


NOSUSSIIUTIS AT HEPPY Salify
CHOOSE for YOUSSEAF from SHELVES Filled wihh well hown ad ADVERTISD FOOSS.

啡静:
SPECLAL FOOD PRICSS
FRDAY AND SATURDAY

SUGAR
10 Pound
Limit 10 lb .47 STRAWBERRIES PT. . $12^{\frac{1}{2}}$
LETUCE $=-\quad .61-2$

POST BRAN Pkg.
.10 SOAP Palmolive, 3 Bars .21

| $\triangle A$ D D |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Vmame | ${ }_{\text {Matam }}^{\text {Matam }}$ | .71/2 | Vancomp | 3 |
| Strive | ${ }_{\text {Can }}^{\text {Kom }}$ | 55 | Baling Powder Can | 25 |
| RAISNS | 4Pomd | 34 | SPDOS, Fancy, 10 Pounds | 9 |
| PEACHES |  | 18 | Pineaples, No. 2 Can | 9 |
| PReas ${ }^{\text {Leme }}$ |  |  | GREEN BEANS | . 10 |


| GOEEE | $\underset{\substack{\text { Maxwell } \\ 3 \text { Pound Case } \\ \text { can }}}{\text { and }}$ |
| :---: | :---: |


| HELPY—_SELFY MARKET |
| :--- |
| Mised Sweek Pickles lb_...35c Sugar Cured Bacon <br> California Picnic |


the teray county heralo



## CHISHOLM'S HATCHERY HDWE. CO. <br> electrically hatched chix are better

Chix that Live and Grow is what your get from ws at Bargain Prices
Master Bred White Leghorns 10c Master Bred R.L. Reds .... 12c Bred To Lay White Leghorns 7c Quality Brad Rels .......... 9c
Aconas Brown and Buff Leg. 7c Barred Rocts .-............ 9c
MIXED BREEDS EACH
Everything in Poultry Supplies. Economy Pums for every NEED
SEEDS - SEEDS - SHMDS PLANTS
Sudan Seed, Cane, Hiseri, Maize, Kaffir, Sill Corn, etc.
GET YOUR ROCK ISLAND IITE INTS NOW
Gas,

| MOORES PRODUCE HOUSE wants sac |
| :---: |
| South of Courthouse |

## 

## Ready And Willing To Serve You

With Your hnterest At Heart, Your Red \& White Merchant is one of The Thoussands who Are Banded Together To Provide the Finest And Purest Foods At Daily Prices That You Will listantly Recognize As Low. Visit Your Red \& White Stores Now And Take Advantage Of These Lower Prices.

FRIDAY, MAY 1ST, 1931, will be Grocery Emancipation Day for South Plains housewives and their husbands! It will mark the opening of the Red and White Association Stores in this territory. It will inaugurate a new era of grocery economy and satisfaction. It will be a Gala Day! Bargains galore and unquestioned ...it quality. Visit one or more Red and White Stores Friday and Saturday! Souvenirs for the Kiddies!

HERE'S WHAT RED AND WHITE STORES WILL DO FOR YOU
The Red and White Stores are a nation wide Association of independently owned grocery stores. Each store, though a unit of the Association, is owned by the man who manages it. He is interested in your neighborhood, your charities, your churches, your schools. His profits are reinvested in your community. He is a home town man and he has no connection with outside capital. Through his affiliation with the huge Red and White Association he is enabled to take advantage of the low prices offered through large scale buying. He purchases for less and sells to you for less. His prices are as low as any other store in the country but his store is an independent, home-own institution. He will work for you and for his home town. He will give you the best quality foods at the lowest prices. He will give you the same courteous service you have been accustomed to. He does not pay any royalty or fees to anybody for the use of a name, franchise or other benefits.

# GRAND OPENING SPECIALS 

FOR FRIDAY AND SATURDAY, MAY FIRST AND SECOND


Peaches Corn $\left.\begin{gathered}\text { Can No. } 2 \\ \text { standard }\end{gathered} \quad .10 \right\rvert\,$ Peas $\begin{gathered}\text { No. } 2 \text { Kuner Econ. } \\ \text { omy, } 2 \text { for }\end{gathered}$

|  |
| :---: |
|  |  |


| One Pound Package IMPERIAL old <br> Time Brown Sugar | S | With purchase 1 lb. Imperial |
| :---: | :---: | :---: |


| Red and White MAYONAISE |
| :--- | :--- | :--- |
| Thousand Island Sandwich Spread |
| 8 Oz. Jars--each |, $7 |$| Red \& White COFFEE |
| :--- |
| Vacum Packed. Approved |
| by Good Housekeeping |

Sugar $\left.$\begin{tabular}{c}
Pure Cane <br>
Limit Onee

$\quad .45 \right\rvert\,$ Apples 

Fancy Wine- <br>
saps, Doz.
\end{tabular} .19

SEE SPECIALS IN ALL RED \& WHITE MARKETS


SEEOUR SHOW WINDOWS FOR ATTRACTIVE DISPLAY AND SPECIAL PRICES ON FRESH FRUITS———VEGETABLES——BERRIESBA:

Fabay, maY 1, 1931.
the terry county heral
 YOU MONEY.

A FEW SPECIALS
Don't fail to Visit our store Saturday - Yon will not regret it.
SUGAR as CHEAP if not CHEAPER than Esewhere Flour 48 lbs. Gilt Edge 80
Prunes 10 lb wood box 888

| RAISINS | 2Pound Package | . .16 |
| :--- | :--- | :--- |
| SOAP | P.\&C. 10 Bars | .35 |

Beans | No. 2 can 10 |
| :--- |
| cut Beans 10 |

| COFFEE | 1Pound Can Blossom | .23 |
| :--- | :--- | :--- |
| SYRUP | East Texas Riblon Cane | .79 |

## HONEY $\underset{\text { per gallon } 98}{\text { Pure- }}$

Fancy Small Wine Saps doz.

## MARKET SPECIALS

| Porrs Soodler Roast _----17c | Fresh Smoked Bacon .-. |
| :---: | :---: |
| Sugar Cured Si Bacon Per Il25c |  |




## M Sticiv

WHY DO YOU TRADE WHERE YOU DO?
There is a reason-Ask A "M" SYSTEM CUSTOMER His Question. He will say I find the Prices as Cheap, if oo cheaper, and last bot not least, Ifind my friends there. DONT be PEINY WISE and POOND FOOLSH, come and buy your enire BILL, WE can SALE but tevint boreared withat wo

 Sam Brasell has futst completed


$\qquad$ swart optical co.

18 SATISFACTION MY MOTTO
Watch, Clock \& Jewelry Repairing
FOR EXPERT RADIOREPAIR WORK
Steonson Radio and Music Sh


## PARTS-REPAIRS

Viecriya Coulshed of Patsfur almhers On Pios are idit We are preal to $\omega$ Nednoin Wat We catioly will afrecing yor trate

CRAIG \& MCLISH BROWNHID,

Phane 13





## RIALTO

Senday, Monday, Tuestay, May 3-45

scassan act:
Friday and Saturday, May lst and 2nd BrCX Jovis
THE TELSRANGER"
Third Chapter of FNGER PRIMTS

OFFCHL STRA高 HIT DAY
in Beownfeld. We take quat Pleasure
in participating in this event.
MEN
HERE ARE
THE NEW
STRATS
51.49 to 53.50


COBB'S DEPT. STORE



## Here Comes The Sun

 Get Up in Style in aSMART STRAW
hats of the season. Here
shapes, the smartest
braids and tastiest trims. They are splendidly made
$\$ 2.98$

| latsteon |
| :--- |
| lexture. |

COLLINS DRY GOODS COMPANY

## HOLDER'S

CHIROPRACTIC CLINIC BROWNFIELD

GOOD LUMBER BUILDING MATERIALS CICERO SMITH LUMBER COMPANY

MILK the FOUNDATION of HEALTH
We offer you the purest of whole milk and
We pride ourselves for our cleaness and prompt deliveries.

LEE TANKERSLEY


## JOIN THE CROWDS

Catch A Hat And Buy Bargains
Tennis Shoes all Sizes Mens Scout Shoes, not odd lots, but all sizes $\$ 1.59 \mathrm{pr}$.
Men Red Ball \& Blue Jay Overall, (Saturday only.) e Jay Overa
$\$ 1.00$ Pair Prints fancy and solid Patterns, fast color --- 15c yd. Clarks O. N. T. All numbers from 8 to 1007 -spools 25 c 9-4 Sheeting A Good Craft Sheeting $9-4$, best sheeting made $371 / \mathrm{c}$ yd Fox Craft Sheeting $9-4$, best sheeting made $37 / 1 / \mathrm{c}$ yd.
Big Buck Shirts, sizes $14 \frac{1}{2}$ to 20 _--.....-- 79 c
BETTER MERCHANDISE CHEAPER JONES DRY GOODS INC.

Taking Title and Keeping It Too
When you take title, you receive what the
seller has to give-sometimes a lawsuit, if seller has to give-sometimes a lawsuit, if
the property is valuable and the title faulty. Protect yourself by title insurance on every
purchase. Title insuraice does protect.
C. R. RAMBO


New York Title and Mortgage Company




## W E

HAVE
Fresh Cured Meats and Barbecue Meats A SPECIALTY

Staple and Fancy Groceries at All Times SEE US BEFORE YOUBUY FREE DELIVERY

PHONE 256
J.C. WILIE GROCERY

MiRs. JAY WHITE, Mgr.

Ringlette croquignole
-

Ramona Beauty Parlor


## FISK <br> TIRES

Come in and get our Prices on FISK TIRES, Prices Low' Considering the your Bustess by Giving you perifect Ser

FITZGERALD FLLLNG STATION

## DONT ORDER TLLL YOU PHONE NO. 1.

The Herald is now well stocked with Texas Standard forms Deeds of Trus Chattel Mortgage Bianks
Bill of Sale. Vendor's Lien notes and Plain notes

## OUR PRICES ARE IN LINE

## HUNTER DRUG STORE

The "Certified" Preaription Pharmacy

- -m


## TEXAS BOARD OF PHARMACY

HUNTIER DRUG STORE
sioses of Section 17 of the Pharmacy Law of Texas, lassed sader the seal of the Tewn Board af Pharmacy, his the 10th day of October 1930.

Who fille your prescriptions: "YOU SHOULD KNOW"

DID YOU KNOW THAT!
appearance was the gate-way to anccess; like new;
that rage coler and softnese could be restored:
clothee sent to es this morning will be delivered
arr prices are the same as others in town;
DUDXS CLEANERS
Plieve 143 $\qquad$


Mother
"Methers Days"
Come in and look over o
oorment
Corner Drug Store


Pimps 25\%MoreWater in the Lighter Winds


CICERO SMITH LUMBER COMPANY
the thany county manid
$2=\square=\square=\pi=\square=\leq$

$-1=$



West Texas Editors |Ford Factory Doctor To Be Banqueted Pays High Tribute


Touight Ladies Night
At the Rolary Club Let's Raise Better Cot-
ton in Terry Again

 Notice to Car Owners
And to Car Dealers Article 1435 of the Penal Code of
Texas, as passed by the present LegTexas, as passed by the present Legs
islature, places the following penalties on the TRANSFER of a second hand cars Bills of sale must be made
in TRIPLICATE, and immediately


 sem
 ran Pantry



Chocolates
Here we have a com phrte assortment of beau's
tiful boxes of KING's Chocolates in special Mo ther's Day dress-packages that will gladden the heart of any Motherl
Drop in and make your
selection now, and we'll antend to the delivery or
mailing for you

## ALEXANDER DRUG

Company

## ECONOMY SALE Beginning Fri. May 1, Lasting 10 days PRICES SMASHED

Every Item reduced 25 to 40 percent during this great Economy Sale Now Is the time to Buy and Save. All Merchandise sold under a money back guarantee.

GIFTS FOR THE GRADUATE
FOR HER
FOR HIM
Diamond Rings Diamond Bar Pins Bracelets Tie Pins Necklaces Buckle Sets
$\begin{array}{lcl}\text { Toilet Sets } & \because & \begin{array}{l}\text { Fountain Pins } \\ \text { Shaving Sets }\end{array} \\ & & \text { En }\end{array}$ Perfumes
Stationery H $1 \begin{gathered}\text { Bill Folds } \\ \text { Brush Sets }\end{gathered}$

WATCHES SPECIAL PRICES
$\$ 11.50$ VALUE $\$ 7.85$
MECCA FOR THE GRADUATE
ALEXANDER'S
Terry County's Oldest Drug Firm

| MENS DRESS SHIRTS <br> Genuine Broadcloth <br> Fast Color $\qquad$ 79c | WORK SHOES Outing Bals Composition Sole $\$ 1.19$ Outing Bals Leather Sole $\$ 1.49$ Boys size 1 to $6 \$ 1.39$ All Shoes Reduced 25 to 40 percent | BOYS DRESS SHIRTS Novelty Broadcloth Fast Color 39c |
| :---: | :---: | :---: |
| \$1 |  | Boys Novelty Pants |
|  |  |  |
| Blue Serge Pants 2.45 |  | Boys Overalls |
| Mens Overalls 79c Hawk Brand Overalls $\$ 1.15$ |  | Boys Coveralls |
|  | Mens Dress Oxfords $\$ 2.19$ | Canvas Gloves 10c Leather Palm Gloves 17 c <br> Horse Hide Work Gloves 79c |
| Rayon Shorts 35c | $\begin{gathered} \text { Boys Dress Oxfords } \\ \$ 1.19 \end{gathered}$ |  |
| Rayon Shirts 35c | Spruce Up For Spring Wear Brown Bilt Shoes |  |
| IEN AND BOYS |  | Boys Blue Work Shirts 35c <br> Boys Rayon Shirts 29c Boys Rayon Shorts 29c |
| Athletic Shirts 19c | Tennis Shoes  <br> Little Gents 59 c <br> Boys 69 c <br> Mens 75 c |  |
| Mens Work Shirts 35c Uncle Sam Work Shirts 69c |  |  |
|  |  | Boys Play Suits Boys Elastic Belt Pants |
|  |  | 69c |
| Mens Athletic Union  <br> Suit 39 c | Work Sox <br> Dress Sox 19e | Genuine Cowhide Belts 49c |
| Don't forget Saturday Official is | LOWEST PRIES IN YEARS | HARVEST HATS <br> Your Choice 25c |

## Where Your \$ \$ \$ Do Double Duty

 W.G. erry