

NEW FALL GOODS

We pride ourselves on having purchased, and now have in stock the most complete stock of Dry Goods in the county and want you to inspect them and get our prices. Glad to show you their superiority. Biggest line of shoes in Terry, and they are Star Brand too. Of course we can supply your wants with Groceries, Pure and Fresh.

MAY & WRIGHT

Phone 14

Brownfield, Texas

Educational Department

THE SPIRIT OF POETRY

Just what the essence of poetry consists in, has ever been a knotty problem. One that even the greatest critics from Plato downward have tried and failed to solve. They, however, all agree in thinking that it is found in the ideals, not in the words. It is furthermore agreed that poetry is not necessarily expressed in verse, but may often be seen in prose. Numerous as these theories may have been, not one of them have devised an answer sufficiently comprehensive and explicit to gain universal assent; hence in this wonderful age, which has solved so many mysteries, the simple question—what is poetry? is still unsolved.

It may seem presumptuous in me to attempt what so many have failed to accomplish. I shall illustrate the nature of poetry by an example taken from everyday life. When a man is talking on an ordinary subject, the words drop carelessly from his mouth and are thoroughly commonplace and monotonous. But let him see some beautiful scene, or hear of some generous deed, or address one very dear to him, and what a change comes over language. He has now that feeling which mere words can never express and therefore expresses these feelings by a more elevated tone. He speaks from the inner

depth of his being, and his words become as flowing and as musical as an æolian harp through which the eternal melodies vibrate in one harmonious chord of rhythmic sweetness. It is then that which he utters is essentially poetry, for poetry is nothing more than the innermost expression of the soul. The poet sings at Heaven's gate, and it is because he is at Heaven's gate that he sings.

Poetry is the very life of the soul; hence it is the life of society, the dominant spirit of the age. Whatever delights the spiritual nature, whatever takes the form of noble aspirations, are essentially poetry. Take away poetry, and you take away the fervor of the orator, the heroism of the warrior, the burning zeal of the philanthropist, the enthusiasm of the artist, and the rapt melody of the singer. Take away poetry, and you take away whatever is greatest and most ennobling to human nature; the beautiful and the good.

Art and industry may supply and set up all the vast and complicated machinery of society, but poetry is the steam which sets all its restless power into motion.

Emerson said, "It is a secret which every intellectual man quickly learns, that beyond the energy of his possessed and conscious intellect, he is capable of a new energy of the abandon-

ment to the nature of things, that beside his privacy of power, as an individual man, there is a great public power, on which he can draw by unlocking at all risk his human doors, and suffering the etheric tide to roll and circulate through him." Under the spacious dome of the sky, is found the best school for such poetical lessons. Poets of all ages have caught their inspirations in rural or desert solitude. Wordsworth speaking of the poet, say:

"The outward shows of sky and earth,
Of hill and valley he has viewed,
An impulse of a deeper birth,
Have come to him in solitude."

Yes, Moses in the wilderness of Midean, David in the mountains of India, Vergil amid the pastures of Mantua. Shakespeare on the banks of the Avon, Wordsworth beside the placid English lakes, all opened their souls to the influences of the sky and earth. The spirit of nature in all her radiant charms entered into all their senses; permeated every nook of their beings, and took possession of their hearts and imagination. They became her willing instruments and uttered thoughts, brilliant with her own light and glowing with her own warmth and coloring. Poets, in fact, are the favored children of Mother Nature, and when they want comfort, encouragement and new ideals, they

come to her. They do not always find her smiling, for often she has rough and serious work to do, but to them who love her scenes with an undivided heart. She is always beautiful, and even in her gravest tones, there is exquisite music that builds a bridge from dreamland for his lay.

Poetry has fancy, imagination, and the gift of language. Poetry is sympathy personified and it was this breadth of sympathy that made Shakespeare the greatest of poets. His soul was not confined to his own little body; it roamed at large, reaching out to humanity, intermingling into the hearts of kings and clowns and representing them impartially, yet lovingly.

A true poet is God's greatest gift to fallen humanity. Like the birthing glass that overflows and moistens all the earth, he comes with the benediction of earth, sea and sky, and belief overmasters doubt, and we know that we know that our spirits have grown to a great compass within, as the length and the breadth and the sweep of the marshes of Glynn."

Phyllis Holgate

PAINTING is still the order of the day. We carry a full and complete line of Sherwin-Williams paints, pure linseed oil and a good assortment of brushes. Brownfield Hdw. Co.



Domestic Science

By Mrs. E. P. Turner, Chairwoman Rural Homes and Schools, Farm Life Commission.

Is the woman on the farm worth as much as the horse, cow or the poultry with which the first class farm is equipped?

Before the farm woman is fully appreciated, in many instances, she must be educated to a fuller appreciation of her own value and economic waste attending the doing of work in inconvenient surroundings. When the housewife on the farm comes to a full understanding of her own worth, it will be an easy matter for her to impress her husband with the fact that she is entitled to up-to-date equipment with which to carry on her household duties and that the modern conveniences will mean dollars in his pockets, as well as a wife that is not overworked and prematurely old.

It is the duty of every farmer's wife to know her own value in order that she may make the most of opportunities in her everyday life.

A nice selection of rugs, large and small, at the Brownfield Merc. Co. Priced right.

SUMMER, AUTUMN, WINTER OR SPRING

We keep Coal and have a Plains-wide reputation of keeping the best Fuel to be had, and we aim to hold this "Rep." Cake and Meal, Stock Salt, Hay, Wire, Post etc. Always ahead; try our Wagon Yard.

Lubbock Grain & Coal Company

The Terry County Herald

A. J. STRICKLIN, Editor-Publisher-Proprietor

Entered at the Post Office at Brownfield, Texas as Second Class mail matter, according to an Act of Congress, March 3, 1879.

SUBSCRIPTION RATES.

One Year	\$1.00
Six Months	.50
Three Months	.25

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Per inch per month	50c
Per inch for a single issue	15c
Better rates on half page or more and exceptionally liberal terms on large, long standing contracts.	
Local Readers, per line, 1st insertion	10c
Each consecutive insertion	05c

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Plainview Nursery

Has the largest and best stock they have ever had, propagated from trees that have been tested and do the best; are hardy and absolutely free from all disease. If you want trees that will give you satisfaction and good results, send in your order. Delivery in Nov. or Dec. Good Salesman Wanted.

PLAINVIEW

TEXAS

M. V. Brownfield, Pres.

Will Alf Bell, Cashier

Brownfield State Bank

RESOURCES
OVER \$100,000.00

WE WANT YOUR BUSINESS

Editor H. B. Murray, of Post City, representing the State Department of Agriculture, was here this week to make note of the Terry County Fair, stopping off in Brownfield thinking it here and paid the Herald a fraternal call. Mr. Murray is also candidate for Representative of the 122nd district, and while we are venturing no predictions at this early date, we see no reason why he should not receive the nomination next July, as he is to our mind not only capable, but has already picked up the thread of legislation just where Mr. Bartley has left it, and has made a careful study of all legislation most useful to our section. Mr. Murray is a native West Texan and is therefore fully aware and sincerely in sympathy with our needs.

Our great county is certainly opening the eyes of the tourist and visitors. Only this week a party from far off Michigan were here and sang our praise as well as any of our most enthusiastic boosters. They, like many others from high priced land sections cannot at all understand why our land is so cheap (at from \$5 to \$10 per acre, when it is producing as much as their \$100 land, and with similar cultivation even more. The simple facts in the case are, they have spent many thousands of dollars to our one to advertise their sections. Even old mountain sides in California are selling at \$200 per acre, that our people wouldn't graze geese

on, and nothing but a Jap or Ching can make a living cultivating, but let us remember Cal. is the best advertised country on earth. Talk and write our country to strangers; we have absolutely nothing to be ashamed of, and if necessary back up your assertions with a little cold cash.

There are some few people yet who do not see any good in lodges, and are cussing them on every occasion, which in the end only give the lodges a free boost, though generally these people are honest in their convictions. We do not deny that if the Church of Christ would do its whole duty, that possibly lodges would be on the wane, but they are filling a mission to humanity, sorely neglected by the churches. Besides the duty of lodges to feed the hungry, nurse the sick and clothe the necked; to look after the welfare of its widows and orphans, they are essentially as great to its members in time of danger. To illustrate, only recently a party of Americans in Mexico were lined up to receive a volley of hot lead, and after all other arguments proved futile, one member being a Master Mason, he gave their sign of distress as a last resort, and the captain of the rebels ordered the guns lowered as he understood the sign. A companion wanted to know what in the h— he said that kept them from being shot. Perhaps he, someday will know, if he be considered worthy. Of course it is a measly shame that the Banner

of Prince Emmanuel cannot be held up as a shield and a peace offering when life is at stake, as well as the lodge signs, but it will not answer the purpose. May be in the misty future, at the lowering of the day toward eternity, there will come a time when suspicion doubt and disention among Christians will disappear, when the cross and crown will symbolize to its wearer as much as the compass and square or the tripple links do to theirs.

"Clean Up the Bowels and Keep Them Clean"

There are many remedies to be had for constipation, but the difficulty is to procure one that acts without violence. A remedy that does not perform by force what should be accomplished by persuasion is Dr. Miles' Laxative Tablets. After using them, Mr. N. A. Waddell, 315 Washington St., Waco, Tex., says:



"Almost all my life I have been troubled with constipation, and have tried many remedies, all of which seemed to cause pain without giving much relief. I finally tried Dr. Miles' Laxative Tablets and found them excellent. Their action is pleasant and mild, and their chocolate taste makes them easy to take. I am more than glad to recommend them."

"Clean up the bowels and keep them clean," is the advice of all physicians, because they realize the danger resulting from habitual constipation. Do not delay too long, but begin proper curative measures.

Dr. Miles' Laxative Tablets are a new remedy for this old complaint, and a great improvement over the cathartics you have been using in the past. They taste like candy and work like a charm. A trial will convince you.

Dr. Miles' Laxative Tablets are sold by all druggists, at 25 cents a box containing 25 doses. If not found satisfactory after trial, return the box to your druggist and he will return your money. 12 MILES MEDICAL CO., Elkhart, Ind.

TO GIVE 'EM GOOD SEND-OFF

Camp Cook Tooted Funeral March to Call Men to Diet of Wormy Pie.

"Hank" Peters, a veteran life major of the Civil war, has been cook in a lumber camp for a score of years. The old soldier has an irrepressible sense of humor, and still preserves the shrill life which he used in many battles.

A shipment of "grub" was received at the lumber camp not long ago, in which was a box of coarse raisins. When the cover was removed "Hank" discovered that the dried fruit was filled with worms and shoved the box aside to await orders for its condemnation from the "woods boss." When the gruff old Scotchman arrived, however, he received the suggestion with indignation.

"Dump those raisins in the lake!" he roared. "Ye'll do nawthin' o' the kind. Bake some pies, ye lazy rascal. I'm thinkin' that'll keel the worms, an' as for the boys, they're worm-proof!"

Without a word "Hank" baked the pies. As the "cookee" was about to take the long horn from above the door and announce the evening meal, the old cook stopped him and reached for his life.

"I'll call the boys this evening," he said.

From the doorway the astonished lumberjacks heard the old life drone the slow bars of a civil war funeral march. As he turned to re-enter the shanty "Hank" remarked to his assistants:

"If the boys have to eat that pie, it's a good send-off we'll be giving them!"

Farm Help.

The scarcity of help is preventing the agricultural development of the country, and is especially against the extension of the dairy industry. There seems to be no remedy unless women and girls of the cities and towns will take to farm and field work, at least through the summer. The few who are doing it confess to making good money easily and with the gain in health and strength, and without loss of independence, position or dignity. If it were not for the help outside of our own women and children, one trucker says, most of us would have to abandon the business.

GOOD GRUB

Is as essential to the human body as air. That is why the HILL HOTEL

Is the place to stop. The best eatables the market affords, put up by the best cook in the state, combined with large airy rooms and thorough sanitary conditions, make this the most popular hotel on the Plains

Mrs. J. R. HILL, Proprietor

BROWNFIELD

TEXAS

LOOK HERE!

The HERALD is one news-paper the people read when they get it, therefore it is a good advertising medium. Reason: Every other page is not chuck full of plate matter and ads. All have live, local news. The ad will be seen and read

DON'T FORGET

We always carry a neat line of Stationery and are prepared to do your job work on short notice and our prices are not prohibitive. Let us have your next order

Terry County Herald

"The Home of Good Printing"

S. W. Cor. Square

Phone 45

BROWNFIELD, TEXAS

Are You a Woman?

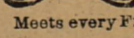
Take Cardui

The Woman's Tonic

FOR SALE AT ALL DRUGGISTS

Brownfield Lodge No 530 I. O. O. F.

Claud Criswell, N. G.
W. S. Hardin, Secty.



Meets every Friday night in Odd Fellows Hall



BROWNFIELD REBEKAH LODGE NO. 329
Meets the 1st and 3rd Tuesdays of each month at the I. O. O. F. Hall at 7:30 p.m.
Mrs. Alpha Johnston, N. G.
Miss Annie Hamilton, Sec.

Brownfield Camp No. 1089 W. O. W.

J. V. Drinkard, C. C.
J. F. Winston, Clerk



Meets every Saturday night in each month in the Odd Fellows Hall

Church Directory.

METHODIST CHURCH

Brownfield: Sunday School every Sunday at 10 a. m. League at 3 p. m. Preaching 2nd and 4th Sundays at 11 a. m. and 7:30 p. m.

Gomez: S. S. at 10 a. m. and preaching every 1st Sunday at 11 a. m. and 7:30 p. m. and the afternoons of the 2nd and 4th Sundays.

Meadow: Preaching every 3rd Sunday at 11 a. m. and 7:30 p. m. A. D. Jameson, Pastor

CHURCH OF CHRIST.

Sunday School and Church Emblems every Sunday at 10 a. m., at the School House. You are cordially invited to attend. R. H. Banowsky, Leader.

BAPTIST CHURCH.

Preaching each 1st and 3rd Sunday at 11 a. m. and 7 p. m. Prayer meeting each Wednesday at 7 p. m. Sunday School at 11 a. m. each Sunday; Jim Burnett, Supt.

B. F. Dixon, Pastor

5.9
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4.52
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for 1912
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DONT FORGET TO VISIT THE REXALL STORE AT TAHOKA

And let's get acquainted, whether you trade any or not. Come in and hang out with us; warm and rest yourself. A complete line of Drugs, Kodaks, and Films, Cut Glass and Fine Candies. We appreciate your trade.

THOMAS BROS. DRUG CO.

Tahoka, Texas

Howard James left Monday for Tatum, N. M., to visit his parents.

Mr. and Mrs. M. B. Sawyer left Monday in their car for their ranch, west of Roswell.

HUNTING season will soon be on. See the Brownfield Hdw. Co. for arms and ammunition.

Mrs. Robt Forrester, is down visiting her little daughter, Obera, who is here attending school.

Mr. D. J. Broughton and family went over to Gomez Saturday, to visit their brother and sister, Mr. and Mrs. Ben Broughton. They returned Sunday evening.

TRY Royalty & Wilson when in Lubbock for all kinds of auto supplies, gas and repairs.

We are glad to report Grandpa Shrock on the mend.

If you are missing the Rebekah meetings you are doing yourself an injustice. There's heaps of fun as well as business. Come out next time and see.

WHEN you get ready to buy an auto, don't fail to see Royalty & Wilson about a Hupmobile, the best car made.

Carpenters are busy this week remodeling the inside of May & Wright's store, which adds greatly to its looks as well as to its utility.

Farmers are awfully tickled to see this lovely weather. Some report losing some headed maize piled on the ground, during the recent rains. Homer Scott alone lost two tons.

AM representing one of the best tailoring houses in the world, the American Woolen Mills. When in town, call and see my fancy line of samples at City Barber Shop.

Elbert Hughes left last week for McCollough county, where he will live with his Uncle and attend school.

T. J. Price & Sons came through Wednesday with a bunch of 100 head of cattle he had purchased from Harry Braidfoot. We did not learn the terms of the deal.

Many people with sour stomach find relief in Dr. Miles' Laxative Tablets. Try them yourself. [Advertisement.]

Read Thomas Bros. new ad in this issue. Terry County people when in Tahoka are invited to their drug store to rest, warm and get acquainted, whether they spend a cent or not.

Mr. and Mrs. McPhaul, and children, were in this week buying their fall and winter dry goods and had their car piling full when they left. This tickles our merchants.

The pains of neuralgia seldom fail to yield to Dr. Miles' Anti-Pain Pills. Ask for them yourself. [Advertisement.]

Uncle Geo. Wilkins and wife, of the west side, were in this week trading. Uncle George brought us a gallon of as fine Oct. peaches as one ever saw. On one twig scarcely five inches long, were seven peaches half as large as a man's fist. Uncle Geo. said he would not have any for sale.

PAINTING

Get the habit right now, while the weather is good and you can get a first class painter. See **BELL BURLESON** at the Hill Hotel.

Children like Dr. Miles' Laxative Tablets because they taste like candy. Try them next. [Advertisement.]

Notice May & Wrights fall and winter dry goods ad in this paper. They have opened several wagon loads of new goods this week, and especially invite shoppers to inspect their goods and get prices before buying elsewhere.

Jno. Waldrop came through yesterday with a nice load of farm products for the Fair. Jno. weighed one of his five and one-half month old colts while here that tipped the beam at even 600. Jno. S. Powell's yearling horse colt, Woodrow Wilson, weighed 980.

900 A. 18 mi. from San Angelo, 7 from Robert Lee; 200 A. in cultivation; 4 good houses with improvements; fine timber on creek plenty water; best proposition in valley. \$15 per A. was offered \$30. Ill health forces sale; will exchange for Terry Co. land. Address J. F. Blankenship Land & Live Stock Co., Bronte, Texas.

Miss Mary Dixon was hostess to a number of young ladies Monday night, in honor of Mrs. Clyde Hudson, of Plains. Mr. and Mrs. Dixon being away from home. A delicious supper was served. Those present were: Misses Hamilton, Sawyer, Duke, Lewis and Allmon. All report a nice time.

A number of couples of our young people were invited out to the Miles ranch one night last week to a fish fry, but as no fish were caught the hostess, Mrs. Beard, substituted good old fried chicken. All report a great time.

Our opening business has been very satisfactory, and we appreciate it very much. We are receiving additional goods all along, and will soon be able to meet every demand. If you are one of our old customers, we feel that you are coming back; if you have never traded with us before we ask that you give us a trial. We can please you.

Brownfield Merc Co.

Atty O'Brien and C. R. Sutton and family, of Amarillo, are here enroute to Roswell and points in Arizona. Mr. O'Brien is an old time editor and printer, and called on the Herald while here. These people say that Terry county soil looks good to them, has better crops and looks better generally than any county they have seen, and we agree fully.



Brownfield Lodge No. 903 A. F. & A. M.
Meets Saturday night before the full moon in each month in the Masonic Hall
Will Adams, W. M.
J. F. Winston, Secretary

Bro. B. F. Dixon and wife returned this week from Slaton, where the Executive Board of the Brownfield Association met to lay out the work for another year. Revs. J. C. Nickelson, J. R. Balch, J. R. Miller, B. F. Dixon and Ward were present. Bros. Dixon and Balch's work was continued, except that Bro. Dixon's was somewhat enlarged. Young Bro. J. E. Nickelson, just out of Simmons College, was given the Tahoka work. We are glad Bro. Dixon will remain here. He reports the Baptist church building for Plains almost assured.

Don't wait for a headache to go away. Use Dr. Miles' Anti-Pain Pills and save suffering. [Advertisement.]

Feminine Forgetfulness.
Women are growing more forgetful. At least that is what somebody has said who makes a study of such things, and the theory was proved the other day by a woman in a New York department store. When she had shopped in several places and consumed most of the afternoon, she found she had lost her muff. Returning to the shop in which she last remembered having it, she made a fervent appeal to the clerk of the "Pound" department. "I left my muff in one of your fitting rooms, I am sure," said the woman; "you have it, of course?" The girl looked at her calmly. "Probably we have. Fifty-six muffs were found today." The woman gasped. "Oh, yes, that is about our average at this season," added the clerk. "We often have almost 100 on a cold day; sometimes we gather up only 40 or 50. But I should say 50 is the average."

Men the Biggest Beggars.
Mrs. E. H. Harriman, at a dinner in New York, said of the begging letter nuisance:

"I am overwhelmed with begging letters. I received five thousand begging letters before I started on my recent western trip. It isn't unusual for me to receive one hundred begging letters a day.

"And most of them are from men. Women have a finer, bolder spirit than they used to have. The clinging, babyish type of woman is disappearing—the type of woman, I mean, who writes begging letters and who, if married, has for her motto:

"Laugh and the world laughs with you. Weep and you get what you want."

Post-Bellum.
First Italian—What was he decorated for?

Second Ditto—Bravery in the aerial service in Tripoli. His machine fell from a height of two hundred feet and crushed twenty Turks single-handed.—Puck.

Endive Not Hard to Grow.
Endive may be sown early in cold frames or in the open ground like lettuce. Sowing may also be made at any time during the summer, although plants grown in the heat of midsummer have not the best quality. Fall grown plants may be taken up with a good supply of adhering earth and stored in a dry cellar for winter use. There are several distinct varieties of endive, those having smooth leaves being the larger and coarser. The finely cut and curled varieties, and more particularly those with naturally whitened leaves, are most attractive and usually most tender.

Wolcott Monumental Co.

R. V. WOLCOTT, Prop.

All kinds of Cemetery Work. Cut and Lettered Stone for buildings. Save agents commission by writing or calling on us.

RESPONSIBLE PEOPLE; EXPERIENCED WORKMEN

Lubbock

Texas

Professional Cards.

FOR

Clean, Smooth and Easy Shaves; Fancy-Haircuts best Massages, Shampoos and Tonics, go to the **CITY BARBER SHOP** S. F. Scudday, Prop.

LUBBOCK-PLAINS

STAGE COMPANY

Leaves Brownfield every day except Sunday at 1 p. m. West bound to Plains \$3. East bound to Lubbock \$3. Arrives at each town at 8 p. m.

MARCY BROS.

Lubbock Plains

T. L. TREADAWAY

PHYSICIAN AND SURGEON
Office Phone No. 7 Res Phone No. 13
Brownfield, Texas

GEO. W. NEILL,
Abstracter and Notary
A complete set abstracts of Terry county. All title and legal matters given prompt attention.

THIS PAPER REPRESENTED FOR FOREIGN ADVERTISING BY THE



GENERAL OFFICES
NEW YORK AND CHICAGO
BRANCHES IN ALL THE PRINCIPAL CITIES

PERCY SPENCER

Attorney-At-Law

Browfield, Terry County Texas

Lubbock Drug Co.

JNO. R. KING, PROP.

Wholesale and Retail

Drugs, Medicines, Druggist Sundries, School Books and Supplies, Standard Novels. MAIL ORDERS given special attention.

LUBBOCK

TEXAS

Stop at the Nicolette

W. J. LUNA, Prop.

Lubbock

Texas

Spotless beds and good, well cooked food is the motto of this hotel

We Solicit Your Patronage

We Have A Good Stock Of

Windmills, Pipe and Casing to offer our trade; also Gasoline engines. Then we have the only Fuel Saving Stove made see COLE'S Guaranteed Results; free booklet. Cole's Hot Blast Heaters make \$5.00 worth of coal give more heat than \$10. worth in any other stove. Call and see this wonderful heater and fuel saver and buy early as possible; also show a line of Base Burners on our floor and a very complete line of Hardware, Furniture, Saddles and Buggies.

L. B. WRIGHT

Lubbock, Texas

School Opened Monday

The Brownfield school opened Monday with a good attendance, when one takes into consideration the fact that many children are detained in the maize fields.

Every one seemed to be filled with enthusiasm and thoroughly in harmony with the spirit of the occasion.

While we will only have three teachers this year, they will do their best to make up as near as possible, the place of the fourth. Prof. W. G. Hardin is the principal and will teach the 8th, 9th and 10th grades. Miss Bertha Lowe is 1st assistant and will teach the 5th, 6th and 7th grades. Mrs. Harris will teach the 1st, 2nd, 3rd and 4th grades.

R. H. Banowsky took charge of the opening exercises and Roy Scudday, J. F. Winston, Percy Spencer and Prof. Hardin each made short, but appropriate talks, after which the students went to their several rooms to be classified in order to get the new books recently adopted.

Harris Happenings.

Rain! Rain! We have certainly had the rainiest season we have had for years. Everything is putting on an extra coat of green. Please Mr. Frost, make your visit late this year.

Mr. and Mrs. B. C. Christenson, spent last Tuesday night with Mr. and Mrs. W. H. Harris and family.

Roy Harris cut feed for Mr. Spear the first of the week.

They didn't begin work at the Mallet's, Monday so Mr. Wingo returned home.

Mrs. Ben Wolfarth was a pleasant caller at the store Wednesday, the first time since she moved to Gomez. She only remained at the ranch two days and returned to Gomez.

Mrs. J. M. McMillan and Miss Ethel Harris came in from Lubbock last Thursday.

Mr. Walter Frazier came down to the school house Sunday morning expecting that there would be church. Our private opinion is, that he thought our new school ma'm would be there and he wanted to be one of the first of the bachelors to make her acquaintance.

A cow outfit from the Koker-nut ranch, near Lubbock passed through Monday on their way to New Mexico to receive a bunch of steers.

Mrs. Hill and daughters from Glen Park called on Mrs. Satterwhite, last Sunday.

School opened Monday with only a small attendance as most of the pupils didn't know that the teacher had come into the neighborhood.

NOTICE!

Biggest Free Offer Ever Made to Customers

HERE I AM A-WAITING with Dry Goods, Groceries, Notions, Racket Goods and Silverware. With every \$1 purchase a piece of this silverware; entire set free with \$25 purchase; save coupons. Servicable and attractive; think what you get by trading at our store. We charge no more for goods than if we were not making this extraordinary offer. Cash only
CARTER BROS., N. D. Goree, Mgr. Tahoka, Tex.

A. P. MOORE

DEALER IN

Groceries and Mens Clothing

Gomez

Texas

SPECIAL NEXT WEEK:--I will pay you 18 cents per dozen for your eggs.

Mrs. Satterwhite left this morning, Tuesday, for Plains, to visit her parents.

Sand Bur.

Dr. Tresdaway reports the birth of a twelve pound girl to Mr. and Mrs. Will Arnett, fifteen miles south of town, yesterday.

Mrs. Geo. W. Neill and children, left yesterday for Amarillo, to attend the Panhandle State Fair.

STOVE season is soon to be here and we will have them. Better let us fix that flue early. Brownfield Hdw. Co.

Mrs. Chas. Randal of Seymour, who has been visiting her father, Grandpa Shrock, left Thursday for her home.

Mrs. McPhaul, of near Harris, is visiting her old friend, Mrs. Horace Adams, this week.

IF your car gets out of repair, carry it to Royalty & Wilson, Lubbock. They are experienced workmen.

Jimmie Green, Bobbie Welch and M. D. Williams all went to the railroad after coal, this week.

We call your attention to Bell Burleson's ad in this paper. You only have to see the Hotel or ask those who know to find out he can spread paint. Ask him for estimates.

Everything is taking shape at the school house and pupils and teachers are working with a determination.

McADAMS at Tahoka sell the "old releable" McCormick Harvesters and extras.

Mr. and Mrs. W. T. Harris of South Bend, Texas, daughter of Grandpa Shrock, is here visiting him.

COASTING AND ITS GLORIES

Columbus Editor Grows Some Enthusiastic as He Writes on the Subject.

During the last snow spell the boys had out their sleds and did a deal of coasting. There is no memory of youth as glorious as that sport. Nobody ever thought that the fun of sliding down hill was in the slightest diminished by the labor of trudging back uphill.

The swift and exhilarating joy of flitting down the hillside was a grand part of a boy's experience, and will never grow stale in the memory. What a great thing it would be if the spirit of that sport would get into the humdrum of life and brighten it up some.

There is one feature of this coasting business that stands out like a promontory. That was "belly-bustin'." There is no use to feel squirmish about the term or hesitate to breathe it aloud in a literary column.

That was the exciting feature of coasting, and was indulged in mostly by the boys of daring and patched clothes. "Get out of the way!" he shouts, and bang goes the sled on the slippery hillside, with the boy's legs stretched far astern the sled in the endeavor to guide it, but, falling, off he runs into a boy here, knocks one down there, and turns another end for end out in the snow. Oh, but it was glorious! One can hear that yell yet.

If men would do that to one another in the grown-up world, there would be fighting and madness all the time, but in the boy world it belonged to the beautiful sanctities of life. To this day we take off our hat to the "belly-buster."—Columbus Journal.

Severe Indictment.

Callous greed of certain individuals is responsible for the loss of more lives in Great Britain than its enemies have ever inflicted in the severest war.—Lloyd-George.

Only True Nobility.

There is nothing noble in being superior to some other men. The true nobility is being superior to your previous self.—Hindoo Proverb.

Always There Ahead of Time.

"I owe all my success in life to having been always a quarter of an hour beforehand."—Lord Nelson.

WE WILL BUY

Produce and also your cotton. Bring them to us.

Martin & Walcott
LUBBOCK TEXAS.

Coal and Feed

I have leased the W. F. Bigham interest in the Bigham & Snider coal and feed store and want your trade. Courteous treatment, full weight and measure.

G. W. SNIDER

Tahoka

Texas

CLUBS

The Herald has always made its clubbing rates profitable and attractive to its subscribers, as attested by order from all parts of Texas and many in other states. Here follows a few sample offers—

Either the Dallas Farm News, Fort Worth Record or Houston Post with the Herald	\$1.75
The Herald, Farm & Ranch and Holland' Magazine all for	1.75
The Herald with the Thrice-A-Week New York World	1.65
The Herald with Breeders' Gazette	2.00
Herald, Ladies' World, McCalls with patterns Peoples' Home Journal, and The Housewife	2.25
The Herald, Pictorial Review, Ladies' World and Modern Priscilla all for	2.75
The Herald, Cosmopolitan and Good Housekeeping for	3.00

Not only these, but we can give you a Good Club with almost any magazine or newspaper published. Address all Communications to

The Herald

BROWNFIELD

TEXAS

STOP AT Tubbs Bros. Garage.

Large stock of tires, tubes and all kinds of auto supplies always on hand. Best grades of gas and oils. Best workmen employed; free air; service cars anywhere. See us before buying a new car.

LUBBOCK TEXAS.

S. N. McDANIEL

Wholesale and retail dealer in
Grain, Hay, Coal and Salt.
Wagon yard in connection.

1 blk N. Depot TAHOKA, TEXAS



Value of Advertising

By W. Holt Harris, Chairman of Mercantile Committee Commercial Sec. Assn.

The Merchants Message

To successfully advertise, the merchant must create an impression that is favorable and lasting. To secure a permanent impression, the merchant's ad should occupy the same position in the local paper every issue. A favorable impression is created by carrying a message of truth to the buyer, who looks kindly upon an ad that is well written, attractively arranged, and one that carries a message of bargains.

The buying public is always on the look out for bargains, but looks skeptically upon the spasmodic advertiser, who occupies first one place then another in the local paper.

Consistency in advertising is as commendable as in any other transaction, for it creates confidence in the minds of the buying public and adds force to the message of merchandising.

A HINT

The tendency of the average woman to buy everything as cheaply as possible, and her success in life largely depends upon the way she spends the family earnings. Her dollar is the yard stick by which all bargains are measured and her pocket-book governs her expenditures. Before she places an order she meditates and investigates. She welcomes any suggestion intended to decrease the high cost of living, or increase her purchasing efficiency.

The advertisements in this paper are open mines of reliable information on purchasing problems for the housewife. They represent a service rendered by the merchant to the consumer and every advertisement you see in this paper is the expression of a dealer whose methods and

goods are honest. Get the ad reading habit and increase the purchasing power of your dollar. You will be well advised if you accept their suggestions

Dots From Tokio.

The past week has been very rainy. On Wednesday the rain was so heavy no one was able to get to the school house, so there was school on Saturday to make out the school week.

Mr. W. I. Lovelace moved into his residence last Wednesday, and is now on his way to Tahoka after groceries for his store. He expects to put in a stock of dry goods soon.

Mr. Wayne Carlisle's silo is now being filled. According to Mr. Redge Burnett's statement, this is the last silo in the county to be filled.

Mrs. R. K. Benton and children visited Mrs. Wrotan last Sunday.

Some of the freighters had to lighten their loads here last week on account of such heavy roads.

Mr. and Mrs. Tom Lovelace and children, of Brownfield, visited their relatives here Friday until Monday evening. While here Mr. Lovelace leased Mr. Spears place near here and expects to move out soon. We gladly welcome this family in our neighborhood.

Mr. and Mrs. John S. Day, visited Mr. and Mrs. Spear last Saturday.

Miss Emma Spear writes that her sister, who has been ill for quite a spell, at Knox City, is now improving. Miss Emma expects to visit in Oklahoma and will probably return about the first of December.

Digger.

Mothers' Club.

A Mothers' Club will be organized at the school house next Saturday afternoon, and it is not only to the interest of every mother to be on hand, but we might say their positive duty.

D. V. Brownfield, President

Geo. W. Hill, Secretary

OFFICE OF

Brownfield Auxiliary

OF THE SOUTHERN NATIONAL HIGHWAY ASSOCIATION

Brownfield, Texas, Sept. 29, 1913

Dear Sir:—The population of Terry county is about 1500, of this town, about 200. We have 240 voters in the county, mostly farmers and small stockmen, and most of these people came here several years ago, when the county was organized, and with heavy expenses, inconveniences; with great sacrifice of pleasure and home comforts, they have opened up farms, small ranches, built home, and with their own money and labor, erected school houses and a few churches, and from time to time have contributed money and labor to many other enterprises, though small that go toward the upbuilding of the county. All this has enhanced the value of lands in the county. By their efforts, labors, expenses and hardships of frontier life, they have enhanced the value of your land, and you have been benefited. You have accepted the increase of value brought about by these local people.

Now, as we are on a move to further upbuild the county; advance its progress by giving wider advertisement, and procure the roads named below, we believe that you will, and think it fair and right that you should contribute something to this cause. In this connection we call your attention to the fact that for the past four years we have sent an exhibit of our county's products to the State Fair at Dallas, Texas, and have taken some premiums. This cost us some \$250 each year. We are sending it again next month; also an exhibit to the Panhandle State Fair at Amarillo at heavy cost, all born by the local people. We have recently by active work, procured the logging of the all Southern Transcontinental Automobile Line through this county, over which many thousand tourists will travel, being of great benefit in advertising the county. This cost us near \$300, paid by local subscription. We are now at work, jointly with other towns, counties and States to build a Southern National Highway from ocean to ocean through this county, and expect to obtain Federal aid, and have bright prospects of getting it through and aid from Congress to build it. You need not be told the value this will be to the county. It requires some active effort on our part and money to do this work. Will you help us raise the money?

From time to time there are many propositions coming before us that need attention and money for the benefit of the county. Your interest here and ours are common. What promotes our fortunes, promotes yours, and you have one in the land if the country is developed, and its resources are well worthy of development. We feel that we are doing our part and hope you will appreciate our efforts, and join us in building up our county.

We therefore ask that you send to the Brownfield State Bank, to the credit of above Association, such amount as you feel like giving, which we hope will range from \$1. to \$10, according to the land you own in this county. We assure you that it will be thankfully received and legitimately expended only on public enterprises as outlined above, and such as benefit the entire county.

Very Respectfully

M. V. BROWNFIELD, Pres. Brownfield Aux. Southern Nat'l Highway Ass'n.

We recommend the above statements to be true, correct and genuine, and that the funds received by them will be handled as stated.

County Clerk

County Judge

STAR WINDMILLS

Piping and Water Supplies

AND

The Famous P. & O. Implements. You will be able to find at all times a full stock of these goods, with their repairs and also the numerous other goods we sell, on hand any time you may call. Come in to see us.

R. A. Rankin & Sons

Lubbock

Texas

Mrs. Bell will read a paper on the "Aims and Benefits of a Mothers' Club" and Mrs. Harris will read one on "What a Mothers' Club Could do for Brownfield".

The organization fee will only be one dime, a trifle compared to what it means to the mothers and their children.

ALFALFA LUMBER Co.

Building Material of all Kinds. Silos a speciality.

C. D. Swift, Mgr.

LUBBOCK

TEXAS.

GOOD, BETTER AND BEST COAL

AT

Downing & Hill's

Lubbock, Texas

Send in your wagons now, while the roads and weather is good and prices reasonable. Ask your neighbors about our weights and measures

GOMEZ DOTS

Mr. H. L. Ware left Monday morning for a visit to his father who lives at Zephyr, Texas.

Mr. Whitla finished painting A. P. Moore's store and the Odd Fellows hall, on Monday. He sure done a nice job and will next paint Robt. Holgate's residence. There is quite a lot more of us whose homes here would be much improved by a coat of paint, and right now, while there is no sand blowing is the time to have the work done.

Miss Willis Black was not satisfied with the school at Lockney and returned home last week. She is attending school here at the present time.

Bro. Jameson preached two excellent sermons here last Sunday. The morning sermon was on foreign Mission work, and was one of the best we ever heard.

Mr. Bob Snodgrass and family, attended church here last Sunday.

Mr. Willie, a brother of E. E. Simms, moved into Andrew Simms' house here on last Saturday. His home is in New Mex.

Grandma Willie, mother of E. E. Simms, came in home last Saturday from a visit to her son in New Mexico.

Mr. Tom Taylor came in from New Mexico Monday with a load of sweet potatoes.

Mr. Wyatts' family stayed in town Monday night on their way back east. They have sold out here and are moving.

Mr. Houston and son, who stayed over here several weeks last spring, when they moved out here from the East, but are now located in New Mexico, passed through here last week with a load of freight.

Mr. Evans of Okla., was here at the hotel. Sunday night.

Mr. Geo. Snodgrass, wife and little Irene, spent Saturday night in town at H. L. Ware's.

Mr. A. P. Moore came in Friday, from his trip to Amarillo and Memphis. He has brother in Memphis whom he visited for the first time in sixteen years. He reports a real pleasant trip and much rain there. His brother moved to Collingsworth from Lamar county and is well satisfied there. Mr. Moore says crops are not as good as usual there. He like many others has come back saying "I'd rather live in Terry".

West Wind.

Primrose.

E. D. Garner, who once lived at Meadow, but now in Hall county, is down in this vicinity looking after his property at Meadow.

Miss Grace Ellington has se-

Dont Wait For the Rush

But prepare for the harvest by getting your corn harvester now. We will sell the "Old Reliable" McCormick machines and extras again this year. Now is the time to get ready.

MCADAMS LUMBER CO.

Tahoka, Texas

The RANDAL

SCHOOL BOOKS!!! We have them right here for you; also pens, pencils, tablets and other school accessories too numerous to mention.

Drug Company

Your prescription will be appreciated and will receive our most careful attention at all times. Big assortment of sundries and all standard proprietary remedies.

For Pure Drugs

cured the Alexander school in Terry county, and will begin teaching Nov. 1st.

T. E. Campbell has sold his farm to a man at Tulia. Mr. Campbell will move to Meadow for awhile, until he can find a location.

J. N. Farris vaccinated his cattle this week. We understand he has had some to die with blackleg recently.

The Dickinson boys, of Lubbock, were down Saturday looking after their stock.

Lawrence Christopher has out two bales of cotton, and Mr. Cowan has out six and says he will get three or four more.

Miss Zona Chandler who has been visiting her sister, Mrs. Thorp, has secured her school in Eastland county.

Cricket.

Statement

Of management, ownership, etc., of the Terry County Herald, published weekly at Brownfield, Texas, required by the Act of August 24th, 1912.

Editor, A. J. Stricklin, Brownfield, Texas.

Managing Editor, A. J. Stricklin, Brownfield, Texas.

Business Managers, A. J. Stricklin, Brownfield, Texas.

Publisher, A. J. Stricklin, ditto.

Signed, A. J. Stricklin,

Sworn to and subscribed before me this 17th day of Sept., 1913.

(Seal) Percy Spencer, N. P. Terry County, Texas

My commission expires June 1st, 1915.

STOMACH TROUBLES

Mr. Ragland Writes Interesting Letter on This Subject.

Madison Heights, Va.—Mr. Chas. A. Ragland, of this place, writes: "I have been taking Thedford's Black-Draught for indigestion, and other stomach troubles, also colds, and find it to be the very best medicine I have ever used.

After taking Black-Draught for a few days, I always feel like a new man."

Nervousness, nausea, heartburn, pain in pit of stomach, and a feeling of fullness after eating, are sure symptoms of stomach trouble, and should be given the proper treatment, as your strength and health depend very largely upon your food and its digestion.

To get quick and permanent relief from these ailments, you should take a medicine of known curative merit.

Its 75 years of splendid success, in the treatment of just such troubles, proves the real merit of Thedford's Black-Draught. Safe, pleasant, gentle in action, and without bad after-effects, it is sure to benefit both young and old. For sale everywhere. Price 25c. N. C. 127.

Daily Thought.

Nothing in the world is so hard to counter as suspicions that cannot in the nature of things be disproved or brought to the test of fact, that relate less to the present than to some indefinite future, and that tend through infinite repetition and by their very elusiveness to acquire a certain credibility.—Sydney Brooks.

Has Sometimes Worked Well.

Frequently there is more corrective value in giving a few words of undeserved praise than in hours of lecturing and pleading. If your boy or girl is inclined to disregard your wishes and your good advice try this method.

J. E. KETNER

Dealer In

GENERAL MERCHANDISE

BEST LINE

LOWEST PRICE

Will appreciate the trade of Terry County people. In brick building on Main Street.

TAHOKA

TEXAS

Get The Best

At The Best Price Ever Offered

Put Your Stamp Of Approval

Upon the greatest literary effort in the South, and furnish your reading table with three journals of recognized merit at a fraction more than the cost of one.

Here Is The Offer

Farm and Ranch, - - - - \$1.00 Our Price
Holland's Magazine, - - - \$1.00 \$1.75
The Herald, - - - - - \$1.00

OR

The Herald and choice of Farm and Ranch or Holland's Magazine, \$2.00 worth for \$1.50.

WE SELL THE VERY BEST

Hardware, Windmills and Implements

that are made, for every purpose. Prices right too. Don't forget the old reliable Eclipse windmill and John Deere implements. They have stood the test of time and we can stand behind them. We are the ones who think it will pay us to charge you only a fair price for our goods, and we give you value received for every dollar you spend with us.

Make our store your headquarters when in Lubbock, whether you buy or not. We will be glad to see you.

WESTERN WINDMILL COMPANY

Subscribe Now