

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

MR. 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, suggested 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 forgot all about the letters. I did not wear the coat again for several weeks, and that's where my trouble started.

These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed 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 Minneapolis up north for a few hundred miles. It happened to be on a Saturday. He visited several towns on the trip, calling in at many stores, and he remarked to me, "Do you know there were about two chain stores in each one of the towns that I went through, and they were the only stores that were busy—the other stores didn't appear to be doing anything." 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 chock 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 failures 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 principal 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 year.

We are not handicapped in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small. First of all the newspaper has circulation. A single newspaper will frequently cover from 60 to 80 per cent of the homes in the territory. Advertising space in that paper will give a much greater return per dollar 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 selling merchandise, he has got to start figuring on the advertising that is going to do it. Advertising certainly has many

(Concluded on Last Page)

Seeing Things



HUNDREDS ATTEND SCHOOL OPENING MONDAY

More than 500 students were enrolled Monday in the Brownfield public school. There was 335 in the grades and 180 in high school. The parents were also on hand in great numbers, perhaps more than ever before in the history of the school, that going to show the importance and the interest patrons are holding our public schools.

About nine o'clock some 600 people found seats in the auditorium, and many stood around the sides of the building, while hundreds of others had to stay outside or up stairs.

After the crowd was brought to order, the school sang "Onward Christian Soldiers" led by Prof. Douglas Carver, and Bible reading and invocation by Rev. J. P. Watson, pastor of the Methodist church.

Rev. R. A. Scranton, of Plainview, who happened to be in the city, was introduced, and gave a very wholesome address, punctuated with advice for teachers, pupils and patrons. He showed the necessity for co-operation if we mean to maintain a 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 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 that has been accomplished toward 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.

Mrs. W. H. Dallas and Miss Rena Belle Akesson were each allowed to make statements concerning their music and expression department. The latter also favored the audience with a short but highly appreciated reading.

REV. J. F. CURRY HOLDS MEETING AT WELLMAN

Revs. J. F. Curry and O. P. Morrison were associated last week in holding a meeting at Wellman, 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 his time on the Gaines county ranch, and the family can be nearer him.

WE MUST FIX OUR ROAD LEADING EAST

Did you know that reliable information place the tourist travel thru Brownfield next year to see the famous Carlsbad Caves at 500,000, IF—

Did you know that the Federal Highway department will designate a loop of the Lee Highway through Brownfield and Terry County? If—

Did you know we're on an arrow line from Texarkana to the Carlsbad Caves, and that people will naturally go the nearest way? But—

Of course you want to know what that IF and BUT is that stands in our way. Well, neighbor it is our disgraceful road for about seven miles between Brownfield and the Lynn county line. People who know inform us that the department, under the recommendation of the West Texas Chamber of Commerce are willing and anxious to designate the route providing Terry county will fix this seven to ten miles of road. The road west is alright they say.

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 is 25,000 cars. It is estimated that each car spends 4.50 in each important town. So you can easily see what it would mean to Brownfield to have this highway designated.

The Herald believes in making the neighborhood roads as good as possible 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 Brownfield to raise money itself and supplement any funds we may have in the county to improve this road east to the east line until it will pass muster of the state and federal highway departments.

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 own throats.

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 see 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.

John L. Vaughan is the new postmaster at Lubbock. He has been a citizen of Lubbock for several years.

J. W. YOUNGBLOOD DIED LAST SATURDAY

The mortal spirit of J. W. Youngblood, about 70 years of age, of this city, passed to Him who gave it last Saturday morning at an early hour at a Lubbock Sanitarium. He was one of the finest men the writer ever knew, and while he has suffered untold agony for several years, he was always of cheerful disposition, although having little hopes of ever seeing a well day. He has to our own knowledge undergone a number of surgical operations for the stomach, but none of them seemingly to any avail.

The body was prepared by a Lubbock undertaking concern and brot to Brownfield Saturday afternoon for burial, which was had in the local cemetery Sunday at 3:00 P.M.

Funeral services were conducted at the Baptist church Sunday afternoon at 2:00 P.M. by the local Baptist and Methodist pastors, Revs. C. E. Ball and J. P. Watson. A large crowd attended and a long line of cars followed the remains to the cemetery. Several beautiful floral offerings were seen. We understand that he was a member of the Archdiaphian church, and a member of the W.O.W. lodge.

He leaves to mourn his departure, 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 their families and other relatives attended the funeral.

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

DR. SPLAWN DELIVERS FINE ADDRESS TO STUDENTS

Austin, Sept. 6.—In his address to the graduates of the University of Texas at the recent Commencement exercises of the institution, President W. M. W. Splawn pointed out the wonderful resources of Texas and what may be done in the matter of their development and utilization by men and women of education. Other justifications for university training were given by Dr. Splawn. Following the address 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 a considerable population, and taking 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 material to be transformed; we have the sources of power. For example, lignite almost without limit in quantity. Then, to, we have easy outlets to the markets of the world. The value of our manufactured products in Texas last year was greater than the value of our cotton crop. Our easy access to the markets of the world will develop in Texas commercial centers of increasing importance. So vast is the amount of work to be done that there will be for years an insistent call for those with technical training.

"Another justification for university instruction, and one of its highest purposes is to save men from mere materialism. One lesson 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 women who to knowledge have added something worthy to be called culture, and to culture, high ideals and strong character."

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

Editor C. B. McCormack and wife were down for the week end from Levelland, visiting his parents, Mr. and Mrs. R. H. McCormack. Editor Mack informed us that business was picking up at his town.

PARAMOUNT WEEK HERE WELL ATTENDED

No one who attended the Pastime Theatre last week can now venture the assertion that advertising does not pay. That fact was wholesomely demonstrated last week for the benefit of any Doubting Thomas. The Paramount Corporation carried half page in the Herald the week before, and the local management flooded the town each day with well gotten up and attractive dodgers.

As a consequence, there was a good crowd each night; in fact two complete shows had to be put on almost every night to accommodate the big crowds that came. Of course the pictures were extra, but you have got to let people know you have an extra before they will know it.

We heard numbers of people remark that the Pastime was giving the people of the town and community shows equal to those seen in the cities, and the people are showing their appreciation by their attendance.

In their programs last week, the Pastime showed some of the best productions the "Paramount" people have put out, and they not only put out good plays, but their casts are made up of the cream of the movie world.

ANOTHER WHOLESALE OIL STATION FOR BROWNFIELD

Messrs. B. P. Williams, of Wichita Falls, and O. E. Turner, of Lubbock, 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 representative, Mr. Williams said the actual construction work on the plant would start as soon as the abstract to the property was proved up, and that they would have a man on the ground to start operations.

This makes the fourth wholesale oil company to locate their plants in Brownfield.

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 definitely 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 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 COMMUNITY FAIR 25TH

Wellman, one of the youngest and most progressive of our county communities is to stage a community fair and rodeo Sept. 25th, at which they promise a good time for all who attend, not to mention a lot of good exhibits from every farm in the community. Thus, they will then be in position to hit Brownfield on the 27th 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 six o'clock before the body was found by three young men who were passing in an automobile.

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 Blairview cemetery Monday afternoon, and was conducted by Rev. W. L. Henderson, a large number of people attending.—O'Donnell Index.

John ... manager of the Independent ... has returned from Hill ... where he went to lay his wife ... her last resting place.

The Tree of Thrift

THRIFT is a comfortable and necessary 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"



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

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

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.
 June 1923 June 1924
 \$13,333,349 \$13,938,752

Montgomery Ward & Co.
 June 1923 June 1924
 \$11,612,004 \$13,639,315

The mail order man always gets busy when the local merchant starts to slumber.—Publishers Auxiliary.

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

Editor W. J. Wade of the Jayton Chronicle came up this week with several prospectors from Kent county, all of whom want homes in old Terry.

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

ITCH!

MONEY BACK WITHOUT QUESTION

"HUNT'S GUARANTEED SKIN DISEASE REMEDIES" (Hunt's Salve and Soap) fail in the treatment of Itch your druggist is 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 cancer compels me to admit I had it badly. Your Hunt's Salve, however, cured me after many other remedies had totally failed."

"HUNT'S GUARANTEED SKIN 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.

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

J. L. RANDAL, Druggist

Absolute Guarantee COOK'S HOUSE PAINT

ECONOMICAL DURABLE

is the most Economical and Durable Paint to Use

Every Gallon Guaranteed

ASHWORTH & KNIGHT
 Brownfield, Texas

DOES ANY BROWFIELD MAN OWN THIS NOTE BOOK?

Dear Editor:—At their last Communion meeting sum wun dropped a note book—Their was no name on it, but on their cover was their initials D. K. M.

I found this note book and en as much as I have been unable to lokate the owner I mer askin yu tu prent their follerin page so their owner can identify it. Page 13 of their note book reads as follers:

- Apr. 3. Advertisement for a girl stenographer \$0.50
- Apr. 5. Violets for new stenographer65
- Apr. 8. Weeks salary for new stenographer. 15.00
- Apr. 11. Roses for new stenographer 3.00
- Apr. 15. Weeks salary for Miss Blank 20.00
- Apr. 15. Candy for wife over Sunday75
- Apr. 19. Lunch for Miss B— 10.60
- Apr. 22. Lillian's salary25.00
- Apr. 25. Theatre and supper with Lillian 22.00
- Apr. 26. Fur coat for wife25.00
- Apr. 27. Ad for male stenographer 50

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.

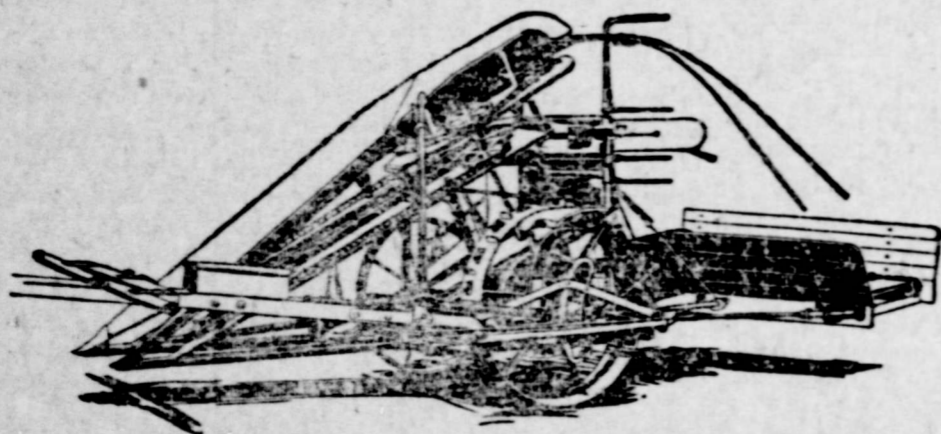
GOODRICH TIRES always deliver the goods and we stand back of what what we sell you.

THE BRICK GARAGE

HARRIS BROTHERS

Brownfield, Texas

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.

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 buildings.

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 and fall asleep to music by radio. Circuits running from a central receiving set in the living room run to loud-speakers 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 predetermined time.

Stringless Bean Deviser

Few know that the man who took the string out of string beans was Calvin N. Keeney of Le Roy, N. Y. Mr. 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 repeated this year after year, and eventually secured a supply of genuine stringless beans.

The new Santa Fe terminal building at Dallas is rapidly nearing completion. It is one of the biggest enterprises of its kind in the world.

The new building will cost \$5,000,000, and shippers and wholesalers have leased the bulk of space for their sales rooms.

52
 28
 1040
 9
 30

THE TERRY COUNTY HERALD
Brownfield, Texas

A. J. STRICKLIN, Editor and Prop.

Subscription Rates

One year: In Terry county, \$1.00; east of Texas, Oklahoma and New Mexico, \$1.25; all other states, \$1.50. The six month rate on the above will be 50c; 65c and 75c. The three month rate will be 25c; 35c and 40c.

Advertising Rates on Application.



If the frost holds off long enough, and not too much rain comes, and the weather keeps hot enough, and the bolls mature rapidly enough, the farmers of this section are going to carry their money in suit cases this fall.—Hockley County Herald.

If it is right. And let us hope the "ifs" will not prevail.

Whatever else may be said of the late candidate for office of governor in the Democratic primary, Judge Felix D. Robertson, they cannot say he was not a good loser. He gave out a statement directly after the returns indicated the nomination of Mrs. Ferguson, in which he said he attributed his defeat to the fact that he received insufficient votes. He also said he held no malice toward anyone in anyway.

The Democratic platform recently promulgated at Austin, had many interesting features, among which all agree is its brevity. Anybody can read and understand it. Looking at it from its points of announcements and denouncements, there is room for disagreement, owing altogether how one stands on the late issues. But there was one plank we are all agreed on. Economy and tax reductions. Aren't we right.

The Plainview News, during the dull summer months, has been figuring on how much it costs the employers of Plainview for the working girls of that city to powder their noses. He takes the proposition that there are 100 working girls in Plainview and figures they use five minutes each day for three daily powderings. He finds that it cost the business men of Plainview \$25,000 per year for the girls to keep 'em white. He might with equal interest, during the dull months of 1925, find what it cost the business men of his town for the working boys to "roll their own."

The time has come when the citizens 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-

paring to make their links in the highway system first class. This will mean that our links will be seen in comparison, and tourist will naturally make comparison, and we not only get adverse comparison from them, but also from all those of their neighbors and friend they talk with. People are traveling more and more each year, and a goodly per cent of these are looking out locations, but they are going to pay little attention to any country whose roads are in such condition as to attract all their attention in driving.

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 "hurray" or "raw-hide" him at the very time when he feels most keenly the sting of defeat and disappointment. We never felt somehow that it was ever in order to "kick the under dog." Perhaps the defeated candidate is just as good as the man that defeated him and just as good a citizen. Perhaps he is a much better man than some of us who are disposed to deride him. We expect the loser to be a good sport. Why should not the friends of the winner be good sports also and refuse to do or say anything that would add to the discomfiture of the defeated and disappointed man? Let us be kind to the defeated candidate.—Tahoka News.

We read this week an account of an auto accident in which one person was killed and several injured. Two cars passed on the road, but the fender of one caught the front wheel of the other car, turning it over. The article concluded with the words, "no blame is attached to anyone." Nobody to blame. The road was not crowded. There was plenty of room for the cars to pass without coming very close to each other. Neither party was on an emergency call. Nobody to blame, and yet one or both of the drivers did not take the trouble to turn the steering wheel just a trifle more. A turn of the wheel just a little more would have saved the life of one, the suffering of others and the property damage involved. Can it be that there is nobody to blame when a driver tries to see how fast he can go when passing, and how close he can come when passing another car? If there is no blame attached then the driver who is responsible for such accidents is an idiot, and should be in an asylum instead of behind a steering wheel of an automobile on the public roads, endangering the lives of all he meets.—Rotan Advance.

Mr. and Mrs. Tom Barton, of Detroit, Texas, are visiting Mrs. Barton's parents, Mr. and Mrs. J. J. Gaston, of this city.

Miss Jewel Carver left Saturday for San Jaun, New Mexico, where she will visit with her sister, Mrs. Brazil.

TECH BUILDING TO BE STARTED THIS WEEK

J. H. West, construction superintendent of the Rice Construction Co., now building the Lindsey Theatre building at the corner of Main and Avenue J, stated Wednesday that a telegram had been sent to Mr. W. M. Rice, owner of the company, who is now in Amarillo, requesting that the plans for the stock judging Pavilion for the Texas Tech College be sent here at once.

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 Avalanche.

MEADOW BRIEFS

By Aesculapias.

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 the Democrats of Texas. It was a great gathering of the leading men of the State. Many of them had been out of politics for a decade. Many of them had been estranged by political fights in the past. But each had laid aside his grievance and come to meet what he considered the greatest enemy of free government the people have been called on to face since the beginning of the republic.

It was a determined and enthusiastic gathering and spent little time in disposing of the advocates of secret politics. Like all bodies of men when passions run high, they may have committed errors, or blundered in handling the problems presented, but they put none but the true, tried and faithful on guard.

I earnestly trust that our late adversaries will take counsel of themselves and their friends and let's try and return to the safe and sane methods in dealing with each other. Let's put behind us the bickerings and boycotts of those who do not and cannot agree with the methods pursued the past two years. We have common interests and essentially the same ends in view. Let's forget the past and work hand in hand for the future development of the country. Here's my hand.

Our community is just now somewhat excited over the assault made on a little girl eleven years of age, by a man of sixty years, himself a father and with a large family, most of them grown and married. The perpetrator is still at large, but every effort is being made to bring him back and have him face the consequences of his act.

Our school opened this morning with a full corps of teachers and a large attendance for the first day. The outlook is for a good school year. It is also doubtful whether our new building will accommodate the pupils. We have built well but not wisely.

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

We Want to Accommodate YOU

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.

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 to come into our shop.

LAUNDRY BASKET

SANITARY BARBER SHOP

RICH BENNET, Prop. Brownfield, Texas

"THERE IS NO GOOD BEST and BEST"

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 abstack 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.

C. R. RAMBO, Abstracter
BROWNFIELD, (Terry County) TEXAS

KLENZO DENTAL CREME

For White Teeth Healthy Gums and a Clean Mouth

Best Lesson in Mouth Hygiene

Alexander's Drug Store

The REXALL Store

Brownfield, Texas

EBLIN & CO.
Cotton Merchants
115 Broad St. New York

Orders solicited for the purchase and sale of cotton in odd lots and 100 bale lots. Members Odd-Lot Cotton Exchange of New York.

A. V. HENDRICKS, Cor.
Lubbock Room 206 Wilson Bldg. Lamesa Phone 86 Mathews Bldg.

THE LUBBOCK SANITARIUM

A Modern Fireproof Building

Equipped for Medical and Surgical Cases—X-Ray and Pathological Laboratories

Dr. J. T. Krueger General Surgery
Dr. J. T. Hutchinson Eye, Ear, Nose and Throat
Dr. M. C. Overton General Medicine
Dr. J. P. Lattimore General Medicine

Miss Gracia E. Hinkley, R. N. Superintendent
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.

Hemstitching

Bring your work to

DUMAS SISTERS

at

Lewis Brothers Store

Price 15¢ per yard, Thread Furnished.

T. L. TREADAWAY, M. D.
H. A. CASTLEBERRY, M. D.

Physicians and Surgeons

Office Over State Bank
General Practice, Obstetric, Minor Surgery; treatment of skin cancer and piles without knife.
Office Phone 38.
Dr. Treadaway's Res. No. 18.
Dr. Castleberry's Res. is 2 rings on 502.

Brownfield, Texas

Brownfield Lodge
No. 903, A. F. & A. M.
Meets on Saturday night before the full moon in each month in the Masonic Hall.
Ben W. Hurst, W. M.
J. D. Miller, Secretary

GEO. W. NEILL
Atty-at-Law
Office at Courthouse
Brownfield, Texas

FURN. & UND. SUPPLIES
Funeral Directors
Phones: Day 25 Night 148
BROWNFIELD HDW. CO.
Brownfield, Texas

DR. H. H. HUGHES
Dental Surgeon
Microscopical Work, Urinalysis test, Blood Pressure test and internal treatment.
Office in the Brownfield State Bank Building
Brownfield, Texas

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.

W. W. PRICE
Brownfield, Texas
Office over State Bank Building
Atty.-At-Law

M. C. BELL, M. D.
Physician and Surgeon
Office
Alexander's Drug Store
Brownfield, Texas

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GILLESPIE & MCGOWAN
Lawyers
Office in the State Bank Building
Brownfield, Texas

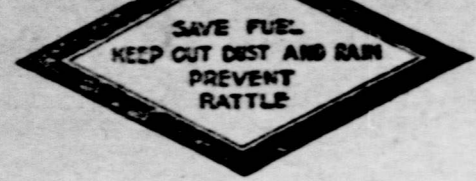
DR. J. R. LEMMON
General Practice
Specializing in Diseases of Children and Internal Medicine.
Office: Alexander's Drug Store

BROWNFIELD CAMP NO. 1989
Meets every Friday night at 8:00 P.M. in the Odd Fellows Hall.
W. F. Stewart, C. C.
W. J. Head, Clerk

BROWNFIELD REBEKAH LODGE
No. 329
Meets 1st and 3rd Thursday nights in each month in the Odd Fellows Hall.
Mrs. Walter Gracey, N. G.
Mrs. A. J. Stricklin, Secretary

Brownfield Lodge No 530, I. O. O. F.
Meets every Tuesday night in the Odd Fellows Hall. Visiting Brothers Welcome.
R. L. Bowers, N. G.
Tom May, Secretary

Numetal
PATENTED
WEATHER STRIPS



Very small cost.
Saves labor and
Money.

**Cicero Smith Lumber
Company**

MOVED!!

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

**There is no tax on Our
Service--come and see.**

**J. L. RANDAL'S
Drug Store**

American Tailor Shop

O. L. JONES, Prop.

**Cleaning, Pressing and
Altering**

**Work called for and deliv-
ered to any part of the city.**

Phone

[1-4-3]

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
A HUGE AFFAIR**

More than three billion tons of
water is backed up behind Elephant
Butte dam, which supplies the valleys
of the Rio Grande in Southern New
Mexico and West Texas. These statis-
tics were presented in an editorial
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
3,000,000 trains of tank cars. This is
the equipment it would require to
transport by rail the water in Elec-
phant Butte lake. End to end these
cars would extend 1,500,000 miles or
563 times across the United States.
If every able bodied person in El
Paso were put to work at the job of

emptying the reservoir by dipping
the water out with buckets, contin-
uous 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 Elec-
phant Butte dam would fill a stand-
pipe 10 feet in diameter reaching to
the moon."

Dr. J. D. Moorhead (Aesculapius)
of Meadow, paid the Herald a short
call Wednesday and regaled us with
a few of his hearty laughs.

Mrs. Charles Acker has sold her
household goods and moved to Ala-
bama, but intimated to us that she
may be back inside of six months.

**Freak Shadows Appear
in Crude Oil Pools**

In the great oil regions of California
pools of crude petroleum are quite
commonly seen, says S. Leonard Bas-
tin in St. Nicholas. Here the oil is
allowed to remain until it is stored
away in barrels. One of the curiosities
of the district is the freak shadow
which these ponds of crude oil pro-
duce. 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 shad-
ow remains on the oil, while the per-
son casts a second shadow from his
new position. The longer the individ-
ual has been standing by the oil pond,
the longer will the original shadow re-
main.

The explanation of the mystery is
simple:

Under the influence of the hot sun,
gas is freely produced in the crude
oil. This rises to the surface in the
form of millions of bubbles far too
minute to be noticed by the human
eye. When a shadow is cast over the
surface of the petroleum the tempera-
ture is reduced, and this has the ef-
fect of checking the production of bub-
bles. The result is that the shaded
area looks different from the part
which is exposed to the sun. Now,
when the person moves, the tempera-
ture of the oil 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 mod-
ern industry by Clifford B. Bellis in a
report on the present uses of the metal
published in Chemical and Metallurgi-
cal Engineering. Stainless steel and
high-speed steel are two of its many
useful 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 iron it makes a
steel that is both hard and tough, and
so has made possible the development
of many characteristic modern appli-
ances.

It is estimated that without chromi-
um high-speed steel tools, the works
of the Ford company at Detroit would
have to be seven times their present
size, and it is certain that without the
use of chrome steel in automobile en-
gines the motorcar would be a very
heavy and cumbersome contrivance.
Airplanes such as we know them
would be impossible.

Stainless steel is produced by alloy-
ing steel with about 15 per cent of
chromium; and rustproof 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 ex-
periment station have been entirely
destroyed by porcupines and many
more are reported injured, announces
the forest service, United States De-
partment of Agriculture. It is be-
lieved that porcupines are making the
establishment of Western yellow pine
throughout the forests of the South-
west considerably more difficult.

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

Radio on Delivery Trucks

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
aerial 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 get-
ting into constant touch with his
drivers.

New Aerial Bomb Powerful

Capable of making a crater 150 feet
in diameter where it strikes, a new
aerial bomb, ten times as large as any
used in the World war, has been per-
fected 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 an-
nually, and the number of nickels and
pennies returned to be remelted at the
Philadelphia mint in five years would
fill five trains of 58 cars each, holding
50,000 pounds to the car. This esti-
mate is made by H. D. Coleman, su-
perintendent of melting and refining
at this particular mint.

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

B. Tidwell and family, of Seagraves
were visiting relatives here Sunday.

HARRIS HAPPENINGS

By Sand Bar.

Mr. Wheeler was a Brownfield vis-
itor, Monday.

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. Mur-
phy's parents, Mr. and Mrs. Law-
rence in Floyd county.

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

The Methodist meeting began on
Thursday night. Revivals should be
as refreshing to people as showers of
rain to parching vegetation.

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

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.
Check, left this week for Jones Co.,
where they will spend a few days.

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 gen-
erally do, and he may sometimes get
beaten, when he should have triumphed
too. But he'll rise with newer
courage, and new strength if you
don't nag.

TOKIO TALKS

By Reporter.

The people out here have begun
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
visiting friends here last week.

The Methodist meeting is in pro-
gress here this week. Revs. Hames
and McHandress are conducting the
meeting.

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

Wilburn Pippin spent the week end
with home folks.

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

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

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 meet-
ing 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 busi-
ness man of Aspermont, were here
this week looking out a location. Mr.
Jones informed us that he liked the
looks 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 pro-
posed to establish here.

It will be noticed in our want col-
umns that E. E. Cowden is offering
a mighty good place in Yoakum coun-
ty worth the money.

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

CITY BARBER SHOP

Ladies' and childrens' work a specialty.
Hot or Cold baths. Everything clean and up-
to-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 accord-
ance with the need for the un-
loader 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**

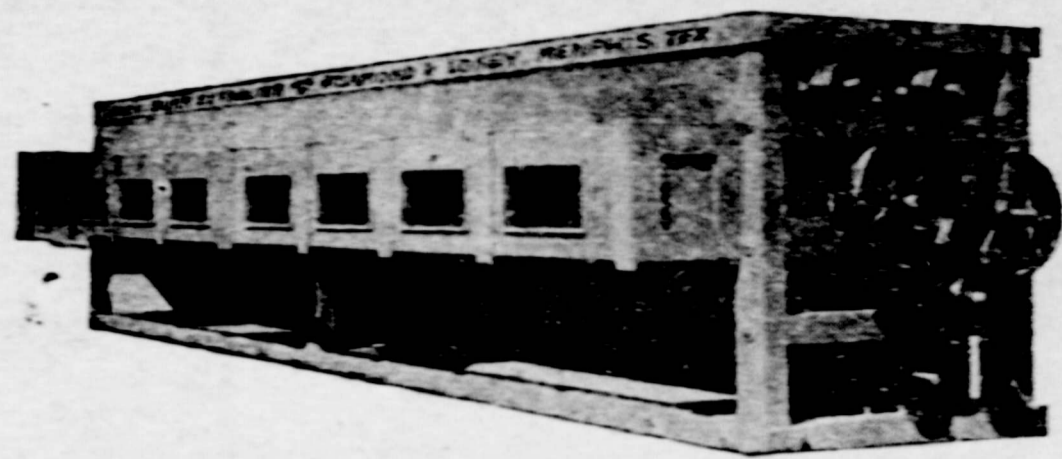
We buy direct from the Company--no jobbers or
salesman to pay Every Tire and Tube made good
by us.

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

**Terry County
FARM LABOR UNION**

T. W. M...

A
 Good Way
 to
 Advertise
 Terry
 is
 to
 Send
 the
 Herald
 to
 Friends
 back
 East
 Six Months
 for only
 65 cents



Mr. Farmer!

We have Ginned a few bales, and are equipped with five 80 Saw Centennial Gin Stands. With every equipment for handling West Texas Cotton.
Murray Cleaner Hardwick Etter Cleaner
Lockey Bur Extractor Centennial 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
 Mostly Religious in Nature.**

Washington, D. C.—Indian ceremonies are rarely understood by other races, and consequently the Indian rites and dances have often been unjustly criticized, says J. N. B. Hewitt of the Smithsonian Institution.

The white man is extremely glibble when it comes to believing fantastic tales about the red man. It is no rare occurrence for a witness to appear at a congressional hearing and to testify regarding the evils of Indian dances and later to admit that he has never seen the objectionable rites.

Furthermore, the white man must plead guilty to a lack of sympathetic imagination when he observes the Indian. Aside from some ethnologists, people who do attend Indian ceremonies generally see only the gyrations of painted savages. Sometimes they cannot refrain from showing their amusement and scorn. Sometimes they 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 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 regarding their universe.

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 Iroquois 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 tell the others to treat one another kindly, to avoid lying and gossip, to live peaceably and to be thankful 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.

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 disease. 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 into each wigwam and put out the fire, clean away the ashes and light ceremonially a new fire. This is not a senseless rite. The ashes of the old fire have collected waste materials

and germs for some months, and cleaning the fireplace is a health measure.

There is no doubt that some dances of primitive tribes have included practices which the white man regards as reprehensible. The Indian practice of slashing themselves and one another with knives during the sun dance has been criticized. So has the reckless handling of snakes, both harmless and venomous, at the snake dance. Charges of immorality in connection with some rites have also been made.

The Indians themselves say that few, if any dancers, cut themselves now in the sun dance. The idea back of the cutting was to show courage.

Sixteen officials of a Pueblo tribe recently denied the implication of immoral practices in their ceremonies by saying: "Our dances are drama, opera and poetry. The womanhood of our people are as sacred to us as the symbolic dance we are trying to defend and preserve."

This statement was made in a petition that the ancestral dances might continue without interference from the government.

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

Whale Upsets Boats

Millford, 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 Millford.

Mixed Pleasures

"How did you enjoy the week-end festivities?"
 "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 Songbirds Nisse.

How Difficult

"Do you know what that girl at the sweetmeat counter weighs?"
 "No."
 "Why, sweetmeats, of course."—Kasper, Stockholm.

Taking Chances

"A bootlegger takes a great many chances."
 "Not as many," rejoined Uncle Bill Bottletop, "as his customer."

The Herald is printing 6000 bills of exchange for the First National Bank this week. They believe that lots of cotton will be handled thru their bank this season.

WRIGLEYS

Chew it after every meal
 It stimulates appetite and aids digestion. It makes your food do you more good. Note how it relieves that stuffy feeling after hearty eating.



Assistant Attorney General Kealing and family spent one night last week in Brownfield on their way from the mountains in New Mexico on their way home in Austin.

Some two weeks ago our good friend R. L. Cornelius invited us to visit his roasting ear field some day, and recently we availed ourselves of 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 acreage Mr. Cornelius has in. Our wife remarked that the field looked like the corn field in Oklahoma did when she was a child up there. We certainly appreciate this treat. Several of R. L.'s neighbors caught us in the field, and while none of them said anything, we know they will recognize us next time they see us, for they certainly give us the once over.

Mrs. Brock Gist and little son, of Anaheim, Calif. are here visiting her parents, Mr. and Mrs. Noah Bell of the Needmore community. She was accompanied to Texas by her sister-in-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 job 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 country.

J. A. King has started the operation of a line car between Brownfield and Lubbock.

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 Rentfro 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 9½ pound boy, Saturday September 6th.

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

Mr. Raymond Berry and Miss Claudine 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 months. 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. Bakch, of the same city, and C. R. Keiser, of Mason Co. While here Mr. Armes purchased the McPherson place near Gomez, and the other two men are on deals for gins. Yes, they are coming to old Young. Editor Wade is the father of Mrs. W. H. McSpadden Jr., and of course visited in the McSpadden home while here.

One Word to Remember

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

T-E-X-A-C-O
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

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

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 Extractors 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

Mrs. J. W. Welch is building a nice bungalow just north of her residence for rent purposes. Mrs. Welch is doing a good part by her town.

C. W. Beene, prominent attorney of Crosbyton, was in Brownfield on

business Monday of this week. Mr. Beene was formerly editor of the Lorenzo Enterprise.

B. W. Knoll has left for Stephenville, Texas, where he will reside for 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 lizzies." 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 great 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 perilous 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 hats.

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 Gregorivna, 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 a 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. It

ALL PERSONS wishing their land sold, list with S. S. Bozeman Land Co., Brownfield, Texas. 2tp

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 Don't take my word, go and see it for yourself and ask men who know the land. E. E. Cowden, Harlan, Ky. 10-17

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. tfe

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 rebuilding: 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 known. ltc

COAL! I have just unloaded a car of first class Colorado lump coal. I 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. 9-12c

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. 8-29tf

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. 9-26p

FRESH VEGETABLES always on cold storage at Brothers & Brothers

JUST RECEIVED, a car of furniture.—Ashworth & Knight. 9-12c

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. 9-12c

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 Buick line in this territory. See him for demonstration at Tudor Sales Co. City. 154tc

REMEMBER that the Enterprise Market and Grocery has the latest cooling system known and everything of perishable nature is kept as fresh and pure as when first stored. Phone 75 for your needs. tf

CAR FURNITURE just received.—Ashworth & Knight. 9-12

6000 FENCE posts going at a bargain at C. D. Shamburger's. 8-8tf

WANTED: A few clean cotton rags at Herald office.

PHONE 75 for all kinds of fresh vegetables. Enterprise Market and Grocery. tf

WANTED boarders at the Commerce Hotel. tfe

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

JUST RECEIVED, a car of furniture.—Ashworth & Knight. 9-12c

BUILD YOUR house while idle. Look over C. D. Shamburger's stock of long leaf lumber and get our prices before you buy. 8-8tf

CAR FURNITURE just received.—Ashworth & Knight. 9-12

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

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

JUST RECEIVED, a car of furniture.—Ashworth & Knight. 9-12c

WHY PAY RENT when you can build a house on monthly installments. See the C. D. Shamburger lumber company about it. 8-8tf

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

CAR FURNITURE just received.—Ashworth & Knight. 9-12

NO BETTER time to paint your house, and no better paint than our Mound City paint. C. D. Shamburger has a complete stock. 8-8tf

FEDERAL FARM LOANS at 5 1/2 per cent interest, and 34 years and six months time on them. For particulars, see C. R. Rambo.

CAR FURNITURE just received.—Ashworth & Knight. 9-12

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 groceries. Quick delivery. Enterprise Market and Grocery. tf

BARGAIN for right man in a residential lot. See Frank Martin at the Boot Shop, City. 8-29tf

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. tf

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. (10-7)

NOTICE: All high school students who wish music credits should bring their cards to Mrs. W. H. Dallas at once. 9-5 2c

LOTS FOR SALE: 14 lots in blocks 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. McCormack, Owner, City. 9-5 tfe

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

GEO. ALLEN
The House Reliable
Oldest and Largest PIANO and MUSIC HOUSE in Brownfield. Latest Sheet Music, MUSIC TEACHERS' Supplies, etc., etc. Catalogue and BOOK OF OLD TIMES BROWNFIELD, TEXAS, FOR THE ASKING. 2tp

BROTHERS & BROTHERS always has a nice assortment of fresh candies and fruits.

JUST RECEIVED, a car of furniture.—Ashworth & Knight. 9-12c

C. D. SHAMBURGER is ready to quote prices on your cotton picker's shacks. 8-8tf

CAR FURNITURE just received.—Ashworth & Knight. 9-12

FOR BELLA CORSETS, see Mrs. Gracey or Mrs. Will Cook. 9-5. Made to measure. t

KELLEX ON ADVERTISING

sides. I can scream, talk or whisper, it can attract the eye or befuddle it. It can be an interesting story or an uninteresting 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 reader right through to the end, and then again—there is the kind of advertising that says, "Beware, I am trying to attract attention; I don't mean what I say, and I don't intend to make good on the extravagant claims I am talking about."

Newspapers, however, are not in the habit of publishing misleading advertising, and for that reason the public has unlimited confidence in newspaper advertising.

The retail merchant who will figure on spending two per cent of his gross receipts for newspaper advertising and one-half of one per cent for direct mail advertising, such as letters, post cards, etc., and prepare this advertising the same as if he were talking to the customers when they come in his store, there would be no need to complain about quiet trade.

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 actual photograph done in colors and it was so unique and attractive that I have noticed thousands of these ads pasted on automobile windshields.

One of the most successful small town merchants who has been in 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 twice yearly he writes letters to the two newspapers of his town, telling about New York. He explains about the various improvements there that has taken place since his last visit—he 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 prospective 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 like to be with us. If you are interested in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct by mail advertising, such as sending out letters or post cards monthly, you will find that your newspaper ads have greater pulling power than if you depended on it alone to sell your merchandise.

Take for instance, the manufacturer, wholesaler, or jobber who backs up his salesmen with newspaper and direct by mail advertising. Practically 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 advertising.

The crying need today is more advertising. No better illustration can I cite of the effectiveness of advertising than the case of Barker Bros., retail furniture dealers in Los Angeles. A few years ago they sold \$700,000 worth of furniture in their store and, through expanding their advertising investment, Barker Bros. last year sold 16 million dollars worth of furniture.

I should think we would all take inventory of ourselves when confronted with the actual instances like the above and note what Henry Ford

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 his appropriation for 1924 was seven million dollars. Within the past six months I have visited the Ford factories a half dozen times through some business dealings I had with the big firm, and I can assure you that there has been no unemployment in the two Ford factories in Detroit—they have been running full capacity, three eight hour shifts, steadily employing over 160,000 people besides the thousands they are employing in their large plants all over the country. Henry Ford has experienced a situation which makes it highly desirable to advertise. Perhaps he foresaw the present slump, which has appeared to hit the motor concerns with special velocity. Perhaps he judged the time ripe solely because of the present restless attitude of the people and the fact that our Federal Government has declared an open season for swatting big business.

At any rate, for some six months now the Ford Motor Company has been displaying itself in the publications of the country, in newspapers large and small, in class periodicals, in farm papers, in general magazines, in street cars, in outdoor positions; and in many other forms of advertising.

With my brokerage business we appropriated a million dollars for advertising this year, and we are like the National Cash Register Company, who claim that they had the biggest business in all their business career during 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 month 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 doing? Their advertising appears religiously in about every newspaper in the United States. They bring home right to our very door the fact that it does not necessarily take money to do business—using your brains and thinking is what counts.

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 Yarbrow Grocery company and the Martin Bakery.—Plains Journal.

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 make 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 held in the City of Lubbock, County of Lubbock, State of Texas, at the principal office of the Company on the 18th day of November, 1924, between the hours of 10 o'clock A.M. and 4 o'clock P.M., to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "first mortgage" or by such other name as may be determined, on all its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the 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 purposes, each series of bonds to be issued to mature at such time and provide for the payment of such lawful rate of interest, to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and conditions as may be determined or prescribed by said Board, and such mortgage to contain such terms and conditions as may be prescribed or authorized by the stockholder at said meeting.

W. S. POSEY,
Secretary

9-5 11-17

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.

"Outfitters 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, TEXAS, where

MAGNOLIA GASOLINE and MAGNOLINE MOTOR OILS are obtained

Free Air and Water. Wash Service Road Information Rest Room