# The Terry County Herald

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

**VOLUME 20** 

BROWNFIELD, TERRY COUNTY, TEXAS, SEPTEMBER 12, 1924

NUMBER 5

#### R. KELLY DELIVERS TALK ON ADVERTISING

From an address delivered before The Cotton States Merchants Association at Memphis, Tenn., by Thomas J. Kelly of Minneapolis, Minn., a nationally known advertiser.

A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good sized bunch of letters one morning, the letters being addressed and stamped, sugested that I drop them in the mail box on my way to the office. I wore my rain coat that morning, as it happened to be raining, so I slipped the letters in the coat pocket, and upon arriving at the office, placed the coat in the locker, and forget all about the letters. I did not wear the coat again for several weeks, and that's where my trouble started.

These letters hapened to be invitations to my fortieth birthday party The evenin gof the party came, the stage was all set. The dinner was suposed to be at 6 P.M., but nobody showed up. We waited until seven. but my friends failed to arrive, and lo, and behold my wife said to me: "Do you recall a morning some few weeks ago when I gave you those letters to mail? They were invitations to your party." Immediately the thought struck me, "By golly, those letters are in the pocket of my rain coat at the office.

That incident reminds me of an old friend of mine who was in to see me the other day. He told me about a motor trip he had taken, driving from Mimeapolis up north for a few hundred miles. It happened to be on a Saturday. He visited several towns on the trip, caling in at many stores, and he remarked to me, "Do you know there were about two chain? only stores that were busy-the other stores didn't appear to be doing any thing." That caused me to investigate just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and asked them to send me their papers of Thursday and Friday, two days before the Saturday when my friend called at those stores. I found that in four out of five papers, all the advertising that was done was by the chain stores. That solved the problem. The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their stores on Saturday, and the public not receiving an invitation, did not come, but the chain stores had invited them with a neat effective ad, attractive in style and chuck full of common sense, and, naturally, that is where they went.

So the stores that failed to receive their friends were like my birthday party-the crowd didn't come.

I venture to say that in all the failhres of retail merchants the last three years, not twenty per cent of these same merchants advertised religiously in newspapers, whereas, if they had, their investment in newspaper advertising would have brought sufficient trade to prevent a great amount of their losses.

The total newspaper advertising of 122 daily newspapers in 28 pricipal cities of the United States in the year 1923 was, 1,333,954,971 agate lines-a gain of 92,651,690 lines over the previous j ar.

We are not handicapped in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exfrequently cover from 60 to 80 per cent of the homes in the territory. reading. Advertising space in that paper will give a much greater return per dollar REV. J. F. CURRY HOLDS spent than will any other form of advertising on which postage is spent.

Second, people are accustomed to reading the newspapers. It is not difficult to get their attention, as in the case of a circular letter, the booklet and other forms of direct by mail advertising.

Third, the best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

So we are led to believe that even criticisms about us in the columns of newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on seling merchandise, he has got to start figuring on the advertising that is going to do it. Advertising certainly has many

(Concluded on Last Page) and the family can be nearer him. citizen of Lubbock for several years. branch in Lamesa.

## Seeing Things



#### HUNDREDS ATTEND SCHOOL OPENING MONDAY

More than 500 students were enstores in each one of the towns that rolled Monday in the Brownfield ation place the tourist travel thru September 13th and 14th. I went through, and they were the public school. There was 335 in the Brownfield next year to see the faparents were also on hand in great fore in the history of the school, that a loop of the Lee Highwaythrough going to show the importance and Brownfield and Terry County? Ifthe interest patrons are holding our public schools.

found seats in the auditorium, and go the nearest way? Butmany stood around the sides of the had to stay outside or up stairs.

After the crowd was brought to orcation by Rev. J. P. Watson, pastor the recommendation of the West of the Methodist church.

Rev. R. A. Scranton, @ Plainview, who happened to be in the city, was some address, punctuated with ad- road west is alright they say. vice for teachers, pupils and patrons. He showed the necessity for co-operation if we mean to maintain first class school.

He was followed by Supt. Fagala, who delivered one of the best opening addresses we have ever heard by a school superintendent, and we only wish that every patron in the district could have heard it. If we, the patrons of the school only do half the in each important town. So you can goods things, and co-operate as we should, at the close of the 1924-25 sessions of our school, we will have occasion to rejoice over the good putting our school on a higher plane, besides the advancement our children will have obtained.

Co-operation is the word for us. and Supt. Fagala says work! work!! work!!! will be their watch word.

plostation of the individual, for the Belle Akeson were each allowed to supplement any funds we may have circulation in those days was very make statements concerning their in the county to improve this road small. First of all the newspaper has music and expression department. east to the east line until it will pass circulation. A single newspaper will The later also favored the audience muster of the state and federal highwith a short but highly appreciated way departments.

### MEETING AT WELLMAN

Revs. J. F. Curry and O. P. Morrison were associated last week in hold ing a meeting at Wellman switch, the first station south of Brownfield on the Santa Fe. They report about 20 conversions and a splendid meeting

in every way. A Baptist church of 18 members was organized, and the meeting closed with a baptismal service Monday morning. Brother Curry is in a meeting at Midway this week .- Lynn County News.

Jack Bryan is moving his family from the ranch in south Terry to Seminole, as he is spending most of

#### WE MUST FIX OUR ROAD LEADING EAST

grades and 180 in high school. The mous Carlsbad Caves at 500,000, IF-Did You know that the Federal numbers, perhaps more than ever be- Highway department will designate

Did you know we're on an arrow line from Texarkana to the Carlsbad About nine o'clock some 600 people Caves, and that people will naturally

Of course you want to know what building, while hundreds of others that IF and BUT is that stands in our way. Well, neighbor it is our disgraceful road for about seven miles der, the school sang "Onward Chris- between Brownfield and the Lynn ian Soldiers" led by Prof. Douglas county line. People who know in-Carver, and Bible reading and invo. form us that the department, under Texas Chamber of Commerce are willing and anxious to designate the route providing Terry county will fix introduced, and gave a very whole- this seven to ten miles of road. The

> Those who are familiar with the fame and advertising the Carlsbad Caves are getting back east say five hundred thousand will see it in 1925, when the government formerly turns it over for sightseers. Say one fourth of these pass through Brownfield, and each car has an aver of five to the car. That si 25,000 cars. It is estimated that each car spends 4.50 easily see what it would mean to Brownfield to have this highway des-

The Herald believes in making the that has been accomplished toward neighborhood roads as good as possibleand as soon as possible, but we also believe that we should stop the construction of new roads awhile and devote all our energies to the betterment of our cardinal highways and get aid to do so if possible. We even believe that it will pay the city of Mrs. W. H. Dallas and Miss Rena Brownfield to raise money itself and

To our notion this read will mean more to us each year than would a railroad from the east. To lose it and turn this traffic to the tier of counties either north or south of us would mean the commercial cutting of our

Now we don't believe in lambasting our commissioners. They are probably doing the very best they can with their very limited funds: But we do believe in taking them into our confidence, consult with them and se just what can be done in the matter and this at the earliest possible date.

W. G. Hardin returned Monday from Springtown, where he visited his mother and other relatives.

#### DISTRICT EPWORTH LEAGUE CONFERENCE

Did you know that reliable inform- To be held in Brownfield, Texas

#### Program

10:15.-Devotional led by Rev. C.B. Thompson, Seminole.

10:25.-Welcome address, by presi dent of the Brownfield League 10:35.-Response, by Miss Gladys Lee, Tahoka.

10:45 .- Address: The League an Evangelistic Force, Rev. E. E. Robinson, Presiding Elder, Lubbock Dist. Announcements

11:30.-Registration and assignment

homes. 12:-Gastronontic Gymnastics. 1:30 P.M .- Business session. 1.-Appointment of Committees. 2.-Reports from Chapters. 2:00.-Standard of Efficiency, Rev

I. T. Howell, Tahoka. 2:30 .- Spizzerinktum Superimposed 3:00 .-- Departmental Studies. 1st Department.-Rev. J. W. Wat

son, Lamesa. 2nd Dept .- Miss Ella Mae Lyle, of 3rd Dept .- Miss Rosa Nell Gray, of

4:00.-Round Table: Recess. 7:45 .- Devotional; Miss Jewell Denning, Idalou.

8:00.-Directed Recreation, Super intendent 3rd Dept., Brownfield. 9:00 .- Stunts.

Sunday 8:30.-The Epworth League Covenants, Neil Douglas, Lubbock. 9:00.-Reverence During Devotiona

Hour, Joe M. Peterson, McCarty. 9:15.-Junior-Intermediate Work Miss Ruby Lusk, Ass't. Dist. Sec. 9:30-Recess.

Sunday School. 11:00.-Consecration Service, Rev P. Watson, Brownfield. 12:00.-Lunch.

1:15.-Final Business Session. 1.-Report of Committees. 2.-Unfinished Reports from Chap

3 .- Election of District Officers. 2:00.-Know your Hand Book, A. G. Waugh, Conference President. 2:15.-Hughes-Caperton Memorial

Miss Curry, District Commissioner. 2:35.-The Council and Business Meetings, their importance, E. H. Ezzell, Lubbock.

3:05.-Pep Meeting. 3:20.-How to have good Devotional Meetings. Open discussion led by Mrs. Floyd Stark, Seminole.

3:35 .- Selection of next meeting

3:45.-Memorial service for Joe Reidenback, conducted by District Secretary.

4:00 .- League Benediction.

A. V. Hendrick, represnting a big cotton exchange at New York, was

#### J. W. YOUNGBLOOD DIED LAST SATURDAY

The mortal spirit of J. W. Youngknew, and while he has suffered un- Paramount Corporation carried half seeing a well day. He has to our up and attractive dodgers. any avail.

bock undertaking concern and brot pictures were extra, but you have to Brownfield Saturday afternoon for got to let people know you have an burial, which was had in the local extra before they will know it. cemetery Sunday at 3:00 P.M.

attended and a long line of cars fol- ance. lowed the remains to the cemetery. Several beautiful floral offerings Pastime showed some of the best were seen. We understand that he productions the Paramount people was a member of the Archidelphian have put out, and they not only put church, and a member of the W.O.W. odge.

He leaves to mourn his departure, world. three sons, Jesse, Leonard and William, all of Blackwell, Texas, and two daughters, Mesdams M. V. Brownfield of this city, and Charley Hubby of west Terry, all of whom with Fatls, and O. E. Turner, of Lubbock, their families and other relatives attended the funeral.

His wife preceded him to the great beyond about two years ago.

## DR. SPLAWN DELIVERS FINE

the graduates of the University of to the property was proved up, and Texas at the recent Commencement that they would have a man on the exercises of the institution, President ground to start operations. W. M. W. Splawn pointed out the wonderful resources of Texas and oil company to locate their plants in what may be done in the matter of Brownfield. their development and utilization by men and women of education. Other justifications for university training were given by Dr. Splawn. Following the adress he gave 225 graduates their degrees and diplomas.

"Instruction is given so that the work of the world may be done, and done better," said Dr. Splawn. Much is to be done. Think of the development of our state. Because we have the land-millions of acres of it, because of our climate and favorable locations, our state is destined ever to lead in agriculture. With rather simple methods of extensive and unscientific farming, we are supporting the lead in several important crops. With improved methods our production can be increased many times, and an astonishingly large population be supported in greater comfort than we have believed possible.

"We are destined to become a great industrial state. We have the raw the value of our cotton crop. Our world will develop in Texas commercial centers of increasing importance. So vast is the amount of work to be done that there wil be for years an insistant call for those with technical training.

"Another justification for universiy instruction, and one of its highest purposes is to save men from mere materialism. One leson the university impresses the potent fact that wealth is not an end in itself, but is a means to the highest end-human welfare. The college does, and must concern itself with the development of the personalities of men and womstrong character."

Prof. Jackson is building a nice cottage in the east part of town. He nformed us that he was getting tired f having houses sold out from under him, and took a notion to build one of his own.

Editor C. B. McCormack and wife Index. were down for the week end from in our city last week and left adver- Levelland, visiting his parents, Mr. John L. Vaughan is the new post- tisements for the Herald. He is mak- and Mrs. R. H. McCormack. Editor his time on the Gaines county ranch, master at Lubbock. He has been a ing headquarters at Lubbock with a Mack informed us that business was picking up at its fown.

#### PARAMOUNT WEEK HERE WELL ATTENDED

No one who attended the Pastime blood, about 70 years of age, of this Theatre last week can now venture city, passed to Him who gave it last the assertion that advertising does Saturday morning at an early hour not pay. That fact was wholesomely at a Lubbock Sanitarium. He was demonstrated last week for the benone of the finest men the writer ever efit of any Doubting Thomas. The told agony for several years, he was page in the Herald the week before. always of cheerful disposition, al- and the local management flooded though having little hopes of ever the town each day with well gotten

own knowledge undergone a number! As a consequence, there was a good of surgical operations for the stom- crowd each night; in fact two comach, but none of them seemingly to plete shows had to be put on almost every night to accomodate the big The body was prepared by a Lub-crowds that came. Of course the

We heard numbers of people re-Funeral services were conducted at mark that the Pastime was giving the Baptist church Sunday afternoon the people of the town and communat 2:00 P.M. by the local Baptist and ity shows equal to those seen in the Methodist pastors, Revs. C. E. Ball cities, and the people are showing and J. P. Watson. A large crowd their appreciation by their attend-

> In their programs last week, the out good plays, but their casts are made up of the cream of the movie

#### ANOTHER WHOLESALE OIL STATION FOR BROWNFIELD

Messrs. B. P. Williams, of Wichita representing the Texhoma Oil & Refining Company, were here this week and closed a deal for property upon which they will put a wholesale station as soon as possible.

In conversation with the Herald ADDRESS TO STUDENTS representative, Mr. Williams said the actual construction work on the plant Austin, Sept. 6.-In his address to would start as soon as the abstract

This makes the fourth wholesale

#### LOVINGTON COTTON GIN TO RUN THIS SEASON

One of the questions that has been troubling the people of this part of the country has been whether there would be a cotton gin here this season or whether the farmers would be forced to haul their cotton to some other point. But at last it has been deffinitely decided that the gin will

be put in operation and will be run. An inventory of the repairs and all things need to put the plant in good condition will be made in a few days and the repairs will be ordered at a considerable population, and taking once. An experienced gin man will be put in charge of the plant and everything possible will be done to make the work as successful as it is possible to do.-Lovington Leader.

#### WELLMAN TO STAGE COM-MUNITY FAIR 25TH

Wellman, one of the youngest and material to be transformed; we have most progressive of our county comthe sources of power. For example, munities is to stage a community fair lignite almost without limit in quan- and rodeo Sept. 25th, at which they tity. Then, to, we have easy outlets promise a good time for all who atto the markets of the world. The tend, not to mention a lot of good value of our manufactured products exhibits from every farm in the comin Texas last year was greater than munity. Thus, they will then be in position to hit Brownfield on the 27th easy access to the markets of the with a fine exhibit, using their community fair as a starter for their exhibit at the county fair.

Besides the rodeo, there will be a fast ball game between Wellman and Seminole. Plenty of watermelon for everybody that day and everybody urgently invited to attend

#### TREDWAY BOY KILLED BY LIGHTNING

While herding sheep for Hugh Everett last Sunday afternoon, near Tredway, Elbert Gray was struck by lightning and instantly killed. A horse he was holding by the bridle reins was also killed. It was near something worthy to be called culture, and to culture, high ideals and by three young men who were pass-

Elbert Gray was fifteen years of age and was the son of Mr. and Mrs. W. L. Gray, who lived near Tredway. The funeral services and burial were held at the Mainview cemetery Monday afternoon, and was conducted by Rev. W. L. Henderson, a large numattending -O'Donn-il

> manager of the Inhas returned from ere he went to lay his

## The Tree of Thrift

THRIFT is a comfortable and neccessary retreat and shelter for us in an advanced age; and if we do not plant it when young, it will give us no shade when we grow old.

PLANT YOUR TREE of THRIFT in this friendly Bank where we will assist in its cultivation.

"A Good Bank---Safely Managed"

### **Brownfield State Bank**

Brownfield, Texas

A Good Bank-In a Good Town-In a Good Territory CONSERVATIVE - ACCOMMODATIVE APPRECIATIVE "Guaranty Fund Protection"



## Eblind Company

New York City

**Cotton Spots and Futures** 

Cotton in 10 bale units. Members odd lot cotton Exchange of New York.

Prompt Service.

Call me collect.

## A. V. Hendrick

Lubbock and Lamesa

206 Wilson Bldg.

Phone 86

## MONEY BACK WITHOUT QUESTION F"HUNT'S CUARANTEED SK!N DISTEASE REMEDIES" (Hunt's Salve and Soap) fails in the treatment of Itch your druggist fully authorized to return to you the purchase price. A Medford, Oklahoma man, among thousands who praise HUNT'S SALVE, says: "Some people dislike to call it the Itch, but can-der compels me to admit I had it badly. Your Hunt's Salve, however, cured me after many other remedies had totally failed. CHUNT'S GUARANTEED SXIN DISEASE REMEDIES" (Hunt's Salve and Soap) are especially compounded for the treatment of Itch, Eczema, Ringworm, Tetter and other itching skin diseases, and is sold on our money-back guarantee by all reliable drug stores.

J. L. RANDAL, Druggist

Remember, if it fails it costs you nothing, so give it a trial at our risk.

#### LESSON NO. ONE

June and July were the two slackest months of the year, so far as local advertising is concerned. Now read this report of business:

#### Sears Roebuck & Co.

\$13,333,349

Montgomery Ward & Co.

\$13,938,752

\$11,612,004

\$13,039,315 The mail order man always gets busy when the local merchant starts to slumber.-Publishers Auxiliary.

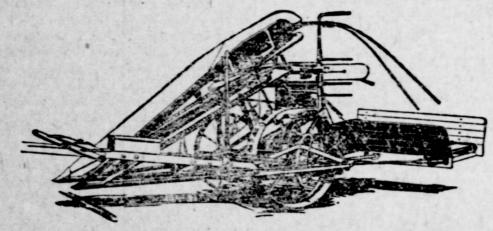
Mrs. Jessie McSpadden, of Brownield, who has been here visiting her parents, returned home last week Her mother, Mrs. W. J. Wade, and Max accompanied her, returning to er home Sunday .- layton Chronicle.

Editor W. J. Wade of the Jayton reads as follers:

The Winkler Dry Goods Co., reports a fine sale for the time of year.



## Binders Binders Binders



Look your Binder over and see if it needs repairs--- if so we have them. Get your binder ready for the time will soon be here.

We are agents for the McCormick Row Binder and Deering Twine. The twine will soon be here. We have new Binders if you need one.

Holgate-Endersen Hardware Co.

## People With Experience **KNOW**

No trouble to meet Men on the street every day who say Magnolia Ford Oil and Safety Oil is "My kind of Oil."---people who have given Magnolia products a thorough trial. know they save money-ask your next door neighbor before you order, the man who uses Magnolia Oil is glad to recommend the product.

Order your next Oil from us and be a walking advertisement for MAGNOLIA.

## Magnolia Petroleum Co.

Phone 10.

Tom May, Agent

### DOES ANY BROWFIELD MAN

Dere Editer:-At ther last Commishum meating sum wun droped a noat book-Their wus no name on it, but on ther cover was ther initishals

I foun this noat book and en as much as I hav ben unable to lokate the oner I'mer askin yu tu prent ther follerin page so ther oner can identify it. Page 13 of ther noat book

Chronicle came up this week with Apr. 3. Advertisement for a girl ty, all of whom want homes in old Apr. 5. Violets for new stenogra-Apr. 8 Weeks salary for new stenographer. \_\_\_\_\_ 15.00 Apr. 11. Roses for new stenogra-

Apr. 15. Weeks salary for Miss Apr. 15. Candy for wife over Sun-

Apr. 19. Lunch for Miss B- 10.60 Apr. 22. Lillian's salary \_\_\_\_\_25.00 Apr. 25. Theatre and supper with Apr. 26. Fur coat for wife \_\_625.00 Apr. 27. Ad for male stenopraoher \_\_\_\_\_ .50

## OWN THIS NOTE BOOK?

Elder Liff Sanders filed the pulpit at the Church of Christ Sunday and Sunday night to attentive audiences.

### **BILL WISE SEZ:**

Things don't turn up in this world. Its up to you to do the turning.

Neither do things just 'happen.' When a tire or tube outlasts its guarantee, it is merely the built-in desire of a great organization to give the most tire value for the least money possible.

GOODRICH TIRES always deliver the goods and we stand back of what what we sell you.

## THE BRICK GARAGE

#### Find House Built of Mud 200 Years Ago

Philadelphia.-After weathering the sunshine and storms of perhaps two centuries, a two story house, built of mud from foundation to roof, has been discovered by a building inspector and condemned.

Close examination of the unique structure, which stands at 322 Buttonwood street, revealed that builders of 200 years ago used the same methods of pouring mud into wooden molds as is used today in the construction of modern concrete build-

To the generations of men, women and children that have passed it, the house has stood as a landmark, but not one of noteworthy history. A week ago it was to the passing citizenry only a house on a street, "that's been there for many years."

#### Radio Lullabies

The pleasure of being sung to sleep is no longer a monopoly of the baby. The whole household can now retire cuits running from a central receiving set in the living room run to loudspeakers or headsets in every room in a New York editor's house. By means of a clock switch, the whole system can be left running for any predeter-

#### Stringless Eean Deviser

Few know that the man who took the string out of string beans was Cal-Keeney went through the bean patch and picked out the beans that were minus the strings. Whenever he found one he would save the beans and re-

## ...FREE!..FREE!... **Boys and Girls!**

We are giving away a box of Butter Kist Pop Corn with every 25 cent purchase of School Supplies. This offer is for two weeks only. Buy your School Supplies, Candies, and Ice Cream from us.

## THE GIFT SHOP

D. E. McGee, Prop.

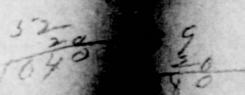
## Receiving Fall Millinery **Every Week**

I am also prepared to make and trim Hats

Mrs. Ella Roberts at Lewis Bren. Store

The new Santa Fe terminal buildng at Dallas is rapidly nearing comually secured a supply of genuine pletion. It is one of the biggest enterprises of its kind in the world.

re will cost \$5,000,000, and ers and wholsalers have leased the bulk of space for sales rooms.





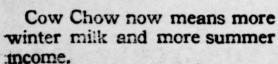
## How to Get Better Milk Prices

Now is the time to feed a real milk producing ration.

By raising the average of your winter milk deliveries with Cow Chow during the winter months you can expect better prices, and more milk accepted in the spring and summer.

The dairy farmer who brings in twenty gallons a day in the winter and then tries to deliver 40 gallons in the summer, gets the regular price for only 20 gallons, and the surplus price for the other twenty.

The dairy farmer who has a big fall and winter production establishes a high average for himself and gets a good price in the spring and summer on grass for as much milk as he made last fall.





### **BOWERS BROTHERS**

By F. Yantis Robnett, Secretary of State Highway Commission.

The people of Texas are intensely interested in perhaps their greatest use of public highways by motor ve- very sight will pollute a high-class recent investment-good roads. They hicle common carriers result in a Hindu; Parayas who have to stand at are anxious that those who use them public subsidy for such carriers. The most shall pay for the service and that damaging agencies shall be dealth with in no uncertain legislaton.

Thrty-one states have regulatory laws in which jurisdictional powers are conferred upon State Railroad Commissions or corresponding authorities. Only 19 states have no laws governing the opperation of motor busses, besides the general laws for automobiles.

It wil not be difficult for our next legislature to raise our present gasoline tax to provide adaquate funds for maintenance needs, but it will require thorough deliberation and the careful comparison of other state laws to prepare motor vehicle common carrier bill.

What is the motor vehicle common carrier? It is the commercial automobile. Our trucks, service cars and busses are included among the common carriers. These cars use our highways every day, when the average person uses them perhaps less than once a month. They are taxed little more than our private cars and carry loads which have no limit besides the driver's intuition.

Our gravel roads can be damaged tihousands of dollars by over-loaded urneks following heavy rains. We need legislation protecting our investment.

Maintaining our highways will require a compensatory tax which will produce such an amount as will repair the damage done to highways by motor vehicle common-carriers.

It has ben suggested that this tax should be established on the basis of the amount of use of the highways. There would be a relation between the damage done to the highways and the amount of tax paid by common

carrier for the use of the roads. Every tax payer is interested in the scientific study of this damage and the amount determined by investigation per ton of travel. Meantime any rate fixed can be changed from time to time, as studies advance without affecting the sound principle of the ton mile tax. When the public subsidy now allowed motor vehicle common carriers, in the form of uncompensated use of the roads is with drawn, the rates charged on this new form of transportation must be fixed at such a point as will compensate their use of the highways. When this is done, the present unfair and indiscriminate competition will be

Our State Railroad Commission of corresponding authority, should have the power to supervise and fix the rate for passenger carring vehicles. In fixing the ton-mile of passenger traveling, the maximum seating capacity of each passenger carrying motor vehicle unit (trailers to be included) at 150 pounds per passenger seat, plus the weight of the vehicle, Milk production was 7,000,000,000,000 multiplied by the number of miles pounds more last year than in 1922, the total output having been 109,736,operated (all divided by 2000, shall 062,000 pounds.

CONSERVING OUR HIGHWAYS Idetermine the ton miles of passenger AS A GENERAL BUSINESS travel per month. This with a report of the schedules maintained will aid the Railroad Commission to fix a just rate.

> public cannot consistently subsidize Pulayas of different grades, who have these motor vehicle common carriers. so the problem of taxation is the cor- There are also numerous other

Miss Corrinne Gailey is visiting friends in Abilene this week.

#### Scientists Find Brass Safest for Saucepan

An Important household questionthe choice of a saucepan-has recently been investigated at the municipal Many kinds of metals and other maof saucepans and other cooking utensome foodstuffs it is certain that chemical saits of the materials used are absorbed to some extent by human be-

A test was made by boiling, for three hours, two pounds of red currants in a number of saucepans of different materials, and then, by chemical analysis, finding how much of the food, says Landon Tit-Bits.

The best figure obtained was that than enamel. Brightly polished brass work is blind. cooking utensils are used on a large scale in the East.

was found to be much more easily at tlement. tacked by foodstuffs. Tin, next to polished brass, stood out as the best material for the lining of cooking uten-

### Souvenirs

Almost every tourist who visits curio seller. In Peru the Quichua In dians, descendants of the Incas, oc casionally offer for sale small golden images unearthed from the ruins. which have much value. From the been the Mecca of treasure seekers. some of whom have made wonderfully rich strikes. On the plain of Chimu, near Truxillo, is a great mound said to contain treasure of fabulous value. Several attempts have been made to tunnel into it, but the sand has always poured down and stopped the work of

#### Great Flagons of Milk

Quench America's Thirst

Washington. - Americans are consuming more milk than ever before. the Department of Agriculture has announced, saying that the household consumption of milk was 212 quarts per person last year, compared with 200 quarts in 1922. Consumption of butter was 17 pounds per capita, compared with 161/2; of cheese, 3.91 pounds, compared with 3.74; of condensed and evaporated milk, 13.25 pounds, compared with 12.69, and of ice cream, 2.66 gallors, compared with 2.43 gallons.

#### **CHINESE SHIP FACES** PIRATES AND MUTINY

#### Passengers on Board Tell of Sensational Events.

Seattle.-Mutiny on the high seas, typhoons and Chinese pirates were among the experiences which the last year allotted Fred N. Troup, first officer of the five-masted schooner Tseng ! Eai, which, flying the flag of the Chiloading lumber.

Troup, whose home is at Puvallup, Wash., near Seattle, signed last summer as first officer on the American schooner Levi W. Ostrander, When her name was changed to Tseng Tal and Chinese took over the vessel, Troup became master.

On a voyage the schooner ran into a typhoon, which sent her fleeing for safety under bare masts.

On a second voyage to Foochow, the schooner touched at the port of Quantow. While it was lying at anchor Chinese bandits appeared.

"The Danish chief mate and I were the only white men aboard," recalled Troup. "Each of us had an automatic. I fired 22 times. Some fell; I couldn't count how many.

"My Chinese crew of 28 were caught

in their quarters and three were slain. We managed to get in a motorboat and escape." Later they regained their ship, which the pirates had deserted after

removing everything portable. The Tseng Tai was reflited and held under the admiralty courts while salvage claims were contested. Under a new ownership Troup went to Puget sound with her as first officer. On the way the crew mutinied, but the trouble was quelled and the men re-

### sponsible for it were put in frons to be delivered to the police at Vancouver, B. C.

70 Millions Under Ban

of "Castes" in India Boston.-Untouchability obtains lo the most acute form in Kerala, popularly known as Malabar, in southern Our inadaquate taxation for the India. Here there are Nayadies, whose a distance of a furlong or more, and to stand at distances varying from 100

Every investment should bear its rect method of assessing motor vehi- eastes, who have to keep different disinterest in either service or money. cle common carriers with a special tances in respect of the different How may our law-makers protect the tax which will compensate us for the castes, and every one of these castes additional burden that these common observes both untouchability and uncarriers are to the public highways approachability in respect of one or and the State Highway Department, more of the remaining castes, says a correspondent from Bombay.

Of late there has been a general awakening to the fact that India cannot rise in the scale of nations without the removal of untouchability. which places a ban on 70,000,000 of her

The problem is of great magnitude and does not admit of any easy solution, the evil being widespread and deep-seated. Some national workers laboratory of Helsingfors, Finland have, however, addressed themselves to the removal of this intquitous practerials are in use for the manufacture tice from Malabar, and recently convened a public meeting where a comsils, but owing to the solvent action of mittee, known as the Kerala untouchability committee, was formed.

#### Tennessee's Broom Plant for Blind a Success Nashville, Tenn .- The state of Ten-

nessee employs seventy blind persons in the manufacture of brooms.

The state's broom factory for the saucepans bad been dissolved in the blind is located on property in the vicinity of the main state prison, at Nashville, and every employee, exfor brass, which was 250 times better cept the truck driver, engaged in this

There are about fifteen women among the workers, and some have married Copper, tin, nickel and aluminum blind men who are employed in the ressels were all found good, but from factory and reside in the factory set-

The industry has a capacity of 100 dozen brooms a day, is operated at a profit to the state under the supervision of the commissioner of institutions, and the employees are paid a living wage for their services.

The brooms are placed on Egypt buys a scarab from a native market alongside the products of other factories, and find ready sale. The industry also operates a rug weaving and a mattress-cleaning department, all of which affords an opportunity for making provision for days of the Spanish conquest Peru has many who otherwise would become wards of the state.

#### Heroine Carries Out Aged Woman in Fire

New York .-- Mrs. George F. Nelll, eighty, alone in her apartment on the top floor of a smoke-filled seven story building at 49 West Fifty-seventh street, was brought to the street in safety when Mrs. Margaret Cummings, another tenant, ran the automatic elevator to Mrs. Neill's floor and carried the aged woman, half unconscious, into

the fresh air. Baseball games in Central park were deserted and hundreds of persons strolling along Fifth avenue rushed to the scene when fire apparatus arrived in response to two alarms.

While lines of hose were being run to the roof, a woman was seen calmly smoking a eigarette in a window of one of the lower apartments. She remained there undisturbed.

### ORE SMUGGLING IS **VIRTUALLY STOPPED**

#### Buyers Must Try to Learn Source of Metal.

Denver .- The game of "highgrading," which has been an annoyance to the mining of precious metals throughout the world, has been virtually stopped in Colorado mining camps nese republic, has been docked here during the last nine years as a result of the efforts of special agents working under the direction of the secretary of state in enforcing the Ore Buyers' act passed by the Colorado assembly in 1915.

The term "highgrading" came from the practice originating in the theft and sale of high-grade metal ores by miners and the subsequent conversion of the ores into gold and silver bullion for sale to the United States mines. Colorado mine owners had tried in every conceivable way to put a stop to the practice, but apparently without success, according to their reports to the authorities.

Change Rooms Installed. Some mines operating with extremely valuable veins installed "change rooms" where workmen were required to change clothing on entering and leaving the mine, but even this scheme was said not to have been entirely effective as the certain small percentage of dishonest miners managed to

find some way to smuggle ore outside. The Ore Buyers' act, passed after a bitter struggle between the Mine Owners' association and alleged "highgrading" interests, provides that buyers of precious metals must be !!censed by the state and must post a bond of \$5,000 for the faithful observance of the act. The law requires such a buyer to make a diligent effort to learn where the vendor acquired his ore and with what authority he is

#### selling it. Penalty for Falsifying.

Giving false information to a buyer is made a punishable offense. In this way the special agents have been able to check the activities of unauthorized sellers. The virtual bottling up of the Illicit market is said to have had the effect of stopping almost entirely the surreptitious removal of ore. Since the law was adopted the number of licensed ore buyers in the state

has decreased from 32 to 7. Definite enforcement of the statute dates from 1917, when eight of twelve alleged "highgraders" were given prison sentences of two years each. At the trial more than a score of miners testified that they had sold ores

to the accused men. The successful operation of the Colorado law has brought about the passage of similar laws in other west-

#### Broke in Argentina,

He Scrubs Way Home

New York .- Benjamin D. Short, jolly 220-pounder, his palms calloused from massaging the decks of a liner during its voyage from Buenos Aires, smiled jovially as he helped lower the gang-Nank on which his wife, Mrs. Alice K. Short, and other passengers debarked here.

"The long and short of it is," said Mr. Short, unable to repress a smile, "that the Shorts were short of cash, so I came up as one of the crew and Mrs. Short ate her way up. I'm not afraid of work, and, besides, I waswas-too fat."

Mr. Short is an employee of the Buenos Aires office of the Standard Oil company and returned there only a few months ago after a visit to his parents in St. Louis, which took most of his spare cash. Soon after his return his mother and father died-within a month of each other-and he had to return to settle their estate.

Although he cabled his attorney in St. Louis for a \$1,000 advance, he was told he would have to appear personally to collect, so he became an ablebodied seaman.

#### **Bulgarian Swallow Brings** Back Message From India

Sofia.-Two swallows of the spring have brought replies to messages they carried when they flitted for warmer climes last autumn. Ivan Stefanoff, a school teacher of a nearby village, wrote a message in French reading "Greetings from wronged and unhappy Bulgaria," and fastened it under the wing of a swallow that nested in the eves of his house. When the birds returned recently he noticed one had a wrapping on its leg and capturing it he found the following written in English: "Good times will come for us, the wronged and ill-treated of the city of Melani, India, Feb. 18."

Another experimenter received a more romantic reply to a message simllarly dispatched. He is an official in Haskovo and his swallow brought him the following from Medina, Arabia: "We beautiful daughters of Mohammed sigh for endearing words and caresses. Ghul Fatme, wife of Hassan Bey."

#### Change to Be Made in Twelve Shipboard Craft

Washington.-Immediate conversion of an initial group of 12 shipping board cargo vessels to Diesel-propelled types is planned by the board, whose experts have been studying for several months a program which eventually will involve an expenditure of \$25,000,000, the amount authorized by congress for this purpose. President Coolidge has signed the bill providing the means, and the established board was repre | ing to a survey of real estate lices drawn up by its construction engi-

## Winkler's Opening Sale Is in Full Swing

Have you attended our opening Sale? If you have not do not fail to come to our Store and take advantage of the many bargains we are offering.

### New Merchandise Arriving

Come to-day -- come every day and bring your friends.

### **WINKLER'S**

West Side Square

Barrier Bros Bldg.

#### Veteran Waiter Finds Modern Appetite Weak

An American, visiting Manchester, England, not long ago, was brought in contact with a waiter who has served at every oyster feast there since 1902 and who complained of the degeneracy of the contemporary appetite.

"The capacity of the guests is not what It used to be," said this walter. "I have often served fourteen dozen oysters to one man, and many guests would eat five or six dozen at the feast. Today few persons eat more than two and a half dozen."

Now this disconsolate waiter might brighten up if he had the opportunity made with the owners. of serving a customer like the man whom Brillat-Savarin celebrates in his "Physiologie du Gout." It is therein stated that when Brillat-Savarin lived Laperte, who was very fond of oys them know about Terry. ters, but who complained that he could never get his fill of them. The faswallowed oysters steadily for more fair. than an hour, and Brillat-Savarin had dozen, just as he had remarked that er of the Herald. he was beginning to enjoy his treat. The two men then dined and Laperte

#### Sweden's Ingenious Way of Saving Electricity

Sweden is one of the most prolific users of electricity. Her streams and waterfalls have been so successfully harnessed that electric power is cheap. The average housekeeper probably uses a greater variety of electric stoves, heaters and labor-saving devices than her sister in America. Even the farmers use electric power to an

extent unknown in other countries. There are said to be more electric flats and apartments in Swedish cities is a surprise to the American traveler. At an early hour in the evening the halls and staircases are dark, except when the lights are turned on automatically from the front door. The scheme is highly ingenious. When a tenant reaches home and turns his key n the front door, the halls are instantly agiare with light. These continue to burn, however, only long enough to enable the tenant to reach the top floor, when they are automatically shut off. The length of time they burn has seen carefully calculated to allow the tenant to reach the top floor and no more. If he lingers on the way he must grope his way in the dark. ,

#### Early English Journalism

J. G. Muddiman has written the life of his ancestor, Henry Muddiman, who founded the London Gazette in 1663 under the title "The King's Journalist," 1659-1689. The book throws fascinat ing sidelights upon a period of English history which has never yet been fully explored, and upon the real be ginnings of English journalism. Mud diman's "News Letters," from 1687 to 1689, the manuscripts of which have been at Longleat, Wiltshire, since 1704 have been carefully examined. Mr Muddiman compares the life of a jour nalist of those far-off days with that of the present. "A remarkable con trast," he writes, "to a modern editor journeying to his daily work by the underground rallway was presented by the bewigged Seventeenth century news writer, mounted on horseback and traveling to Whitehall or the 'Seven Stars' in the Strand, armed with a sword and a brace of pistols in his holster, because of the footpads of Knightsbridge."

#### Few Old-Time Seamen

With yards braced sharply to starboard an old-time barkentine lay in the harbor at Baltimore while her skipper scoured the waterfront for oldtime seamen capable of handling ship of her type. The seamen of the younger generation can handle schooner, but a barkentine is different

#### Protect Purchases

More than 38 per cent of the people of the United States are now protected by state supervision in the purchase and sale of real estate, accord sented as prepared to adopt the plans tion of Real Estate Boards.-Americ Lumberman.

W. L. Barclay and family, from Olney, Texas, were here last week the guests of their old friends, Mr. and Mrs. Ross Rentfro. The Barclays were citizens of Brownfield back about the time the railroad arrived in Brownfield, living here near three years.

Uyless Sawyer and family have moved from Seagraves to their new ranch which he and his father M.B. leased recently, between Tatum and Clovis. We understand that they may purchase the ranch in the future if satisfactory negotiations can be

Red Tankersley came in one day recently and renewed for his own and a paper he is sending to relatives at Versailles he frequently met a M. back east. Red believes in letting

The dates for the Lea County New mous gastronomist determined to sat. Mexico Fair has ben set for Septemisfy this man once for all and invited ber 26-27 at Lovington. They have him to dinner. He kept pace with La- a long list of prizes offered and a perte up to the third dozen and then nice sum for each. As many from allowed him to proceed alone. He here as possible should attend this

to stop him after the thirty-second E. F. Collum is now a regular read-

Miss Theresa Lemmon, of Denton, acquitted himself with the vigor and is here this week the guest of her appetite of a man who had been long brother, Dr. J. R. Lemmon and familv. Miss Lemmon graduated here with the class of '23, and is taking training in the C. I. A.

> Mr. Henry Alexander, of Houston, is here visiting his brother, Earl G. and family. Henry recently underwent a serious operation, but is now improving nicely.

Grapes are easily produced in old Terry. In fact they need little more attention than morning glory vines when once they get started. Mrs. Herald was recently at the home of bulbs used per capita in Sweden than Judge and Mrs. D. J. Broughton in in other countries, not excepting Amer. the eastern part of town, and brought lea, but certainly far less current is back a nice lot of as fine grapes as used. Economy practiced in lighting anyone could wish. Mrs. Broughton informed her that they had consumed all the grapes they wanted for the past two months, and that neighbors had been pentifully supplied, and yet the grapes on the vines could hardly

> Mr. and Mrs. D. E. McGee have been visiting relatives at Tulia the past few days.

> P. E. Pope and T. W. Welborn, prominent business men of Alvarado, were here this week, and both being readers of the Herald, called, but as usual when they call when in Brownfield, we were out. Better luck next time, we hope.

Mr. and Mrs. E. C. Roberts, of Seagraves, were up Sunday visiting in he Stricklin and Hurst homes. Mr. Roberts had to return Monday to receive the deposits at the Seagraves ank, but Mrs. Roberts stayed over intil Tuesday visiting and shopping with our big dry goods men.

P. A. Bates, accompanied by Mesers. Chas. Holland and O. Spurger, all of Atlanta, Texas, are here this week visiting old friends and incidently prospecting. Mr. Bates informed the Herald that he has had much experience in truck gardening. and was looking for a location near Brownfield for that purpose. We're in hopes he finds what he wants for thousands of pounds of truck garden stuff is shipped in here that should and could be raised here successfully.

### **Brownfield** Filling Station

MOBIL OIL MASON TIRES ACCESSORIES Service with a Smile **Located** on West Main **COME TO SEE US** 

TEXACO GAS and OIL

THE TERRY COUNTY HERALD Brownfield, Texas

Subscription Rates

est of Texas, Oklahoma and New bors and friend they talk with. Peo- telegram had been sent to Mr. W. M. Lexico, \$1.25; all other states, \$1.50. ple are traveling more and more each Rice, owner of the company, who is The six month rate on the above will be 50c; 65c and 75c.

The three month rate will be 25c; J5c and 40c.

Advertising Rates on Application. tention in driving.



If the frost holds off long enough. and not too much rain comes, and the weather keeps hot enough, and it was ever in order to "kick the unthe bolls mature rapidly enough, the der dog." Perhaps the defeated canfarmers of this section are going to didate is just as good as the man carry their money in suit cases this fall.-Hockley County Herald.

"ifs" will not prevail.

late candidate for office of govern- be good sports also and refuse to do or in the Democratic primary, Judge or say anything that would add to Felix D. Robertson, they cannot say the discomfiture of the defeated and he was not a good loser. He gave disappointed man? Let us be kind out a statement directly after the re- to the defeated candidate.-Tahoka turns indicated the nomination of News. Mrs. Ferguson, in which he said he attributed his defeat to the fact that also said he held no malice toward an auto accicent in which one person est enemy of free government the anyone in anyway.

teresting features, among which all blame is attached to anyone." No- ret politics. Like all bodies of men agree is its briefness. Anybody can body to blame. The road was not when pasions run high, they may read and understand it. Looking at crowded. There was plenty of room have committeed errors, or blundered it from its points of announcements for the cars to pass without coming in handling the problems presented, and denouncements, there is room very close to each other. Neither but they put none but the true, tried for disagreement, owing altogether party was on an emergency call. No- and faithful on guard. how one stands on the late issues. body to blame, and yet one or both I earnestly trust that our late ad-But there was one plank we are all of the drivers did not take the trou- versaries will take counsel of themagreed on. Economy and tax re- ble to turn the steering wheel just a selves and their friends and let's try ductions. Aren't we right.

dull summer months, has been figur- and the property damage involved. and boycotts of those who do not ing on how much it costs the employ- Can it be that there is nobody to and cannot agree with the methods girls of that city to powder their fast he can go when passing, and how common interests and essentially the noses. He takes the proposition that close he can come when passing an- same ends in view. Let's forget the there are 100 working girls in Plain- other car? If there is no blame at- past and work hand in hand for the view and figures they use five min- tached then the driver who is re- future development of the country. utes each day for three daily powder- sponsible for such accidents is an Here's my hand. the dull months of 1925, find what it |-Rotan Advance. cost the business men of his town for the working boys to "roll their

The time has come when the citi- ton, of this city. zens must have better roads or get some of the worst advertising that is possible to be gotten. The neighboring counties are going into the matter in the right spirit and are pre- Brazil.

paring to make their links in the TECH BUILDING TO BE highway system first class. This will any country whose roads are in such here at once. condition as to attract all their at-

Let us be kind to the defeated candidate. Too often it is the case that men who are ordinarily very courteous and considerate of the feelings of others have no mercy on the defeated candidate. They are disposed to "hurrah" or "raw-hide" him at the very time when he feels most keenly the sting of defeat and disappointment. We never felt somehow that that defeated him and just as good By Aesculapias. a citizen. Perhaps he is a much bet-If is right. And let us hope the ter man than some of us who are disposed to deride him. We expect the loser to be a good sport. Why Whatever else may be said of the should not the friends of the winner

cars passed on the road, but the fin- since the beginning of the republic.

Mr. and Mrs. Tom Barton, of Deroit, Texas, are visiting Mrs. Baron's parents, Mr. and Mrs. J. J. Gas-

Brownfield, Texas

STARTED THIS WEEK

mean that our links will be seen in J. H. West, construction superin-A. J. STRICKLIN, Editor and Prop. comparison, and tourist will naturally tendent of the Rice Construction Co., make comparison, and we not only now building the Lindsey Theatre get adverse comparison from them, building at the corner of Main and One year: In Terry county, \$1.00; but also from all those of their neigh- Avanue J. stated Wednesday that a year, and a goodly per cent of these now in Amarillo, requesting that the are looking out locations, but they plans for the stock judging Pavilion are going to pay little attention to for the Texas Tech College be sent

Immediately upon receipt of the plans, Mr. West will have the building site staked off, and expects to have actual construction work started on the building Monday.

Frank Bennett, general construction superintendent for the Rice company. will have charge of the construction work on the Tech building, and will have a large force on the job after next week, and will have every feature of the work pushed along just as fast as possible.-Lubbock Ava-

#### **MEADOW BRIEFS**

After several days of dissipation at the capitol city, I am home once more, some wiser if not better.

Along with Judges Neill and Gillespie we took in the late convention of he Democrats of Texas. It was a great gathering of the leading men of the State. Many of them had been out of polities for a decade. Many of them had been estranged by political fights in the past. But each had layed aside his grievance and come We read this week an account of to meet what he considered the greatwas killed and several injured. Two people have been called on to face

der of one caught the front wheel of It was a determined and enthusi-The Democratic plaform recently the other car, turning it over. The astic gathering and spent little time promulgated at Austin, had many in- article concluded with the words, "no in disposing of the advocates of sec-

trifle more. A turn of the wheel just and return to the safe and sane a little more would have saved the methods in dealing with each other. The Plainview News, during the life of one, the suffering of others Let's put behind us the bickerings ers of Plainview for the working blame when a driver tries to see how pursued the past two years. We have

ings. He finds that it cost the busi- idiot, and should be in an asylum in- Our community is just now someness men of Plainview \$25,000 per stead of behind a steering wheel of what excited over the assault made year for the girls to keep 'em white. an automobile on the public roads, on a little girl eleven years of age, by He might with equal interest, during endangering the lives of all he meets. a man of sixty years, himself a fathand with a large family, most of them grown and married. The perpefort is being made to bring him back and have him face the consequences of his act.

Our school opened this morning rights. Miss Jewel Carver left Saturday with a full corps of teachers and a or San Jaun, New Mexico, where lareg attendance for the first day. she will visit with her sister, Mrs. The outlook is for a good school year. It is also doubtful whether our new building will accomodate the pupils. We have built well but not

The vote as to whether or not Meadow would incorporate resulted in a very close vote; 39 for and 38 against. As soon as the formalities of the law are complied with, Meadow will begin a new existence.

Brother Burnett, the pastor of the



## Alexander's **Drug Store**

The REXALL Store Brownfield, Texas



It is a matter of pleasure and pride with us to meet your every need in our lines in a manner to accommodate you.

Our entire business policy is shaped by this ambition.

On that account we solicit your requests for accomodation --- special os well as ordinary.

We want to earn your trade on the merit of our service and goods.



Baptist church here has moved into the new domicile prepared several months since, and henceforth will be a citizen of Meadow. As he has moved into our neighborhood we congratulate him on the splendid choice. trator is still at large, but every ef- It will only be necessary for him to keep his valuables under Yale locks, and to buy one chicken at a time, to be perfectly secure in his property

> Mrs. Carl Pierce will spend next week in Snyder with acquaintances.

EBLIN & CO. Cotton Merchants 115 Broad St.

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A Modern Fireproof Building

Equipped for Medical and Sur-

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General Medicine

Miss Gracia E. Hinkley, R. N.

C. E. Hunt, Business Mgr.

A chartered Training School is conducted by Miss Gracia E. Hinkley, R. N., Superintendent. Bright, healthy young women who desire to enter may address Miss Hinkley.

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Brownfield Lodge No. 903, A. F. & AM. Meets on Saturday night before the full moon in each month

Masonic Hall. Ben W. Hurst, W. M. J. D. Miller, Secretary

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#### NOTICE

This is to notify the public that all pastures belonging to Green & Lumsden in Lynn and Terry counties are posted and everybody is forbidden to hunt, fish or anyway trespass on our property.-GREEN & LUMSDEN.

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Brownfield, Texas

DR. J. R LEMMON General Practice Specializing in Diseases of Children and Internal Medicine. Office: Alexander's Drug Store

BROWNFIELD CAMP NO. 1989 Meets every Friday night at

8:00 P.M. in the Odd Fellows W. F. Stewart, C C.

W. J. Head, Clerk

BROWNFIELD REBEKAH LODGE



Mrs. Walter Gracey, N. G. Mrs. A. J. Stricklin, Secretary Brownfield Lodge No

530, I. O. O. F. Meets every Tuesday night in the Old Fellows Hall. Visiting Broth-

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## "THERE IS NO GOOD BEST and BEST"

Your Barber Work---

contributes as much or more toward

your personal appearance than the

clothes you wear---have it done by

compitent barbers. Lakies are invited

SANITARY BARBER SHOP

LAUNDRY BASKET

to come into our shop.

RICH BENNET, Prop.

when you are talking about the abstract of title to a piece of property. In other words, an abstract with ONE ERROR -ONE OMISSION that leads you to pay money for property under the supposition that the title is clear, when in fact it is clouded or bad-that one omission makes the abstract just as false, just as worthless, as though there were a dozen mistakes in it.

There is only one kind of an abstact that is good-that is the kind that is complete and perfect in accuracy.

You want that kind, and we make no other kind. In this business we are specialists-devote our entire energy and brain power to this one thing, and own the most complete and accurate records for promoting the efficiency of our work. Come in and we will explain the service in detail.

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Very small cost. Saves labor and Money.

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We are now in our new building and better equipped than ever to serve you.

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Work called for and delivered to any part of the city.

### ANNOUNCEMENT

I wish to announce to the public that have recently purchased the

### CITY CAFE

Come to see us all kind of good eats SHORT ORDERS a SPECIALTY J. N. Lewis, Prop.

#### **ELEPHANT BUTTE DAM**

More than three billion tons of water is backed up behind Elephant Butte dam, which supplies the vallies of the Rio Grande in Southern New Mexico and West Texas. These statistics were presented in an editoria! in the El Paso Herald of July 11th. Adding, Captain H. D. Slater, editor of the journal says:

"Imagine 100,000,000 tank cars of phant Butte lake. End to end these a few of his hearty laughs. cars would extend 1,500,000 miles or 500 times across the United States. household goods and moved to Ala-If every able bodied person in El bama, but intimated to us that she

emptying the reservoir by dipping A HUGE AFFAIR the water out with buckets, continuous work by such an army at least ten hours a day, each person filling and emptying a bucket every four minutes, it would require 100 years to take the water out of the reservoir. Water in the reservoir back of Elephant Butte dam would fill a standpipe 10 feet in diameter reaching to

3,000,0000 trains of tank cars. This is Dr. J. D. Moorhead (Aesculapias) the equipment it would require to of Meadow, paid the Herald a short transport by rail the water in Elee- call Wednesday and regaled us with

Mrs. Charles Acker has sold her Paso were put to work at the job of may be back inside of six month.

#### Freak Shadows Appear in Crude Oil Pools

In the great oil regions of California gools of crude petroleum are quite commonly seen, says S. Leonard Bastin in St. Nicholas. Here the oil is allowed to remain until it is stored away in barrels. One of the curlosities of the district is the freak shadow which these ponds of crude oil produce. If, when the sun is shining brightly, a person stands so that his shadow falls across the surface of the petroleum, a very remarkable thing happens. Should the individual change his place, strange to say, the first shadow remains on the oil, while the person casts a second shadow from his new position. The longer the individual has been standing by the oil pond. the longer will the original shadow re-

The explanation of the mystery is

Under the influence of the hot sun, gas is freely produced in the crude This rises to the surface in the form of millions of bubbles far too minute to be noticed by the human eve. When a shadow is cast over the surface of the petroleum the temperature is reduced, and this has the effect of checking the production of bubbles. The result is that the shaded area looks different from the part which is exposed to the sun. Now, when the person moves, the temperature of the oll which has been shielded from the sun does not at once get back to its former warmth. It takes a little time to heat and, until this actually happens, the shadow effect persists, giving the curious appearance which has been described.

#### Chromium's Great Value As an Alloy of Steel

Chromium, a metal almost unknown 40 years ago, is now declared to be one of the indispensable elements in modern industry by Clifford B. Bellis in a report on the present uses of the metal published in Chemical and Metallurgical Engineering. Stainless steel and high-speed steel are two of its many pseful applications.

For chromium is a sociable sort of element. It is of little value alone, while as an alloy or companion of other metals it does indispensable work, Alloyed with fron it makes a steel that is both hard and tough, and so has made possible the development of many characteristic modern appli-

It is estimated that without chrom- where they will spend a few days. ium high-speed steel tools, the works have to be seven times their present size, and it is certain that without the use of chrome steel in automobile engipes the motorcar would be a very heavy and cumbersome contrivance. Airplanes such as we know them would be impossible.

Stainless steel is produced by alloying steel with about 15 per cent of chromium; and rustpreof iron contains about the same proportion, although with a less amount of carbon.

#### Damage by Porcupines

Many of the trees on the sample plots in the Coconino National forest which have been studied for a number of years by the Fort Valley forest exdestroyed by porcupines and many don't nag. more are reported injured, announces the forest service, United States Department of Agriculture. It is belleved that porcupines are making the establishment of Western yellow pine throughout the forests of the Southwest considerably more difficult.

Because of the moisture content of the bark, porcupines are very fond of this succulent growth and sppear to take great delight in stripping the bark from young trees in their search for food and moisture.

#### Radio on Delivery Trucsk

A Philadelphia bakery has installed receiving sets on its delivery trucks. The driver wears his phones at stated intervals and picks up instructions from his manager, and thus makes calls that he otherwise would not be able to make without telephoning and taking extra time. Each truck owned by the company is outfitted with an perial and receiving set and with a little knowledge of conditions in the city and routes of the various trucks the manager has no difficulty in getting into constant touch with his

#### New Aerial Bomb Powerful

Capable of making a crater 150 feet in diameter where it strikes, a new serial bomb, ten times as large as any used in the World war, has been perfected by the United States ordnance department and was recently placed on exhibition as showing the aerial war devices used in 1917 and 1918 are already obsolete. It weighs 4,000 pounds and is designed to be carried in a bombing plane.

#### Millions of Coins Defaced

Millions of 1-cent and 5-cent pieces are defaced in the United States annually, and the number of nickels and pennies returned to be remeited at the Philadelphia mint in five years would fill five trains of 56 cars each, holding 50,000 pounds to the car. This estimate is made by H. D. Coleman, superintendent of meiting and refining at this particular mint.

O. L. Jones, local tailor, is moving back to town this week, occuping the Stricklin rent house.

## We have added FURNITURE

to our Stock

And we are ready to serve your ever need with quality merchandise and low prices.

## Ashworth & Knight

Hardware, Furniture and Groceries In Barrier Bldg-West Side Square Phone 77, We Deliver

#### HARRIS HAPPENINGS By Sand Bur.

Mr. Wheeler was a Brownfield vis-

Mr. and Mrs. S. T. Murphy and daughters, Jaunita and Dorothy,came in Tuesday from Knox county where they had been visiting Mr. Murphy's parents. They also visited Mrs. Murphey's parents, Mr. and Mrs. Lawence in Floyd county.

J. R. Hill ate dinner with F. M. E. lington and family, Saturday.

The Methodist meeting began or Thursday night. Revivals should b as refreshing to people as showers rain to parching vegetation.

Dewey Murphy and family spent the week end with the Stice family at

For Paul's rule on how to get along with men read Romans 12th chapter. Mr. Maroney and son, Coy, were Brownfield callers, Saturday,

Dr. Givens just closed a good meet-

ing at the French school house. Charley Jones and family and J.M. Cheek, left this week for Jones Co.,

If you wish to help the world a little in your humble way, don't nag. Your wife, if you've a husband, no doubt has her faults, but say, don't nag. You may be too busy toiling for your little bit of crust-

To be able to lift others who are lying in the dust.

But you can still help in making the world brighter, if you just wont nag. If you wish to give him courage who has chosen you for life, if you wish to be a helper, and he'll need help in the strife; don't nag. He may have a few short comings, husbands generally do, and he may sometimes set eaten, when he should have triumph ed too. But he'll rise with newer periment station have been entirely courage, and new strength if you

#### TOKIO TALKS

By Reporter. The people out here have began to gather their maize. We are hav

ing good weather on our cotton. Mr. and Mrs. Bryson left Monday for Abilene where Mrs. Bryson will undergo an operation. We hope for

her a speedy recovery. Miss Bill Mangum, of Canyon, was

isiting friends here last week. The Methodist meeting is in progress here this week. Revs. Hames and McHandress are conducting the

Mrs. Jim Parks and Miss Maggie Jowers have returned from Tahoka where they have been taking treatment for the past month.

Wilburn Pippin spent the week end with home folks

Bennie Cadwell and family and James Pippin went to Lubbock went to Lubbock Sunday afternoon to meet his wife and children. They returned Monday afternoon.

The gin has begun to look like a gin now, and it helps the looks of

Mr. Kelley has begun the erection of a garage. We did not learn just when he would finish the building.

Rev. Scranton, of Plainview, filled the pulpit at the Baptist church on Sunday and Sunday night to great audiences. This was the first meeting of the Baptist people in their new church, and most of the town people met with them to help them rejoice over their splendid meeting place.

Mr. Jones and another young busness man of Aspermont, were here this week looking out a location. Mr. ones informed us that he liked the ooks of Brownfield and its future better than any town he had seen on the trip, and that he and his friend would very likely locate here. He did not state the kind of business he proposed to establish here.

It will be noticed in our want columns that E. E. Cowden is offering B. Tidwell and family, of Seagraves a mighty good place in Yoakum coun were visiting relatives here Sunday. ty worth the money.

### **CITY BARBER SHOP**

Ladies' and childrens' work a specialty. Hot or Cold baths. Everything clean and upto-date.

> First Class Barbers Only Shop on West Side of Square

### Mr. FARMER!

When you bring that cotton in remember the West Texas is at your service.

We have increased the number of stalls in our cotton house for your convenience and in accordance with the need for the unloader which we are installing. Remember we are ready to serve you.

### The WEST TEXAS GIN Co.

J. H. McKINNEY, Local Mgr.

"Where Servic and Courtesy Comes First"

## A brand new NASH '6' on the **BROWNFIELD-POST** Car Line

We are better equipped to haul you in comfort, plenty of room for your trunk.

JNO. A. KING

We have secured the agency for the famous

## Brunswick **TIRES and TUBES**

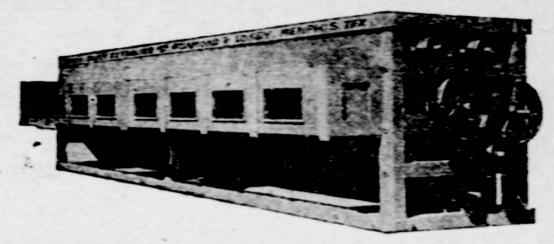
We buy direct from the Company-no jobbers or salesman to pay Every Tire and Tube made good

See us before you buy, the price will surprise you. The Brunswick line is manufactored by the largest Tire Company and positively guaranteed by us.

### Terry Con FARM LABOR UNION

T. W.

Good Way Advertise Terry Send Herald Friends back East Six Months for only 65 cents



## Mr. Farmer!

We have Ginned a few bales, and are equipped with five 80 Saw Centenial Gin Stands. With every equipment for handling West Texas Cotton.

#### **Murray** Cleaner Hardwick Etter Cleaner Lockey Bur Extractor Centenial Dirt Extractor

Altho you may know we are here we want you to know we want and will appreciate your patronage. We are here to serve you to the limit of our ability and will be on the job early and late. Bring us your cotton and we will do the rest.

## Harrison & McSpadden Gin

### INDIAN DANCES LIKE REVIVALS

## Ancient Ceremonies Are

Washington, D. C .- Indian ceremoraces, and consequently the Indian rites and dances have often been unjustly criticized, says J. N. B. Hewitt | made. of the Smithsonian institution,

tales about the red man. It is no rare of the cutting was to show courage. seen the objectionable rites.

imagination when he observes the In- fend and preserve." dian. Aside from some ethnologists, This statement was made in a peof painted savages. Sometimes they from the government. cannot refrain from showing their offend the Indians seriously.

One man who was present at a Navajo snake dance grew righteously indignant at the sight of venomous snakes handled by the dancers, who even placed them in their mouths. When one of the reptiles was laid on the ground the visitor impulsively took a soda pop bottle and tried to kill it. The white man was the indians' guest, but the snake represented some religious symbol to the dancers, and it was for the time being an object of veneration. Guest as he was, the rash outsider jeopardized his life.

Show Reverence to Nature. Mr. Hewitt says that the ceremonies of the Indian are incorrectly called pagan. No people have held a more reverent attitude toward nature and the Master of Life than the Indians, he says. By their symbolism they built up a system of associations, so that when they saw the full moon or Nisse. the budding trees, the ripe corn or the forest animals, they thought of the legends and the significance of those things in life. Considering their "lack of advantages" the Indians put into words an astonishing amount of truth

The Indian regards the tribal rites and all the symbols that goes with them with the same respect that any other race feels toward its religious observances. A typical feast is the Iroquots planting ceremony, which takes place in the spring. The women and girls dramatize the planting processes and sing the songs descriptive of each. Men of the tribe preach and

regarding their universe.

for their blessings. There is always a feast and dancing at the close of all festivals. They believe that the Master of Life, seeing the people dance, knows that His children are content with what He has done for them, and so He is pleased. It is all the Indians' way of rendering thanksgiving.

live peaceably and to be thankful

Outsiders not knowing the language and symbolism, are apt to conclude that the Indians are holding a gay party, while, as Mr. Hewitt points out, If we compare the occasion to something in our own civilization, it is more accurate to compare it to a religious meeting.

Masks Often Misunderstood. Use of hideous masks by certain tribes is a typical source of misunderstanding among white people. The masks do not represent the Indians' idea of beauty, as many people believe, but represent the seven winds which bring diseases. Each type of mask

suggests the face of the victim of the

disease brought by that wind. On New Year's day masked men go fire, clean away the ashes and light ceremontally a new fire. This is not a senseless rite. The ashes of the PRESENTATION OLD ATTE DE COLLECTE Vaste materials

and germs for some months, and clean-

tices which , white man regards as their way home in Austin. of slashing themselves and one andance. Charges of immorality in connection with some rites have also been

The white man is extremely guilible few, if any dancers, cut themselves

a congressional hearing and to testify recently denied the implication of im-Furthermore, the white man must our pueblo are as sacred to us as the plead guilty to a lack of sympathetic symbolic dance we are trying to de

people who do attend Indian ceremo-tition that the ancestral dances nies generally see only the gyrations might continue without interference

The Indian is said to be losing amusement and scorn. Sometimes they, his racial identity, but many tribes still cling to the ancestral faith and

### Whale Upsets Boats

Milford, Del.-After a battle of nearly an hour during which it upset two boats, a young whale, 16 feet long and weighing about two tons, was caught recently at Cedar Beach, on the Delaware bay shore near Slaughter Beach, and about seven miles east of

#### Mixed Pleasures

"How did you enjoy the week-end

"Splendidly. We danced all night. When we went home in the morning we had a radio service from the church (with bell-ringing), and breakfast in bed!"-Stockholm Sondags

#### How Difficult

"Do you know what that girl at the sweetmest counter weighs?"

"Why, sweetmests, of course."-Kasper, Stockholm.

#### Taking Chances

"A bootlegger takes a great many "Not as many," rejoined Uncle Bill

Bottletop, "as his customer."

The Herald is printing 6000 bills of exchange for the First National tell the others to treat one another Bank this week. They believe that kindly, to avoid lying and gossip, to lots of cotton will be handled thru



It stimulates appetite and aids digestion.

It makes your food do you more good. Note bow It relieves that stuffy feeling after bearty eating.



Assistant Attorney General Kealing the fireplace is a health measure. ling and family spent one night last They's is no doubt that some dances | wek in Brownfield on their way from of primitive tribes have included pract the mountains in New Mexico on

Some two weeks ago our good Mostly Religious in Nature. other with knives during the sun dance friend R. L. Cornelius invited us to has been criticized. So has the reck- visit his roasting ear field some day, less handling of snakes, both harm- and recently we availed ourselves of less and venomous, at the snake the opportunity, getting several messes of the finest to be found. R. L's. corn looks like river bottom corn. and we know no river bottom farmer would undertake to work a third the when it comes to believing fantastic now in the sun dance. The idea back acreage Mr. Cornelius has in. Our wife remarked that the field looked occurrence for a witness to appear at Sixteen officials of a Pueblo tribe like the corn field in Oklahoma did when she was a child up there. We regarding the evils of Indian dances moral practices in their ceremonials certainly appreciate this treat. Sevand later to admit that he has never by saying: "Our dences are drama. eral of R. L's. neighbors caught us in opers and poetry. The womanhood of the field, and while none of them cognize us next time they see us, for they certainly give us the once over.

> Mrs. Brock Gist and little son, of Anaheim, Calf., are here visiting her parents, Mr. and Mrs. Noah Bell of the Needmore community. She was accompanied to Texas by her sisterin-law and her husband, Mr. and Mrs. Raymond Heating. Mrs. Heating is the daughter of Mr. and Mrs. W. H. Gist and was a mere child when they left here for California

> The Farmers Gin Company are putting up a large cotton storage house at their gin this week. All our gins now have storage places, where the wagons can be unloaded when they are crowded, and ginned up during bad weather.

> J. W. Pippin, who is building and will be manager of the Tokio Gin Co., at Tokio, dropped in this week to get on the mailing list and see about ob work. He informed us that they were installing a four stand 80 saw Murry plant out there, all of which is bran new. He is the nephew of J. T. Pippin, an old timer in the Tokio

> I. A. King has started the operation of a line car between Brownfield and

> Tom Hargis and Mr. Eubanks were business visitors to Roswell, N. M. this week.

> H. M. Oehler, of Breckenridge is here this week prospecting.

> Toad Rentiro and Elmo Carver left Saturday for Plainview, where they will enter Wayland College.

> Pete Bennett visited friends in Lorenzo, last week.

Born to Mr. and Mrs. C. B. Markham, a 95/2 pound boy, Saturday Sep-

Mrs. C. B. Couch, of Tokio is visting Mrs. Carl Pierce while her husband is in Dallas.

Mr. Raymond Berry and Miss Claudie Smith, of Meadow, were married in Lubbock, Wednesday.

Mr. W. A. Wooley and family left this week for Navarro, Texas, where they will reside for the next six or seven month. She informed us that her daughter was sick and needed her attention. The Herald will keep her posted on the developments here.

Editor W. J. Wade of Jayton came in this week with Messrs. W. H. Armes, and W. H. Bakh, of the same 'city, and C. R. Keiser, of Mason Co. While here Mr. Armes purchased the McCharpon place near Gomez, and the other two men are on deals for Yes, they are coming to old Biditor Wade is the father of H. McSpadden Jr., and of visited in the McSpadden

## One Word to Remember

For everything your Motor needs---the gas that responds with dynamic power, the oil that accomplishes the smoothest lubrica-

> T-E-X-A-C-0 **GASOLINE** The Volatile Gas

## T·E·X·A·C·O **MOTOR OILS**

The Clean, Clear Oil

One Sign to Look For THE BIG RED STAR

THE TEXAS COMPANY

W. M. Adams, Agent Phone No. 5.

### Farmer's Gin Co. The Big Yellow Gin

---is equipped with with the most modern and and best Gin machinery money will buy. Our Bollie Machinery, or Bur Extracters bring the grade of your bollie lint up until the average man can scarcely distinguish it from picked cotton.

We are ready to gin your cotton within five min-

We are now constructing a large cotton house with an unloading suction, and there need be no long delays at the gin.

utes from time you drive on the yard. Have already ginned a few bales this week.

We Solicit your support and influence for the season just opening subject to good service and fair treatment.

> S. L. McDonald Manager

### **SEE US**

For all kinds of drayage; we can move it if it's loose at both ends.

Proctor & Hastings Transfer

## **ATTENTION COTTON GROWERS**

I wish to announce that my Gin is ready for the season and in addition the cleaning system used last season I have installed a Stacy Air Line Cleaner which will take out about half of the dirt before entering the Gin house.

When the bolly season comes I will install a set of Bufr Extractors to take burrs from cotton before entering the Gin stands, which enables me to do as good ginning as anyone.

I certainly appreciate your past favors and ask for a share of your Ginning this season.

W. B. English

ing a good part by her town.

Mrs. J. W. Welch is building a nice business Monday of this week. Mr. bungalo just north of her residence Beene was formerly editor of the Lofor rent purposes. Mrs. Welch is do- renzo Enterprise.

C. W. Beene, prominent atterney ville, Texas, where he will reside for yourself and ask men who know the WANTED: A few clean cotton groceries. Quick delivery. of Crosbyton, was in Brownfield on the next few months.

#### TAHITI FARMERS ARE **ENRICHED BY BEANS**

#### Kanakas Live High as Price of Vanilla Soars.

Papeete, Tahiti.-A great demand has arisen in these western islands for bicycles and motor cars, although the roads are mere tracks.

The Chinese in Papeete have endeavored to satisfy the demand by combing all the old junk heaps for ancient bicycles and antique "tin lizzles." A little tinkering and a few coats of paint, and the rejuvenated contrivances are ready to be exchanged for quantities of vanilla far in excess of the value proffered.

This is one of the consequences of the visitation at Papeete of "vanilla millionaires" from the Leeward group of the Society islands. These islands escaped the plant disease that devastated the plantations of Tahiti some years ago. Thus, when the price of vanilla beans soared recently to grea: heights, these islanders had full crops, for which they received sums beyond their wildest dreams. Papeete being the Paris of the South seas, these newly-risen nabobs have been flocking here to spend their gains.

The roads in and about the city have become perflous from flivvers, chartered by the week, loaded with fat Kanakas, who rush about at high speed, to the consternation of pedestrians. Their women folk are astonishing the beach dwellers with glowing silks, high-heeled shoes and picture

This orgy of spending will continue until the last franc is gone. Then the natives will return happily to the peaceful shores of Raiatea and Bora Bora and resume their old pursuits of climbing the mountains for "fel" and combing the reefs for fish. But, having had a whale of a time, they will be content.

Daughter of Rasputin Makes a Visit to Paris



Maria Gregorievna, claiming to be the daughter of Rasputin, the famous evil genius of the late czarina of Russia, arrived in Paris recently after many tribulations and adventures. She claims to be one of the five legitimate children of the notorious monk. She claims to have lived with her father in Petrograd, and each week he took her to see the czarina. She also tells of the terrible ordeals after Rasputin's death, when she was imprisoned with her brothers and sisters, and eventually sent to Siberia, from where she made her escape. She hopes to obtain some engagement on the stage, as she is a very talented girl and a good dancer. She is shown wearing the same costume which she wore while she lived with her father, and with which she arrived in Paris.

#### Some National Debts

The national debt a head in the United States is about \$250. In Italy it is over \$500, in France over \$1,000, and in Great Britain it reaches the sum of over \$800. In Japan it is only little more than \$25.

## **Want Ads**

WANTED: Farm of 150 to 250 A in Terry county another year. Can furnish myself and give good reference and come about Oct. 1st and bring a bale a day crew to pick cotton this fall. No blow sand wanted. J. F. Curry, Rd 3, Hubbard, Tex. 1t

ALL PERSONS wishing their land sold, list with S. S. Bozeman Land Co., Brownfield, Texas.

FOR SALE: Section 256, Yoakum County, about 7 miles northeast of Plains, known far and wide as being one of the best agricultural sections of land on the South Plains. Half breed cat-claw land, good water and well located. I need the money and will sell far below its value. \$10. per acre bonus; \$6. due the State. Good terms. Best proposition in 7 states B. W. Knoll has left for Stephen- Don't take my word, go and see it for land. E.E. Cowden, Harlan, Ky. 10-17 rags at Herald office.

## THE FIRST NATIONAL BANK

OF BROWNFIELD

Capital, Surplus and Profits

\$60,000.00

OWNED AND CONTROLLED BY HOME PEOPLE WHOM YOU KNOW.

#### Officers and Directors

R. M. Kendrick E. T. Powell

E. A. Graham D. J. Broughton

A. R. Brownfield

W. A. Bell Tom May Fred Smith H. H. Longbrake



THE SEAMAN CHEVROLET Co. has secured the agency for Chevrolet Motor Cars in Terry county. We have just received a car load of Chevrolet cars and trucks and can make immediate delivery. See me at State Bank. C. C. Seaman, City.

COMING: During the fall for a few days. Old patrons will be called on. New ones should write order to Tuner. Leave word at Herald office. Piano rebulding: new strings, hammers, felts, polish, varnish, benches, scarfs, rollers, pedals, etc. Rubber covers price \$5.00. Order by mail .-O. B. Patty, Piano Tuner, P.O. Box 372, San Angelo, Texas. An expert of much experience and widely

COAL! I have just unloaded a car of first class Colorado lump coal. ! bought the coal at a bargain, and can make you a good price. Would advise you to secure your winter supply while the price is right. Coal is at my gin in northern part of city. -W. B. English.

JUST RECEIVED, a car of furniture.-Ashworth & Knight.

GET the Fort Worth Record from now until Nov. 1, 1925 for only \$7.45. Daily only, \$5.95. See the Herald for this offer. You'll want a good daily during the presidential campaign.

COMPLETE stock of generator brushes and ignition parts for all makes of autos at Brick Garage. 66tf

WICKER baby buggy for sale cheap. Call 86.

FOR SALE: Axtel well machine No. 7, Fordson Tractor and one 3-disc tractor plow. Tractor new and machine in excellent condition. Will sell worth the money. See Joe H. Smith, Meadow, Texas.

FRESH VEGETABLES always on cold storage at Brothers & Brothers

JUST RECEIVED, a car of furniture.-Ashworth & Knight.

PHOTOGRAPHS: All kinds of photo work; portrait and kodak finishing; 24 hour service. Guarantee first class work. Dwight Studio,over State Bank Building, Box 187, Brownfield, Texas.

FOUND: Ring of keys including yale, padlock and common door keys Ring has Brick Garage on it.

YOU BUY fresh pure groceries just as cheap as the other kind, and you have to take only the fresh at Enterprise Market and Grocery.

R. A. SNODGRASS will handle the

REMEMBER that the Enterprise FEDERAL FARM LOANS at 51/2 candies and fruits. thing of perishable nature is kept as lars, see C. R. Rambo. fresh and pure as when first stored. Phone 75 for your needs.

CAR FURNITURE just received .-Ashworth & Knight.

6000 FENCE posts going at a bar gain at C. D. Shamburger's.

## Get it at O'QUIN'S Variety Store

**Household Varieties** A '1001' things to select from Your MONEY buys **MORE** here

WANTED boarders at the Commerce Hotel.

RENT: Two furnished bed rooms See Mrs. B. D. Milburn, City. 9-26c

JUST RECEIVED, a car of furniture.-Ashworth & Knight.

BUILD YOUR house while idle Look over C. D. Shamburger's stock of long leaf lumber and get prices before you buy.

CAR FURNITURE just received. Ashworth & Knight.

NEW PERFECTION oil stoves at Holgate-Endersen Hdw. Co.

BEST LINE of staple and fancy groceries on the market.-Brothers & Brothers.

JUST RECEIVED, a car of furniture.-Ashworth & Knight.

WHY PAY RENT when you can build a house on monthly installments. See the C. D. Shamburger lumber company about it.

TRY A SACK of our flour. It has full guarantee to please you -Bro & Brothers.

CAR FURNITURE just received. Ashworth & Knight

NO BETTER time to paint your Buirk line in this territory. See him house, and no better paint than out for demonstration at Tudor Sales Co. Mound City paint. C. D. Shamburger 154tc has a complete stock. 8-8tf

Market and Grocery has the latest per cent interest, and 34 years and six cooling system known and every- months time on them. For particu-

> CAR FURNITURE just received .-Ashworth & Knight.

LOST: A black coat, left in a car in front American Cafe, Aug. 29. Finder return to Grandpa Knox, City

PHONE 75 for all kinds of fresh and cured meats, staple and fancy FOI prise Market and Grocery

PHONE 75 for all kinds of fresh BARGAIN for right man in a resvegetables. Entreprise Market and ident lot. See Frank Martin at the tf Boot Shop, City.

> WITH OUR BIG Refrigerator to preserve them, we are able to pay the highest market price for your butter and eggs .- Brothers & Bros.

EDISON Madza Lamps; a large assortment at the Holgate-Endersen Hardware Co.

SUNDAY MAIL CAR leaves P.O. at 8:00 o'clock, arriving at Lubbock at 10:30. Fare \$1.50; round trip \$3.00. -J. S. Corning, Carrier.

NOTICE: All high school students who wish music credits should bring tf their cards to Mrs. W. H. Dallas at

LOTS FOR SALE: 14 lots in biks 31-32, Santa Fe Add., on county road north of Geo. E. Tiernan's. Well, windmill, 82 barrel galvanized tank; board shack 20X22. Priced right: good terms. Apply to R. H. Mc-Cormack, Owner, City.

MILK. I will deliver milk anywhere in town at 50c per gallon. Daily delivery. Oscar Sawyer. 4tp



BROTHERS & BROTHERS always has a nice assortment of fresh

JUST RECEIVED, a car of furniture,-Ashwerth & Knight.

C. D. SHAMBURGER is ready to quote prices de your cotton picker's

TURE just received .-

LLA CORSETS, see Enter- Mrs. Gracey or Mrs. Will S. Made to measure. f tf Cook

#### KELLEX ON ADVFL'TISING

sides. I can scream, talk or whisper, it can attract the eye or befuddle it. It can be an interesting story or an interesting piffle. There are just as many kinds of advertising as are things to advertise. There is the sincere kind that breathes honesty and truthfulness, and which carries the his appropriation for 1924 was seven claims I am talking about.

the habit of publishing misleading ad three eight hour shifts, steadily emvertising, and for that reason the ploying over 160,000 people besides public has untimited confidence in the thousands they are employing in newspaper advertising.

ure on spending two per cent of his situation which makes it highly degross receipts for newspeper adver- sirable to advertise. Perhaps he letters, post cards, etc., and prepare with special velocity. Perhaps he they come in his store, there would be no need to complain about quiet Government has declared an open

You may say, "How can I educate myself to write advertising?" I know many successful merchants who have gained their advertising education through reading and studying good trade publications which publish good articles each issue. No one can prepare advertising for the goods you own and offer for sale as good as yourself. If the merchant who is open-minded and visualizes his opportunity, getting his subconscious mind in working order, is not going to experience dull trade.

Like the bathing suit manufacturer a short time ago who originated a picture of a beautiful young lady wearing the suit. He had an actua! photograph done in colors and it was so unique and attractive that I have noticed thousands of these ads pasted on automobile windsheields.

One of the most successful small town merchants who has been ir business for forty years has the happy faculty of getting a lot of free advertising in his local paper. Upon his visits to the New York markets about New York. He explains about and thinking is what counts. the various imporvements there that has taken place since his last visithe tells about the merchandise market; he even goes so far as to give a brief history of the extravagant, as well as the economic side of New York life. Hundreds of families in his territory look forward to reading his letters. You must capitalize upon everything pertaining to your business in order to get the public excited about your store.

Department stores in the large cities today never neglect to have their buyer, who goes to foreign countries, send thousand of letters to their customers and prosepective customers telling them of the huge purchases they have made of foreign goods. I have received many letters from representatives of large Minneapolis stores mailed from Paris, London and other European points. They tell what time their goods will arrive in this country, they explain about the new unique styles, fabrics and values

I am a great believer in taking my newspaper as a partner in my business. Every newspaper has hundreds of ideas that are workable and profitable that they are only too glad to pass on to the retail merchant-a newspaper is a clearing house of ideas especially pertaining to the retail business and I wonder some time if we try to get as close to our newspapers as we ought to, as they would held in the City of Lubbock, County like to be with us. If you are inter- of Lubbock, State of Texas, at the ested in your newspaper they will be principal office of the Company on interested in you, and if you follow the 18th day of November, 1924, beup your advertising with attractive tween the hours of 10 o'clock A.M. window displays, combining that with and 4 o'clock P.M., to consider and training your clerks and keeping up act upon a proposition to authorize your direct by mail advertising, such the execution by the Company of a as sending out letters or post cards mortgage or deed of trust to be cailmonthly, you will find that your ed "first mortgage" or by such other newspaper ads have greater pulling name as may be determined, on all power than if you depended on it its railroad properties now owned alone to sell your merchandise.

Take for instance, the manufactur- bonds to be hereafter issued in seer, wholesaler, or jobber who backs ries, so much of such bonds as may up his salesmen with newspaper and be necessary to be used from time to direct by mail advertising. Practical- time in paying or exchange for the ly 75 per cent of the salesmen's work is already done, when he goes to call on a prospective customer, through the advertising that has already preceded him, the prospective customer already having a very good idea of the merchandise through the adver-

vertising. No better illustration can the payment of such lawful rate of I cite of the effectiveness of advertis- interest, to be tax free or not tax ing than the case of Barker Bros., free, to be convertible or not conretail furniture dealers in Los Angel- vertible into shares of capital stock es. A few years ago they sold \$700,- as may be determined by the Board 000 worth of furniture in their store of Directors, and to contain such and, through expanding their adver- other terms and conditions as may tising investment, Barker Bros. last be determined or prescribed by said year sold 16 million dollars worth of Board, and such mortgage to con-

inventory of ourselves when con- the stockholder at said meeting. the above and note what Henry Ford 9-5 11-17

has done the past year through advertising. Up to this year Henry Ford has done very little advertising. but, being far-sighted, he sold himself the idea that in 1924, and perhaps he had in mind not only 1924, but every year afterwards, he was going to invest a substantial amount of his gross receipts for advertising, and reader right through to the end, and milion dollars. Within the past six then again-there is the kind of ad- months I have visited the Ford facvertising that says, "Beware, I am tories a half dozen times through trying to attract attention; I don't some business dealings I had with the mean what I say, and I don't intend big firm, and I can assure you that to make good on the extravagant there has been no nuimployment in the two Ford factories in Detroit-Newspapers, however, are not in they have been runing full capacity, their large plants all over the coun-The retail merchant who will fig- try. Henry Ford has experienced a tising and one-half of one per cent foresaw the present slump, which has for direct mail advertising, such as appeared to hit the motor concerns this advertising the same as if he judged the time ripe solely because were talking to the customers when of the present restless attitude of the people and the fact that our Federal season for swatting big business.

At any rate, for some six months now the Ford Motor Company has een displaying itself in the publicaions of the country, in newspapers arge and small, in class periodicals, n farm papers, in general magazines. n street cars, in outdoor positions; ind in many other forms of advertis-

With my brokerage business we apropriated a million dollars for adertising this year, and we are like he National Cash Register Company, vho claim that they had the biggest business in all their business career luring May of this year, and you know how difficult it is to sell cash registers. In an article I read the other day I noticed also that 400,000 Ford cars were sold during the nonth of May and June of this year and only a short time ago he started on his second ten million cars.

What is the Standard Oil Company loing? Their advertising appears reigiously in about every newspaper in the United States. They bring home right to our very door the fact twice yearly he writes letters to the that it does not necessarily take montwo newspepers of his town, telling ey to do business-using your brains

#### WOOLWORTH STORE TO **OPEN IN LUBBOCK**

Another indication that Lubbock's entrance into the city class is being noticed throughout the country came here the latter part of last week when the announcement was made that one of the chain of Woolworth stores would be placed in operation here on Sept. 1, 1925. The Woolworth people took a lease on a local building for a term of 20 years.

The Woolworth store will be located on Broadway, just west of Ave. I, and will occupy the store rooms now being used by Yarbro Grocery company and the Martin Bakery .- Plains

Material is on the ground for a 24 feet extension of the cotton platform. This is the third year in succession that the Santa Fe has been forced to made additions to the cotton platform to meet the growing demand of their customers-the cotton raisers of Terry county.

#### NOTICE:

To the Stockholders of the South Plains and Santa Fe Railway Company.

You are hereby notified that the Board of Directors have called a meeting of the stockholders to be or hereafter acquired, to secure indebtedness of the Company, other bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads and properties now or hereafter owned, and for other lawful corporate purpeses, each series of bonds to be issued to The crying need today is more ad- mature at such time and provide for tain such terms and conditions as I should think we would all take may be prescribed or authorized by W. S. POSEY.

Secretary

Thousands of Dollars worth of New Merchandise

Our Buyer Mr. W. H. Collins has just recently returned from St. Louis where he bought the most up-to-date line of dry goods ever brought to Brownfield.

Ever department of this already large stock has been replenished with the latest things for fall including Ladies Ready-to-wear Wool and Silk Dresses, Fall Millinery, Shoes and a new line of Clothes for Men---let us show you.

COURTEOUS TREATMENT---QUALITY and PRICES RIGHT

## COLLINS DRY GOODS CO.

"Outfliers for Men, Women and Children"

Brownfield, Texas

**West Side Square** 

In Webber Building

## Your Druggist is more than a Merchant

Your Druggist should have at heart the health and safety of his customers just as much as the desire to please them. We could if we wished secure many different qualities of any given product.

Our aim is to buy and recommend only the highest qualities of any product and because of their belief in our knowledge and our reputation many customers of this store always buy the articles we recommend.

This endorsement and recommendation of desirable Drugs and household products of highest quality is but a part of the service this store renders its customers.

Our prescription department, our selection of drug sundries, perfumes, candies toilet articles and other lines of merchandise merit your approval. Effective Service, Courteous Treatment, and Prompt Attention are guaranteed by us seven days in the week.

## **Palace Drug Store**

"If it's in a Drug Store We have it" Phone 76 Brownfield, Texas

Herald \$1.00 In Terry Co.

## Higginbotham-Bartlett Co.

**Big Stock** 

## GOOD LUMBER

Everything to Build with

A pleasure to serve our customers

**HIGGINBOTHAM-BARTLETT** CO.

MAGNOLIA PETROLEUM Co. Maintains one of its "DRIVE IN"

## FILLING STATIONS

in BROWNFIELD, TEL

MAGNOLIA GA DR OILS and MAGNOLENE are obtain

Free Air and Water.

Service