# FIRI CROP AND RAIIROAD BULIDNG TO BRNG PROSPRERITY 

## CONSIDERABLE RAILROAD TALK AT TATUM.N.M



Labbock Preparing For
West Texas Editors

Peitit Jury List For
Term of County Court
"Texas Night" Was a Can't Put One Firm
Big Affair at Toronto $\quad$ Out of Business


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| Not because we had anything against the Company of its management, but |  |  |
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| becazse we hardly ever get down that way In fact we count Earl wirb |  |  |
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| that be woold do most anjthing toaccommodite ss and we know that | ed |  |
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| the cooler of the botest day, and a |  |  |
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Cherter No. 129

##  <br> Can You STOP? <br> There are times that you would give all you possess to have good brakes-but such a price is too much. A few minates spent here ouce a month will assure you perfect braking at all times and under all conditions. <br> WEDO ACETEYLENE WEILDNG McSpadden Shop

## Announcement

DR. MILLARD F. SWART of the Swart Optical Clinic, Will be in our Store to FIT CLASSES, every WEDNESDAY.

BOONE HUNTER DRUG


STATEMENT OF FINANCIAL CONDITION

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Capial Stock
Unidivided profilin
Due to to banks an
GOOD LUMBERBUILDING MATERIALSCICERO SMITH LUMBER COMPANY
LET US EXPLAIN
85 Percent offaulty Lubrication.Let us explain our Certified LubricationMAGNOLIAMILLER \& GORE
Anyway, It Could Have Been Worse
W. L. Ellwood Pays
$\$ 100,000$ For Ranch

666

## hevid or tablet


around the globe-No Service Compared ith Oure GIVE us a TRIAL and be convinced BYNUM \& NELSON


NEWSPAPER BARGANS Star-Telegram Daly


Bargain rate 4 months
$\$ 3.40$
e reader save

## Star-Telegram Without Smaday

Regular rate 4 months
2.80

Bargain rate 4 mont
1.90

## Abilene Moring News

Daily and Sumday until Oct. 1st. --......- $\$ 2.00$ For $\$ 2.00$ the reader gets almosts six months of reading of West Texas' own daily the Herald at once.

Rotarians Study


QTHE RED \& WHITE STORESO
OF BROWNFIELD
Housewives tell us Red \& White brands are the best they have ever used.

Red \& White goods are unsurpassed in QUALITY. Ask the people who use them. AND THE PRICE IS RIGHT!

Are you buying through Red \& White? If not, do so now, and get the best in QUALITY PRICE \& SERVICE

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RED \& WHITE COFFEE 1LB. . 39
 Nile Brand Salmon . 10 Potted Meat red \& whites for . 10 NO.2 BLACKBERRIES 2FOR . 25 RICE KRISPIES $\begin{gathered}\text { KELLOG } \\ \text { Pakage } \\ .09\end{gathered}$ COFFEI SeeOur Windows Before You Buy HUDGENS \& KNIGHT-CHISHOLM BROS.

WEST OF COURTHOUSE
SOUTH OF COURTHOUSE
RED \& WHITE
and

# THE TIME TO Advertise 

## BY SHELLY E. TRACY

President, Tracy-Locke-Dawson, Incorparated
In the Texas Commercial News
"Every business man shares the responsibility of doing his part to speed general business recovery. Let's go! Individually, Best of all, this will help make profits as is indicated by definite experience of those who are applying this formula.
"It is a striking fact that the firms who are going after
usiness aggressively ARE GETTING IT. business aggressively ARE GETTING IT.
"I know of dozens of firms who increased their advertis ing budget during 1930 and 1931. Every one of them is show ing sales increases. More aggressive advertising has a tonic pull them out of the 'dumps.' They are too busy to talk about hard times. They find that the business is here if we go after it with intelligence and with a will and determination. Firms like Dr. Pepper Company, Continental Oil Cor any, Duncan Coffee Company, Philco Radio Company, R. J. Reynolds Tobacco Company, and dozens of manufacturers and hundreds of retailers have increased advertising and have shown substantial sales increases. There is one retail store in Texas where the
sales for the first quarter this year are more than 20 per cent ahead of the sales of any previous first quarter
"Such results, which are legion from one end of the country to the other, come from intelligent merchandising based on alert, adequate buying, plus a basic policy of aggressive adver indicate the abnormal or subnormal. Every ${ }^{\text {a }}$ is busy, cheerful and optimistic. All employees are hard at work and most of them apparently quite happy on the job. There is no talk of hard times; none of the negative suggestions that lead to the postponement of the consumer purchase because of fear of the future or lack of confidence in the present. The whole atmos phere of the store or the factory is cheering, confident and happy. And that fact alone is quite vital in improving genera conditions. The time when the majority of establishment naintain such an internal condion
"Economists tell us that the difference in total volume business done in depression is only about 15 per cent less than in periods of "good times." If though more aggressive ad mer chants and manufacturers increase their sales 15 per cent, the collective effect will automatically end the depression. This has been done by many firms during the worst of the present period and can be done now by many more. In some instances the increased volume maintained or improved the net profit results. In others the net may decrease. But if the aggregate effect hastens the return of a saner and more normal attitude on the parl be returned many fold in the near future

## The Herald

## Terry County's Only Home Paper ADVERTISING

Northern Editor's "Impressions" of South


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 Noter kimd








ONES FEET

## Service

When you light the burner of your gas appliance and the flames springs to life instant


## prapar, tuly 17, 1931 <br> AMONG SOCIETY FOLKS <br> Mirs. Ite Bailey, Editer

 Saturday evening Mrss J. dal bosured ber grand-dazeg
an inforal parts. Those
this occasion were Caroline
 Shariten Graves, Bombie Dell Gros Gles Joses Seeptest Prock



Prescription Precision
Always efficient-always dependable, our prescription department offers you the very finest service in town. No matter hou large or small your prescription may be, it will receive our prompt attention and the charge,
Palace Drug Store
-H Its ha A Drag Stere-We Have 1

## FISK

TIRES
Come in and get our Prices on FISK TIRES, Prices Low? Considering the Value. Let Us shew you how we appreciate our Busiress by Giving you perfect Serrice in Filling and Greasing
FIIEEPAD FIUNT STATON

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Odd Fellows to Gather
In Labbock July 23
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tollet Gertese is the right manman wio make a

## Your Choice In Groceries

We keep a good Fresh Stock of just the kind of Groceries you want during hot weather.

You'll be surprised what a nice cat of meat you can get here for a few cents
J.C. WHIIE GROCERY

MRS. JAY WHITE, Mgr.

## 

FARMERS ATTENTION!

We will have all linds of feed Saturday. OATS, WHEAT, BRAN, SHORTS, and ETC

SEE OUR WIDDOW FOR PRICES
CHISHOLM HATCHERY


BE WIII DRESED
You don't heve toltye New Clothes if you
AHPRTMI TALOR SHOP


## MILK the THON of HEALTH momis <br> LEE NKERSLEY



SPECCILIZED GREASNG SERIICE EVERY PLACE EVERY TIME All Small and Medium Cars $\quad \$ 1.00$ PHILLIPS SERVICE STATION

Many to Attend Tech
Coacting School Labbock, Texes, July-One hun-
dreed and sixty-three canchess
from


 College, August 3 to 15 .
Practically every cooch in the
couthwestern conference, a majorit
of the other colleges of Texas and
large number of outstanding hig ol the other colleges of Texas and at
large number of outstanding high
school coaches of the state have en
rent rolled. have enrolled and others are expect-
ed.
Outside of Texas and Oklahoma,
coaches are coming from New Mexico, Mississippi, North Dakota, Ohio,
Louisisana, Arkansas, Iowa, Oregon,
Penneglvenia, Missuri, Arizona Louisiana, Arkansas, Dowa, Oregon,
Pennsylvania, Missouri, Arizona and
nlinois. Wallace Wade of the University
of Washington and Jimmy Phelan of of Washington and Jimmy Phelan o
Duke University will handle Duke University will handle foo
ball at the school. S. D. Burton ball at the school. S. D. Burton of
the West Texas State Teachers Col-
lege and Jimm lege and Jimmy Kitts of the Athens
High School will handle basket ball. High Shool will handle basket ball.
Three hundred are expected. Three hundred are expected.
The School is being sponsored
the Athletic Department of the Te the Athletic Department of the Tex-
as Technological College with Pete Cawthon and R. T. "Dutchy" Smith,
coaches in charge. coaches in charge.
Noble Brothers now have a much
better location for their garage, better location for their garage, cor-
ner 7 th and Main in the Spear building. They
on them.

Labor troubles are often caused by
leaders who are trying to live with Labor troubles are often caused by
leaders who are trying to live with-
out work. HOW ONE MAN LOST 22 POUNDS
 Nithemat Rumit of patat ane or hrushen Salts took all of the
aches and swellings out of my joints
with my first bottl I with my first bo
diiet and lost 22 po
like a new man." like a ne
To lose
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firstied batter bottle-money back.

目The Indianapolis and Altoona races Proved that Germ-Processed Oil will perfectly lubricate motors up to 120 miles per hour .


## C. B. Quante




## Women and Misses'

New Summer Dresses All the Newest Styles, all the Newest Colors, in Silks. Nothing of Carriedover Merchandise, but all 1931 Frocks in Beautiful Oualities and Clever Treatments.

STYIES FOR EVERY OCCASIONS
Prices are as low as you will ever see them.
$\$ 1.95-\$ 2.95-\$ 3.95-\$ 4.95$

One Lot Ladies Silik Hose
25 c and 39 c

9c yd.

## W. G. TERRY

Southeast of the Square




## BEAUTIFUL

NEW FORD

## De Luxe <br> Bodies

## TOWN SEDAN DE LUXE SEDAN

CONVERTIBLE SEDAN
DE LUXE TUDOR
VICTORIA
Cabriolet

The most striking fine car types ever offered at such low prices are now being presented by Ford dealers.
These are the six newest de luxe creations of the These are the six newest de luxe creations of the
Ford Motor Company. They are designed and built to meet every need of the automobile buyer whose desire for motoring luxury and outstanding performnance is tempered with sound economy.
lithe, clean-eut style with any you have ever created in your own imagination. Learn about the de luxe materials with which each car is trimmed and upholstered, and how carefully these are tailored. Sit and ride in the wide, restful seats and you will realize that just as no restrictions have been put on mechanital performance, so no limits have been placed on comfort and beauty.

There is much to interest the careful buyerchoice of sparkling colors, a variety of rich uphol stery materials, Rustess Steel, safety glass, Houdaille double-acting shock absorbers, one-piece welded denting windshields, and many other feature which make the Ford a happy investment.

