</p> <p>10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:00 p. m. Young People's Services 8:00 p. m.—Evening Worship</p> <p>Wednesday: 8:00 p. m. Prayer Meeting</p>	<p>FIRST CHRISTIAN CHURCH Paul Farrell—Minister</p> <p>Sunday: 9:45 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:00 p. m.—Young People's Fellowship 7:30 p. m.—Evening Worship</p> <p>Wednesday: 7:30 p. m.—General Night Service</p>
<p>WEST SIDE BAPTIST CHURCH Rev. Milton Simmons, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Preaching Hour 8:00 p. m.—Prayer Meeting</p>	<p>ASSEMBLY OF GOD Rev. Elmer Tyler</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 8:00 p. m.—Evening Worship</p> <p>Friday: 8:00 p. m. Bible Study</p>	<p>NORTHSIDE BAPTIST CHURCH (Fundamentalist) Rev. A. J. Franks, pastor</p> <p>Sunday: 10:00 a. m.—Sunday School 11:00 a. m.—Morning Worship 7:30 p. m.—Bible Study and Young People's Meeting 8:00 p. m.—Evening Worship</p> <p>Wednesday: 8:00 p. m.—Prayer Meeting</p>

- Portwood Motor Co.

- Ed Hill's "66" Service

- Ross Motor Co.

- Star Tire Store

- Wilgus Pharmacy

- First National Bank

- Jones Theatres

- A. A. A. Lumber Co.

- Robert L. Noble Insurance and Real Estate

- Modern Steam Laundry

- Shorty Collier's Gulf Service

- Brownfield State Bank and Trust Co.

- Primm Drug

- Martin's Radio & TV Service

- Frank Daniel Furniture and Electric

- Ray's Cleaners

- Terry County Lumber Co.

- Collin's

- City Drug

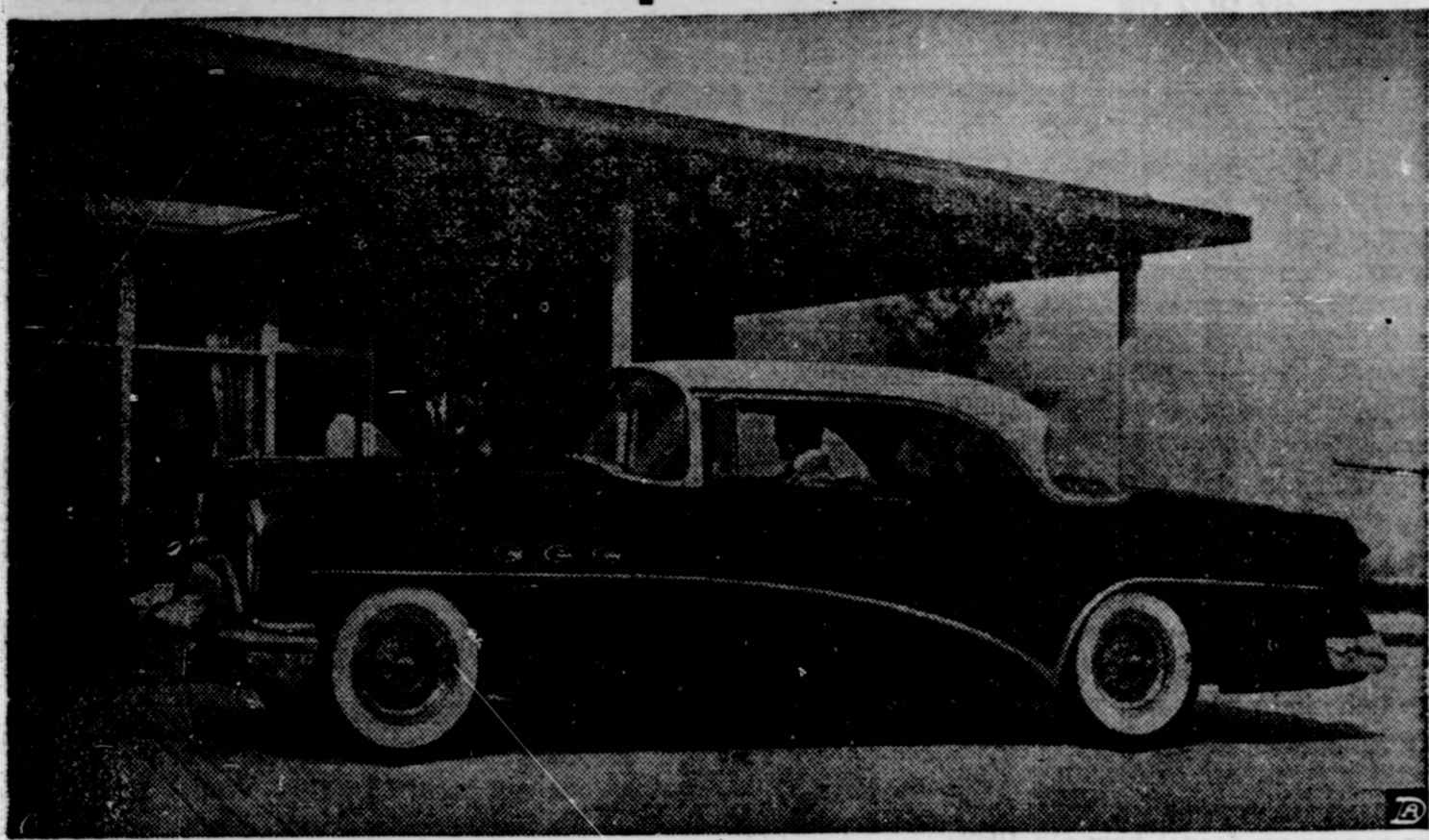
- J. C. Jones Co.

- Newton Webb Implement Co.

- Brownfield Tractor Co.

- Green Hut Grill

Buick Offers Complete New Line for '54



An outstanding beauty among the completely new line of cars which Buick offers for 1954 is the two-door Super Riviera pictured above. With a rakish sports car styling modeled after Buick's famed Skylark, the Riviera features a new panoramic windshield, a cut-down door belt line, full rear-wheel cut-out and a refined sweepers mold-

FLINT, MICH. — Buick today announced a completely new line of automobiles for 1954, studied with the most revolutionary styling changes since the introduction of streamlining.

The new Buicks come in four series with all new, roomier bodies, beautiful new exterior and interior styling, longer wheelbases, panoramic windshields, and more powerful and efficient V-8 engines.

The Special Series makes its debut in the V-8 class in 1954 with a brand new 150-horsepower engine modeled after the valve-in-head V-8 introduced in the Roadmaster and Super Series last year. Horsepower in the Roadmaster has been boosted from 188 to 200, and in the Super from 170 to 182.

New also to the Buick line for 1954 is the Century Series, designed to sell in the price range between the Special and Super. The Century, which features a 200-horsepower Roadmaster engine mounted on a 122-inch wheelbase, has a very high power-to-weight ratio and is the outstanding performer in the Buick line. All-steel estate wagons are available for the first time this year in the Century and Special series.

Among outstanding styling features in addition to the new pan-

oramic windshield are full rear wheel fender openings and sloping door line on all two-door Rivieras and convertibles, built-in sun visor and rain cover on four-door sedans in the Roadmaster and Super Series, new high crown front fenders which permit the driver to see the right fender at all times, and new instrument panel.

The new V-8 engine in the Special Series, new combustion chamber design which increases power and economy, new power brakes, new front end suspension which improves steering and provides better cornering ability, and cowl ventilation are among the top engineering advancements. The sweepers molding, so closely identified with Buick, has been restyled along the lines of last year's Skylark sports convertible. The grille styling also has been refined, with 49 thin bars of chrome enclosed in a chrome frame. The traditional Buick emblem on the front of the hood has been replaced with the word B-U-I-C-K in narrow, delicate letters.

Interior styling has been enhanced by a new, double roll instrument panel, similar to the one on Buick's experimental Wildcat. A new speedometer, unique in the entire industry, is featured on the Roadmaster and Super Series.

Speed is indicated by a red line that moves horizontally across a scale graduated from 0 to 120 miles per hour.

New styling also is featured throughout the interior with many new combinations of colors in nylon, broadcloth, cordaveen and leather.

The new V-8 engine in the Special has the same overall dimensions as the V-8 in the Roadmaster and Super. The Special V-8 has a 264 cubic inch displacement and an 8.1-to-1 compression ratio in Dynaflo-equipped cars. In cars equipped with standard transmission, the compression ratio is 7.5-to-1.

Both Dynaflo and safety power steering continue as standard equipment on the Roadmaster Series and optional on all others. Swing-out door hinges provide up to one and one-half inches more entrance room to the front compartment of all 1954 Buicks.

The new line comes in 15 models with six horsepower ratings and two wheelbases. All Roadmaster and Super models are mounted on a 127-inch wheelbase. Special and Century models are mounted on a 122-inch wheelbase, an increase of one-half an inch.

The Skylark, which has been completely restyled for 1954, is powered by the 200-horsepower Roadmaster engine.

Texas NAM Looks At Taft-Hartley

Whatever President Eisenhower's recommendations may be in regard to revising the Taft-Hartley law, his proposed changes are unlikely to find uniform acceptance on both sides of the conference table. Management and organized labor leadership are as far apart as this:

Management, in the words of George W. Armstrong, Jr., Texas official of the National Association of Manufacturers, wants the present law strengthened or left unchanged. Strengthening, in the view of industry, business, and quite possibly, the general public, means a trend away from the tyranny of labor created by the Wagner Act.

Union leadership wants the Wagner Act restored to all intents and purposes.

The President is unlikely to go along to great lengths with either view, even to the point of leaving the law alone if he does not accord with industry's idea of strengthening it.

NAM's eight-point program will appeal to everyone whose convictions stem from the fundamental rights guaranteed by the Constitution to the individual. All eight suggestions are made necessary by practices born of the old Wagner Act. So opinion on the subject is not united.

NAM wants freedom of speech guaranteed bettered. (NRLB rules still restrict employers.) NAM wants recognition strikes prohibited. (Labor opposition to this can be soundly based.) NAM again stresses the need of better procedure to hold unions responsible for union action. And it wants more effective protection against "feather bedding."

NAM asks, too, more effective protection against Communism and Communist dominated unions. It wants secondary boycotts redefined and enforceable prohibitions against these. NAM would abolish all forms of compulsory unionism and return to the states greater authority to handle their own labor relations.

The Taft-Hartley law exhibits a plain spirit opposed to compulsory unionism but the trend to substitute the union shop for the closed shop defeats that purpose. If Congress would move with courage toward the plain Americanism of

LOCAL BOY COMPLETES ANTI-AIRCRAFT SCHOOL

Fort Bliss.—Pvt. Charles R. Phillips, son of Mr. and Mrs. V. E. Phillips, Rt. 3, Brownfield, recently began 16 weeks of basic training in the Antiaircraft Artillery Replacement Training Center, Fort Bliss, Texas.

Private Phillips will spend the first eight weeks training on fundamental Army subjects like Infantry drill, and machine gun and bazooka marksmanship. This first phase of training is climaxed with a one-week maneuver in the field. His second eight weeks will see him firing light and medium anti-aircraft artillery weapons at flying and high altitude aerial targets on the million and a half acre Fort Bliss ranges.

Private Phillips will graduate at a formal parade and retreat ceremony. He will then be eligible for assignment in a permanent anti-aircraft artillery unit.

CARD OF THANKS

We wish to express our sincere gratitude to our many friends who stood by us during the illness and death of our father, and especially to those who faithfully sat up with him during his long illness.

The W. R. Richards Family.

Mr. and Mrs. Joe Shelton accompanied Jo Ann back to TCU, Fort Worth, Sunday, after having her home for the holidays. On the return trip, Monday, they stopped by to see Joe's mother, Mrs. Shelton, in Cisco.

Mr. and Mrs. Gene Gunn attended the Cotton Bowl game in Dallas last week end.

The right-to-work plan, initiated by The Dallas News a dozen years back, the other seven NAM points might not be necessary.—Dallas Morning News.

8 Top-Notch Cage Teams Take Part In Tourney Here

Defending champion Plainview heads the list of eight top-notch cage teams which will take part in the Brownfield Invitation Basketball tourney this weekend.

Other teams entered are Colorado City, Lubbock Cowhands, Muleshoe, Abernathy, Seminole, Denver City and host Brownfield. Denver City was the victim of the Bulldogs in the finals last year, 56 to 42.

In first round games starting last Thursday night, Seminole met Lubbock, Plainview vs. Muleshoe and Brownfield vs. Abernathy. Denver City and Colorado City closed out the first round play Friday afternoon with two semifinal battles.

Those two games pit the loser of Seminole-Lubbock against the loser of the Plainview-Muleshoe tilt and the winners of those two games. That night, the losers of the Denver City-Colorado City and Brownfield-Abernathy games in the first game and the winners in the second.

Consolation, third-place and finals are set for Saturday night with trophies given to the winners of those games and second place. Coaches of the four teams will also be given trophies and an all-tournament team will be selected.

Officials for the meet will be Buck Fox, Bill Bogart and Merle Brasher.

Mrs. Dube Pyeatt attended the funeral in Meridian, Texas, Sunday, of her great niece, little Susanne Lewis. The child died Saturday in the Baylor hospital and was the infant daughter of Rev. and Mrs. Bill Lewis, of Snyder, Texas.

Farm Program Meet Called For Waco

Waco.—Texas farmers, ranchers, dairymen and anyone else interested in agriculture are invited to attend a public meeting in Waco Jan. 13, of the House Agriculture Committee of Congress to give their ideas on a farm program.

Cong. W. R. Poage, ranking Democrat on the House Agriculture Committee, has completed arrangements with the help of Waco Chamber of Commerce. Poage said he expected between 15 and 20 members of the committee to attend. Clifford Hope, (R., Kans.) Chairman of the House Agriculture Committee and ranking committeeman, will preside at the Waco meeting.

This will be the first meeting of the full committee in Texas since 1947 when the group met at Temple. Anyone who wants to appear before the committee is welcome and invited to do so. He should write to the clerk, House Agriculture Committee, Washington, D. C., giving his name and stating he wants to appear before the Waco hearing. The clerk will prepare a list of the names, and these names will be heard first. It is not necessary to do this, however. The committee will stay in session until everyone who wishes to be heard has been heard.

Mr. and Mrs. J. L. Bass and Sam, of Brownwood, visited last week with Mr. Bass' brothers, Curtis and Otis Lee Bass, and sisters, Mrs. John Hill and husband, and Mrs. Perry Bryant and husband, all of Brownfield.

Mr. and Mrs. Bill C. Jones and daughter, Jana, of Lockney, visited last weekend with the Ed Mayfield's and William C. Browns.

Farm Cost-Price Squeeze Continues

College Station.—The cost-price squeeze on farmers is predicted to continue in 1954.

This is due, says John G. McHaney, assistant extension economist, to an expected reduction in prices of some farm commodities coupled with little or no change in the cost of production items.

In summing up the agricultural picture for 1954, McHaney says farm labor appear adequate, but under some circumstances recruitment programs must continue. Farm wages should approximate those of 1953.

Farm equipment production in 1953 was moderately below 1952 output, but prices in 1954 will differ only slightly from last year, he says. Concessions and trade-in allowances may be more liberal.

Feed supplies are large. Costs of feed as a whole during the forthcoming months may average 5 to 10 per cent below the corresponding 1953 period. This, however, will vary by areas, he adds.

Thirteen per cent more commercial fertilizer will be available for the 1953-54 growing season with only minor price changes expected. And, adds McHaney, the cost of building materials, supplies and containers probably will be no higher this year than last. There's a possibility prices for these items may be slightly lower.

Finally, he says, prices for insecticides are expected to remain on or near the 1953 level.

Starting this weekend, Mr. and Mrs. Clarence Griffith and daughter, Carolyn, will spend about ten days in Dallas and St. Louis at the Variety Store market.

HOSPITAL NEWS

Patients in the local hospital during the past week were:

Medical: James Billingsley, Larry Jones, Mrs. J. F. Auburg, Mrs. John Kim, Lon Kerriek, Janice Ratcliff, Mrs. James L. King, Mrs. Mary Straggins, Paula McKinney, Mrs. R. H. (Bob) Ellis, J. W. Hogue.

Surgical: Mrs. Bob Thompson, Oem Edwards, Woodrow Coe.

Accidental: Ben Garcia, C. L. Harlan, Mrs. Charles McConal, Mrs. P. H. Garrett, Mrs. Evelyn Higberger.

WE CONGRATULATE—

Mr. and Mrs. J. E. Eakin, Brownfield, on the birth of a son, weighing 6 lbs. 14 ozs. at 9:52 a.m., last Wednesday in a Lubbock hospital. The father is a farmer.

Mr. and Mrs. H. L. Clark, Brownfield, on the birth of a daughter, weighing 5 lbs. 15 ozs. at 3:56 p.m., Sunday, in a Lubbock hospital. The father is an oilwell servicer.

Parents whose babies were born in the local hospital during the past week:

Mr. and Mrs. Cletus Ray Caswell, Route 1, Meadow, on the birth of a daughter, Deborah Rudene, born at Dec. 29 at 8:15 a.m., weighing 7 lbs. 3 1/2 ozs. The father is a farmer.

Mr. and Mrs. Outher Lee Owings, 2119 North First, Brownfield, on the birth of a daughter, Debra Karen, on Dec. 30 at 8:53 a.m., weighing 6 lbs. 13 1/2 ozs. The father is a truck driver.

Mr. and Mrs. Taylor Jack Baker, 1114 West Harrison, Lovington, N. M., on the birth of a son, Taylor Jay, born Dec. 30 at 8:06 a.m., weighing 8 lbs. The father is an advertising manager.

Mr. and Mrs. Dwayne Jackson Scott, Route 4, Brownfield, on the birth of a son, Micky Dwayne, born Dec. 30 at 5:46 p.m., weighing 7 lbs. 12 ozs. The father works for Dresser Oil Company, Lovington, N. M.

LOVINGTON LEADER MAN CALLS ON HERALD

Had a brief caller last week in the person of T. Jack Baker, advertising manager of the Lovington (N. M.) Leader. He was passing out cigars, with "It's a Boy" on them.

The baby was born Wednesday, Dec. 30, at the local hospital, and weighed 8 pounds.

Mr. and Mrs. Sid Machen, 611 E. Hill, have as their guest, their daughter, Mrs. Joe Line, of San Diego.

Mrs. John R. Turner attended a reunion of her family in Bienville, La., during the holidays, and was accompanied to Brownfield by her mother, Mrs. L. G. McCoy, who will visit here awhile.

Mr. and Mrs. Raymond Reynolds, of Lubbock, visited with Mr. and Mrs. Abe Howard and Mr. and Mrs. Joe Scott, of Brownfield, Saturday and Sunday.

HELP NOW!

RESEARCH WILL WIN

Join the March of Dimes

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

FRANKLIN D. ROOSEVELT FOUNDER

Brownfield State Bank & Trust Company

Announcement

To Customers Of West Texas Gas Company

Effective January 1, 1954, West Texas Gas Company was combined with Amarillo Gas Company, Clayton Gas Company and Dalhart Gas Company to form a regional natural gas utility company named PIONEER NATURAL GAS COMPANY.

The properties will continue to be operated under the same ownership and management as heretofore.

All West Texas Gas Company employees are being retained.

Lubbock is headquarters for the West Texas Division, which consists of the area formerly served by West Texas Gas Company. Our General Offices are in Amarillo.

We thank you for your patronage and friendship throughout the years since 1927, and pledge our best efforts to render you an ever-better type of service.

Pioneer Natural Gas Company

FUEL FOR A GROWING EMPIRE

C. I. Wall
C. I. WALL, Vice President

ACC STUDENT AND TEACHER SPEAK HERE
J. D. Thomas of the Bible Department of Abilene Christian College, spoke at the morning and evening services of the Crescent Hill Church of Christ last Sunday.

Jerrell Rowden, son of Mr. and Mrs. Hugh Rowden, of Brownfield, and a sophomore student at ACC, delivered the lesson last Wednesday night at the church.

Louie and Scottie Mullican visited recently in East Texas, Mexia and Dalas.

JONES THEATRES

Always A Good Show,
Sometimes Great!

REGAL

Dial 2616

Sun. & Mon., Jan. 10-11

HERE COME THE GIRLS
IN COLOR BY
TECHNICOLOR

starring **HOPE MARTIN**
ARLENE ROSEMARY DAHL CLOONEY

Tues. & Wed., Jan. 12-13
Thursday, Friday, Saturday,

JAMES CAGNEY

A LION IS IN THE STREETS!

WARNER BROS. PRESENTS A TECHNICOLOR

BARBARA HALE ANNE FRANCIS
with **WILLIAM CAGNEY**

Thursday, Friday, Saturday,
Jan. 14-15-16

A WOMAN WRONGED... A MAN TO AVENGE HER!
...and he rode South to do it!

GUN FURY
in color by
TECHNICOLOR

SAT. MID-NITE SHOW!

Gee, but it's Great!
WALKING MY BABY BACK HOME
with **DONALD O'CONNOR**
and **JANET LEIGH** with **Buddy Hackett**

RIALTO

Dial 2230

Sunday, Monday, Tuesday,
Jan. 10-11-12

BODY AND SOUL!
The mistress of an evil era!

Paulette GODDARD
Sins of Jezebel
in color!

Wed. & Thurs., Jan. 13-14

Marilyn Maxwell, Eva Gabor, Paulette Goddard, Barbara Lawrence—in
PARIS MODEL

Fri. & Sat., Jan. 15-16
WAYNE MORRIS in
TEXAS BAD MAN

THINKING OUT LOUD

By LYNN LANORUM

(Editor's Note: The publishers of this paper decided that the column of Lynn Landrum, columnist of the Dallas Morning News, would be a good thing to start the New Year off. This article appeared in the last issue of the old year, Dec. 31, 1953).

LIBERAL-HUNTING

Speech-making is a dangerous business. A chance sentence in a speech on the use and sale of axle grease, for example, may get you in the headlines as advocating the old-fashioned rock sled as a better vehicle than the Ramjack Cadrollet 1854 Dream Car.

The Associated Press heard, for Wednesday's account of a Tuesday speech in Lawrence, Kan., Dr. Albert C. Outler, professor of theology at Southern Methodist University, say that "new American tribalists and witch hunters," as he put it, have the Communists in this country as their secondary target. Mainly they are aiming "to wipe out the liberal movement."

Addressing our thinking, then, to the words attributed to Dr. Outler and not to the good doctor himself, the tribalist in charge of

this column would like to say a word or two on the matter.

Movement

Nowadays, when a man says he is a liberal, he usually means that he wants to take an American tribalist down to the tax collector's office, strip him of his raiment and give the shekel-content thereof to the poor, the not-so-poor and the Prophets of the New Day.

This tribalist is suspicious of a Prophet of the New Day who wants to sell all that somebody else has and sacrificially endow the New Day. New Day electric current given away to Tennessee at the expense of Texas isn't the gospel according to Matthew, Mark, Luke, and John. It sounds more like Malenkov, Marx, Lenin and Joe.

This business of taking up your double-cross and following after any whing-ding doctrine that comes down the pike is not so good. It is not.

Whose Generosity?

The next time you hear a liberal boast of his liberality, kindly note at whose expense his liberalism gets financed. Liberality with other people's money does get the money. But there used to be one of the Ten Commandments that forbade that sort of thing. Liberal theology skips the Book of Exodus

and hurries over to the Book of Jeremiah.

Not being a theologian, the tribalist now sounding off will skip both books for the moment and get back to the text: Whoso giveth his own living for the well-being of a brother in need is never going to be hunted as a witch; but he that howleth for the dispersion of other people's money is going to be hard to sort out from Bolsheviks and bums of the baser sort.

And to date, it is literally true that this country has suffered more at the hands of the liberalarians than it has at the hands of the dictators. So, if we can let the liberals earn their own living for a few administrations instead of feeding at the public trough as heretofore, maybe that can be borne. This tribalist will settle for that. He can bear it right cheerfully.

Also, your tribalist deposes further and says that this is a pretty good country for the shape it is in. And if more Americans loved it liberally with their own means and served it in war and peace with their own sacrifice, it would be in better shape than it now is.

At the moment, the said tribalist foretold is dubious about giving

WORKERS' CONFERENCE PROGRAM OF BBA

Following is the program of the Workers' Conference of Brownfield Baptist Association, to be held at Wells, Texas, Thursday, Jan. 14. Theme of the program will be "Evangelism."

Program will start at 6 p.m. with Board and WMU meetings. 7 p.m., supper. 7:45 Song service. 8:00, Place of Our Organization in Evangelism: Brotherhood by Dub Fulford. Sunday School, by Ed Rogers. Training Union, by Otis Holliday. WMU, by Mrs. Gladys Moorhead. 8:20, Recognition of Churches. Special music. 8:30, Sermon by Robert Clements. 9 p.m., adjournment.

Mr. and Mrs. Jim Cloe, 1300 Tahoka road, spent the holidays visiting with relatives in Tahoka and Lubbock.

Among those from Brownfield attending the Gator Bowl game in Florida were Messrs. and Mrs. Bob Clements, and Jack Shirley, who went by commercial airline.

away this country to Indians like Nehru and Mahatma Niebuhr. Let's keep it awhile longer, good people. We might do worse.

Stricklinly Speaking

By OLD HE

Remember, brother and sister, not all of us can wait until March 15th to see how we stand with Uncle Santa Claus on income tax. According to dope we have received from the Texas Bar Association, there are some way up in the \$5,000 income bracket that have to file some kind of a "declaration," and it will not be a Declaration of Independence.

Sometimes we are glad we ain't rich. If in doubt, better see the guy that has been helping you, or read up some yourself.

We noted that several of our exchanges went to the trouble to go through their files and get up all the important happenings of 1953 in their community or county. For our part, we decided long ago, that the sooner we forgot how old 1953 treated us, the better. We certainly hope we can see 1954 pass along with less regrets than old 1953.

And while we were bragging about the five spot we got from Tennessee, we also received a ten buck check from way out at Glendale, Ariz., five for the Old He and

five for the Better Three-Fourths, as the Jayton Chronicle calls his helpmeet. Well, we guess Jimmie and Mumford Smith decided we needed some corn meal to go with the "fiver" from Tennessee.

After all, it is better to have friends when in need than riches. Sometimes the rich are forgotten when the things of this world perish. But a friend in need is a friend indeed. Oh! we die—not exactly on a starvation diet—yet. But like many others, every little bit helps. Come to Terry!

Like we stated recently, what burns the old GI's up over there on that cold, cold Korean front, is the way the dailies and people in the USA are raising old Glory Hallalujah about the guys that have decided that maybe after all the old USA is a good place to live and have their being. We note that the Kermit, Texas, corporal seems to be as happy as a dead pig in the sunshine since he got back to his Jap bride.

Makes us wonder what we would do about the matter were we in the place of these propagandized boys, who at first chose the Red way of life. First off, we don't believe we would settle down among the other people who know us, and especially the old boys who served time on the Korean front. We believe we would choose a place far removed from the old habitat, and probably change our name from Smith to Skuddlebunk.

Speaking of Jack Harper—and who ain't—of the Harper Standard Engraving Co., over at "Big D." That bird sent us what appeared at a glance to be form 1040—you've seen 'em—used by Uncle Give'me to extract the dough from the folks at home to send over to the Barbarians. This one was well illustrated, with even a blank space up in the upper left hand corner to do your writing and doodling while trying to figure all your exemptions.

Scattered through the form was many illustrations of scenes of men, animals and what have you, even including tax, including the thumb and carpet variety. It is, we admit, the only apparent form 1040 that came any ways near drawing a chuckle from us.

We note with some interest that according to Mr. Gallup and his Poll that Ike's popularity is up some 9 points since the last survey, back in December, we believe. Evidently, if the Gallup Poll sees the same herd on each and every poll, a lot of them reserve the right to change their minds.

Possibly not a few are hiding behind the Fifth Amendment. We sometimes wonder if our "constituency" change their minds that radically about us? And as, often,

And speaking of constituency, reminds us of the office holders, bless 'em. And the fact that it was probably too cold last week to get off to a sudden sprint for the office they seek. Anyway, we didn't get a bite last week, probably two or three this week. Over in old Yoakum, one hit the cinder path for commissioner in one precinct. And up in Lubbock County, one fellow tried the water for County Attorney.

Speaking of Old Yoakum, Editor Watson of the Denver City Press got to studying about the hardships of the "pore" candidates, and after wiping his weeping eyes, he forthwith announced that in order to help the candidates out after the great year of douth, he aimed to present each and every candidate that announced with him, candidate cards sufficient to run them while out kissing the babies.

Now Bro. Watson had better watch his corners, for there will be not a few out for district and state offices who will require quite some cards. And frankly we did not see where he made any exceptions. Bro. David may be found running the old job press far into the night before this thing is over.

We note with some interest an article about a lady editor up in Pennsylvania, who stands prominent among the press associations of that state, and was also one of the six or seven American newspaper folks who visited behind the iron curtain in Russia last year. Well this lady editor did just about what this writer did before the holidays; wrote some editorials, asking the folks who read her paper, to please be careful on the highways.

But on New Year's Eve, the good lady was in a smashup that broke both legs and otherwise bruised her up, which reminds us of the old saw about "do as I say, not as I do." She ran a stop sign.

And speaking of autos and their danger when one gets careless with

STITES FOR A. J. DYE, BROTHER MRS. ERVIN, HELD IN SEYMOUR

Seymour.—Funeral services for A. J. Dye, World War II veteran who died Thursday at a Big Spring hospital after a year's illness, were held at Seymour at 3:30 p.m., Jan. 1, at the First Methodist Church. The Rev. Rollo Davidson, pastor, officiated.

Burial under the direction of Mahan Funeral Home, was in Riverview Cemetery.

Dye, a native of Munday, lived here for a number of years. He moved in May to Hobbs, N. M. He leaves a widow; two sons, A. J. Jr. and Lewis Wade; a daughter, Sharon Kaye; his mother, Mrs. Emma Pearl Hauran, San Paulo, Calif., and Mrs. Maggie Ervin, of Brownfield; and four brothers, Charlie Dye of Hobbs, Eddie Dye of Natalie, Clyde Dye of Aberrath, and Claude Dye, Plainview.

Installment plan buying is known as the "hire purchase" system in England.

them, reminds us of a cartoon that showed old Nell dragging the buggy in some 30 odd years ago, with the inebriate still toasting the new year, and a huge bottle still well filled.

Underneath that one were two stews in a car who had just ran into and broken a telephone pole into several pieces, and they were flying through the air. You have to be sober to fool with a powerful car. Unlike Old Nell, they do not know the way to go home.

Well, dagnab it, we're disappointed. So far, every Christmas bill we have received has been far less than we expected—and we believe most of them are in. To be sure, most of them were disappointingly small. Which reminds us that at least one columnist must have been hit hard between the eyes. After viewing his Christmas bills, he remarked that if his debt ceiling had been raised to \$275 billion, he might have paid out.

Speaking of columnists, down at Big D. they seem to have snakes in their boots following the holidays. Some lady had lost a valuable diamond, and a youngster watched a grass snake, whatever that is, crawl off in the grass; followed, and found the diamond necklace, just when an insurance adjuster had arrived to pay for the jewelry.

Forty-five years ago, this coming week, about the 12th, we believe, we arrived in the little frontier village of Brownfield, via Jack Head's two-cylinder Maxwell, from Big Spring. The day before, we had left Anson during the morning and went to Abilene via the Wichita Valley R. R.—spent the day there and about sunset took the T. & P. for B. S., arriving in the county seat of Howard about 10 p.m., and went to bed at the old Bennett Hotel.

Left Big Spring about 9:30 next day, along with three other passengers, all headed for Brownfield. Ate a late dinner in Lamesa, and got stuck in the sand just north of the square, backed out, and took another run at it, and got through. Arrived in Brownfield when the sun was about an hour high. At that time there was an auto road all the way to Big Spring, with its stock gaps at different ranch intersections and called the "line car" road. No wagons allowed.

Our elder brother had told us about the late W. G. Hardin, who ran a little branch lumber yard about where the Brownfield State Bank and Trust Co. now stands. He arranged a letdown bed for the then Young He and Jessie Webb, who was Supt. but then called Principal of Brownfield schools. We took our meals at the home of Grandma Daugherty on what is now South Fifth.

Our idea was to try out and see if we liked, and if so, our elder brother had promised to help us buy the paper for all of \$750, less a discount of \$200 on the first note, which had to be paid. We took a notion that Brownfield was to be our home June 1, 1909, and bought the paper, then located in a little 14x24 building where the old State Bank buildings stood. Yep, with a salary of \$45 per month, we really were making dough. So, we decided to order our bed from Anson, and rented a room over the little two-story Randal Drug store, where Brownfield Hotel now stands, and took our meals at the Hill Hotel across the street, where the Cobb store now stands.

Well, we soon got too poor to move, and have been here ever since, and married, raised a boy and girl and now have four grandchildren—and old grandpa, better known as Old He.



Presenting the mighty aristocrat
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the 1954 GMC

GMC's HUSKY NEW STANDARD PICKUP, powered with 125-horsepower engine—most powerful standard six in the field. A de luxe model with chrome grille and trim, two-tone exterior paint and cab rear corner windows is available at extra cost.

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Here is the most extraordinary light-duty truck ever built.

It has the smart styling of a fine passenger car to give its owners distinction and prestige.

A sweeping grille of modern design—a panoramic one-piece windshield—two-tone interiors with harmonizing upholstery—these are some of the luxury features that will make you proud to be seen in it.

But its practical side—its capacity for work—is even more exceptional.

It hasn't just more power than any truck in its class. It has a whopping 125-horsepower engine—more powerful than many trucks with a two-ton rating.

The Pickup—one of 19 models—has a box that holds up to 11 more cubic feet than last year's capacious model. Its tail gate is grain-tight—and sand-tight.

The dials on its handsome instrument panel are clustered. They can be read at one swift glance through the open top-half of a smart tri-spoke wheel.

And—a truck feature pioneered by GMC—it offers the driversaving, moneysaving advantages of Truck Hydra-Matic Drive*.

One final and surprising point. The price of the GMC, value for value, is unsurpassed anywhere on the truck market.

That's the story. The next move is yours. Come in and see "the world's most modern truck." And—make it soon. *Optional at extra cost.

Get a modern truck!

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You'll do better on a used truck with your GMC dealer

ROSE CULTURE SEEN IN "TEXAS IN REVIEW"

The agricultural aspect of the rose industry in Tyler will be featured on Humble Oil & Refining Company's TV program, "Texas in Review," this week.

Dr. E. W. Lyle, a plant pathologist who devotes all his time to rose breeding will explain and demonstrate how roses are planted, grown, grafted and marketed. He will also give his recommendations for raising roses in Texas.

The rose industry in Tyler is relatively new, however, 30,000,000

Trees For Shade Makes Homes Cooler

College Station.—Every house needs to be framed by at least two shade trees at the front, with one at the rear for background. However, Sadie Hatfield, homestead improvement specialist for the Texas Agricultural Extension Service, says most houses need five or

bushes are now shipped out annually.



NO JOB TOO BIG
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from quick repairs in your home to installing a new heating plant in a busy store. You can depend on our skilled men for rapid, reliable work at low cost.

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517 W. Hill



Western Parade Will Usher In Fort Worth's Big Show

Fort Worth.—The old West will live again as hundreds of horses and riders clatter through the business district of Fort Worth for the traditional parade opening the 10-day Southwestern Exposition and Fat Stock Show on Friday afternoon, Jan. 29.

Riding clubs, family groups and individual horsemen are welcome to participate, says Parade Marshal Allen, vice president of the Stock Show. If a group knows ahead of time and will notify parade officials, a special section will be arranged but, Allen adds, "If you don't know till the last minute that you can be here, come on—we'll have a place for you."

Horse-drawn vehicles also will take part. The only exception to the "All Western" requirement is bands, of which there will be a dozen or so with the Horned Frog band of Texas Christian University marching in its traditional place at the head of the cavalcade.

Many thousands of spectators line the streets each year to view the parade, which begins forming at 12:30 p.m. and starts moving at 2 o'clock.

Doyle Bradley, son of Mr. and Mrs. Earl Bradley, who has been visiting during the past week in Brownfield, left Saturday for Mississippi where he is stationed.

Mr. and Mrs. Tess Fulfer were recent visitors in Belin, N. M.

often more trees for adequate shade and attractive framing.

Two most frequently made mistakes in home grounds improvement are overplanting and crowding of shade trees. The distance apart depends on the size of trees when full grown. An apricot tree for instance should be 40 to 50 feet away.

When selecting trees, remember the evergreens like cedar, magnolia or live oak are excellent for background and framing, but should be planted far enough from the house to allow plenty of sunshine during the winter. Pines planted 50 feet away make a good background and interesting framing for a north front. "Ordinarily houses which face the north rarely need shade trees at the front," Miss Hatfield comments. "Here is a good opportunity to plant some beautiful trees like the mimosa or silk tree which do not make a dense shade," she adds.

Adapt the size of the trees to the house. Many smaller trees such as apricot, pear, plum, redbud, dogwood go well with modern houses. Ask for C-150 Fruit Varieties of Texas at your county Extension agent's office, or order Forest Trees of Texas and How to Know Them, from the Texas Forestry Association, College Station, Texas, for 25 cents.

Agricultural Experts To Hold Conference At Lubbock, 13-14th

Lubbock.—Twenty-four experts in agricultural chemistry will tell of the best methods for use of fertilizers, herbicides and insecticides on Jan. 13 and 14 at the first annual Agricultural Chemical Conference.

The program will be conducted at Texas Technological College in Lubbock and sponsored jointly by Tech, the West Texas Chamber of Commerce, the Lubbock Chamber of Commerce, and the Texas A&M College system. Conference theme is "the place of chemicals in West Texas agriculture."

Loyan H. Walker, manager of the agriculture and livestock department of the WTCC, points out that the agricultural chemist has greatly aided the farmer by providing products that enrich the soil and crops, curtail effects of animal and plant diseases, and destroy harmful weeds and insects.

Designed particularly for bankers is the banquet address the night of Jan. 13, "The Relation of Agricultural Chemicals to Crop Financing and Production," by George B. Hall, manager Western Cotton Oil Co., El Paso.

The conference has been planned primarily for the agricultural chemical dealers, distributors, processors and manufacturers, and bankers, but it is open to the public also.

Registration for the meeting begins at 8:30 a.m. on January 13. J. C. Porter, of Wichita Falls, chairman of the WTCC's soil conservation committee, will preside at the opening session.

Behind The Scenes

New York.—Factoring, a highly specialized method of meeting the credit needs of business, has just begun a year in which is hoped to surpass its 1953 volume of \$3 billion.

The factor, once a feature of textile financing almost exclusively, has of late years moved into some 50 lines where the manufacturer or wholesaler needs more cash than he himself commands, to keep his business operating most economically while various sums are tied up in accounts receivable due from his customers at future dates.

The factor agrees to buy the seller's receivables for cash, deducting a small commission, and extends to buyers the customary terms of the trade. The seller then notifies the buyer that his debt is to the factor and not the supplier. The factor takes full responsibility for credit extension, collections and bookkeeping.

The Communists eventually will have to be defeated from within or without, like all dictatorships in history.

All-Year Grazing Is Stockman's Aim For Increased Profit

College Station.—Seasonal pastures go far toward answering the livestockman's prayer for green grazing 12 months a year.

Since no single plant or combination of plants in a pasture or meadow can be managed to supply adequate green grazing the year-round, E. M. Trew, extension pasture specialist says many producers who have discarded the one pasture system are finding greatly increased livestock profits in seasonal grazing.

Managed properly, seasonal pastures come nearest to furnishing fresh grazing around the calendar. Trew explains cool season perennials such as fescue or bromegrass cannot be grown successfully with warm season grasses like Bermuda or dallisgrass during its dormant period.

Plan different summer and winter pasture, he advises. Small grains alone or with an adapted legume will furnish winter and early spring forage while permanent pastures with Sudangrass will provide summer and early fall grazing.

Generally there will be periods when green grass is not available even with irrigation, he says. Wise producers tide over these times with hay or silage stored during periods of excess production. He also adds a planned forage program includes a plan to utilize soil improving crops and crop residues.

A knowledge of adapted summer and winter grasses is the initial step in establishing a seasonal program.

Proper grazing management is the next consideration, The con-

BROWNFIELD CAGERS LOSE TO BIG SPRING, 47-42, IN TOURNAMENT

Brownfield lost a close decision to Big Spring, 47-42, in a tri-state basketball tournament at El Paso, Dec. 31. The local cagers lost after tying up the score midway in the final quarter.

The Cubs of Faris Nowell trailed most of the way, being behind, 24-14 at the intermission, but closed the gap to 42-42 midway in the fourth stanza. Big Spring had led 38-25 at the end of the third quarter.

Vernon Brewer pulled the Cubs even with three minutes to go, but Bill Klaven hit a field goal and Charles Clark made three free shots and that was it.

Herald advertising gets results.

Continues. Commence grazing at the proper time, graze the plants to the proper height and rotate pastures to assure top production and efficient use from grasses produced. Be careful to avoid over-grazing.

Adequate fertilization pays, too, in setting up and maintaining seasonal pastures. Proper management also calls for good fencing, whether permanent, temporary or both.

County agricultural agents are familiar with crops adapted in their areas, Trew says, and can assist livestock operators in planning such a program. They also have seasonal pasture leaflets which list suitable plants for a particular area showing the length of grazing period to be expected from each.

With lower prices for livestock and livestock products, it's increasingly important to get as much production as possible from all grazing crops, the specialist adds. Properly planned and managed seasonal pastures further amplify the adage that good pastures are our best and cheapest source of livestock feed.

BROWNFIELD CUBS WIN CONSOLATION TITLE AT EL PASO, JAN. 2ND

Brownfield's Cubs won the consolation title of the Tri-State basketball tournament, nudging Crane, 40-39, Jan. 2, at El Paso.

Nickie Greer and Robert McIntire sparked the winners, who were tied, 19-19, at the half, with 12 points each. Field had 12 for the Crane team with Miller getting 12.

Amarillo won the crown with a 90-31 win over El Paso Bowie, as Ken Hutto collected 24 points. Midland, behind Tom Dyer's 17 markers, won third place with a 57-40 win over El Paso Jefferson.

Dale Ball, Lubbock; McIntyre of Brownfield; Dyer of Midland; Hutto, Farrell and Colier of Amarillo, were on the all-tourney team.

The Cubs gained the consolation finals with a 44-42 win over Cathedral High of El Paso. Crane defeated Ysleta, 55-53, in the other semifinal game.

Bowie dropped Midland, 48-37, and Amarillo ran over Jefferson, 66-44, in the championship semis.

Jim Meeks, Vernon Brewer and Bob McIntyre all had 11 points to pace Coach Faris Nowell's Brownfield team to victory in the first game. The close guarding of Urbano Zea helped the South Plains team to win. He had scored 24 points against Grady, but was held to four free throws by the Cubs.

Mr. and Mrs. E. L. Moore, of Brownfield, spent the holidays in Wichita Falls.

Every single citizen of the State should include in their 1954 resolutions at least one on safety. Until safety becomes the number one business of everyone, accidents will continue to take an increasing toll.

Frost on the evaporator of the refrigerator should never become more than one-fourth inch thick.

MEADOW WINS OVER ROPESVILLE IN NON-CONFERENCE GAME

Meadow Bronchos roared past Ropesville, 52-39, in a non-conference cage session which saw the Meadow girls win the first part of the doubleheader, 54-38, Dec. 31, at Meadow.

Harvey Tubbs' Eagles shot out in front, 8-1, but led, 10-7, at the end of the first period. The first field goal of the quarter for Meadow came in the final minutes of play.

Meadow began connecting and led, 19-16, at the half. The margin was upped to 40-26, going into the final eight minutes.

Joe Longley topped all scorers with 14 points while Jerry Phillips and Melvin Christopher had 11 each for the Eagles. Larry Lockett and Roy Gober had eight and nine points each for the winners.

Meadow girls had things their way, leading 14-8 at the end of the first quarter and 26-14 at the half. Lee Nell Walker and Martha Bartlett had 26 and 20 points each for the winners, but Ropesville's Geneva Thetford had 28. All four teams will participate in the Ropesville basketball tourney, this week.

It is refreshing to see a person, every once in a while, who doesn't care too much about personal appearance.

Front-line soldiers and back-home strategists place a different meaning on the horrors of war.

The singing rages of the bobby-soxers lead us to believe that progress of the human race is arriving slowly.

Magellan was killed in the Philippines, before completing his famous voyage around the world.

Advertise in The Herald.



Exemplar of the 1954 Buick's years-from-now styling is this stunning new Surte Riviera

THE instant you see these 1954 Buicks, you'll know that something sensational has happened in automobile styling.

Here is vastly more than the usual model changeover. Here is vastly more than could be done just by warming over what Buick had before. Here is something accomplished by going far beyond artful face-lifting.

Here is that rarity of rarities—a completely new line of automobiles.

But Buick didn't stop with the bolder, fresher, swifter-lined beauty you see in raised and lengthened fender sweep—in the huge and back-swept expanse of windshield—in the lowered roofline—in the host more glamor features of exterior modernity.

They upped all horsepowers to the highest in Buick history.

They engineered a new V8 for the SPECIAL—and in the process came up with new Power-Head Pistons that boost gasoline mileage in every engine.

BUICK
the beautiful buy

They brought to market a sparkling newcomer with a famous name, the Buick CENTURY—a car with phenomenal horsepower for its weight and price—a car with more pure thrill per dollar than any Buick ever built.

And they did all this without change of the price structure which, for years, has made Buick the most popular car at its price in the world.

We invite you to come in and inspect these great beauties, these great performers, these great buys. Then you'll see why the Detroit previewers are already saying, "Buick's the beautiful buy!"

When better automobiles are built Buick will build them

ON DISPLAY JAN. 8

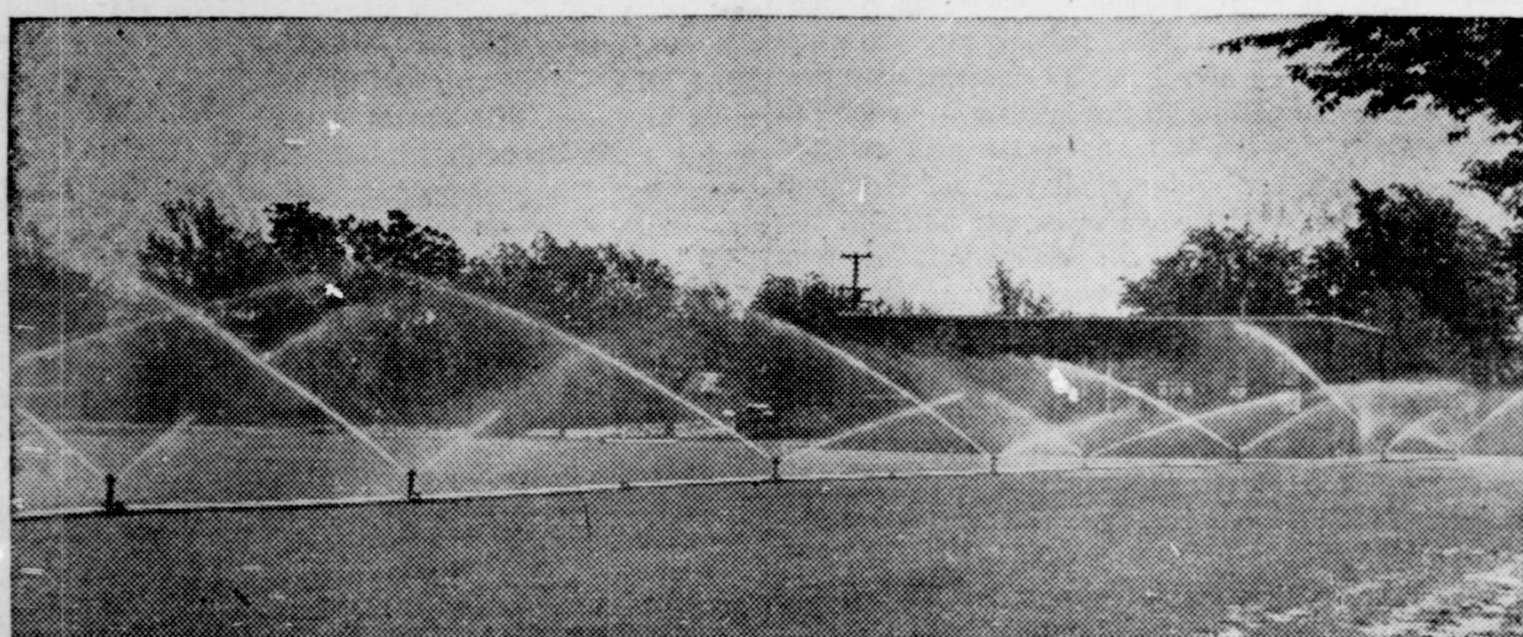
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YOU CAN BE SURE OF IT IF YOU IRRIGATE!



1954 MIGHT be the year we will receive the right amount of moisture at exactly the right time. BUT DON'T DEPEND ON IT! If you have been planning the installation of an irrigation system, by all means, carry on through with your plans. What better crop insurance could you ask for than an irrigation system standing by ready to take over during the dry periods?

FOR OVER a quarter of a century, J. B. Knight Company has been serving the farmers of Terry County. From the beginning, we have studied climate and soil conditions of this section. Our representatives have traveled over the country to study the operation and maintenance of farm machinery. We are fully equipped to take care of your entire installation—from planning to completion—and we will be here at all times to give you prompt and efficient servicing of your equipment at all times.

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BROWNFIELD, TEXAS

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IDENTICAL TWINS, Linda Kaye, 4 lbs. 4 ozs., and Brenda Faye, 6 lbs., were born to Mr. and Mrs. Jack Proctor, Dec. 28, at the local hospital. Dr. T. L. Treadway was attending physician and the infants arrived at 4:27 p.m. and 4:37 p.m. Maternal grandmother is Mrs. Cora Proctor, of Brownfield, and paternal grandparents are Mr. and Mrs. Wilton Thomason, of Lovington, N. M. The father works as plant man for the local General Telephone Company of the Southwest. The couple have one other daughter, Cathy Lynn, age 1½ years, and the family is at home at 1005 Hester. (Staff Photo.)

Boxers Working For Regional Gloves Meet

Nightly workouts are being held by the Lions Club Boxing Team at the Junior High Gym in preparation for the regional Golden Gloves meet scheduled Jan. 28, 29, and 30 in Lubbock.

Approximately 25 boys are working out under supervision of their trainer, Billy Higdon, and managers, De Witt Stafford and Clyde Bond, Jr.

Last year, three boxers from the local club, Roscoe Treadway, heavyweight, open division; John Cloud, 145 pounds, High School division; and Arlan Odum, 117 pounds, high school division, won in their divisions at the semi-finals at Abilene.

Among the boxers who are working out in their respective divisions and weights, are as follows:

E. V. Murphy, high school, 170; Leroy Little, novice, 145; Dewey Bradley, high school, 144; Arlan Odum, high school, 117; Henry Cary, high school, 83; Harold Rich, high school, 125; Keith Addison, junior high, 65; Chris Addison, junior high, 95; Bradley, open, 170; all of Brownfield; Hubert Crossland, high school, 110, from Cedar Lake; Red Roberson, open, 107; Miner, high school, 127; and Slater, high school, 135, all of Sundown.

Four Recruits Take National Guard Oath

Four recruits took the National Guard oath at the regular weekly meeting of the Howitzer Company of the Second Battalion of 112 Cavalry of the Texas National Guard, Monday night.

Boys which were sworn in by Commander William Glick were Earl J. Brown, Jr., 18; Teddy Joe Hardy, 17; Curtis O. Stockton, 18; all of Brownfield; and Dick B. Green, 18, of Tokio.

The local National Guard is desirous of enlisting more boys between the ages of 17 and 18½ years. Recruits can fulfill military obligations in the National Guard if they enlist before they reach 18½ years.

At present the Army has 59 enlisted men and five officers. The limit is 88 men, according to Glick.

The four recruits enlisted for three years.

Methodists Launch Nation-Wide Church Attendance Crusade

The First Methodist Church of Brownfield is co-operating in a Nation-Wide Church Attendance Crusade, Jan. 1, through Easter Sunday, April 18, 1954.

The purpose of this Crusade is three fold: First, every church member attending worship services every Sunday. Second, every Church School member in a Sunday School class every Sunday and in Worship Service. And third, every youth in the evening meeting of the Methodist Youth Fellowship, and in Worship Service.

The theme of the crusade is "Give God a Chance Now, Attend Church Every Sunday." This slogan carries a challenge and urgency. It demands decision. Give God a Chance Now in your personal life, in your church life, in your family life and in your community life.

The minister of the Methodist Church, Uel D. Crosby urges attendance of Methodist members at the services of the church. Let's get acquainted.

Mr. and Mrs. Bill Settles, of Brownfield, had as their guests last week, Mr. Settles' sister, Mrs. Carroll Proctor, husband and children, all of Plainview, and their daughter and husband, Mr. and Mrs. Jack Thomas, of Lubbock.

B'field School Census Be Taken In January

Brownfield School census is being taken this year during January instead of March and J. B. Curtis, census trustee is sending out blanks and letters this week to each home that has a child in school. As soon as the slips are filled out and returned, certain sections of the town will be covered by census takers.

Anyone who is missed in the census should contact principals at the various schools, and a census taker will be sent to the parents' home.

The census will include all boys and girls, whether students, or not, whose birthdays fall between Sept. 2, 1936, and Sept. 1, 1948, inclusive.

The State pays the school \$68 for each scholastic accounted for. Last year a complete census was taken of youngsters from one year to 17 years, however this year, only ages 6 to 17 will be included in the census.

You should render your census in the school district in which you live. Remember that any child who becomes 6 years of age on or before Sept. 1 is eligible and any child who is 18 years of age before Sept. 1, is too old.

Taking this school census is everyone's duty so let's help the ones who are taking it. The 6-year-olds are the ones the school is most likely to miss, since they have never been on the census roll.

Should you know of a family or a 6-year-old that you think has been missed, report it to the census taker, the County Superintendent, or some school official, according to a request by County Supt. E. E. Brownlee.

Judge Chesshir Wins Toastmaster's Cup

Brownfield Toastmaster Club held its regular meeting at Nick's Cafe at 6:30 p.m., Jan. 4. Invocation was given by B. G. Jones.

Table topic chairman was J. C. Powell and the topic for discussion was "Qualities in women characteristics that men most appreciate. Guest Toastmaster for the evening was B. F. Hutson, who was introduced by President Arlie Lowrimore.

Speakers, their subjects, and critics, were as follows: Joe Stevens, "Social Security," Earl Jones, critic; Herbert Chesshir, "Depression Babies," Bill Neel, critic; Arlie Lowrimore, "Ways to Stimulate Church Interest," no critic. An extemporaneous speech by Kelton Miller on "Farming—1954," was criticized by Harold Meador.

The Cup was presented to Judge Chesshir by Hub King, winner of the Cup the previous week. Highlights of his speech were "Children of depression years reflect a direct bearing on the increase of juvenile delinquency."

General critic was Harold Simms.

New Ford Cars And Trucks To Be Shown

When you read this, the owner and personnel of the Portwood Motor Co., at Hill and Fourth, will be ready to show you not only the new, all new Ford car for 1954, but the new truck as well. And let us say that from descriptive matter at hand, there has been a world of improvements on both. You are in for a surprise.

On the car will be shown that new V-Block V-8 engine with the new 130-horse power that will carry you places. There are a lot of other improvements too, but you will have to see them to believe it.

And this goes, too, for the truck, pre-show date literature we have received, reveal not one but a large number of improvements to be found on the 1954 Ford truck. Don't miss seeing them.

Betty Briscoe, who attends West Texas State Teachers College at Canyon, recently visited in Brownfield.

Air Force Opens Cadets To HS Grads

T-Sgt. Dale A. Peterson of Texas Aviation Cadet Selection Team No. 512, will be in Brownfield at the Post Office on Wednesday, Jan. 13, for the purpose of interviewing and testing young men from Brownfield and vicinity who are interested in the United States Air Force Aviation Cadet Program.

Young men who are between the ages of 19 and 26½, single, have a high school education or more, in good physical condition and have the desire to fly, are urged to contact T-Sgt. Peterson while he is here.

Men who make application here and are found tentatively qualified for training will be sent to Lowry Air Force Base, at Denver, Colo., for physical and final mental examinations. All expenses to Denver and return will be paid by the United States Air Force. Rooms and meals will also be furnished during his stay in Denver.

McClain To Preside At Ag. Chemical Conference, Jan. 13

R. N. McClain, vice president and agricultural advisor at the Brownfield State Bank and Trust Co., will serve as chairman of the first annual Agricultural Chemical Conference, to be held at Texas Tech, Jan. 13 and 14. Featured speakers will discuss almost every phase of modern day chemical use in farming, said Dr. A. W. Young, head of the Tech Department of Agronomy and Chairman of the conference program committee.

Speakers from over the Southwest will discuss advancements in chemical insecticides, fertilizers and herbicides, he said. Reports concerning the use, practicability and consumption of chemicals will be presented to conference participants.

Among men to speak during the two-day session will be soil scientists, entomologists, plant physiologists and plant pathologists.

Speakers from experiment stations, chemical companies and colleges have agreed to appear on the program, he said.

The conference will begin at 8:30 a.m., Jan. 13, in the Tech Student Union Building, Young said.

The program is designed to benefit professional agriculture workers and dealers, he said. About 1,400 invitations have been sent to workers and dealers in Texas, Oklahoma, Louisiana and New Mexico.

Sponsoring the event is the Lubbock Chamber of Commerce, the West Texas Chamber of Commerce, Tech College and Texas A&M College.

"Chemicals," said Dr. Young, "are becoming more and more important in the South Plains area with the passing of each growing season. They have proved to be of extreme value to the farmer and to the land. Fertilizers will improve crop yields, insecticides will help eradicate insects and pests, and herbicides combat the ever destructive weed."

Organic matter, an important problem on the Plains will be discussed at length by three speakers participating in an organic matter symposium, Dr. Young said.

Attending from this city will be County Agent Jim Foy, Joe Christian, owner Western Grain Co., and Dennis Q. Lilly, vice president and agricultural advisor at the First National Bank, and Grady Elder, manager of Brownfield Chamber of Commerce.

New GMC Truck Is A Dandy!

When you get this paper, you will find that the new 1954 GMC truck will be on display at Ross Motor Co. at Broadway and Eighth streets. From the descriptive matter we have already received, we know you are going to be highly pleased with this new truck.

Mr. Ross is the exclusive agency for this outstanding line of trucks in Brownfield, and he and his personnel will be on hand to point out all or at least most of the good qualities of the new GMC—it has no bad points.

As we understand it, the truck will be on display both today and tomorrow. Be sure to see them.

Mr. and Mrs. Kelton Miller and children returned last Thursday from a few days visiting with Mrs. Miller's brother in Pampa.

Local Boy In The Oil Tanker Collision

Over at the Nelson Pharmacy last week, a lady asked us if we had heard any more about the oil tanker collision up in New Jersey. She stated that she had a son on one of the vessels plying between the Gulf Coast of Texas to the New York area, and while several had drowned, her son escaped.

Don't know why we didn't ask her name, but at the time thought Homer Nelson would likely know, but he was not positive, but we thought her name was Stephens. Anyway she stated she had just talked to her son, who was still so nervous that she could hardly understand him.

The tankers belonged to a Texas firm, and delivered oil along the Delaware River.

Hunting Fatalities Number 23 For Fall Season In This State

Austin—Four additional hunting fatalities have brought to twenty-three the number of Texans succumbing during the fall hunting season, according to the Executive Secretary of the Game and Fish Commission.

All of the latest deaths were attributed to firearms. Of the previous list of eight reported, six had been caused by drowning of duck hunters.

The latest casualties included:

A Bonham man shot by his own gun which was discharged when he set it down against a tree. The bullet struck him in the head.

A Corpus Christi man killed by his son near Uvalde when the latter fired at a wild turkey.

A 15-year-old Marshall lad killed hunting rabbits when a companion's gun was discharged as he hurried through a fence to shoot at a rabbit.

A 14-year-old Fort Worth boy killed by self-inflicted rifle wound while hunting.

The Executive Secretary said the fall casualty list seems to be running slightly higher than that of last year.

He said that while all the reports have not been made, it is significant that not one case has been reported of a hunter being killed in Texas when mistaken for wild game.

The Executive Director said the final total would not be known for some time since the last phase of the major fall harvest carries on through Jan. 16, when the quail season ends under the General Law.

Charles and Ginger Gunn spent the weekend in Levelland visiting in the home of Dr. Duprees.

GETTING A COW OUT OF A SEPTIC TANK

L. H. Plant was telling a good one Tuesday. It seems that a neighbor's cow broke through the rotten covering of a septic tank, and a lot of time was spent in hunting for the brute, until someone noticed the hole. The neighbor appealed to Plant for suggestions on getting Snooky out of the muck, which was up to her head.

Plant ever ready for a jest, said he told the man that he always got down in the muck and started milking, and gradually lifted the cow to the top. "Now, I didn't ask for any foolishness," said the man, "I want some real aid."

The bank was dug down some, and a rope put around the neck of the cow, and some men pulled her out.

Mrs. Nannie Hamilton, 221 W. Powell, had as her guest this week, Mrs. Ella Tidwell, formerly of Brownfield, and now of Midland.

Betty Briscoe, who attends West Texas State Teachers College at Canyon, recently visited in Brownfield.

Entertainment For Campaign Drive Scheduled Here

The Terry County and Yoakum County March of Dimes Drive officially began Saturday when 5,000 residents of the two counties received mail cards, asking their support, said R. V. Moreman, campaign director of the two-county unit.

One hundred fifteen advance letters were mailed during the middle of December and 200 coin collectors which yearly "don" the counters of retail establishments during the drive were "set out" last week to remain there until the drive ends, Feb. 1.

Moreman urged all persons who received the mail cards to return them as soon as possible with their contributions.

The coin containers being used in this year's drive resemble test tubes, Moreman said. In previous years, they had resembled the iron lung. The change has been made, Moreman said, because 1954 is to be a year of research in which there is hope of a permanent vaccine for polio being developed.

This year's goal for Terry and Yoakum counties is set at \$5,000. Last year contributions totaled \$4,621.52.

Dances will be held Jan. 30th and the Veterans Hall and the Brownfield Country Club to aid the drive. Orchestras that will furnish the music will be announced later.

A request for talent to appear on the Telethon Telecast, in conjunction with the drive at Lubbock, Jan. 30, has been received by Jake Geron, president of the local Lions Club. Geron said that anyone knowing of talent should contact him or KDUB-TV at Lubbock as soon as possible. The Lions Club is currently arranging a talent show to be held here Feb. 19. The Telethon Telecast is scheduled for 3 p.m., Jan. 30, to 9 a.m., Jan. 31, on the Lubbock station.

The National Foundation for Prevention of Infantile Paralysis 1954 program will be dedicated to polio prevention, will be aided by approximately two million doses of gamma globulin.

Maytag Sales and Service, expert repairmen. J. B. Knight Hardware. All Household Appliances sold on easy terms at J. B. Knight Hardware. 201c

CONTRACTOR'S NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 11.880 miles of Gr. Strs., Flex. Base & Three-Crs. Surf. Treat. from 5.9 mi. East of Yoakum C. L. to Brownfield on Highway No. US 380, covered by F 1022 (5), in Terry County, will be received at the Highway Department, Austin, until 9:00 A. M., Jan. 21, 1954, and then publicly opened and read.

This is a "Public Works" Project, as defined in House Bill No. 54 of the 43rd Legislature of the State of Texas and House Bill No. 115 of the 44th Legislature of the State of Texas, and as such is subject to the provisions of said House Bills. No provisions herein are intended to be in conflict with the provisions of said Acts.

In accordance with the provisions of said House Bills, the State Highway Commission has ascertained and set forth in the proposal the wage rates, for each craft or type of workman or mechanic needed to execute the work on above named project, now prevailing in the locality in which the work is to be performed, and the contractor shall pay not less than these wage rates as shown in the proposal for each craft or type of laborer, workman or mechanic employed on this project.

Legal holiday work shall be paid for at the regular governing rates. Plans and specifications available at the office of Carl R. Hart, Resident Engineer, Brownfield, Texas, and Texas Highway Department, Austin. Usual rights reserved. 26c.

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Hours: 9 a.m. to 5 p.m. All Visual Services
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SALESLADIES

For Fine Cosmetics to be introduced January 9. Write or call MRS. M. L. BLOCKER 1712 Avenue X LUBBOCK, TEXAS Phone 5-6590

WANTED!

WANTED: Used Farm Implements, must be cheap. Bill Martin, 4 west and 4 south Broncho. 25p

FOR RENT

CORNER Business Building, 50x 100 on South 5th, across from Cicero-Smith Lumber Co.—J. R. Chisholm, dial 2424. 24fc

FOR RENT: Furnished apt., 3 rms. and bath. 402 Tahoka Rd. 25p

ROOM and Kitchen. Privileges for working woman, free of charge, in exchange for staying with elderly woman; or a good home and good proposition for an elderly woman. See Mrs. P. R. Cates for details—phone No. 2709. 25c

ROOM for Rent, prefer men, 619 East Hill St. 20fc.

FOR RENT: One 3-room furnished apartment. See A. W. Turner, 407 W. Main, or phone 2272 days; night call 3861.

FOR RENT — Apartments — Call 4583 or see at Marston Trailer Park, Tahoka highway. 41fc

FOR RENT: 3 large rooms & bath; also 2 rooms and bath, for rent. Call 3089, Vernon Paschal. 26p

FOR RENT: Furnished House, 3 rooms and bath, 218 Lake. Call 3868. 26c

GREETINGS & GIFTS

are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through WELCOME WAGON On the occasion of: Change of residence Arrivals of Newcomers to City Brownfield, Texas Phone 4786 or 4523 (No cost or obligation)

How To Relieve Bronchitis

Creomulsion relieves promptly because it goes into the bronchial system to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or money refunded. Creomulsion has stood the test of millions of users.

CREOMULSION relieves Coughs, Chest Colds, Acute Bronchitis

FOR SALE

SEVERAL FARMS IRRIGATION AND WITHOUT, FOR SALE and possession. HOMES IN BROWNFIELD.—D. P. CARTER, Brownfield Hotel. tfc.

FOR SALE—\$400 equity in '49 black Club Coupe Chevrolet. Eight more payments at \$56.23 per mo. Car in good condition, practically new seat covers, new battery, good tires—extras—excellent paint job. See Mary Winston at Herald office. 27c

FOR SALE—Baby Play Pen with plastic mat, practically new, ½ price. Contact Mrs. Homer Winston at Fabric Mart. 25c.

FOR SALE: Lots on East Tave, Broadway, Main and Hill streets. These lots can be bought for small down payment, and small monthly installment. J. D. Miller, 1301 E. Cardwell, or room 207, State Bank Building, city. 28c

IF YOU HAVE PRODUCING OIL ROYALTY OR MINERALS IN LEASED LAND FOR SALE, WRITE FULL DESCRIPTION TO BOX 126, BROWNFIELD, TEX. tfc.

FOR SALE: Fresh milk cows with young calves. A. H. Herring, 2½ miles southeast Union Gin. 26p

REAL BARGAINS — 300 Savage, model 99; Fox 12 ga. double; both in excellent condition. Airline combination radio-record player, \$40. Farm & Home Appliance Co. 1c

GOOD irrigated sorghum and higeria bundles for sale. Don and Dan Day, 5 miles N-W of Pool. tfc.

FOR SALE: (Will sell separately): Philco combination television-radio-and-record player. Simmons Easy Chair (makes into a half bed). Kroehler Cocktail Chair. A 10 cu. ft. Crosley Refrigerator. Set of Compton's Encyclopedia (15 volumes). Phone 4316. 25p

Special Services

CHILD CARE in my home, day or night, 25c per hour. Phone 4490. Mrs. George Montgomery, 206 E. Hill, city. 16fc

FOR SALE or Trade—Will take late model car or pickup on down payment, on 3-room house and an acre of land. First house east of Radio Station, on Tahoka road.—A. V. Lary. 26p

HOUSEWIVES—Address advertising postcards. Must have good handwriting. LINDO, Watertown, Mass. 28p

Farms and Ranches

In Gaines, Yoakum, and Andrews Counties

Ted Schuler

Phc. Office 2161 or Home 2360 Box 427 Seminole, Texas

ATTENTION

Mrs. Housekeeper! We have moved from 804 Tahoka Road to 206 E. Hill—Phone 4490.

SPECIAL

—Your old Electrolux Vacuum Cleaner completely overhauled, and with new dust bag and filter, for just \$12.50

Thanks,
GEORGE MONTGOMERY
Supplies and Service
206 E. Hill Brownfield