

Fall Bargain Sale

FRESH FALL CHOCOLATE lb. 15c to 25c
MIXED CANDY, Special lb. 10c

MEN'S
DRESS SOX
8c pair



BOY'S UNIONALLS 49c
LADIES DRESSES 59c
LADIES WINTER HATS, Reg. 98c for 49c

ST CLAIR'S VARIETY STORE

Texas Good Roads Day, October 14

AUSTIN, Texas, Oct. 11.—Observance of "Texas Good Roads Day" October 14, at the Texas State Fair at Dallas, will give Texans an invaluable opportunity to observe the recent progress on state highways and the latest safety features of highway engineering.

In proclaiming the special day, Governor James V. Allred, commended good roads sponsors for their recent emphasis on safety factors.

"Because of the extensive research in safety methods advocated by enterprising sponsors of good roads," he said, "Texas' traffic death toll has undergone a sharp decline for 1938.

"Good roads constitute one of the state's chief assets and are intertwined to some degree in the life of each citizen, in that they facilitate the transportation of his products from farm to market,

the daily mail to his frontdoor, his children to school, permit his enjoying a rural residence while holding a city job, among other blessings, and provide a medium of his enjoyment of Texas' matchless scenic and recreational opportunities.

"In short, the improvement and extension of highways is of prime importance and immeasurable profit to Texas and Texans in all walks of life and enterprises."

The latest improvements and progress of Texas highways will be shown in the Texas Good Roads Association exhibit in the Educational Building at the Fair. The exhibit will furnish the public factual information concerning the highway system, suggest its proper and safe use and give them an appreciation of the value of highways as a medium of transportation to every man, woman and child in the state.

Featured in the exhibit will be models of the old and the new in highway construction. The modern wide highway with its flat slopes and almost non-existent ditches will be shown alongside the old,

CHURCH OF CHRIST

Sunday School, 10 a. m.
 Preaching, 10:50 a. m.
 Preaching, 7:30 p. m.
 Young Peoples Class, Tuesday, 7:30 p. m.
 Prayer Meeting, Wednesday, 7:30 p. m.
 Ladies Bible Class, Thursday, 2:30 p. m.

The sermon subject for Sunday morning will be: "The Supreme Authority in Religion."
 The subject for the evening service will be: "The Church—Its Nature and Purpose."

Unless you have something to see after that is more important than your SOUL, attend church Sunday. You are cordially invited.

FIRST PRESBYTERIAN CHURCH

Fred A. Walker, Pastor
 Sunday School, 10 o'clock.
 Morning Worship 11 o'clock.
 Senior C. E. 7 o'clock.
 Night Preaching Service 7:45 o'clock.

The subject for the morning service will be: "What Presbyterians Believe." At night the topic will be: "Bridling the Tongue," a study of James 3.

The public is cordially invited.

While installing the non-tamperable fuses which are being made compulsory in many cities, be sure to start out with the right size—15 amperes for the ordinary household circuit. Afterward, the adapter with which these fustats are used will prevent anyone from creating a fire hazard through using the wrong size by mistake or carelessness.

narrow, crooked, high-crowned, deep-ditched highway that stands as a menace to traffic. Models of the Waco circle, the modern clover-leaf intersections and other highway engineering feats will be on display.

The exhibit is designed to point the way toward a more adequate and complete highway system for Texas.

Lowry Martin, president of the Texas Good Roads Association, made a special plea that everyone attending the Fair drive safely.

BAPTIST CHURCH NEWS

Sunday was a good day in the church with one addition. The Bible School was a little below what it should have been with 295 present. We plead for more loyalty from our present enrollment of 575 as there should be present as many as 350 each Sunday morning.

There are a great number of people not in any Bible study with their children growing up to treat the Bible with the same unconcern. It is from this group that the lawless element of the next generation will come. It is a rare instance when a young man brought up in the study of the Bible ever gives trouble to his country. Children of parents who think music, dancing and other things more important than the religious environment are to be pitied.

The Training Union which meets each Sunday evening seven to eight o'clock offers a place for every age and extends a welcome to you.

The W. M. U. met Monday in circles with 31 present. Next Monday is Industrial day and they meet in circles to sew for Buckner Orphans Home.

Lottie Moon circle meets with Mrs. L. A. Rhyne.

Annie Long circle with Mrs. Wayne Brown.

Reagan circle with Mrs. J. C. Bond.

Lockett circle with Mrs. W. R. Stewart.

The Young People of the church meet each Monday evening, seven to eight o'clock. There were 46 present last Monday evening. You will no doubt enjoy their meetings and will be welcome.

Next Sunday morning a free will offering will be taken for Missions and it is hoped that it will have a wide cooperation in the church. A small per cent of all the receipts of the church are set aside for missions however there are many of our people who are Missionary in heart and desire to make an offering for that purpose only. This month is the last month of our convention year which is perhaps the greatest in our history in Texas, and it is to close this year with all bills paid that the churches all over Texas are now being asked to make this free will offering.

In order to indeed make it a free will offering, a tub will be placed in the alter of the church, and every one desiring to do so will drop into the tub their offering be it large or small, and when counted it will speak larger than words of the real Missionary concern of the people of our church. This offering will, when complete, finish raising the \$750,000 task that Texas Baptists set for themselves the first of the year and is used to carry the Gospel to every corner of the earth. Help finish with honor a great undertaking for the Master.

—Church Reporter.

Nelson-Primm Add Large Storage

One day last week, our good friend C. C. Primm took us back in the rear of the store, where this popular firm has recently installed in a compartment to itself, a large storage space for drugs and sundries they handle in great quantities. Indeed there were enough drugs packed in boxes to start a small drug store.

Besides, in another compartment they have already received their big line of Christmas goods, which will be opened around December 1, and put on display. These storage rooms eliminates the necessity of over-crowding their shelves, making articles hard to find.

Mr. Clark to Demonstrate His Machine

Mr. W. C. Clark, elderly citizen of this city, who claims with the help of God, has mastered perpetual motion, and aims to give the idea to humanity, has requested us to announce that he will give a demonstration of the machine the first Sunday afternoon in November, at the Greenfield chicken farm in the east part of the city.

Mr. Clark has been working on this machine for years, and while most people doubt that he has perpetual motion down, or that it ever will be perfected, come and have their doubts removed or increased as the case may be by attending this demonstration.

J. W. Spear is able to be on the streets occasionally, although complaining some of the infirmities of advancing age. He reports that Mrs. Spear seldom ever gets cut now.

Two Lonesome Ex-Boys at Amarillo

Had a letter this week from Elmer Swan, ex-Brownfieldite, now residing at Amarillo, and has been for several years, but he keeps in close touch here by reading the old home paper. He sent in his remittance this week, which puts him more than a year in advance. Tells us how he enjoys the weekly visits of the Herald, and concludes by saying it is sure raining up that way.

Another came from J. H. (Uncle Jimmie) O'Connor our little old Irish friend, who moved up there about a month ago. Well, he was missing the Herald badly, and says, please get it started. He had not formed many acquaintances, and was lonesome. Well, here she comes Uncle Jimmie, and will try to see you personally soon.

TECH COLLEGE HAS PASSED 3500 MARK

LUBBOCK, Texas, Oct. 11.—Thirty-five hundredth student to register at Texas Technological College for the fall semester is George Huff of San Antonio, sophomore student in business administration and a transfer from Baylor university. Total long session enrollment last year was 3,494.

Preceding Huff as Tech students were his two older brothers, Warren, 1930, graduate in agriculture, now personnel administrator for the State of Michigan, and R. J. Huff, editor of La Ventana, college yearbook in 1932, San Antonio business man.

Mr. and Mrs. Joe Eudy announce the arrival of a daughter on Sept. 27, to whom has been given the name Robbie Sue.

Mr. and Mrs. Charles Davis were guests of her sister, Mrs. Earl Jones, Sunday.

Both Jack Holts have returned, and like the two Jim Millers, "Soapy" and "Greasy," guess we will have to have some way to distinguish the two Jack Holts, so will suggest "Barber" Jack and "Dancing" Jack. The former has been to Oklahoma, and the later on a lengthy visit to Hollywood, California.

Don't throw away an entire potato because some of them have burned. If you cut away the scorched portions and finish cooking the unburned portions in a clean kettle of fresh boiling water, no burned taste will remain. The same is true of other vegetables, of course.

Clyde Briley, thirteen year old son of Mrs. Bernice Briley had the misfortune to break both bones in his left forearm, last Thursday. He and a bunch of school children were on their way home from school and were playing with a football when the accident happened.

Mr. and Mrs. Ray Christopher had as guests over the week end, Mr. and Mrs. A. W. Blue of Canadian, Texas.

Mrs. Earl Jones had as guests Sunday, her brothers and their families, Mr. and Mrs. George Barton, Mr. and Mrs. Claude Barton and Melvin Barton of Lubbock.

THE METHODIST CHURCH

An unusual number participated in the communion service last Sunday present. Altogether, it was a good Sunday. All usual services will be held next Lord's Day, Sunday. The Leagues had a good and the pastor and board urge all the membership to be present for the services.

Quarterly Conference will be held the evening of the nineteenth with Rev. O. P. Clark, the presiding elder in the chair presiding. He will preach at that hour and hold the conference afterward. Every steward, local preacher and all other officials who are members of the conference should be present, as well as the membership of the church.

The public is always welcomed at all the functions of this church. Bring a friend and be a blessing as well as receiving one.

MISSIONARY SOCIETY

The Ladies Auxiliary of the Methodist church met Monday afternoon at 3 o'clock with sixteen members present. The devotional the opening song being "How Firm a Foundation." The fourth and was led by Mrs. W. D. Linville, fifth chapters of the Study were given by different members, after which the benediction was pronounced.

Miss Helen Quante of this city was the week end guest of Mr. and Mrs. Earl Unger of Lubbock, who entertained in her honor with an informal luncheon.

Rev. R. T. Bredlove has had as guests the past week, his parents, Mr. and Mrs. J. D. Bredlove of Rule, Texas.

BLAIR'S BARBER SHOP

Haircuts 25c
 West Side of Square

FLOWERS



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All Occasions

McSPADDEN FLORAL SHOP

(Home Owned and Operated)

Phone 294

DONATES BONES OF EARLY AMPHIBIAN

LUBBOCK, Texas, Oct. 11.—Head bone of an early amphibian, recently discovered near Spur, has been donated to West Texas museum, located on Texas Technological College campus. The skull piece, first of its kind found in Texas, is believed to be that of an animal living 180 million years ago. Estimated length of the animal is ten feet.

The splendid statements of the two local banks found elsewhere in this issue, reflects the fact that the area is not in bad condition. We want you to read and ponder these statements. They are put in the paper and paid for as advertising for the benefit of their customers.

Mr. Bruce Hancock received the sad news Tuesday of the death of his father, B. R. Hancock, of Minneola, Texas. His death occurred Monday, October 10.

YOU LIKE GOOD FOOD?

Then you'll enjoy eating here, where the food supplies used are the finest on the market, where there is always a wide variety of delicious things from which to choose, where helping are big and prices are low.

CLUB CAFE

Now Open Western Auto Associate Store

A Big, New

Every car owner knows the Western Auto Supply Company, for 28 years the world's leading Automobile Supply Stores.

This new locally owned store brings genuine Western Auto merchandise and values direct to car owners of this locality.

New, fresh, high-grade merchandise at the lowest prices ever offered in this section of the country. Every article guaranteed. "SATISFACTION OR MONEY BACK"

Hundreds of Bargains. Come in and look around!

HOME OWNED AND OPERATED BY ROWE & LATIMER
BROWNFIELD TEXAS
 Come in let us explain our Easy Payment Plan

WEARWELL TIRES

FULL STANDARD SIZE AND WEIGHT
 Sturdy, safe and dependable. Our iron-clad guarantee is proof of their quality and long, trouble-free mileage, and they save you 39 per cent to 42 per cent.

30x3 1/2 CI.	\$4.89
29x4.40-21	\$5.15
29x4.50-20	\$5.45
30x4.50-21	\$5.65
28x4.75-19	\$5.85
29x5.00-19	\$6.35
28x5.25-18	\$6.90

Tires Mounted FREE

Whole Skin Chamois 88c
Large Size

Front Springs \$2.05
For 1928-31 Fords

Long-Run High Pressure Gun Grease Full Lb. 18c
Plunger Type Can. Fills gun easily

Padlock 28c
Solid brass case. Pin tumbler mechanism.

Gas Gauge Fluid Renews Gauge Accuracy Only 14c
With Instructions

Custom-Bilt Piston Ring Set For 4 Cyl. Car 95c For 6 Cyl. Car \$1.39

21 or 32 C.P. Lamp Bulbs [9c
3 C.P. for Tail Lamp 4c

Specialized "Long Run" Cup Grease Pound each 15c

WIZARD Special 39 Full-Size Plates \$2.74
and old battery

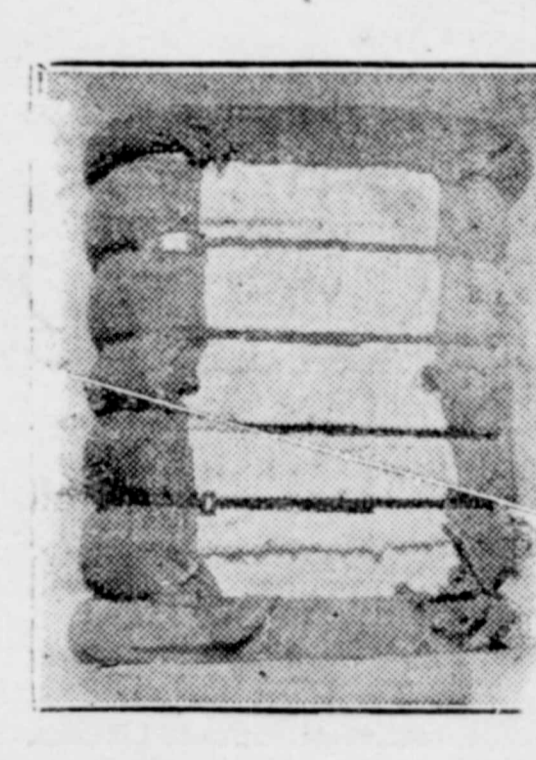
100 Per Cent Pure PENNSYLVANIA Motor Oil
Any S. A. E. Grade. 2 Gal.-Jen Can. \$1.32

WOOD PENNY 100% PURE PENNSYLVANIA MOTOR OIL
Plus tax

Ben's official insignia and permit numbers. One of the very finest oils in the world. 2,000 Mile Quality

READY:--

Our Plant is in first class condition, and will be able to give you the best service possible. Will be in the market for your cotton and seed at the highest market prices.



WEST TEXAS GIN CO.

HERMAN D. CHESSHIR, Mgr.

Piggly Wiggly

WHERE FRIEND MEETS FRIEND
ALWAYS FIRST WITH LOWEST PRICES

- EVERLITE 24 POUNDS 73c
- FLOUR 48 lb. 1.33**

- GILTEDGE — 48 POUNDS
- FLOUR 95c**

- NO. 1 QUALITY — 10 POUNDS
- SPUDS 14c**

- LIBBY'S — TALL CAN
- Fruit Cocktail 12 $\frac{1}{2}$**

- LIBBY'S — NO. 1 TALL CAN
- PEACHES 10c**

- LIBBY'S — 3 FOR PACKAGE
- Tomato Juice 20c**

- Royal Dessert 5c**

- FRESH — 1-2 POUND PACKAGE
- SHELLED PECANS 20c**

- BROWNS — 2 POUNDS
- CRACKERS 12 $\frac{1}{2}$**

- 2 CANS
- Potted Meat 5c**

- CAN
- VIENNA SAUSAGE 5c**

- RED BALL — QUART
- MUSTARD 10c**

- 3 LARGE PACKAGES
- POST TOASTIES 25c**

- MARSHAL SEAL — POUND CAN
- PORK and BEANS 5c**

- SCOTT CO. — 14 OUNCE BOTTLE
- CATSUP 10c**

- UWANTA — TALL CANS
- SALMON 10c**

- BUFFALO — POUND
- SLICED BACON 31c**

- SEVEN CUT — POUND
- STEAK 17 $\frac{1}{2}$ c**

- POUND
- Chuck Roast 15c**

- FULL CREAM — POUND
- CHEESE 14c**

- POUND
- Salt Jowls 12 $\frac{1}{2}$**

- BUFFALO — QUALITY — POUND
- Slab Bacon 26c**

- POUND
- WEINERS 17c**

- POUND
- Pork Shoulder Roast 21c**

- FRESH PRUNES GAL. 23c

- FANCY YAMS POUND 2 $\frac{1}{2}$ c

- SOUTH AMERICAN BANANAS DOZEN 12c

- FLAME TOKAY GRAPES POUND 5c

- FANCY CALIFORNIA TOMATOES POUND 5c

- FANCY — LARGE LETTUCE EACH 3 $\frac{1}{2}$ c

- LARGE STALK CELERY EACH 10c

- ADMIRATION COFFEE LB. BAG 22c

- SUNBRITE CLEANSER 3 CANS 14c

- LINEN MOPS EACH 19c

- CRYSTAL WHITE SOAP 5 FOR 18c

- TOBACCO DUKES, 7 for 25c
- VELVET 10c
- P. A. 10c
- CIGARETTES 15c

- FANCY DELICIOUS APPLES DOZ. 17c

- CALIFORNIA ORANGES DOZ. 12c

- MOUNTAIN CABBAGE POUND 1c

Investigate Our Most Serious Auto Tragedy

Investigation of Texas' most tragic automobile collision in 1938 has been completed by a special committee appointed by Governor Alfred, and immediate release of the report and recommendations were made recently by Carl J. Rutland, Chairman of the Committee and President of the Texas Safety Association, Inc.

Governor Alfred created this committee to investigate an automobile crash at Highway 80 and Belt Line Road, near Dallas, on May 5, 1938, in which six people were killed and two badly injured. This is the first case on record of an investigation of an automobile accident by the governor of a state, and the Committee, composed of C. J. Rutland, Albert Sidney Johnson, of the Public Safety Commission, Harry Hines of the State Highway Commission and Judge Ben Ely of the Dallas County Commissioner's Court, devoted its efforts to learning the fundamental causes of the fatal crash and drafting a number of recommendations for the prevention of such tragedies in the future.

In its report, the Committee named violation of a boulevard stop sign, speed too high for safety, driving while under the influence of intoxicants, and ignoring a crossroad sign as the immediate cause of the fatal crash.

In its conclusion the Committee charges the traffic system of the State with failure to educate the driver to the dangers of these violations, failure to enforce the traffic laws, and provide certainty of punishment for violators, together with need for further traffic engineering for safety on streets and highways.

The Committee recommended a state-wide traffic survey, county by county, perhaps through WPA funds. It points out the need for a substantial increase in the State highway patrol personnel. It urges adoption of an anti-ticket-fixing pledge by all City Councils and county officials in the state.

Complete scrapping of the state Model Code as recommended by traffic laws and adoption of the National Conference on Street and Highway Safety, was urged.

A definite program of education for motorists, a revision of the driver's license law, giving the Texas Department of Public Safety authority to suspend licenses, with the right of appeal, and providing for a small fee to be charged for each license issued, were recommended.

A copy of the published report of this Committee's investigation and recommendations will be mailed to every official in the State concerned with traffic matters. Ten thousand copies have been printed for distribution.

The Committee calls attention of traffic accident victims in Texas to the fact that the annual number as is over six times as great as the number who perished in the New London School disaster and it ap-

QUICK RELIEF FROM STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Marvelous Home Treatment that Must Help or it Will Cost You Nothing

Over one million bottles of the WILLARD TREATMENT have been sold for relief of Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gassiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial! Ask for "Willard's Message" which fully explains this marvelous treatment—free—

peals to every public official and every citizen of the State of Texas to join the Committee and the Governor in demanding that these recommendations and other steps necessary to make our highways safe be put into effect without further delay and political quibbling, and consequent waste of life and property.

NEW MUSIC HEAD OF NORTH TEXAS TEACHERS

DENTON, Texas — Dr. Wilfred C. Bain, former member of the famous Westminster Choir and



DR. WILFRED C. BAIN graduate of the Choir School, will head an "enlarged music department at the North Texas State Teachers College this fall, as the school launches a unique program of inexpensive music education.

Mrs. S. B. Johnson, of Quinlan, Texas, left Wednesday for her home after an extended visit to relatives and friends. Mrs. Johnson made Terry county her home for years and is still an ardent reader of the Herald and renewed while here. She will visit in Gatesville, on her way home.

CATASTROPHES INCREASE BIBLE SALES

"Catastrophes that shock the world increase the sale of Bibles," said J. B. McMullen, manager of the Texas Book and Bible House. "Tragedies get people to thinking and turn their minds to the Bible. They want to read the Bible, often with reference to similar tragedies in Biblical days," declared McMullen.

Mrs. W. M. Copeland was in Monday. She reports Dr. Copeland's health still bad.

Ike Bailey and Glenn Webber were business visitors in Dallas the first of the week.

Dorothy Perkins GIANT SIZE

ECONOMY SALE

\$1.50 to \$2.00 Values SPECIAL FOR \$1



To make new users for the Giant Sizes of Dorothy Perkins Beauty Preparations, we are privileged to offer them to you, regardless of their regular prices, at the amazingly low price of only \$1.00 each!

NOTE THESE GIANT SAVINGS!

- Cream of Roses \$1.50 Size. Now \$1
- Rose Lotion \$1.75 Size. Now \$1
- Cream Delight \$2.00 Size. Now \$1
- Skin Freshener \$1.75 Size. Now \$1

REGULAR PRICES WILL PREVAIL AFTER THIS SALE!

Nelson-Primm Drug

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FRIDAY AND SATURDAY, OCTOBER, 14-15

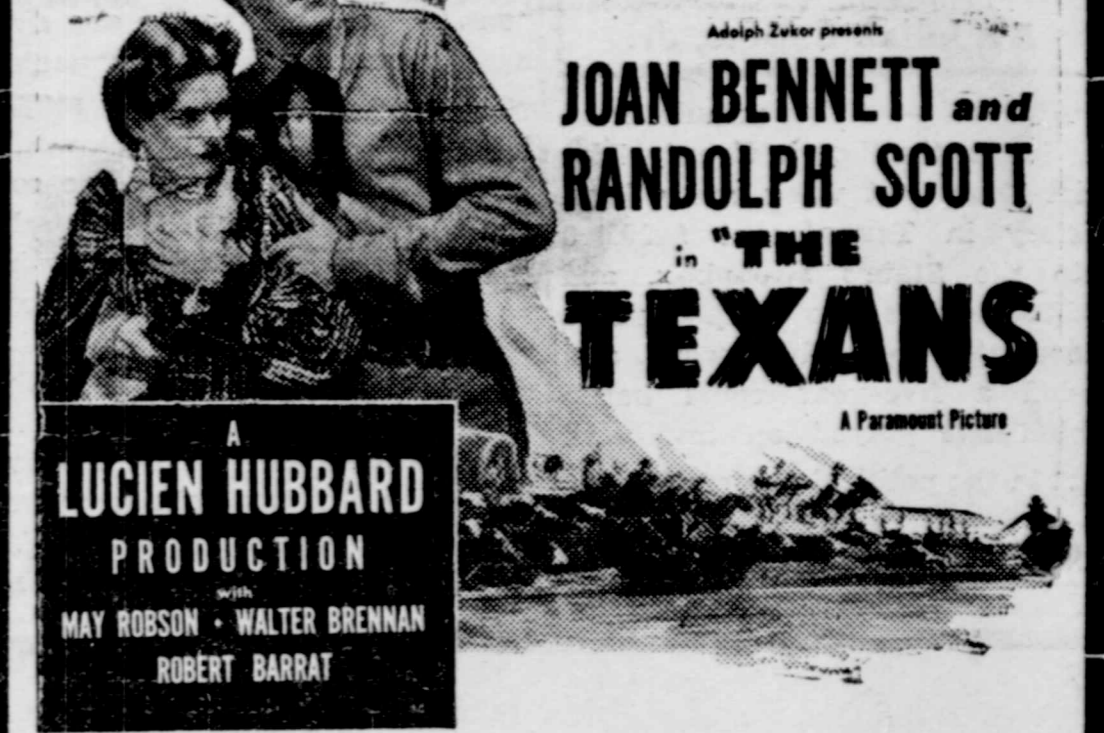
Bing Crosby and Mred MacMurray

"SING YOU SINNERS"

You'll Love 'Em When You Hear 'Em Sing . . . A Pocket Full of Dreams, Laugh and Call It Love, Don't Let the Moon Get Away, And Small Fry.

PREVUE SATURDAY NIGHT
SUNDAY AND MONDAY, OCTOBER 16-17

Out of history's blazing pages comes this mighty story of courageous love!



Adolph Zukor presents
JOAN BENNETT and RANDOLPH SCOTT
in **"THE TEXANS"**
A Paramount Picture

LUCIEN HUBBARD PRODUCTION
MAY ROBSON - WALTER BRENNAN ROBERT BARRAT

Rio

FRIDAY AND SATURDAY, OCTOBER, 14-15

Gene Autry and Smiley Burnette

"THE OLD BARN DANCE"

GENE AUTRY'S LATEST AND BEST
Chapter 1 "Great Adventures of Wild Bill Hickok"

SUNDAY AND MONDAY, OCTOBER 16-17
Blasting the Lid Off America's Reform Schools

Jack Holt

"REFORMATORY"

With BOBBY JORDAN (Star of "Crime School," "Dead In")

Ritz

FRIDAY AND SATURDAY, OCTOBER, 14-15

Bob Baker

"OUTLAW EXPRESS"

And "FLASH GORDON"

SUNDAY AND MONDAY, OCTOBER 16-17

Laurel and Hardy

"BLOCKHEADS"

STRICTLY FOR LAUGHING

Mrs. Sam Dixon, accompanied by Mrs. Red Tudor and Mrs. Bitt Copeland were visitors in Lubbock Tuesday.

Mesdames Joe Patterson and A. J. Stricklin were in Lubbock, Tuesday. Mrs. Patterson was the guest of her mother.

Mrs. J. C. Hudgens visited in Odessa, Monday.



Texas Floral Co.

FLOWERS for all Occasions

Orders Wired

Mrs. Roy Ballard

AGENT

PHONE 290

The BEST is not too good for our customers

TERRY'S WHITE KITCHEN

WE USE WOMEN COOKS