

# The Terry County Herald

VOL. 9.

BROWNFIELD, TERRY COUNTY, TEXAS, FRIDAY, NOVEMBER 28, 1913

NO 31

## 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

## AUTO SPEED CONTEST

From El Paso to Dallas Via Roswell, Brownfield and Sweetwater, Over Southern National Highway.

Arrangements are now being made for a speed contest in the near future over the all Southern route from El Paso to Dallas, under the auspices of the American Automobile Association.

This contest will be similar to the recent race from El Paso to Phoenix, and will be a demonstration of the practicability of the Roswell route as an all winter route, the race being arranged for mid-winter.

The entrance fee for the participants will be \$100.00 and 36 hour controls will be established at Roswell and Sweetwater and Roswell. It is expected that the run from El Paso to Roswell will be made in one day, from Roswell to Sweetwater in one day and from Sweetwater to Dallas in one day. The prize money will be distributed as follows: Fifty percent of the Roswell prize money will go to the car making the best time from El Paso to Roswell, 25 per cent to the second best, 15 percent to the third and 10 percent to the fourth. The same proportion will be applied to cars between Roswell and Sweetwater,

and the same from Sweetwater to Dallas, but no car will be entitled to any prize money which does not make the entire trip. Eighteen entries are promised by El Paso and several by Roswell.

The utmost publicity will attend the race and it will do more than anything else that could be planned to bring the Southern Highway into immediate use. The effort is now being made to enlist the interest and co-operation of the communities along the line, and the responses that have been received give encouragement to the hope that the race will be put on.

Mr. J. W. Stockard of El Paso, one of the vice presidents of the American Automobile Association, has taken up the matter vigorously during his visit to Roswell, and local parties have joined him in presenting the matter to Sweetwater, Dallas and other points along the line. Roswell Morning News.

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

## To the School Children of Texas

My Dear Friends:

I have asked your teachers to give you this message from me, because there are so many of you it is impossible for me to send my message in any other way.

We need your help in the work to prevent the spread of tuberculosis and all other communicable diseases. You must learn how to care for yourselves and to protect others. I urge you to study your text books on health so that you may learn these important facts.

Then you must learn to help others. If there are any sick persons in your community, try to find some way to aid them, but do nothing without first asking the advice of your elders. It is necessary to avoid those suffering from contagious diseases, but aid can be given them through their doctors and nurses.

Last year I told you of the hospital then being built at Galveston for Texas children suffering from bone tuberculosis. This hospital has been finished and is now caring for crippled children. It costs \$1.10 per day for each child in the hospital and I ask you to help take care of the children. You can do so by selling Red Cross Seals at one cent each. Each school room could thus pay

for at least one day's hospital care for one child, while the larger rooms might pay for a week's treatment, and a school could unite their energies and sell 3300 seals for \$33 and thus pay for one month's treatment for a child. I hope each child will buy enough seals to place upon the front cover of each school book, to remind them that the blessed spirit of Christmas, "Good will to men," should abide with us all the year. Christmas Seals should also be placed on the back of all mail sent out between now and January 1, 1914.

You can buy Red Cross Christmas Seals from your teacher, who in turn will obtain them of Mrs. Stricklin at the Herald office, who is chairman of our local committee or from the Texas Anti-Tuberculosis Association, State Capitol, Austin.

To inspire your best efforts, I offer an American Flag as a prize to the four schools selling the largest number of Seals (per capita of scholars enrolled). These flags are ten, eight, six and five feet in length, and are to be flown over the school building while school is in session.

With best wishes for your good health and happiness, and a merry Christmas and Happy New Year, I am

Sincerely yours,

MRS. O. B. COLQUITT,  
President Texas Anti-Tuberculosis, Governor's Mansion, Austin.



## Domestic Science

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

A great many boys and girls of the farm find their home environments so dull and lacking in resources and interest that, as a rule, they are drawn inevitably to the city. This is not necessarily an evil, save that it takes from the country some of the most energetic and wide awake members of the younger generation who places will be hard to fill later.

The remedy lies not so much in inaugurating a back-to-the-farm movement as in the institution of a stay-on-the-farm campaign. The theory of the traditional devil, "Give me their leisure and I'll get them regardless of whom they work for," is manifestly true, especially on the farm.

The social center plan, the establishment of country park, playgrounds and libraries will furnish legitimate amusement and should be advocated. The recreative needs of our boys and girls demand immediate attention and the office of Director of Public Recreation should be established in every Texas community.

## 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

## ADVERTISING RATES.

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

Any reflection on the reputation or standing of any private individual, firm or corporation, will be gladly amended if brought to the notice of the publisher.

## 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

Today is the day of horn tooting, and the man or town that does not toot their own horn, the same will remain untooted.

Well yes, the streets are most undesireably muddy this week. We hope to see the time come when old Brownfield will creep out of the mud.

We don't pretend to say that there are no good men but those who advertise, but we do say that those who do advertise are better business men, sure and certain.

Amarillo is soon to go through the throes of another prohibition election during Dec. A close county like Potter, where they can never seem to get the thing settled, is the last place we aim to move to.

We were informed by reliable authority that the demand for rent farms cannot be supplied in Terry county this year, unless houses are built and new farms opened up. Put up some new houses, land owners.

Jno. Hays Hammond attacked President Wilson's Mexican policy in a long drawn out speech at Boston, recently. John Hays is a long ways from the seat of trouble, but we imagine he has the price of a ticket to Juarez, if he has the jingoes that bad.

We're acquainted with the fact that there are good county papers besides the Herald, that are boosting their own counties just as faithfully as the Herald does Terry. But please let us say that these "other county papers" use mighty little printer's ink on Terry county. Where they use four lines to boost Terry, we use one hundred columns. Same way in proportion do they beat the Herald in boosting their own counties. Let others praise outside counties, but the Herald is

for Terry, first last and all the time. What paper deserves the support of the community, the one disinterested in the county, or one that faithfully sticks to it?

Did you ever stop to study the calamity howler right close? For instance, did you ever study the man who is going around over the country howling about the high price he is being charged by the business men of his town? If you never have, try it on one or two and see how it figures out. The next time you see a man begin to show his teeth and growl about the business men of his town being a bunch of robbers and cut throats, put him down on your study list and in a little while you can get his correct measure. Yes watch him. In a little while he will probably have something to sell. Get the price he sells at and see if it conforms with his howling. Maybe it is a few days work he does for some one—get his prices on the job and see if it is in conformity with his chronic grumbling. Now listen: ninety-nine time out of a hundred you will find this kind of a man so small that it will be a difficult task to size him up exactly. The trouble with this kind of men is, not in the merchant, but it is in their own torpid livers. They were born in the wrong time of the moon, they get up on the wrong side of the bed, and if they could manage in some mysterious way to pass the pearly gates it wouldn't be fifteen minutes until they would find something wrong in the other world.—Seminole Sentinel.

## Program

For the Terry County Teachers' Association, Saturday Dec. 13th.

1. The social as a means of raising money for a library; Mrs. W. A. Bell.
2. Discipline by the system of rewards; A. E. Key.
3. Means of creating interest in current event; Miss Bertha

4. Athletics in our schools; W. W. Price.
  5. General discussion of the benefits of the Teachers' Association. A. K. Huckleberry.
  6. How a teacher may improve herself by herself; Miss Rena Lewis.
- Committee.

## WISHED SHE COULD DIE

And Be Free From Her Troubles, but Finds Better Way.

Columbia, Tenn.—"Many a time," says Mrs. Jessie Sharp, of this place, "I wished I would die and be relieved of my suffering, from womanly troubles. I could not get up, without pulling at something to help me, and stayed in bed most of the time. I could not do my housework.

The least amount of work tired me out. My head would swim, and I would tremble for an hour or more. Finally, I took Cardui, the woman's tonic, and I am not bothered with pains any more, and I don't have to go to bed. In fact, I am sound and well of all my troubles."

Cardui goes to all the weak spots and helps to make them strong. It acts with nature—not against her. It is for the tired, nervous, irritable women, who feel as if everything were wrong, and need something to quiet their nerves and strengthen the worn-out system.

If you are a woman, suffering from any of the numerous symptoms of womanly trouble, take Cardui. It will help you. At all druggists.

Write to: Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page book, "Home Treatment for Women," in plain wrapper. N.C. 122

## ROAD BUILDING.

Demonstration Work and Machinery on Exhibition at the Dallas Fair.

Building a public highway is the most important human event of this age and intelligent construction of roads the greatest triumph in modern science. It is authoritatively estimated that sixty cents of every dollar spent on public highways is wasted through faulty construction or in unwise methods of maintenance.

The exhibits of road machinery and model roads will be a public highway institute that every person who visits the State Fair of Texas at Dallas should attend.

The latest types of the most perfect road machinery will be parked on the Fair Grounds for convenient inspection. There will be model highways and demonstration roads laid out and samples of road materials and construction will be exhibited and their value and utility explained.

The improvement of our public highways is the most stupendous problem confronting the people of Texas today. We have 140,000 miles of public highways and 4,652 miles are surfaced with stone, gravel or similar materials. We spend approximately \$53.60 per mile per annum on public highways. The per cent of public highways improved in Texas is 3.2 and in the United States 7.14. We spend approximately \$7,500,000 per annum on public highways and \$3,000,000 annually on paved streets. Of this amount \$4,000,000 is raised by bond issues and \$3,500,000 by taxation. We spend on an average of \$2.00 per annum per capita on our roads and the average in the United States is \$1.55. We have four per cent of our public highways classed as "improved" and the average in the United States is nine per cent.

There is no better investment than money intelligently spent on public highways and every dollar invested in road improvement adds three times its value to adjoining property and every argument that applies to the improvement of private property will apply with multiplied force to the improvement of public property, and especially to public highways, as every farmer must use the roads.

There are many important lessons that can be learned from the good roads exhibit at the State Fair of Texas at Dallas, Oct. 18 to Nov. 2.

## 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

## 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

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. G. 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 the Odd Fellows Hall



J. W. Welch and J. C. Green helped J. L. Randal level up his building this week, preparatory to moving in.

Claud Criswell came in last Friday from the Mallets, where he superintended the dipping of cattle.

McADAMS at Takoka, sell the "Old Reliable" McCommick Harvester and extras.

On account of the excessive rains, work on the Brownfield-Sawyer dipping vat was suspended a few days this week.

Uncle Jack Coble is authority for the information that we have the best season in the ground than has been in six years.

FLUES, piping, casing, pokers, shovels scuttles and the best of stoves, at the Brownfield Hdw.

Barnett Bros. turned on the first feed of their big 380 ton silo to 200 calves and 10 head of cows, one day this week.

May & Wright received another consignment of dry goods last week.

T. J. Price purchased the big coach stallion from N. N. Ross this week and will add him to his stock farm. We did not learn the price paid.

Messrs. Thompson and King have been putting up lots, sheds and fences out at the farm this week.

GLASS. A good stock always on hand; can cut it to fit. Brownfield Hardware Co.

Uncle Horace Adams of this place and son, Oral, of Gomez, visited their son and brother in New Mexico, this week.

Sweet William came to town Wednesday and actually left town way before sundown.

FOR SALE: Limited amount of Feterita seed; those wishing seed will call and get it soon. J. C. Lewis, 2 1/2 mi. w. Brownfield.

We are not going to tell any thing about our oyster eating until next week and not much then if we happen to get too many.

Miss Etta Kinard was in Tuesday, shopping.

J. C. Dooley was delivering Thanksgiving turkeys, Wednesday afternoon.

W. R. Harris accompanied by his brother-in-law, Mr. Saunders and son, came in from Roswell, Tuesday, and are visiting Mr. Harris' daughter, Mrs. Dee Brownfield.

DONT forget that the Brownfield Hdw. Co. carry the famous Sherwin-Williams paint and Winchester and U.M.C. ammunition.

Mr. and Mrs. Youngblood, of Nolan county, parents of Mrs. M. V. Brownfield, are visiting the later.

Geo. Black Jr., was over from Gomez, Tuesday. Also Geo. McPherson and Will Mathis,

Several have told us recently that they would offer for offices next year. Well we will be ready for you the first issue in Jan. 1914, boys.

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

Lence Price came in to renew his and his old friend's subscription, who lives at Turkey, Texas, this week. Lence says he is playing bachelor, as his wife is off with her mother, visiting friends at Ft Worth and other points in the east.

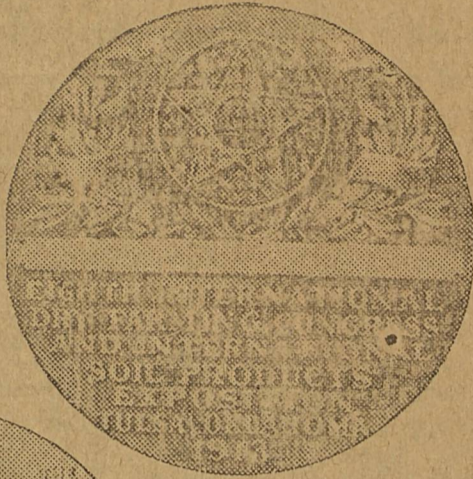
### BEAUTIFUL MEDALS TO BE AWARDED AT TULSA DRY-FARMING CONGRESS

Any man who wins a prize at the International Dry Farming Congress and Exposition at Tulsa will at once achieve a reputation that is more than national. Good farmers would compete if the value of the prizes were but a penny each, for the honor in itself is worth while.

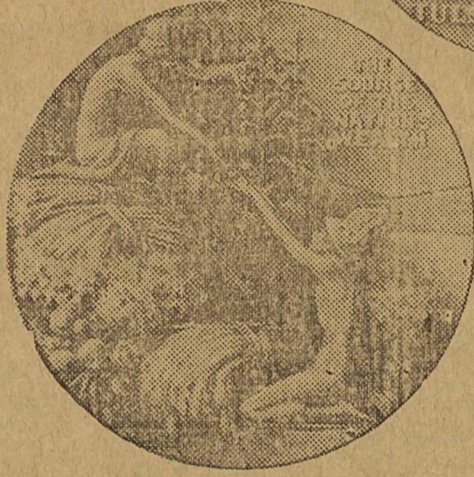
The Congress, however, never does things by half nor in the ordinary way. Its prizes for the Tulsa Exposition will be greater in value than those of any other fair or exposition in the United States on similar classes of entries, but they will not be given in money except in a few instances.

Nearly all fairs give small cash prizes which are quickly spent and as quickly forgotten. The International Congress will give specially engraved and embossed medals, together with bronze and solid silver cups and trophies and farm machinery, in practically all of its competitive classes.

Beautifully engraved gold and silver awards, bearing the winner's name, will be given in more than 500 individual classes for sheaf and



Obverse of Prize Medal.



Reverse of Prize Medal.

farmer to produce better crops and more of them per acre. This year's prize list totals a greater value than has ever before been given at any International Dry-Farming Congress or Exposition.

threshed grains, vegetables and roots and fruits. For district exhibits, where more than one farmer enters his products, solid silver or bronze trophies, ranging in value up to \$400 each, will be given. For individual collective exhibits and in the sweepstakes classes the prizes will be farm machinery, some of the single prizes ranging in value as high as \$1,250 each. Every machine will be the best of its kind manufactured in America, and will be especially designed to do proper work in assisting the western

**Do you know The Youth's Companion as it is to-day?**

Improved and broadened in its scope. Enlarged by the addition of, a Special Family Page, Boys' Page, Girls' Page and Children's Page. Great serial stories, 250 short stories. A remarkable Editorial Page. Current Events and Science. A wealth of variety and quality, and all of it the best.

**FREE TO JAN. 1914**  
Cut this out and send it with \$2.00 for The Companion for 1914, and we will send FREE all the issues for the remaining weeks of 1913 and The Youth's Companion Practical Home Calendar for 1914.

Illustrated Announcement for 1914 free on request.

Remember — 52 Times a Year, Not 12

#### Great Family Combination Offer

We do not know of any Family Weekly that we can more heartily recommend to our readers than The Youth's Companion. It gives us pleasure, therefore, to announce that we have arranged with the publishers to make the following offer.

**THE HERALD \$1**      Both Papers Together For one year **\$2.50**  
**YOUTH'S COMPANION \$2**

TO TAKE ADVANTAGE OF THE ABOVE SEND SUBSCRIPTIONS TO THIS OFFICE

Will Carson came in Monday to attend court, but got left. Also A. M. McBurnett and two friends from the southside.

Mr. Williams and family, from New Mexico, are now located in the Whisenant house across the draw, and will make this their home providing he can get work.

On account of the heavy rains, a man and woman from some of the extreme western States, are camped just west of town in a tent. They are traveling on a motorcycle.

We have been informed that Mr. M. V. Brownfield has offered \$50 to start a subscription to build concrete sidewalks from the Merc. to the old Herald office. Wake up property owners and push against the collars.

We had a letter from Hugh Pyeatt this week, who is employ-

ed by the Katy railroad with headquarters at Dallas. He is in the auditing department, and gives promise of rising higher and we are glad to see a Terry county boy going up the ladder. Dude, as we all knew him, says he sure appreciates the Herald each week.

The Merc. looks like a real city store since they have put a display of dry goods and groceries in their show windows.

DR. J. F. CALLOWAY, dentist, has established dental offices in Tahoka and will remain permanently in this district. Dr. Calloway will visit Lamesa on Nov. 29, and return to Tahoka on Dec. 11th. Future dates will be found in every issue of this paper. Dr. Calloway was a former member of the firm of Drs. Brown & Calloway of El Paso, Texas.

## A. P. MOORE

DEALER IN

Groceries and Mens Clothing

Gomez

Texas

SPECIAL NEXT WEEK:--I will pay you 25 cents per dozen for your eggs. Spuds per sack 2 3-4c per lb., cash

## 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. Sculday, 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. 18  
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

## Program

Of the Mothers' Club for Friday, Dec. 12th. General Theme: The Child.

1. Paper: How food effects the mental and moral development of the child. a. Relation of mind and body. b. Foods that do and do not contribute to best development. c. Proper diet for the adolescent children; Mrs. A. D. Brownfield.

2. Paper: How environment effects the mental and moral development of the child; a. Physical surroundings; b. atmosphere; Mrs. Dixon.

3. How Literature and music effect the mental and moral development of the child; a. the value of poetry; b. value of fiction; c. value of history and biography; d. the newspaper and current magazine; e. value of mother songs; f. value of other forms of music and of musical instrument in the home; g. value of the phonograph and victrola; Miss Dora Daugherty.

4. The theory of first impressions; a. illustration of the brain and the nervous system; b. the psychology of habit forming; Esther S. Harris.

5. Round table discussion: Hidden forces in the mental and moral development of the child; a. relative value of precept and example; b. how untruthfulness, deceit and dishonesty may be inculcated in the home; c. plan of punishment in the home; led by Miss Lowe.

Note: The Round Table Discussions are simply general discussions. The leader indicates that Mrs. G. may follow her; Mrs. A. then suggests that Mrs. B. may follow and so on. These discussions are widely helpful and every member should be prepared to express her sentiments or ideas upon that subject noted in the program for round table discussion.

Committee.

## Value of Advertising



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

There is no one factor in civilization that gives more suggestion to the mind of the public than the daily and weekly press. It is the form of public opinion and the pulse of the people. Both the king in his palace and the laborer at his task read the news of the day.

Printers ink is the best sales manager, and it is the merchants greatest asset. Properly displayed, it catches, holds and imprisons the mind of the reader and every reader is a prospective buyer. No reader looks for an advertisement. The ad must seek the reader. It must leap

## 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.**

out at him from the printed pages. To do this it must attract attention, incite interest and create a lasting impression. Advertisements attractively displayed at regular intervals will fine the eye of all readers, no matter how fast they are turning the pages. Do not economize in space. Big space is cheapest because it does not waste a single eye.

An advertisement about one article well described, is worth more than the one vividly describing a dozen things in a general way. The price is the thing. The advertisement that omits prices sacrifices half its pulling power and has a tendency to bring lookers instead of buyers.

The merchant who takes it for granted that everybody knows him because he has been established in business for many years and occasionally does a little advertising, is doing himself a grave injustice. We have outgrown the time when it was considered sufficient for a merchant to have his card in the paper now and then, and the successful merchant of today advertises regularly and seeks to build business rather than to get business for a day.

If a business is not worth advertising regularly, it should be advertised for sale and the merchant who fails to advertise his business will soon have the sheriff doing it for him.

### Dots From Tokio.

Mr. and Mrs. Bob Lovelace left on the mail car Wednesday morning, for Parker county. We hope they have only gone for a visit as we would regret very much to lose them from our neighborhood.

T. E. Lovelace and wife and Mrs. Benton and little William spent the day at Wes Lovelace's Thursday.

The sandstorm Thursday, tore Wes Lovelace's windmill to pieces. Repairs for it cost him something near thirty dollars.

T. E. Lovelace bought a ton of maize from Mr. Spear, Friday.

Mrs. Joe Wrotan and children visited Mrs. Benton, Friday.

Miss Lewis spent Friday night and Saturday visiting Mrs.

Wrotan.

Mr. Wes Lovelace made a business trip to Gomez and Brownfield, Saturday.

We suppose Ennis Ware has become tired of riding alone as we saw him going toward Gomez Saturday evening with a couple of goats in the wagon with him. The goats were very attractive in appearance, and judging from the music they were making, we do not doubt them being excellent company.

Messrs. Lovelace and Day visited Geo. Wilkins, Sunday.

Mr. Day and family visited Wes Lovelace and family this evening, Tuesday.

Digger.

LOST between Gomez and Timms place Sunday night, a black and white striped Navajo blanket. Finder will please bring to Herald office.

Mr. W. B. Snodgrass called us up over the phone yesterday and informed us that his two brothers-in-law and nephew, Messrs. Davis, who visited them from Grayson county, this week, were agreeably surprised with the country. They thought this almost a barren desert with daily sandstorms and no grass except sage. When they saw Mr. Snodgrass' fat thoroughbred mules, horses, jennets, jacks, cattle and hogs, besides the abundance of feed produced this year; luxuriant grass in the pasture, neat home, beautiful orchard and comfortable barns, they were struck with wonder. One of these gentlemen is a stockman and the other a progressive farmer.



**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

### Home of the Lima Bean.

About half the Lima bean crop in the world is produced by a coastwise strip of California, including Santa Barbara, Ventura, Los Angeles, Orange and San Diego counties. Peculiar climatic conditions are required, and the only other section where the bean has been grown successfully is the island of Madagascar, off the east coast of Africa. England takes the entire island output.

## NEAT JOB WORK

M. V. Brownfield, Pres.

Will Alf Bell, Cashier

**Brownfield State Bank**

RESOURCES  
OVER \$100,000.00

WE WANT YOUR BUSINESS

## 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



# WINTER!

Is fast approaching; freezing weather is not far off. We are well stocked with winter dry goods of all kinds such as Comforts, Blankets, Outing, Jerseys, Sweatercoats, wool and cotton Underwear, wool Hose and half Hose, Ladies Skirts, Mens and Boys Clothing and other articles too numerous to mention. Call and let us show you through our stock. Phone or write us. We will deliver by Parcel Post.

## Brownfield Mercantile Company

### Should Work Our streets

Owing to the fact that we are likely to have an auto race thru here, from El Paso to Dallas, via the Southern National Highway in the near future, that will give us some good advertising. Judge Neill appropriately suggests that we at least work our main street to the Methodist Church, and from there to the junction of the Lubbock and Tahoka roads.

This will be a good idea, first because our present road leading angling across the town section often confuses tourist, unless they either have a log book or minute directions, and second because well worked streets attract favorable comment and attention from tourist.

Judge Neill's idea is to set a road working day, and everybody turn out and at least make one good street in Brownfield. What about it? Let's hear from others.

### Harris Happenings.

Mr. and Mrs. Jim Wright went down in the J Cross neighborhood last Tuesday returning Thursday. We understand they will live on Mr. Spear's place down there next year.

Thursday's sand storm was a little tough but we call this rainy weather nice.

E. E. Simms and wife came in Friday morning with a load of freight for W. H. Harris.

Mrs. Arch McPhaul was shopping at the store Friday.

Miss Grace Ellington came down from Mr. Alexander's last Saturday morning and visited F. M. Ellington and wife, till Sunday afternoon.

Brit Clare lost a young mule Saturday. The cause of it's death is unknown.

Roy Harris came in from the U— ranch Saturday, where he had been looking after the boiler during the dipping.

Mrs. Spear called on Mrs. H. L. Hooker, last Saturday afternoon.

Ellington Bros. and J. E. Fitzgerald, left Wednesday for Lubbock with a bunch of cattle, which they were to ship.

Arthur Cotton came in today, Monday, from delivering his steer calves to Dick Brownfield. Mr. Cotton sold them to Jim Yates in the summer and then Mr. Yates sold them to Mr. Brownfield.

The infant daughter of Mr. and Mrs. H. L. Hooker has been quite sick for several days, but is supposed to be better now.

Sand Bur.

Andy Lee came in from Haskell county this week, accompanied by his sister, Miss Matilda. Andy has been gone two years and just from his talk, believe he has come back to stay; but they all do.

Dr. Treadaway reports the arrival of a girl at the home of Mr. and Mrs. Haygood, of Yoakum county on the 26th. Also another girl to Mr. and Mrs. Z. E. Chalk, on the 23rd. They live on the Will McPhaul ranch.

### Sheriffs Sale; Real Estate

Whereas, by virtue of an order of sale issued out of the District Court of the 67 Judicial District of Tarrant County, Texas, dated September 29th, A. D. 1913 on a judgement rendered in said court on the 8th day of September, A. D. 1913, in favor of Bread & Bomar, a firm composed of John W. Bread and D. T. Bomar and vs. H. S. Wilson, for the sum of \$381.48, interest from date at ten percent and costs of suit.

I, Geo. E. Tiernan, Sheriff of Terry county, Texas, did on the 4th day of November, 1913 levy upon the following described real estate, situated in Terry Co., Texas, to-wit: The south one-half of section No. Fourteen (14) in Block D-14, located by virtue of Certificate No. 220 in the name of the C. & M. Railway Company and on the first Tuesday in December, A. D. 1913, the same being the 2nd day of said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m., I will offer said property for sale, for cash, to the highest bidder, in front of the court house door of Terry County, Texas. Witness my hand this the 4th day of Nov. A. D. 1913.

Geo. E. Tiernan,  
Sheriff Terry Co., Texas

## 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

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

### Free Song Book

Are you interested in music? If you are, and will send us the names and addresses of ten musical friends will mail to you post-paid a copy of

#### SONGS OF THE PEOPLE

a song book suitable for all occasions, containing National, State and good old home songs. The book has 48 pages and is well bound in Manilla covers. Address.

The Ruebush-Kieffer Co.

Dayton, Virginia

Please mention paper in which you saw this advertisement.

## ALFALFA LUMBER Co.

Building Material of all Kinds. Silos a speciality.

C. D. Swift, Mgr.

LUBBOCK

TEXAS.

## PAINTING

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



# 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

H. L. Ware is quite sick at this writing and has been so for the past two days.

Ben Hurst moved into the Glover cottage, northwest of the square, Thursday. We welcome these good people to our midst.

Booth Hays and Bert Kennedy spent Sunday at the hotel, leaving early Monday in an auto for Lubbock.

Mrs. W. B. Snodgrass was happily surprised Sunday afternoon, by the arrival of her brothers, Messrs. W. H. and A. A. Davis and nephew, J. T. Davis of Howe, Grayson county, Texas, whom she had not seen for eight years. They will spend some time visiting her.

Well its been raining here the most of the time since Saturday night and quite a number freighters and movers are mud bound. Now that the sand is scraped off our roads, when they get wet they are so slick that a heavy loaded team can't make much speed on them.

Messrs. Ward and Callahan, of Plains, have been at the hotel for the past two days.

Word Price visited the school Monday and gave them an interesting and highly appreciated talk.

Will Mathis and his hands came in from New Mexico Saturday with cattle. They bought 1400 head of steers for Ivey and Jones, which they left in Mr. Ivey's pasture in Yoakum county. They report a pleasant trip and no mishaps.

Mr. Guy Taylor got in Saturday from Lubbock with a big load of freight for A. P. Moore.

Despite the bad weather, the B. Y. P. U. met Sunday afternoon and had a very interesting lesson. The program was unusually good.

Marlin Ellington, from northwest Terry, was registered at the hotel last week.

Bob Snodgrass and family were visiting in town Friday.

Dee Hunter and wife spent Sunday night in town.

We noticed on the streets last Saturday, Messrs. Timms, Myers Rambo, Winn, Cherry, Artie Shepherd and Pucket, and Monday Messrs. Hicks, Lemley, McWhorter, Seitz, Alvin Duke, Joe and Robert Griffith and Clint Rambo and wife.

Word Price came in Sunday night after well casing (?)

Ye scribe tenders thanks to Mr. and Mrs. Sam Funderburk for a nice piece of home raised meat; also some white meal made out of the new corn crop. The meal was ground at the Brownfield mill, and we never saw any that was nicer or better.

The many friends of Arthur

## 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

Moore will be sorry to learn that he is in a sanitarium at Douglas, Arizona, sick with typhoid fever.

J. H. James, of Tatum, N. M. is visiting his daughter, Mrs. Walter Gainer. He is on his way home from the railroad where he went to carry his wife, who has gone to Huntsville, Texas to visit her mother and other relatives.

Walter Gainer says he sure does believe the world turns around and has lately put the plains where east Texas used to be, that has caused this spell of weather.

Say, Mr. Herald, we cant see the point of your remarks last week in regard to Mr. Clare's mismatched shoes. Both Plains and Gomez are closer to him, and every drygoods house in both places carry a standing ad in a live country paper. True, they don't all mention shoes, but many merchants don't itemize in their ads. As all the dry goods merchants in both Gomez and Plains have in the past and are now making a liberal use of printer's ink, we cant see who you were throwing the epitaph "old rut" merchant at. You said read the Herald; well we do, and quite a lot of other papers, too. It is true the merchants I refer to don't advertise in the Herald, but they use a local paper. You see the Herald isn't the only paper.

West Wind.

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

## Listen

We have expressed our gratitude time and again for the liberal patronage we have had from the public, but it is time for us to have a settlement. Please show us how much you appreciate the favors extended by coming in and settling up.

Yours For Business  
May & Wright

## A Nervous Woman Finds Relief From Suffering.

Women who suffer from extreme nervousness, often endure much suffering before finding any relief. Mrs. Joseph Snyder, of Tiffin, O., had such an experience, regarding which she says:



"Six months I was bedfast with nervous prostration. I had sinking spells, a cold, clammy feeling, — could not stand the slightest noise. At times I would almost fly to pieces; stomach very weak. My husband insisted on my taking Dr. Miles' Nervine, and I began to improve before I had finished the first bottle until I was entirely cured."

MRS. JOSEPH SNYDER,  
262 Hudson St., Tiffin, Ohio.

Many remedies are recommended for diseases of the nervous system that fail to produce results because they do not reach the seat of the trouble. Dr. Miles' Nervine has proven its value in such cases so many times that it is unnecessary to make claims for it. You can prove its merits for yourself by getting a bottle of your druggist, who will return the price if you receive no benefit.

MILES MEDICAL CO., Elkhart, Ind.

## 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.

## 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