The Terry County Herald

"The Truth about Brownfield and Terry County, is good enough."
An appreciated Weekly that covers the Territory thoroughly.

Printed in Terry County, on the South Plains, the last stand of the Cattleman and the future home of the most prosperous Farmers in the United States

VOLUME TWENTY-NINE | BROWNFIELD, TERRY COUNTY, TEXAS, FRIDAY, MARCH 30, 1934 | NUMBER 33

We Spent "Part" of Winter in California

We are going to try and make this narrative just a litle shorter than usual this week, for the reason that every doggoned sucker in town and some in the country have all decided to have some job work done this week, and they are crowding "Miss Sister" Hilyard, linotype operator, until her head swirls like a whirlpool in May. Why is it that all these monkeys take a notion to put the Herald force to work like blazes right here when flowers begin to bloom, and we want to rest and sleep longer? Heck, why did FDR institute this Recovery Stuff when we were all having a fine siesta? Hang the money anyway. Bring on the RAR (rest and recreation.) Crucify the RFC.

But, we must remember that we are 1400 miles or so west of Terry county, Texas, and tend to our knitting. We have ten readers now right here in Terry and some of them are anxious that we start toward home with this outfit. Some say that it is costing them too much money following us around through southern California "part" of the winter. But, heck, let 'em spend it. Plenty more where it come from in the RFC. Our little old motley Texas crowd, guided by Ma Holden loaded up and started for Long Beach or bust. That morning as our $950.98 Cadillac glided over the smooth California roads, we could imagine quite well that we were Mr. Pickwick and his friends on their stage trip to London. Yoho! Riverside. Yoho! Anaheim. Yoho! Yoho! Longbeach. Only there were a lot of other towns enroute, jammed up against one another like a row of blocks. At Anaheim, we stopped to inquire for Brock Gist, old time Terryite. He was over in Fullerton, 4 miles, 8 there and back. Well, we just spent that much time in seeing one of the best old boys on earth. Wish we could have seen Clara and the son, but time forbade. Brock is the same old boy he was 14 years ago, and is one of the few ex-Texans that has not "spilled the drawl" in his sojourn out there. A conversation with him makes one think he is on the Main street of Brownfield—if you don't look up.

Long Beach was reached at near noon. We judge it is a city of something like Fort Worth in size, but of course with nothing like the business and commercial district, as thousands of people live in Long Beach just for climate—no other business. We looked up Sallie Morgan's place of residence, but she was visiting sister Annie in Los Angeles over the night. More about this later. Well, we took the board walk, and saw all the places of amusement, and they are almost innumerable, but few are open at this time of year. From May to September is the time to see Long Beach. We took a ride for a circle of some two miles over the bay in one of those little "runt railways" and about the time we reached the furtherest point out over the water, and extra big wave dashed in, and hit the breakers right under the causeway and shot some 50 feet in the air. A generous portion hit us tourists, and about that time Letha yelled, "Elmer!" But unlike old King Cole, Elmer had no control over the waves.

We next visited San Pedro, just across the neck of the bay from Long Beach, but on a promontory overlooking the great Pacific. It was here that Elmer trained in 1917-18 in order to help get the Kaiser's goat, and got all the Europeans in debt to us. He even showed us the little hospital in which he suffered with pneumonia, and suffered even more because they had a he nurse with him instead of a shemale nurse. No wonder Sherman said war was hell. After passing the highest point, we begin to see little guns, big guns and middle sized guns, planed in concrete and pointed out in the general direction of Japan. Some of those old rascals could not be seen until you were directly over them, looked like they were a hundred yards long, and you could have chunked Dad Tudor in at the muzzle without bending his arms. We stopped way out on top of this mountain, and gazed far to the west, and in the dim distance, a faint outline of Catalina Island could be seen like a cloud rising out of the water. That was as close as we got to this resort made famous by the man that keeps us in chewing gum.

By this time, we thought it best to try our luck in reaching the metropolis of the Pacific, and soon entered Compton, that little city in which the earth quake leveled every building. Here we hit the Compton-Los Angeles Boulevard, both sides of which would carry four or five cars between them, 20 miles, through all abreast, and we "eet" up the distance them, some 20 miles, through all kinds of vegetable fields. Boy! we saw thousands of acres of lettuce, and more spinach than Popeye ever dreamed of. We deposited Mrs. Holden on 97th at the home of one of the Holden boys' former wife, and got to see a niece we had not seen since she was a baby. The little dimpled cheeked rascal is a pretty little lady now at about 20 years of age. The rest of us, Elmer, Letha and ye honorable back seat driver, soon found the residence of Roy Holden on 6th Street, west.

You say you are tired. So am we. Another cannonading next week.

M. C. Chambers and family are entitled to a pass to the—

Rialto Theatre

—to see—

"Lone Cowboy"

Be sure to present this clipping at the box office at the Rialto Theatre.

Compliment: Rialto-Herald

Good Roads Ass'n Urge New Appropri'n

HOUSTON, Texas, Mar. 25.—All but approximately $5,000,000 of the present $26,000,000 NRA road-building program for Texas is now under contract, and unless Congress sets aside added funds for highways in the new public works appropriation, tens of thousands of Texans will be thrown out of work this autumn and the state's hope for adequate main roads for its Centennial will be blasted.

This was the warning issued by the Texas Good Roads Association today through its president, Judge W. O. Huggins of Houston, who appealed to all influential Texans to impress upon members of Congress their wishes regarding provision of funds for roads.

Col. Ike Ashburn, manager of the Association, has been in Washington for two weeks urging the case of road-construction upon congressmen, senators and administration leaders. In company with officials from other under-improved states, he has been pleading for an added $400,000,000 especially for highways.

This would provide Texas with another $24,000,000, duplicating the present program which spreads over every one of the state's 254 counties on a minimum basis of $4 per capita.

The present program will reach its peak in June or July and begin dropping off thereafter at the rate of $2,000,060 to $4,000,000 per month, throwing thousands out of work, unless the supplemented appropriation is made, the statement said.

Hope of closing the gaps in Texas' main roads for her Centennial and in order to boost the tourist hegira to Mexico, hangs on getting this federal money, it added.

Col. Ashburn wired his office this week that congressional leaders have promised early consideration of the $400,000,00 fund, which was reported favorably by the House Committee on Roads last Wednesday, and asked all interested motorists to let their opinions be known to their representatives.

1933 Cotton Production 4900 Bales Short '32

R. D. Copeland, cotton statistician for Terry and Gaines counties was in Monday, and gave us the final figures on cotton production for Terry and Gaines counties for the years 1932 and 1933, also a comparison of the two years. Terry county appears to be 4900 bales behind the 1932 production. Two reasons are given for this. First, a drouth in the northern and western half, and the fact that some 33,000 acres were plowed up. Drouth also hurt the Gaines county yield.

According to Mr. Copeland, who had a card from the Bureau of Estimate, at Washington, the figures were as follows:

County	1932	1933
Terry	17,711	12,311
Gaines	4,311	2,915

Mrs. L. Sharp and daughter, Marie, were week-end visitors with Mr. and Mrs. J. A. Taylor, Tokio.

The first annual West Texas Dog Show will be held in Lamesa next Monday, with prizes amounting to $150.00. The show will be in charge of T. A. Harris, game warden.

Statement of Banks Mar. 5, 1933 and Mar, 5, '34

When the Comptroller of the Currency at Washington issued his call for statements of all banks at the close of business on March 5, 1934, we are very sure that he had in mind the fact that all banks were closed by President Roosevelt on March 5, 1933, just a year before, in order that the nation might make a comparison and see just how much the recovery has meant. With this in mind, the Herald asked both banks here to give us a comparative statement at this time and a year ago, just for the benefit of our readers. These are OUR banks, and we have every reason to be proud of them.

These comparisons will need no explanations from us. Here are the figures in black and white. The only aid we propose to give is that the combined resources of the two Brownfield banks in the year's time show an increase of $303,590.22, which is a big percentage. Now go on and do your own figuring. We will say this much however. If we could have confined our business to Brownfield, our banks would never have had to close except by executive order. But we must remember that all small town banks must keep their reserve funds in the Federal Reserve or big city banks, and the big city banks were being drawn on heavily by northern and eastern manufacturers, thus the closing by President Roosevelt's order of all banks—good or bad.

THE FIRST NATIONAL BANK

Resources	Mar. 5, 1933	Mar. 5, 1934
Loans and Discounts	$ 62,724.40	60,348.16
Banking House Fur. & Fix.	23,500.00	23,500.00
Other Real Estate	6,700.00	6,700.00
Other Resources	31.48	429.14
Cash and Cash Resources	121,939.04	236,549.13
Total	$214,894.92	$327,526.43
Liabilities		
Capital Stock	$ 50,000.00	50,000.00
Surplus and Profits	5,955.33	7,997.74
Reserve Account	500.00	500.00
Deposits	158,439.59	269,028.69
Total	$214,894.92	$327,526.43

BROWNFIELD STATE BANK

Resources	Mar. 5, 1933	Mar. 5, 1934
Loans and discounts	$ 95,204.17	110,460.51
Banking house and premises	22,315.10	22,315.10
Furniture and Fixtures	6,911.89	6,911.89
Other Real Estate	11,440.00	7,941.00
Stocks and Bonds	3,000.00	3,000.00
Other Assets		1,743.77
U. S. Govt. Securities, Bills of Exchange, Cash and due from other banks and other quickly available assets	124,087.12	301,544.74
Total	$262,958.28	$453,917.01
Liabilities		
Capital Stock	$ 25,000.00	$ 25,000.00
Surplus Fund	25,000.00	22,500.00
Undivided Profits	629.91	
Deposits	212,328.37	406,417.01
Total	$262,958.28	$453,917.01

A Big Snow Covers South Plains Section

When the inhabitants of Brownfield and Terry County woke up Sunday morning they found that a big snow was on the ground, and that it was still snowing like rips. Most of them just turned over and slept on. It was said by the old timers to be one of the biggest March falls in some 30 years.

We did not get a guaging ot it, but we have an idea that some 8 inches of snow fell, and some rain Saturday, making in all near an inch. It will be of untold benefit to farmers.

REMEMBER THAT MONDAY IS TRADESDAY

Farmer Friends:—Remember that Monday is Tradesday again, but outside a few grocerymen, and one dry goods store, the merchants don't seem to appreciate the fact that you come here to spend your money on that day.

But the merchants who are giving you specials that day will sure appreciate your business. Go to these merchants for your goods. They show that they appreciate it. The other fellows expect a few merchants and the Herald to get the crowds here so they can CASH IN. We don't mind telling you that we don't think they are much on boosting YOUR FIRST MONDAY. Nuf said. Farmers are not such darn fools as some people think.

Mr. and Mrs. A. J. McLaughlin are The little son arrived Saturday and the proud parents of a baby boy. weighed 8 pounds.



Eddie Cantor, Ruth Etting, Gloria Stuart *and* David Manners *in "Roman Scandals"*

One Film a Year Enough for Cantor

Eddie Cantor is the only star in pictures who consistently and successfully follows the practice of making one picture a year. "Roman Scandals" showing at the Rialto Theatre, Sunday and Monday is his fourth annual screen musical comedy for Samuel Goldwyn. The other three were "The Kid from Spain," "Palmy Days" and "Whoopee."

Four years ago, Eddie announced that he was through with the stage. Taking up a picture career, he wanted to concentrate. That meant long and careful preparation for his single yearly film. And the spare energy it left him was valuable; he needed time for his literary, radio and philanthropic interests.

Eddie was once a Hester Street brat down on New York's lower East Side. He learned how much milk and fresh vegetables and a vacation in the country could mean to a tenement boy. Now that he is riding high, Eddie doesn't forget that there are other boys and girls and mothers in the tenements who need those things. And then he holds the presidency of such great organizations as the National Vaudeville Artists, with its b'g sanitarium at Saranac.

Among Eddie's published writings are four short, humorous books, his autobiographical "My Life Is in Your Hands" and the forthcoming Ziegfeld story, "King, Queens and Jack."

His last stage show was "Whoopee," preceded by the Ziegfeld "Follies of 1927, in which Cantor, for the first time in the history of those institutions was starred. Before that, there was the record-breaking "Kid Boots."

The years before had seen Eddie in a succession of Ziegfeld revues, punctuated by two excursions with the Shuberts in 'The Midnight Rounders' and 'Make It Snappy' at the Winter Garden. It was Ziegfeld who first brought Cantor to New York for his "Midnight Frolics" and later the "Follies." Eddie had been appearing in 'Canary Cottage' in Los Angeles, a graduate of vaudeville and the Gus Edwards school.

Eddie is looking forward to his first trip abroad in nine years. He takes with him his wife and the five Cantor daughters. But before that Eddie has to make another film for United Artists release, in which he will have the deep dark deeds of piracy on the Spanish Main as a background.

Brownfield People to Get Cheap Water Rate

In order to give the people of the city the advantages of a summer water rate that will encourage them to use lots of water in order to beautify their premises, the city has again instituted a very cheap water rate. Mayor W. A. Bell handed us the following statement about the matter:

In accordance with the rule established last year we shall put on a summer city water rate beginning April 1st and lasting until Sept. 1, 1934. Rates as follows:

Minimum, 5000 gallons, $1.50. All excess of 5000 gallons 10c per 1000 gallons.

Roy M. Herod, Secretary. W. A. Bell, Mayor.

This will mean that you can get 10,000 gallons for the sum of $2.00.

Bonner Secretary of Operation Associat'n

Owing to failing health, Mrs. J. F. Winston has resigned as secretary of the Terry County Operation Association, and the board of directors have chosen in her stead, Mr. R. C. Bonner, who for the past few months has been working with Randolph Rutherford in writing policies for the association. Mr. Bonner appears to the Herald as being a young man of fine qualities.

We understand that several hundred are now members in good standing, and the association is growing fast, and gives promise of becoming a real strong institution. Recently it has had its first call to pay $150 on an operation, which will be paid to local surgeons as soon as all lawful proofs are made out.

Tickets have been printed for the city election next week, and are now in the hands of the city secretary, Roy Herod.

F. M. Cox and Pat Brothers, were here from Plains, Wednesday.

Some of Big Prairie Fires of Past Years

The past week, in the 25 year column of the Crosbyton Review, a description was given of a very destructive fire that started southeast of Plainview, and was finally stopped at the caprock east of Crosbyton. Thousands of sections of grass were burned, and many homes in the small towns and country, as well as feed and barns, livestock and poultry was burned. The writer remembers that fire vividly.

Also, the same year, what might have been another equally as destructive, started here in Terry county. While we were here at the time, we only heard details recently, when Mayor Bell got in one of his reminiscent moods. It seems that Pappy John Powell was running some sheep some 6 miles south of town, and W. A. also had a small ranch. The fall before, 1908, there had been lots of rain and the grass was almost waist high. The two decided to burn the grass around their fences, and Pappy John decided that it was too slow on foot, so he saturated a sack with oil, tied a wire to it and got on his broomtail pony, tieing the wire to the saddle horns. About the first rattle out of the box, the pony got the wire under his tail, and any west Texan can tell you what would happen under such circumstances. The fire was spread far and wide.

The two soon saw that they could do nothing with it, and it was fast spreading to the Brownfield ranch. They hastily rode to the ranch headquarters. The late W. J. A. Parker was manager at that time, and after telling him what was happening, he invited them in to dinner as it was noon. They protested that the fire would be gaining. Parker insisted that it had already gained, and that it was a hard battle and they needed nourishment. In the meantime, Parker got in touch by phone with Brownfield, and help was soon out there. Beginning backfiring from a fireguard, that was found on all ranches in those days, the fire was conquered when it reached the burned area, but not before many sections of grass went up in smoke.

Judges and Commissioners at Convention

County Judge Jay Barret and Commissioners L. L. Brock and G. M. Thomason accompanied by their wives atended the West Texas County Judges and Commissioner's Convention at Sweetwater, March 23-24.

Judge Barret reports it to be one of the best if not the best convention the Association has ever held. The talks by Edgar Witt, Judge Hickman and W. R. Ely were worth going many miles to hear. The talk made by Lee Simmons on the Texas Prison System was very interesting and explained many things the majority of the people of Texas know nothing about.

The people of Sweetwater treated the members royally and did everything possible to make their visit pleasant.

In spite of the bad weather over 200 members registered and most of them stayed until the final adjournment. After hearing strong pleas from El Paso, Brownwood and Plainview, the convention voted to hold its next meeting at Plainview some time in September.

Public Invited to Tea-- Re-opening of Library

The public libraray will be closed Saturday in order to list the many new books and to prepare the library for the new ruling requiring a deposit of $1.00 for a subscriber. This deposit is to be returned to you provided boks are turned in and in good condition. This rule was made as a matter of protection in order that the Maids and Matrons Club sponsors of the library, might provide more and better reading for subscribers.

Tea will be served Tuesday afternoon from 3 to 5 o'clock in the library room, located on the second floor in the Courthouse, and every person who is interested in the library is invited to attend whether or not you may wish to subscribe. If you have a book you may wish to donate, bring it with you. If not, come anyway and see our new books.

Olga Fitzgerald, Chair.

M'ss Caroline Spencer, of Lubbock, was a visitor in the home of her grandmother, Mrs. J. L. Randal over the week end.

Profitable Turkey Growing in Terry Co.

R. C. Reed, County Agent

A system of more profitable turkey growing has been gradually taking form and gaining headway for several months. Because live turkey pooling has not proved successful, turkey growers in Lubbock and Hale counties began to "farm dress" and ship their birds to large marketing centers by express. Express rates in small shipments ran approximately four cents per pound. Last year these turkey growers cooperated by pooling their turkeys through Roy Davis of Plainview, realizing a nice saving in express charges, besides a higher price per pound.

With the benefit of this experience turkey producers from twenty-five South Plains Counties met in a joint meeting at Plainview and organized the Panhandle Plains Turkey Improvement Association. The Extension Service, through the twenty-five County Agents present, pledged its support along with Roy Davis of the Plains Cooperative Inc.

The Board of Directors of The Turkey Improvement Association is composed of one director from each county. The director selected in the Terry County meeting was W. R. Tilson from the Johnson community.

The purpose of the Association is to market better birds at a fair price to the producer and realizing the only way to do this is to produce better turkeys. If good birds are not produced then they can better be sold with the feathers on than off. The time to begin to produce better birds is before the turkey hens begin to lay.

With the above purposes in view the Association worked out the following plan:

Five Turkey Demonstrators were selected from each county. These demonstrators will grow turkeys (as near as possible) according to suggestions from the Poultry Department of the Extension Service. The A. & M. Turkey Specialist will visit each demonstrator helping where possible. Later in the year farm killing and dressing will be shown each demonstrator. The turkeys will be packed, graded and hauled up by Doy Davis' trucks.

The first visit has been made by Paul Cunyus, Turkey Specialist from A. & M. College, to the following demonstrators of Terry County:

W. C. Hamilton	Union
Kellie Sears	Gomez
S. L. Greathouse	Pleasant Valley
W. G. McDonald	Needmore
W. R. Tilson	Johnson

Urges Prospective Campers be Vaccinat'd

"If you have not been vaccinated against typhoid fever within the last two or three years, go to your doctor and be protected against it," Dr. John W. Brown, State Health Officer, advises prospective campers, Boy and Girl Scouts, summer vacationists, and all other users of the open road—whether for business or pleasure—as the out-of-doors season approaches.

"Typhoid fever," he continued, "is unnecessary and preventable. Every case is due either to community negligence or to the ignorance or carelessness of some individual.

"A carrier is a person who has had typhoid at some time and who even after recovery carries the germs of the disease in the urine and the discharges from the bowels. Carriers who are careless in their personal habits are likely to infect any food they handle with unwashed hands. Some of the most serious and far reaching outbreaks of the disease have been caused by drinking milk or eating foods that have been handled by carriers. Persons may be carriers without knowing it.

"Typhoid germs are hitch-hikers. They are picked up and spread from person to person, milk, flies, fingers, food. Every case of typhoid is contracted by way of the mouth and the digestive system. The State Department of Health and the local health departments can be depended upon to continue their fight against the disease, but there will still be sources of infection that can be warded off only through the protection afforded by vaccination against the disease."

NEW BOOKS FOR LIBRARY

The money made at the Maids and Matrons program last Tuesday night went to buy new books for the public library. Pretty soon now there will be some new books on the shelves waiting to be read.

THE HERALD

Brownfield, Texas

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The Official paper of Terry County and the City of Brownfield.

ANNOUNCEMENTS

For District, County and Precinct offices.

For Congress, 19th District:
Arthur P. Duggan, Lamb county
George Mahon, Mitchell county
Clark M. Mullican, Lubbock Co.
For District Judge 106th District:
Gordon B. McGuire, Dawson Co
W. W. Price, Terry County.
For County Judge:
R. A. Simms
For District Clerk:
Mrs. J. C. (Eldora A.) White
For County Clerk:
W. A. Tittle
Rex Headstream
Bruce White
For Sheriff, Tax-Collector-Assessor:
J. S. (Jess) Smith
For County Attorney:
Joe J. McGowan
For County Treasurer:
Mrs. C. R. Rambo
Mrs. J. L. Randal
For Commissioner Pre. No. 1:
J. C. Johnson
L. C. (Less) Green
R. G. Nutt
T. D. (Tom) Warren
For Commissioner Pre. No. 2:
E. L. Redford
J. E. (John) Gracey
Geo. W. Henson
For Commissioner Pre. No. 3:
R. I. Cook
Commissioner Pre. No. 4:
A. A. Lawrence
B. L. Thompson.
Lee Lyon
J. E. Eakin
W. L. Willingham.
For Justice of Peace Pre. No. 1:
J. R. (Jim) Burnett
F. M. (Dutch) Burnett

FOR CITY OFFICES

For Mayor:
L. C. Wines
W. A. Bell
Clyde C. Coleman.
For City Marshal:
E. (Gene) Brown
C. E. (Cliff) Fitzgerald
L. M. Rogers

The First National Bank of Rotan, was robbed of a large quantity of silver one night last week. The watchman and some of the town's night owls were held captive while the drilling process was going on and nearly froze. It pays to go home to wifie —sometimes.

Many times stranded banks pay out if placed in the hands of the right kind of receivers. First National of Ralls recently paid 32 per cent, making a total of 73 per cent, and the receiver thinks with a good crop and fair prices this fall, the bank will be liquidated 100 per cent.

For the "Slips that Pass in the Night" column of the Literary Digest, we are offering the following from a recent issue of a daily paper. It stated that a certain evangelist from Kentucky, who was holding a revival in that city, had spent 177 years in evangelistic work. A number of readers of that paper here are wondering what calling this preacher followed the rest of his life.

From the two Clarendon papers, we note that they seem to have a "peeping Tom" in that city, and the sheriff of Donley county has advised those molested to use their shotguns with intent to kill or at least badly wound. So far as we know, we have no "Peeping Toms" in this city, but if we have, we want to assure them here and now that if we catch them trying to see us disrobe for bed, or trying for a view of our manly form while taking our usual Saturday night plunge, we'll shoot and tell Sheriff Jess Smith later.

The Herald has just about decided to let the other party run his business to suit himself in the future providing he is doing a legitimate business. We have noted an attack on Lubbock city recently wanting a gas business of its own. We have also noted attacks on the West Texas Gas Company about their rates. We'll just say this, when we decide our gas bills are too high, we'll just drag out the gas stoves and put in some other kind. We'll admit their rates seem high, but they may think our rates high, too.

Labor unions are great organizations, and they in a way act as a balance wheel between capital and labor. Without organized labor, our workmen would almost be slaves. But, the Herald is of the opinion that it would never do to give any organization arbitrary powers to control the whole labor situation of the nation, any more than it would be willing to give manufactureres a free hand at setting the wages of the employees without benefit of arbitration. Either would likely go too far if given a free reign.

The Texas Weekly of Dallas, went on the air for the first time at 6:15 Monday evening, the editor, Peter Mollyneaux, himself, broadcasting from WOAI at San Antonio. The initial talk, which might be said to be "An Interpretation of the Needs of Texas," was a fine address, and confined to one of the major products of Texas—oil. The Herald advises its readers to listen to these addresses by one of the most frequently quoted editors in our nation, and a man who knows and loves Texas. These addresses can be heard from WOAI every afternoon at 6:15 except Sunday.

An out-of-town peddler did a land-office business for a few minutes on the street Tuesday afternoon. He sold everything from brushes to needles, safety razors, combs, hoes, and what have you. How is it that folks fall for the "line" handed out by these itinerant fellows is beyond us. Yet it remains a fact that all a man needs to do to get cash is to use a megaphone and call the crowd about him and begin raking in dimes until the pockets of the small crowd were emptied. However he made only one sale of women's hose, usually a big seller from trucks.—Ralls Banner.

To call a man a poor fish means to deride, to criticise him for lack of industry or intelligence or ambition or some other vital factor in thinking we call success. Of all "poor fish" in the world of fish, the poorest is the gold-fish, for it swims and swims and swims, thousands of miles perhaps, and then finds itself five inches from the starting point, just like his human prototype who does a lot of fiddling and fussing, a lot of puffing and snorting, and then finds himself exactly where he strated. Action is worthwhile only when it leads to some place.—Rochester Reporter.

For the married man who cannot get along without drinks the following is suggested: Start a saloon in your own home and be its only customer. Give your wife $2 to buy a gallon of hard liquor and remember there are 69 drinks in a gallon. Buy your drinks from the wife and by the time the first gallon is consumed she will have $8 to put in the bank and $2 to start business again. Should you live ten years and continue to buy booze from her and then die, with snakes in your boots, she will have enough to bury you, educate your children, marry a decent man and quit thinking about you entirely.—Anonymous.

"Flowers for the living" is a good sentiment, and should be practiced more. Recently the Tahoka News announced that Mr. Hearne, Santa Fe Station agent of that city was ill, but was better. The Miami Chief of Miami, Texas copied next week, and said all Hearne's friends in Miami, were hoping for his early recovery, leaving the impression that perhaps Mr. Hearne at one time served as agent at Miami. Anyway, the Herald wishes to add its good wishes to this fine railroad man. From 1911 to 1917, the people of Brownfield and Terry county received most of their freight at Tahoka, and of course Mr. Hearne was their station agent. There never was a more accomodating soul than he. We don't say that he would violate any rules of the company to accomodate their customers, but in a pinch, he would go the whole length to accomodate the old timers of Terry county whether they were farmers, merchants or ranchmen. Many times we have sent Mr. Hearne a check much larger than the amount we had in the bank for machinery or presses, but we always got our goods. Of course we always made arrangements with our bankers before the check got back to care for it for us. Many of the old timers of Terry will join the Herald in wishing station agent Hearne a speedy recovery. Flowers for the living.

THE ABILENE Morning News until Oct. 1st for only $2.95. Gives all the state and national political news. This is campaign year in Texas and you'll want to keep up. Let the Herald handle your order.

INTERNATIONAL RED & WHITE
Anniversay AND Easter Sale

With Easter so close at hand, the Red & White Stores are combining this great 13 th Anniversary event with a super sale at Easter.You will find a host of suggestions at your nearest Red & White Store to make this Easter Sunday an outstanding moment in the lives of your family. Plan an Easter dinner and an egg hunt for the kiddies.

MARCH 30 THROUGH APRIL 7

SPUDS 10 lb. 21c
YAMS 10 Lb. East Texas Kiln Dried 25c

Tomatoes, 2 No. 2 tins 19c
Seedless Raisins, 2 lb. 15c
Fig Bars, 2 lb. 25
Pork & Beans B & W or Campbell's, No. 1 tin 5c
Jello, 3 for 16c
Salad Wafers, 1 lb. 16c

SOAP R & W Laundry 5 Giant Bars 16c

Oats, 55 oz. R. & W. 13c
Dates, R.-W. Pitted, 10 oz. 19c
Marshmallows, R.-W. 1 lb. 17
Grapejuice, R.-W., pint 15c
Sauce R & W Cranberry, 17-oz. tin 21c
Catsup R.-W. 14 oz. bot. 16c

PEACHES R. & W. Sliced or halves, No. 2½ tin 17c
CORN No. 2 tin R. & W. Fancy —2 tins for 25c
SALAD DRESSING Green & White, 8 oz. jar—10c; Qt 23c

Sour Pickles Mountain Brand Quart Jar 17c

COFFEE

R & W, 1 lb. tin 33c
Mello Cup, 1 lb. pkg. 25c
Sun Up, 1 lb. pkg. 19c

SOAP
LADY GODIVA for Complexion, or THRILL for bath,
6 Bars 25c

ARMOUR'S STAR HAMS
Half or whole, lb. 16½c

Gallon Peaches No. 10 Tin 41c
Blackberries Gallon No. 10 Tin 41c

Corn, No. 2 Stand. 3 tins 25c
Pickles, 6 oz, jar sour-sweet 9c
Peas, No. 2 tin Kuner's Economy 15c
Sausage, R.-W. Vienna, tin 7c

FRUITS
ORANGES
APPLES
STRAWBERRIES

MARKET
Chuck Roast, lb. 8c
Rib Roast, lb. 8c
Bologna or Weiners 14c

VEGETABLES
EXTRA SPECIAL PRICES FOR WEEK ON VEGETABLES

MANY MORE SPECIAL PRICES NOT LISTED HERE

HUDGENS GROCERY CO.
WEST SIDE OF SQUARE

CHISHOLM BROS.
SOUTH SIDE OF SQUARE

FIRST NATIONAL BANK
Brownfield, Texas
SECURITY —— AND —— SERVICE

BROWNFIELD STATE BANK
Brownfield, Texas
Conservative-Accomodative-Appreciative

FIRESTONE
TIRES —— TUBES —— BATTERIES
MOBILOIL —— MOBILGAS
Chisholm Service Station

CARD OF THANKS

To the people of Brownfield and our dear friends and neighbors, we take this method of thanking you from the very depths of our souls, for your kindness in the death of our dear husband and father, Robert W. Hewett. We would not forget to commend to our friends and neighbors the Terry County Burial Association, who came to our rescue, bearing the expenses of burial of our husband and father.

May God bless all of you.

Mrs. Robt. W. Hewett and family.

Professional Directory

JOE J. McGOWAN
Lawyer
Office in County Atty's office
Brownfield, Texas

Dr. A. F. Schofield
DENTIST
Phone 185 State Bank Bldg.
BROWNFIELD

DR. R. B. PARISH
DENTIST
Office, Hotel Brownfield Bldg.
BROWNFIELD

M. E. JACOBSON, M. D.
Above Palace Drug Store
BROWNFIELD, TEXAS

JOHN R. TURNER
Physician and Surgeon
BROWNFIELD HOTEL BLDG.
(Former offices of Dr. Graves)
Phone 131 day and night

E. C. DAVIS, M. D.
Physician and Surgeon
Oculist
Phone 16 - Alexander Bldg.
Brownfield

Furniture & Undertaking
Funeral Directors
Phones: Day 25—Night 148
BROWNFIELD HDWE CO.
Brownfield — — Texas

J. D. Moorhead, M.D.
PHYSICIAN AND SURGEON
Prepared to do all general practice and Minor Surgery.
MEADOW

ARTISTIC
Real Trained Barbers are employed in this Shop, Specialist in their line. Work of ladies and children given special attention.
LUKE HARRELL, Prop.

TREADAWAY—DANIELL
HOSPITAL
T. L. Treadaway, M. D.
A. H. Daniel, M. D.
General Practice
General Surgery.
BROWNFIELD, TEXAS

530 I. O. O. F.
Brownfield Lodge No.
Meets every Tuesady night in the Odd Fellow Hall. Visiting Brothers always welcome.
T. D. Warren, N. G.
J. C. Green, Secretary

Brownfield Lodge
NO. 903, A. F. & A. M.
Meets 2nd Monday night, each month, at Masonic Hall.
C. L. Lincoln, Sec.
W. P. Cunningham, W.M.

Lubbock Sanitarium & Clinic
Dr. J. T. Krueger
Surgery and Consultations
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Olen Key
Urology and General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
C. E. Hunt, Superintendent
J. H. Felton, Business Mgr.
A chartered training school for nurses is conducted in connection with the sanitarium.

Connally to Make Formal Statement

WASHINGTON, March 23.—Sen. Tom Connally of Texas after a conference with Pres. Roosevelt today said he was preparing a formal announcement of his intention to seek re-election this year.

Connally is being challenged for the senate seat by Rep. Joe Bailey. On leaving the White House, Connally said:

"I conferred with the President on several matters. I have no desire to involve the President in local or State politics and am perfectly content for the people of Texas to pass judgment on my services in the senate.

"Were the matter one to be decided by Pres. Roosevelt, I should likewise be entirely content and would have no fear of the outcome."

School Election Notice

Notice is hereby given that the Board of Trustees of the Brownfield Independent School District has ordered an election to be held on Saturday, April 7th, 1934, for the purpose of electing three Trustees to said Board. Any person or persons wishing their names or the names of friends on the printed ballot may file such name or names with the Secretary of said Board not later than March 31st, 1934.

CLYDE C. COLEMAN.
Secretary.

WANT ADS

STRAY small black mare mule, brand on fore shoulder, from my place 2 miles east Seagraves on Loop road. Notify J. H. Sprinks, Seagraves, Texas. 33p.

FOR RENT—Section of land for pasture in Terry county, about 15 miles west of Brownfield. For information write "The Times," Canal Winchester, Ohio. 33c

Three Jacks and two stallions for sale or trade. See J. J. Hester, city.

NEW and second hand farm implements; horses and mules. Bowers Bros. 30tfc.

ROOM to rent to man and wife. Heflin Bros. 33c

FOR SALE—Good bunch horses. Will sell one or all. Worth the money. At the Massengill yard. A. L. McBride. 34p

Your FRYERS wanted at Hudgens Grocery. 27tfc.

SEE the Faultless Washing Machine at the Brownfield Hdwe. tfc

Your FRYERS wanted at Hudgens Grocery. 27tfc.

EASTER LILLIES

We have for Easter Sunday in pots, Lillies, Hydrangaes, pink and blue, Spirea, white and pink, Begonia ,red and pink, Geraniums, red, pink and salmon, Baby Rambler roses and other pot plants, and cut flowers. 33c

KING FLORAL CO.

FOR SALE my teams, implements, 2 cows and feed. Buyer will get government acreage rent money. M. C. Ammons, mile west Harmony school. 33p.

Your FRYERS wanted at Hudgens Grocery. 27tfc.

TO EXCHANGE—Will exchange Chinese elm, evergreens and other nursery stock for day labor, hauling with truck or team or good sacks. Brownfield Nursery. 30tfc

AERMOTOR Windmills—the most popular mill in the country. For sale by Brownfield Hardware Co. tfc.

FOR SALE—2 horses, wt. 1250; 8 sets harness. Cash only. R. C. Burleson. 30tfc.

FOR SALE—A few second hand cars. See J. L. Cruce. 29tfc.

AERMOTOR Windmills—the most popular mill in the country. For sale by Brownfield Hardware Co. tfc.

160 ACRES land 10 miles south of Brownfield, Tex. to sell on crop payment plan or trade for stock groceries. W. M. Ashworth, E. Stancia, New Mexico. 33p.

Wanted at Flippin Food Store your black-eyed peas or pinto beans. 31tfc

SEE the Faultless Washing Machine at the Brownfield Hdwe. tfc

GEORGIA Half and Half cotton seed, pedigreed, for sale at $1.00 per bushel. Made 17 bales on 22 acres in Terry County in 1933. H. C. Griffith, 2½ miles west of Wellman, address Wellman, Texas. 34p.

—THE CUB'S DEN—

STAFF

Howard Boucher ____ Editor-in-Chief
Sallie T. Stricklin _____ Editor
Logan Redford _____ Business Mgr
Mary Jo Neil _____ Sports Editor
Lucille Harris _____ Society Editor

RECEIVE IT OR NOT—

Seems to me that lady drivers would learn that there ain't any doors in a telephone post

It's a good thing that demerits are theoretical or we wouldn't have any room up here.

The girls show that they're patriotic by dying their hair red, white, and—no, not blue—yet.

Grandma says we're living so fast that she can hardly get her breath. It's funny, but that's just what the falling aviator said.

Sometimes we wonder if teachers are really smart. Of course we know better, but a fellow likes to think of things that might happen yet.

Hi Diddle, hi diddle, the men with their fiddle,
And whiskey, and women, and moon,
And the butler he laughed t'see such sport,
And the way we start home next noon.

TRACK TEAM GOES TO LUBBOCK

Coach Ledbetter and his boys went to Lubbock to an invitation meet last Friday. The thirteen boys won four first places, two second places and four three third places. Coach Ledbetter says his boys may stand before the school when they win something worth while, but not until then. The school is behind the Coach and his boys.

HISTORY CLUB

Monday, March 26, the History club met and heard a debate. The affirmative side was taken by Marguerite Burnett and Tommy Lanious against Sharleen Graves and Harold Hill. The subject was "Resolved, That the demerit system should be abolished in High School." The judges rendered their decisions and the negative won the majority of votes.

A club party was discussed, but no definite decision was reached.

ABOUT B. H. S.

The basketball girls are honestly siting on needles and pins, waiting to see whether they are going to get a sweater or not. Just hold your horses girls, those sweaters will be here by and by—maybe!

We thought all the pupils had the Spring fever, by the way they were moving around last week, but since the snow, everyone goes in a hustle.

Some of our boys are really getting in "high cotton." Do you know what they did? S-s-sh, don't tell anybody. They went to a track meet at Lubbock last Friday and beat some of the Lubbockites. Now that's something to think about! Eh what?

Oh, yes, I'm going to let you in on another secret. Now don't faint or get sick and guess what? Nobody, not one soul was tardy, all day, Thursday. This was a red letter day for B. H. S. Hurrah for our side!

STYLE SHOW

Last Friday night, March 23 a Style Show was given at the High School Auditorium, sponsored by the P. T. A.

Several of the high school girls modeled for the following: Cobb's Dept. Store, Corner Drug, Aryain Dry Goods, LaVogue Beauty Shop, Maids and Matrons, Brownfield State Bank, Murphy Bros, Williams Hardware, Bell-Endersen, Lions Club, Mrs. Downing's Flowers, Cinderella Beauty Shop, Brownfield Hardware.

The proceeds, which amounted to about twenty dollars, will be given to the library in order to buy books that are needed.

IT'S COMING

"Youth Comes Tripping" is a play to be presented by the Seniors April 20th. The cast is being selected, and, if it lives up to the expectations of everyone, this is going to be some play!

WHY GO TO SCHOOL?

Ruby Nell Smith English Three

It pays, in dollars and cents, to go as far as one can in the right sort of school—in almost any school, in fact. Mr. Edison and Mr. Ford got along without much formal training; so did Mr. Lincoln, Walt Whitman, and our present vice-president, Mr. Garner. Very superior persons like these, and all fools, are outside the law of averages. Everybody who intends to amount to something in this world must get ready; and schools are the best preparation we have learned to make so far, to the problem of getting ready.

One who leaves school early is shut out from all the professions, to begin with. He cannot be a lawyer, a doctor, teacher, a dentist, a surveyor, a preacher, a modern architect without preparation in school. A girl may get a place in a ten cent store as soon as the law allows her to leave school, and a boy, who finishes the eighth grade can strike the level of mixed drinks at a soda fountain—both perfectly respectable jobs for a summer vacation, and both likely to have tragic consequences if continued after the school bell rings in the fall. The overcrowding of every American university shows pretty clearly that even college education pays. ?

Whatever the practical future we dream about, beyond the wheel-barrow and the retailing counter, schools can shorten our roads. Reckoning the wage of a life-time, it can be fairly shown that every day in the four years of a completed high school course has been worth to an average student about ten dollars. It is work with the head that pays.

If we may grant the above argument, if education is indeed measureable in the terms of dollars and cents per day, is not the matter of school attendance not consequently a matter of business procedure. If one were employed in a business which paid him ten dollars a day for his service would he not be foolish to be absent from that business so frequently as to lose his mastery of it? Is it not equally as foolish to lose, by tardiness and absence the values to be had from school life? Just as a man cannot succeed in business with haphazard methods or indifferent attendance upon that business, so will a pupil who is indifferent to his school attendance fail to gain that which he has a right to expect from the school.

Do we of B. H. S. think seriously of the importance of punctuality and regularity in attendance? Do we give our best effort in an attempt to be present every day on time? Do we indeed look upon school attendance as a business?

No. Looking at the proposition from a purely practical point of view we cannot aford to be absent upon the slightest pretext of necessity or a mere whim of desire.

Let us work together for better attendance in B. H. S.

C. L. (Abe) Lincoln, Brownfield representative of the Southwestern Life Insurance Co., attended the school for their agents at Lubbock last week, and reported a great time and plenty of information.

We are glad to see Cecil Smith back on the job as manager of Higginbotham-Bartlett Co., after a long illness, during which he had his tonsils removed for the third time.

Smokey Taylor has enployed Messrs. O. O. Marshall and T. M. Randle of Southland, Texas, to run his cafe and retail beer establishment. We understand that Smokey retains the Smith Hotel, but will devote most of his time to his wholesale beer business.

DR. HUNT'S LIFE BLOOD

While West Texas and Southern Methodism are mourning the loss of Dr. J. W. Hunt, an interesting incident is told by Dr. A. O. Scarborough, veteran medical doctor of Snyder, who was a close personal friend of the educator and preacher.

The local doctor, while lecturing at McMurry several years ago, pointed out that many men and women were literally putting their life blood into their work . . . and he gave Dr. Hunt, who was on the lecture platform, as a pertinent example. "Such men and women are killing themselves, but they just don't know it," Dr. Scarborough told his audience.

That half-prophecy came true last week. But who can say that Dr. Hunt did not gain for humanity by losing his life at the peak of his era of usefulness?

Is it not impossible that the dynamic Hunt personality, the brilliant Hunt intellect, the abounding Hunt consecration to righteous causes, might have been lost had Dr. Hunt "slowed up" for vacations and rest periods?

Certainly, much of Dr. Hunt's success hinged on striking while the iron was hot. To have stopped in the middle of the stream for rest might have been to see many of the Hunt-sponsored enterprises crumble and die completely.

A greater than Dr. Hunt brought an eternal doctrine to the minds of slothful men almost two thousand years ago. He wove His tapestry of love and hope for only three short years, in a tiny niche of earth. At 33 he was crucified. Christ might have lived and taught to his fifty-ninth year, as Dr. Hunt did; or he might have wrought for 100 or 500 years. But he, too, chose to sacrifice his life for humanity.

Dr. Hunt spilled his life blood, and sacrificed many of the pleasures for which men usually seek, because he deemed the cause more worthy than the life God had given him.

Not the least of his accomplishments—the building used by the First Methodist Church, Snyder—stands as a monument to his tireless energy and his never-ceasing consecration. It is entirely fitting that the local church membership set aside a special service in honor of the man who followed the gleam at all costs.

Such a service comes at the 11:00 o'clock hour Sunday morning. It is ours to give tribute; Dr. Hunt gave life-blood.—Snyder Times-Signal.

It is told on J. C. Hunter, who recently traded for a beer parlor here, that a bunch of his friends were guying him about putting water in his milk at his dairy, and hoped he would not water his beer. A stranger overhearing the conversation, and thinking it the straight goods, walked up to the bar, and becoming confidential, said: "Mister, I want a glass of beer, but no darned water in it."

Luther French was in Tuesday from the Pride community.

Mrs. Jack Creel and son of Seagraves, were here Tuesday afternoon shopping. She was accompanied by her brother, Earl Hargett, of Dallas. Earl is an old time Brownfieldite, and we are sorry he is crippled with rheumatism.

VISIT OUR

Spring Showing of the Frigidaire '34



BE OUR GUEST • SEE WHY THOUSANDS ARE SAYING "OURS IS A FRIGIDAIRE '34"

Do you think that *all* electric refrigerators are noisy and expensive to operate?...Do you think that the ice trays of *all* electric refrigerators stick and have to be pried or hammered loose?...Do you think that defrosting *all* electric refrigerators is a nuisance?

Then visit our Spring Showing of the Frigidaire '34! It has *automatic* ice tray release...the trays slide out at a touch of your finger! It has *automatic* defrosting...turns *itself* on after defrosting is completed! The extra quiet motor is so efficient that it operates on an amazingly small amount of current.

And the Frigidaire '34 line contains models that have the Sliding Utility Basket which is wonderfully convenient for storing small articles...adjustable shelves...much greater Hydrator capacity...generous ice-freezing capacity...the convenient, new, Frigidaire Servashelf, and...*Lifetime* Porcelain inside and out!

Our special Spring Showing of the Frigidaire '34 is now in progress. See this colorful display; learn why thousands boast, "Ours is a Frigidaire '34."

Amazing Economy

HERE IS A FRIGIDAIRE THAT USES LESS CURRENT THAN ONE ORDINARY LAMP BULB!

EVERY YEAR THE BEST OF THE YEAR

$99.50 Plus Freight DELIVERED and INSTALLED

Model Standard 634

On Display and For Sale by

HUDGENS & KNIGHT

Homer Johnson, of Old Yoakum, is a new reader. Homer runs the filling station just beyond Tokio.

J. L. Futch, of Plains is a new reader. This was sent in by Mrs. Cora Read, P. M., at Plains.

A Writers Short Course, conducted by Frank Clay Gross, popular Denver magazine writer, will be held in Amarillo, beginning April 2.

Ed Dumas of Plains, was a visitor in our city this week.

T. W. Barrett of the Tokio section, has turned in his subscription to the Herald and Farm News again.

Several people from here are attending the Harley Sadler tent show at Tahoka this week.

We Carry A Good Stock of

PARTS

We Would Like To Care For YOUR NEEDS.

M. J. CRAIG

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SEE ME—for general repairing of any kind. All kinds of welding, Battery and Radiator repairing. Prices in line with others.

FLEM McSPADDEN

MAGNOLIA PRODUCTS

TOM MAY, Agent

Phone 10 Brownfield, Texas

By means of a PATENTED tire construction we put on your car a tire that is 20 per cent stronger. That is why we can insure it against anything.

GRACEY & MULLINS

The Terry County Burial Association

—Your Friend in Time of Sorrow—

W. W. Price, Pres. R. E. Shugart, Sec.

Make Every Day Fire Prevention Day

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

E. G. AKERS

Insurance :—: Bonds :—: Abstracts

RED & WHITE STORES CELEBRATE 13TH BIRTHDAY

Founded in 1921 by S. M. Flickinger

From an humble beginning, the Red & White stores have leaped into international fame. There is hardly a hamlet or city in the United States or Canada which has not heard the Red & White name. Growth of the Red & White stores has been phenomenal.

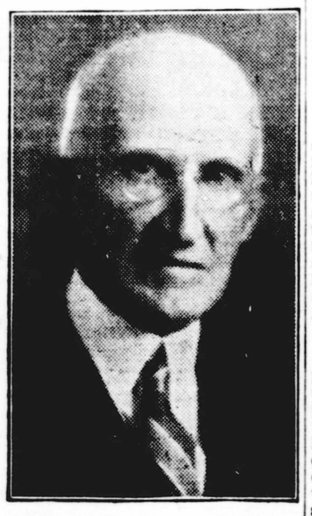
History of Red & White

The Red & White stores plan of operation was conceived by Mr. S. M. Flickinger, of Buffalo, New York, in 1921. It was to meet the demand for a wholesale-retail cooperative organization. It spread into several cities and in the course of a few years the Red & White cooperative plan of home-owned, home-operated stores spread throughout the United States and the Dominion of Canada.

Each Red & White store is owned and operated by the store owner, who has affiliated himself with a number of similar independent stores in his city and are serviced by a local wholesale grocer H. C. Wooten Grocery Co. There are over one hundred similar wholesale grocers in other parts of the United States and Canada who also offer this unique service to their own individual groups. These organizations are affiliated with a national organization who comprise the Red & White Corporation.

Red & White was conceived and developed for the benefit of the retail store and is operated not for profit. It is not a stock-selling scheme—it is purely a friendly organization whose existence is made possible by the splendid cooperation, confidence and integrity of its members, whose names comprise the "social register" of the wholesale and retail food industry. Some of the finest names in the distribution of food can be found listed among the Red & White members. One of the unique principles on which the Red & White stores operate is the pplication of the Golden Rule, "Do unto others as you would have them do unto you." This plan of operation has proved to be highly successful and brings a fraternal atmosphere into the daily grind of business.

S. M. FLICKINGER



Red & White Brands Controlled by Red & White Stores

The Red & White organization owns and controls the superior quality Red & White foods, whose name has come to mean a great deal to the housewives of America. It stands for the highest quality obtainable and enjoys the unique distinction of having a longer list of approved items by Good Housekeeping Magazine Institute than any other food manufactured in America.

Plan Anniversary Sale

To commemorate the thirteenth year of progress of this organization, the Red & White stores are planning an International Anniversary Sale to be conducted in hundreds of newspapers throughout the United States and Canada, carrying the message to the housewives of America through their own store newspaper, "News Flashes," together with a unique presentation of many Red & White foods through lithographed window display cards and other media.

Every Red & White store will be dressed for the occasion with banners and signs and there will be an air of friendly hospitality expressed in every store. You are cordially invited to visit your nearest Red & White store during this gala event.



The veterinary fails to consider the pick-up and power of Conoco Bronze.

CONOCO

CONOCO RADIO PROGRAM
NBC Network
Wed. P.M.
10:30 E.S.T.,
9:30 C.S.T.,
8:30 M.S.T.

The emergency arises—there is Conoco Bronze in the tank and you are in possession of the instant starting and lightning pick-up that saves the situation, if speed is required.

Conoco Bronze has those outstanding qualities but it also has long mileage, greater power, smoothness of operation and high anti-knock to serve you from day to day. It is blended by science for practical purposes and comes to you without premium price for such performance.

Get a free Tony Sarg book of these eighteen advertisements. Go to any Conoco station or dealer, who will give you a postpaid, self-addressed postcard. You will receive this large book of entertaining advertising illustrations by mail.

CONOCO BRONZE GASOLINE

INSTANT STARTING—LIGHTNING PICK-UP—HIGH TEST

C. B. QUANTE, Agent

TELEPHONE 158J BROWNFIELD, TEXAS

OLD APOSTLE GIVES ADVICE

Well after all these years along comes Barney Buffington of Amarillo to prove that the bite of the Gila (hela) Monster is not fatal. This lad had to go clear out to the tropical forests of Arizona between Williams and Ashfork to get the biting done properly. The forest is petrified and among the old chunks these lizard reptiles loll around and cuss the country of their birth. From the earliest, we are told that when one of these lizards bit you anywhere on the body, limbs, or even snipped the hair or ears, you just had to lie down to keep from falling—it was sure death. This crazy boy walked along the highway—lonesome like—looking for a hitch because he was tired of hiking, and up pops the lizard. The boy naturally admired the red and white gills on the jaws of the blamed thing, poked it inside his shirt and proceeded to make a menagerie out of his manly bosom. The speed at which he got rid of the lizard after it bit him is not known, but he is getting well of the bite. I've slept with these pecky things "in and out" on about two occasions. When the lizard climbed in, I went out and took to the cactus country. No standing around to see if the bite would be fatal. No sir, not me.



EYES EXAMINED
GLASSES FITTED

E. C. Davis, M. D.

BROWNFIELD, TEXAS

ANHEUSER BUSCH

Both Bottle and Tap Beer. Also Blatz Beer both keg and Bottle.

Budweiser, per case net $2.60

WORLD'S GREATEST BEERS

ROOSEVELT CAFE

Phone 34 We Deliver

SEE US FOR YOUR REQUIREMENTS

Monitor Windmills Dempster Windmills

Ever-Oiled Axtel Windmills

Wallpaper Coal Lumber, etc.

CICERO SMITH LUMBER COMPANY

Teachers

You can earn several hundred dollars this summer, and you can secure a better position and a larger salary for the coming year. Complete information will be mailed on receipt of a three cent stamp. Send for it to-day.

CONTINENTAL TEACHERS AGENCY, INC.

1850 Downing St., Denver, Colo.
Covers the ENTIRE United States

RURAL SCHOOLS AND CITY SCHOOLS
SUMMER WORK AND SCHOOL YEAR POSITIONS

"Thanks for sending me so many good positions to apply for, over 30 during the first five days I was enrolled."—An Illinois Teacher.

SCHOOL OFFICIALS—We can put you in touch with the very finest teachers. Our service is free to you.

Notice

LUMBER CUSTOMERS

In co-operating with the Administration it has become necessary that we set opening and closing hours. These hours have been set at

OPENING 7:30 A. M. CLOSING 5:30 P. M.

These hours become effective on April 1st, 1934 and we trust our customers and patrons will co-operate with us in these hours and call on us between the above hours which we will endeavor to observe, and care for your trade to the best of our ability.

Emergency Calls Will Be Cared For at Any Hour.

Higginbotham-Bartlett Co.

Cicero Smith Lumber Co.

C. D. Shamburger Lbr. Co.

A lot of people think the "vinegarone" is deadly poison. My kids played with them in New Mexico. The bugs stink but if they ever did bite, sting, or scratch any one, I've never heard about it. Some people seem to think the centipede is a bad egg. He may be if given plenty of time, but if the place is poulticed with damp soda right soon after the sting, the place will hardly turn red. That's the remedy that the best doctor would use if you called him. There is a hard shelled cricket affair known to the Mexicans as a "chatz" that burrows in the sand in that desert country that is said to be a bad actor. Like other things, it has a bad rep but no victims so far as I ever heard about.

This advice is all free. Don't come around taking up my time trying to "pay off." Every one ought to see the southwest at least once. I've seen it for years over and over again and find it more interesting each time.—Clarendon Leader.

A COMMUNITY AFFAIR

A mistaken idea with some people is that the newspaper is an individual proposition. If they dont like the editor, they feel they must knock the paper and stand in the way of its success whenever possible. They do not realize that the local paper is just as much a part of a community as the schools, churches, or anything else. The newspaper is different from any other business. It is a community affair. It is service to the people and not for any individual.

You may not like the editor and the editor may not love you any too well—but the paper he is responsible for does just as much for you as the service rendered for others. Theres nothing personal with it; it is here for a purpose and that purpose is to do what good it can in every way it can, and the greater the support of those it undertakes to serve the better service it can render. It takes the people to make a good newspaper, and without the help of the people no one can run a successful paper. It requires money to operate any kind of business—even the churches and the papers are no exception, and for this reason they must have the financial support of the business interests as well as the good will.

Few newspaper publishers make more than a comfortable living and scarcely one is reported wealthy from money made in the newspaper business. They deserve to be trusted and to be understood by the people— it is the editor and not the plant that makes a newspaper useful in a community though a liberal patronage is necessary if the paper is to be a credit to the town.—Sudan News.

SPEED BREEDS DEATH

One of the most serious aspects of the automobile acidentc problem is a constant increase in the number of fatalities per acident. In 1933, for example, the number injured non-fatally increased 2.2 per cent over 1932—while fatalities jumped 5.9 per cent.

The reason for this is obvious: Excessive speed. It is an incontrovertible maxim that the chance of an accident producing a fatality becomes greater as the speed of cars involved increases. A vivid example of this is provided by comparing last year with 1927. Registrations in 1933 were less than 3 per cent above the 1927 level. The total number of miles driven by passeneger cars was little, if any, greater. But there were 17 per cent more deaths.

A recent exhaustive survey produced the fact that excessive speed was responsible for 33 per cent of all automobile deaths. And that term, "excessive speed," needs a definition. There are times when fifteen miles an hour is dangerous and there are times fifty miles an hour is overcautious. Road and weather conditions, the amount of traffic, the experience of the driver, the condition of the car—these factors, rather than a mere speedometer reading, are the tests of safe operating speeds.

Any speed is unsafe if the driver is unable to stop his car in the assured clear distance ahead. Road and weather vary the safety factor.

Study your car and your own capabilities. Discover how soon you can stop at varying speeds. This is indispensable in becoming a safe motorist.

NEXT MONDAY IS TRADES DAY

Alferd Mangum, former citizen of Brownfield, but now of Plainview, was here last week installing the heavy engines and crushers ordered by the Babicora Development Co., replacing those burned some time ago.

NEXT MONDAY IS TRADES DAY

GOOD DRY CLEANING

COSTS SO LITTLE

But gives so much more satisfaction that it will pay you in the end.

CITY TAILORS

OJIBWA INDIAN BOY RED GOOSE—THE

By Carlyle Emery

An Indian Story for Boys and Girls

Twisted Nose refused to give Betty up to Bill Stoddard, saying that he was going to adopt her as a Sioux because it was good medicine, which means good luck. But Red Goose says he will prove that Betty is bad medicine for Sioux.

Now go on with the story.

Nobody in the party had the slightest idea what Red Goose was going to do, so you can imagine how surprised they were to hear him tell Twisted Nose he could prove Betty would bring bad luck to the Sioux.

But Red Goose knew that the Sioux were very, very superstitious, and that they believed in all kinds of signs.

So, stepping up where everyone could see him, he took a flat stick he had in his hands and stuck it in a bonfire that was burning nearby. He held it there for a few minutes until it was buring freely. Then he snatched the stick out of the fire and stuck it in the snow.

There was a hissing sound as the snow put out the fire. Then, looking very solemn and mysterious, Red Goose pulled the stick slowly out of the snow and held it in front of Twisted Nose for his inspection.

"See?" he said "Arrowhead is burned on flat end of stick. That is bad medicine. Same arrowhead is burned on shoulder of little Paleface squaw. That is bad medicine, too."

Twisted Nose was deeply impressed—there was no question about it. There before his very eyes was an arrowhead burnt on the stick that Red Goose held before him.

To himself he thought, "Ugh! Bad medicine. Very bad medicine if arrowhead is burned on shoulder of Paleface, that would be bad medicine for Sioux. But maybe Ojibwa boy lies. Maybe there is no arrowhead on shoulder of Paleface."

To Red Goose he said, "Maybe Ojibwa boy is right. Wait! Twisted Nose will go see." And without another word, the suspicious Sioux started toward a tepee in which Red Goose felt sure he was keeping Betty a captive.

As soon as he disappeared from sight, Bill Stoddard stepped quickly over beside Red Goose and whispered:

"Boy, you're a wonder! But how in the world did you do it. Why it was just like a brand and exactly like the birthmark on Betty's shoulder!"

"Trick easy," whispered back the clear-thinking Indian boy. "Red Goose had piece of wax in his belt. Made arrowhead on stick with wax—that part of stick burn first—make arrowhead look like brand."

"Is that what you were thinking about when you were looking at that piece of paper so long?" asked Bear Cat, with admiration in every word.

"Bear Cat is right," was the simple reply.

"Quiet!" said Bill under his breath. "Here comes Twisted Nose and the girl is with him!"

(To be continued)

AN ECONOMIC CRIME

The annual per capita fire loss in the United States is $3.00. The average loss in three major European countries is only 60 cents.

That astonishing difference is principally the result of a single cause: The difference in attitude of mind toward fire between the American and the European.

In America it is considered a misfortune to have a fire—in Europe it is a crime, and if a third party's property is damaged the person whose negligence was responsible is apt to be arersted and held liable.

One need not advocate that European legislation of this nature be adopted in this country. But it would be an excellent thing for us all if the European attitude of mind toward fire was more prevalent. Every fire destroys irreplaceable natural resources--and all the insurance money in the world can't bring them back. It can simply pay for part of the damage.

A heavy percentage of fires is directly responsible for increased taxes—inasmuch as when taxpaying property is destroyed the share of the cost of government it paid must be levied against other property. By the same token, fire destroys jobs, investment opportunities, and deprives families of their livelihood.

We all regard arson fires as social crimes—but every fire which is preventable, is an economic crime. That is worth remembering now, when every resource, every effort should be bent toward using to the full all our national assets in bring recovery.

Homer Nelson, local druggist was carried to Lubbock Sanitarium Wednesday night. It is believed now that he has appendicitis, but at the time we go to press, the diagnosis has not been completed.

NEXT MONDAY IS TRADES DAY

Gomez School Notes

Tress Key ..... Editor
Mildred Fore ..... Ass't Editor

We wish to express our sincere appreciation to the students, teachers, and citizens of Brownfield for the fine way in which they entertained the participants in the County Meet. They made each of us feel perfectly welcome and left us with a feeling that they were glad to have us. While Brownfield was anxious to win every event they could, we think that they were fair in every respect and took no unfair advantages in order to win. We think that the Brownfield students, on the whole, showed a spirit of sportmanship seldom equalled and we feel that they have made a great number of friends throughout the county.

The fifth grade entertained at the assembly period last Wednesday afternoon with a play entitled "Tom Sawyer and Huckleberry Finn." It was sponsored by their teacher, Miss Berwyne Bass and enjoyed by the entire student body. We have had some very fine plays and entertainments on assembly day, but this was rated among the best.

The Freshmen and Sophomore classes were entertained with a very humorous "tacky" party Friday night at the home of Misses Ruth and Edna Belle Earnest. It was sponsored by the three teachers, Misses Rena and Nellie McLeroy and Berwyne Bass. There were a number of highly original and quaintly dressed persons attended who reported an excellent time.

High School was honored with a party last week at the home of Mr. and Mrs. Robert Young. Forty-two and many other games were played and enjoyed by all those present.

EASTER INVITATION

The entire Wellman community is cordially invited to our Easter hunt at the home of A. A. Lawrence, Sunday afternoon at 2 o'clock.

Everyone come and bring some eggs.

Rev. J. M. Hale, pastor of the First Baptist church, was in to see us this week. While still ailing, he appears to be improving in health.

FIRST MONDAY SPECIALS

1 lb. Floating Castile Soap 25c
8 ounces Hair Oil 38c
Combination Coty package
Face Powder and Perfume 98c

Don't forget to come in and buy that box of
EASTER CANDY

ALEXANDER'S

"The Rexall Store"

CHURCH OF CHRIST

Despite the fine snow on the ground, a fine audience was present last Lord's day morning, and a fairly good audience was present at night. Every member of the "one body," the church, should be present at the services weekly, if at all possible. God expects his children to be at the meetings of the church weekly, and the public is cordially invited. Every member is urged to attend the following services next Lord's day:

10:00 A. M.—Bible Study

11:00 A M. and 8:00 P. M. worship

Morning subject: "Spiritual Grow and preaching. Morning subject: "Spiritual Growth;" evening theme, "Why Are You Not A Christian?"

The young people meet 6:45 p. m.

O. M. Reynolds, Minister.

Miss Bonnie Dale Gross of Lubbock was a visitor in the Stricklin home over the week end.

FORRESTER P. T. A. NEWS

The Forrester Parent-Teachers Association met for a business meeting Friday night, March 23, 1934. Following the reading of nominating committee's report, the following officers were elected:

President—Mrs. C. C. Nettles
Vice Pres.—Mrs. Harmon Scales
Secretary—Mrs. Lee Gage
Treasurer—Mrs. G. E. Zachary

The folowing program was given:

Reading—C. L. Chambliss

Play "Difference of Opinion"—Seventh grade.

A correction: Mrs. Robt. Whitney came in this week and stated that the Herald was in error last week when it stated that she was appointed by the commissioners court as County Health nurse. She is working for the CWA, and the appointment is from the state. Each county, she stated has such work going on now under the direction of CWA.

Announcement

We are in position to make loans to farmers for crop production and the purchase of livestock. Can give prompt service.

At this time we will buy the following warrants:

Terry County General at ..... 10 per cent discount
Terry County Road and Bridge at ..... 10 per cent discount
Terry County Common School Available at .. 5 per cent dis.
Gaines County General Fund at ..... 10 per cent discount

YOUR BUSINESS IS SOLICITED

FIRST NATIONAL BANK

BROWNFIELD, TEXAS

W. R. McDuffie, Cashier R. M. Kendrick, President

OUR 23 YEAR COLUMN

On the front page of our issue of March 31, 1911, appears that editors would now term a front page editorial. It was an argument for the co-operation and sympathy for each other of the Farmer, Merchant and Country Weekly. Reading it this day and time, we can still see the great need of the co-operation and sympathy of these three members of our society, just as we saw it that day. United, the combines of capital cannot break them. Separated and fighting, they become the easy prey of the pilfering rich.

On the editorial page, we note that Governor Colquitt had approved the bill making a new judicial district of Lubbock, Hockley, Cochran, Yoakum, Tery, Lynn, Garza, Dawson and Crosby counties. Hockley and Cochran were then unorganized counties attached to Lubbock county for Judicial purposes. Judge W. R. Spencer of this place was made the new District Judge, and J. E. ickers of Lubbock the District Attorney. A news item stated that the Fat Stock Show at Fort Worth had lost several buildings in a fire.

Gomez Items: Dr. Ellis had carried Mr. Johnson to Fort Worth for medical treatment. Mrs. J. T. Gainer and Miss Mary Pulliam of Plains were visiting in Gomez. J. W. Spear and wife of J. Cross, were in trading. Glenn Harris of Harris, spent the night with his friend, Jim Moore. Uncle Tom DeShazo was over planting flowers at the grave of his son.

Brownfield Items: Clay Hughes was moving to Lynn county. M. V. Brownfield had purchased a new turning plow. Dick Brownfield and his "boss" Jake Beal, were rebuilding a Buick. It was stated that bicycles were becoming almost as thick as fiddlers in h—. Weather fair and dusty. J. R. Walker and Mr. Telford of Groves, were in town. J. C. Green was sending the Herald to his mother at Georgetown. Atty. W. D. Benson of Lubbock, was here on business. Mr. and Mrs. Wilford of east Texas, were visiting her father, Mr. Telford of Groves. A freak three-legged calf was born to a cow belonging to W. A. Bell.

I. H. Hudson was in and said grass was about high enough to quit feeding cake. Mrs. L. T. Brooks had opened a millinery shop in Gomez. Lonnie Bingham of the T4 was through on his way to Tahoka after supplies. R. K. Benton of Harris, was a new reader. J. T. May reported selling seven pair of shoes in less than an hour. Mrs. Doc Walker gave a fish fry to her neighbors. Dr. H. T. Day and Misses Minnie and Kate Bryant, were in from Groves community shopping. Judge W. R. Spencer carried Rev. Kerby to Plains, to hold a meeting. A girl was reported to have been born to Mr. and Mrs. H. H. Longbrake. Col. J. T. Gainer reported a fine rain at Plains. Wm. Williams of Coryell county had purchased two sections in Terry county from Dr. Norris of Lubbock; consideration, $6,000.00. "Dogie" Patterson was in from the ranch. Grandpa Shrock had returned from a visit to Nolan county. Jim Lewis had come to town and threatened to wipe up on the town boys. His tobacco was taken away from him and he quieted down. Rev. Kerby, Presbyterian minister of Sweetwater had preached here. J. B. Garrison and wife were in trading. W. D. Winn and daughter carried their teacher, Miss Harris, to Tahoka, where she took a train for home in Mississippi to spend vacation.

Mrs. Elizabeth Cherry, aged 78, had passed away at her home in west Terry. An unmaried son, Wm. E., and an unmaried daughter, Miss Ada, survived. The Brownfield Bench Warmers Association had given notice of disbanding. Three members, Uncle Jack Coble, W. J. A. Parker and R. R. Hughes seemed to be all the members left. The following 4th, 5th and 6t6h grade pupils appeared on the Brownfield school honor roll: Ernest Burnett, Lois Brownfield, Lissie Winston, Eunice Bynum, Nora Black, Ellen Welch, Ruby Allmon, Ona Walker and Annie Pearl Cardwell. All for this week.

John Wall has returned from the Valley section, which he viewed last week. He seems to be content to remain in old Terry, as he is making hash again at the Club Cafe.

Among the new readers since our last issue, are, Homer Sheats, W. C. Schulz, city, and routes, D. L. Blevens and Homer Johnson of Tokio: James S. Campbell of Weatherford, by Sam White of this city, Lee Graves, Winters, Texas, and J. L. Futch, of Plains.

Crosbyton voted for beer last Friday by a substantial majority. Amherst is to try it again Saturday, and Tahoka and Lamesa are to vote soon.

NEXT MONDAY IS TRADES DAY

Courteous Service

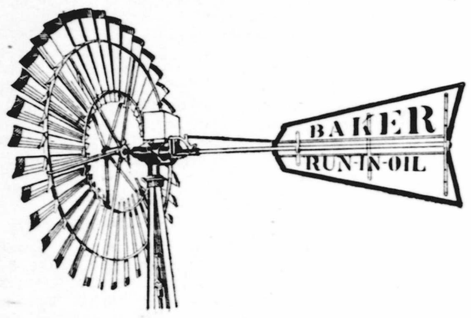
quiet and pleasant service make a good meal perfect. All this may be yours if you eat here.

Brownfield Hotel

—and—

Coffee Shop

M. E. Brown — Prop.



HUDGENS & KNIGHT

Brownfield - - - - - - - - - - - - Texas

CUT FLOWERS

—Fresh Flowers for all occasions.—

DESIGN WORK made up on short notice Day or Night

Seasonable Pot Plants in bloom now.

KING FLORAL CO.

Greenhouse 902 E. Cardwell - - - Phone 196



SOUTHWESTERN LIFE INSURANCE COMPANY DALLAS, TEXAS

The Certificate of Trade Mark REGISTRATION *on the left protects Trade Mark owners from infringement; identifies the* GENUINE *for buyers of Trade Marked Products; and discourages imitations.*

Registered INSURANCE

The Following Certificate of Registration Is Attached to Every Southwestern Life Policy...

STATE OF TEXAS
DEPARTMENT OF INSURANCE
Austin, Texas, _____ 193__
This Policy is Registered, and approved Securities equal in value to the Legal Reserve hereon are held in trust by the Commissioner of Insurance of the State of Texas.
_____ Life Insurance Commissioner

Extra Protection At No Additional Cost

Southwestern Life Does Not Owe Any Governmental Agency or Other Financial Institution.

You can get Southwestern Life REGISTERED Insurance at low cost for temporary protection; for education of children; for permanent protection; for a monthly income as long as you live after retirement; for your every need.

And this long-established Texas Company offers even further protection in the form of Capital and Surplus amounting to $6,597,248.40.

SOUTHWESTERN LIFE INSURANCE CO.
HOME OFFICE . . DALLAS, TEXAS

ASSETS
$41,777,495.29
CAPITAL AND SURPLUS
$6,597,248.40

Southwestern Life's disbursements in Texas during 1933 amounted to more than $7,000,000.00.

Just another evidence of what this Texas Company, operating exclusively in Texas, means to the welfare of Texas citizens.

C. L. Lincoln
Brownfield Representative

A TEXAS INSTITUTION

Sen. Connally Has Support of Administrtion

By Bascom N. Timmons

WASHINGTON, March 17. (Special)—Some time between now and the primary elections the Roosevelt administration will find a means of letting it be known that it would be pleasing to it to see certain United States Senators and perhaps certain members of the House of Representatives re-elected. This much was certain today. The only thing in doubt is the means it will use.

Three sitting senators high in the favor of the administration include two orthodox Democrats and one progressive Republican. They are:

Senator Tom Connally of Texas, Democrat.

Senator Hubert S. Stephens of Mississippi, Democrat.

Senator Hiram Johnson, progressive Republican, California, who campaigned for President Roosevelt and has backed his program in Congress.

The Democratic National Committee will not be the instrumentality for the administration's expression of its desire. Truth to tell, the Democratic National Committee is about the most inactive organization in the nation today. It has been riddled by resignations and is perfectly willing to wait for off-year state conventions to fill the vacancies. Even if elections to fill the vacancies are held in the states, there is no assurance that a meeting of the national committee will be held any time soon to ratify such elections and a national committeeman or a national committewoman does not function until his nomination is ratified.

With great gaps in its membership of the national committee because of resignations, the national committee will take no part in the campaign. Much was made of the statement of Postmaster General Farley, chairman of the Democratic national committee on February 27 that the national committee would take no part in the campaign.

Since that time the placing of the campaign for the election of senators in the hands of the Senatorial committee headed by Senator James Hamilton Lewis of Illinois, and for members of the House of Representative in the hands of Representative Joseph W. Byrns of Tennessee has emphasized that the congressional campaign this autumn is to be an administration and not a national committee matter.

Persons anxious to know the administration's attitude in Texas have given the word that the proper cue is to watch Vice President Garner. Should Garner make a statement in favor of Connally it would generally be taken as the attitude of the administration. It is pointed out that Garner has not and will not take any stand that is not the administration attitude.

That the administration has felt kindly toward Connally has been well known. It was the junior Texas Senator who in the Senate first advocated the lessening of the gold content of the dollar. Just one year to the day after Connally first advocated this measure in the Senate, the gold devaluation bill was passed.

Connally also has just piloted through the Senate the bill making cattle a basic commodity, another administration-blessed measure.

Hospital Notes

Hope Hartman was dismissed from the Treadaway-Daniell hospital last Saturday.

Maxie Hunter had her tonsils removed this week.

Victor Renner was operated on for ruptured appendix Monday morning.

Mrs. M. Hogue of Tatum, N. M. was in the hospital a few days last week.

Mrs. A. J. McLaughlin and infant son returned home Tuesday afternoon.

GARGOYLE Mobiloil

Mobil Certified Lubrication

Mobilgas SOCONY-VACUUM

JIM MILLER

For ACHES and PAINS
BALLARD'S
SNOW LINIMENT
Penetrates! Soothes!

Alexander Drug Store— Corner Drug Store—

DULL HEADACHES GONE SIMPLE REMEDY DOES IT

Headaches caused by constipation are gone after one dose of Adlerika. This cleans all poisons out of BOTH upper and lower bowels. Gives better sleep, ends nerveousness. Alexander Drug Store

DEFINES BANKERS' PART IN RECOVERY

Head of American Bankers Association Assures the President of Confidence and Desire to Cooperate Among Bankers

WASHINGTON, D. C. — President Roosevelt in his address before the NRA conference here on March 5 announced that he had received the following telegram from Francis M. Law, President of the American Bankers Association:

"On this your first anniversary please allow me in behalf of the country's banks to express our full confidence and our sincere desire to cooperate in your courageous efforts to bring about recovery.*** The banking structure of the country is sound and liquid and banks have never been in stronger position to function effectively. Conditions have improved to the point where it is no longer necessary for banks to be super-liquid.*** There is a definite call now for banks, not to extend loose credits or to make improper loans, but for a most sympathetic attitude toward legitimate credit needs and for a recognition of responsibility for their proper and vital part in the program of recovery."

The Soundness of Banking

In an address before a recent trust conference of the association's Trust Division in New York, Mr. Law said:

"A depression cannot long survive a sound banking structure if the banking structure is responsive to legitimate needs and functions in a way that is virile and alive. The most cheering fact of the present situation is the knowledge that banks are in strong position.

"Recovery, even to the most pessimistic, is no longer a myth or a rumor, nor is it merely psychological. Abundant evidence and proof lie on every hand—tangible proof. With a return of confidence the wheels have begun to go round and a great many well managed businesses may look for a profit during this calendar year with fair assurance at least. For what has been achieved let us thank the President, who has labored with courage and patience and vision. Let us thank the Congress, whose members during the emergency have put the public welfare above partisanship. Let us thank one hundred twenty-five million of our own citizens who have refused to be stampeded, but rather who have kept alive the divine spark of faith and hope.

Cause for Confidence

"We may reasonably expect that the recent action of the government in stabilizing the dollar will have a marked tendency to encourage industrial and other business commitments. Business men need not be so exclusively engaged in taking counsel of their fears now that uncertainty does not haunt them.

"Much has been said about the loosing of credit by banks. During the acute period of the depression banks for the most part have not been lending normally, nor should they be blamed. With public confidence shattered the banker was properly concerned in liquidity, having in mind his primary obligation to pay off deposits. The situation has improved to the point where superliquidity no longer seems necessary. Conditions have materially changed. Banks will desire, for every reason, to return to a more normal lending policy. This means a sympathetic attitude and a recognition of responsibility for his proper part in the program of recovery by the banker as he passes upon and meets sound credit requirements of business as it swings into and continues on the upward turn."

Public Confidence Returns

Direct information indicates conclusively that the banking situation is showing definite and steady improvement, J. F. T. O'Connor, Comptroller of the Currency of the United States, said in a recent address. He pointed out that the decided drop which has occurred in money in circulation shows the public has largely ceased hoarding.

On March 1, 1934, the Federal Reserve Board reported that the volume of money in circulation amounted to $5,355,000,000, which was a decline of $1,077,000,000 since March 1, 1933. It was a drop of $2,226,000,000, or over 29 per cent from the all-time peak of $7,581,000,000 reached on March 13, 1933. About one-half the decrease, it was pointed out, reflected the return of currency from the public.

Money in circulation declined rapidly after the reopening of the banks in March, 1933, and has continued since to decline from week to week, "notwithstanding the increase in the demand for currency arising from enlargement of pay rolls and increase in the volume of retail trade," the Comptroller said, which, he added, "indicates a continued return of money from hoards as banking facilities were reestablished."

About Bank Loans

"As for the charge that the banks will not extend credit, the first and obvious reply is that the banks themselves are made up of the very bone and sinew of the industrial, commercial and agricultural interests of the country. Bank directors, and, to a large extent, bank officers, are drawn from the business and farming population. If they do not feel at any given moment that it is wise to make a particular loan, it is more than probable that there are sound reasons for not making it," says an editorial in the Saturday Evening Post.

Read the Ads in the Herald

RIALTO

SATURDAY, MARCH 31st



EXTRA! - EXTRA!

BUCK JONES

— IN —

"GORDON OF GHOST CITY"

The first chapter of 12 super chapters packed with WILD THRILLS!

PREVIEW—Saturday Night 11:30

Sunday and Monday, April 1and 2



NEWS NOVELTY COMEDY

TUESDAY and WEDNESDAY, APRIL 3-4

Robert Montgomery

— IN —

"FUGITIVE LOVERS"

with

Madge Evans

DON'T MISS THIS PICTURE

LIVING UP TO OUR MOTTO—

Is Why So Many People Find The

PALACE DRUG STORE

—the place to do their shopping. Just call on us and see "IF IT'S IN A DRUG STORE, WE HAVE IT."

And You Can Expect Specials for First Monday, Too!

SOCIETY

WITH THE CHURCHES

The Baptist ladies met in five different Circles Monday at the following homes: Circle One with Mrs. L. J. Dunn; Circle Two with Mrs. C. K. Alewine—6 present; Circle Three with Mrs. Ray Brownfield—eleven present; Circle Four with Mrs. A. J. Weldon—five present; Circle Five with Mother Green with five present. This was their Industrial Day and all Circles worked on quilts or garments for the orphan's home.

The Methodist ladies enjoyed a monthly social with Mrs. Cleve Williams as hostess and Mesdames Dee Elliott and Arnett, joint hostesses. Easter games and contests were played and a buisness meeting with quarterly reports was held. Fruit salad, olives, potato chips, sandwiches, cake and cocoa were served to eleven members present. Mrs. Ira Lewis was a visitor. Easter decorations and plate favors were used.

Church of Christ ladies studied the 5th chapter of Acts when Mrs. Bowers led the lesson Monday at the church. Next lesson will be 6th chapter of Acts and will be at the church at 2:30 p. m. Monday.

Word came to friends of Miss Gertrude Rasco, Tuesday, that she is still quite ill and has been taken to a specialist at Amarillo. She is suffering from a mastoid trouble.

EASTER THEME FEATURE FOR PARTY

Mrs. Flem McSpadden used the Easter motif when she entertained for the Ideal Bridge Club Thursday afternoon of last week. Fruit salad, cheese crackers, bread and butter sandwiches, caramel pudding and iced tea were served to Mesdames Arthur Sawyer, Dick McDuffie, Ralph Carter, Fred Youree, Ike Bailey, Jack Stricklin, Sr., Roy Ballard, Blue Graham, W. H. Collins, Claude and Clarence Hudgens and Miss Faye Martin. Table cuts were rose shaped sachets and went to Mesdames Stricklin, Claude and Clarence Hudgens. Mrs. Carter received a silver ornament for high.

THURSDAY NIGHT PARTY IN TELFORD HOME

Nine tables were in play when Mr. and Mrs. Mon Telford entertained at bridge Thursday night of last week. Those attending were Messers. and Mesdames Akers, Bond, Bowers, Carter, Cave, Daugherty, Dallas, Herod, Holmes, Heath, Claude and Clarence Hudgens, McDuffie, McGowan, Jacobson, Pyeatt and Lawlis; Mesdames Endersen and Ike Bailey. Refreshments of chicken salad, toasted squares, pickles, individual cherry pies and coffe were served. Mrs. Lawlis received a pyrex baking dish for high and Mr. Carter a box of linen handkerchiefs.

MRS TELFORD HOSTESS TO KOLONIAL KARD KLUB

Again on Friday afternoon the Telford home was opened to guests when the Kolonial Kard Klub enjoyed games of bridge from 3 to5 with Mrs. Telford as Club hostess. Congealed salad, crackers, pickles, individual cherry pies with whipped cream and hot tea was served. Prizes were crocheted pot holders; guest prize going to Mrs. R. M. Kendrick, club prize to Mrs. Roy Herod. Other guests were Mesdames Chock Hamilton, Herman Heath, James H. Dallas, Clyde Cave, R. B. Parish, Paul Lawlis, Earl Jones, Dube Pyeatt, Flem McSpadden, Herbert Carter, Roy Ballard, A. Sawyer, Roy Wingerd, Ike Bailey, Morgan Copeland, Ray Brownfield, W. H. Collins, Glen Akers, Earl Thaxton, Fred Youree, W. C. and C. J. Smith.

Mrs. John Wall, Mrs. C. R. Rambo, Mrs. Earl Thaxton and Miss Bess Thompson were Lubbock visitors Wednesday afternoon.

The ten and eleven year old girls in Class 6 of the Methodist church will have an Easter egg hunt at the home of Nell Marie Eckart this afternoon. After the egg hunt games will be played. Mrs. Downing is their teacher.

Mesdames Bob Bowers and Morgan Copeland were Lubock visitors Tuesday.

Mr. and Mrs. Lee O. Allen returned Thursday from Austin where they went to attend the funeral of his father.

Mrs. Ed Tharp spent several days in Lubbock last week attending the bedside of her little granddaughter, Ada Jane Galespie, who has been quite ill with pneumonia.

Mesdames K. W. Howell, W. L. Bandy, A. M. McBurnett, L. J. Dunn and L. R. Pounds visited Mrs. J. C. Bond at Post last Friday. These ladies presented Mrs. Bond with a friendship quilt from the Baptist W. M. S. Mrs. Bond served as Secretary-Treasurer of the Society for eleven years. She was a faithful, willing worker and has many friends in the church and but of it that wish her happiness in her new home and new work.

A Sunday School study course was held at the Baptist church the first three nights of this week. They will also continue the study first three nights of next week.

Mr. W. D. Linville received word Wednesday that Mrs. Linville's father had died at Tucolo, and he with his son, Marion Linville and family, left immediately to attend funeral. Mrs. Linville was with her father when he died. They all returned home Friday.

Mrs. Lester McPherson will be hostes to the Friday 42 Club today.

Mesdames E. B. Thomas and R. M. Kendrick were Lubbock visitors Wednesday of last week.

Christova Sawyer is in the Lubbock Sanitarium, having had an operation for appendicitis last Wednesday.

J. T. May went to Lubbock Thursday after spending two weeks with Tom Many and Mrs. Downing.

MRS. R. M. KENDRICK CLUB HOSTESS

Friday, March 23, Mrs. R. M. Kendrick was hostess to the Friday 42 Club. Two tables were in play. Refreshments of angel food cake and lime mousse was served to Mesdames Simon Holgate, G. S. Webber, E. B. Thomas, S. V. Wheeler, Lester McPherson, Harry Longbrake and Crawford Burrus.

MRS. KENDRICK HONORED

Mrs. E. B. Thomas surprised Mrs. R. M. Kendrick on her ? birthday last Tuesday. Other guests were Mesdames Simon Holgate, S. V. Wheeler and Lester McPherson. Mrs. Thomas served sandwiches, fruit salad, pecan pie and hot tea to her guests and gifts were presented the honoree. "42" was the diversion of the afternoon.

TRADES DAY SPECIALS

for

Saturday and Monday

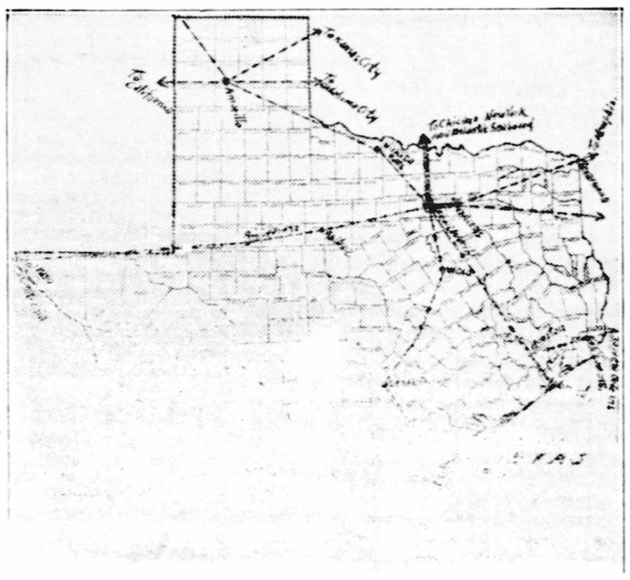
A Nice Assortment of Ladies Silk Dresses, choice $4.95
Ladies Printed Wash Dresses, each 88c
Children's Printed Wash Dresses, each 49c
Ladies Silk Hose, per pair 49c

ALL SILK REMNANTS—½ PRICE

Quilt Patches, per bundle 25c
36 inch Dress Prints, per yard 15c
8 oz. Feather Ticking, per yard 25c
Extra Quality Mattress Ticking, per yard 19c
25 inch Dress Ginghams, per yard 7c
A good quality Shirting, 10 yards for 1.00
A good quality Brown Domestic, 10 yards for 1.00
Mens and Boys fancy Sox, 2 pair for 25c
Mens and Boys Work Shirts, each, ... 50c
Mens Shirts and Shorts, each 25c
Mens Split Leather Work Gloves, per pair 35c

COLLINS DRY GOODS CO.

The Airmail Lines—Then and Now



NEXT MONDAY IS TRADES DAY NEXT MONDAY IS TRADES DAY

NOTHING NEW ABOUT THE PEROXIDE BLOND

Platinum blonds of the twentieth century are indebted for their silver tresses to a discovery made by a chemist more than a hundred years ago, according to a display of famous pharmaceutical discoveries arranged by the University of Texas College of Pharmacy, under the supervision of L. W. Schleuse, instructor in pharmacy. It was in 1818 that hydrogen peroxide was discovered by Thenard.

Devotees of the coffee cup would be attracted by an exhibit on the process of percolation, introduced by Boullay. A sample of nicotine, discovered in tobacco by Vanqueline, and one of iodine, first found in the seaweeds by Courtois, are among the other items in the display.

Mrs. C. H. Hester and Heard left Wednesday for Corsicana to visit relatives some three or four weeks.

NEXT MONDAY IS TRADES DAY

"Easter Flowers"

I have Hydrangea's Hyacinth's, Easter Lilies, Carnations, Prim Roses, any kind of pot plant, or cut flowers you want at Easter time or any time. Will also appreciate your wire orders.

Mrs. W. B. DOWNING—Phone 69

Lee Smith says that the Fat Stock Show at Fort Worth this year showed a real evidence of returning prosperity. For instance, he said, twice as many people attended than have for many years. Second, he pointed out that the vacant parking grounds across the street from the Coliseum, that for the past few years charged 25c for parking privileges, and was only partly filled, charged 50c this year and was jammed most of the time.

Will Mathis of Fort Worth, formerly of this city, was here this week.

Miss Ruby Holcombe, daughter of Mr. and Mrs. A. C. Holcombe of the Gomez community, died of abscess on the lungs at the local hospital, following an operation some two weeks ago for ruptured appendix. She was almost able to go home, when the abscess appeared. More next week.

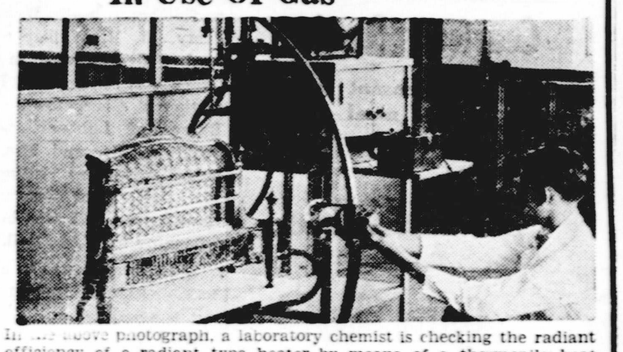
Mesdames Lazelle Huckabee, Ted Poor and Harvey Gage were Lubbock visitors Wednesday of last week.

Read the Ads in the Herald.

This Seal Is Your Assurance Of

ECONOMY

In Use Of Gas



In the above photograph, a laboratory chemist is checking the radiant efficiency of a radiant type heater by means of a thermopile heat recording instrument. This is only one of a large number of tests which a radiant heater must pass in order to receive the BLUE STAR Approval Seal, and is your ONLY certain assurance of satisfactory construction and performance.

When you go into a hardware or furniture store to look at new radiant or other type room heaters, what qualities do you look for in the heaters shown to you? Isn't it a fact that size, type, appearance and price are about the only points you are readily able to judge?

Yet there are certain fundamental qualities ANY room heater you purchase should have, regardless of size, type and appearance. The particular construction of the burners, air mixers, air shutters, cocks, ignition, manifolds, gas connections, flue outlet and other parts make the utmost difference in the performance and safety of the heater—yet, when correct, do not add appreciably to manufacturing or selling cost.

But you are not able to judge these points and determine whether the heater that appeals to you is so constructed that it has a minimum fire hazard, gives off no carbon monoxide, is economical with gas, is sufficiently durable and long-lived, and will provide the heating qualities desired. In fact, it has taken a special committee of the American Gas Association since 1924 to formulate a satisfactory yet reasonable set of approval requirements for gas room heaters.

To know whether or not the new room heaters you purchase meet these carefully drawn approved requirements, all you need to do is to look for the American Gas Association's Blue STAR Seal of Approval. It will be found on ALL heaters or gas appliances which have met the laboratory tests, and on NONE which have not. If you cannot locate this BLUE SEAL on the side or back of the appliance, BEWARE! You do not want to own such a heater at any price—fo there are plenty of approved heaters on the market in a wide selection and at popular prices which possess the BLUE SEAL.

When shopping for a new gas appliance, ask the dealer to show you only those appliances which have this approval seal—as this is more important than all other considerations combined.

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