$\circ$ o 0 of Commeree DALLAS WOMAN TAKES A

rownfield Officers and the People Here Called About Every
thing that is Mailable．Not a Point in the Whole Ar－

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Mcoting Date Changed
The meeting of the Fort Worth
Roswell Highway Association，
Rosvell Highway
held at Stamford on
stead of August
annual meeting of
that peoplo from Rhaswell ind order
west，might arrange for attendance．
Other fish to fry on the 1 toth would
have prevented them from being on have pre
Fined a Tourist
essary for the city officials to slap
fine upon a tourist for a flagra
oo much lip when he was accost he has been working overtime in
undertaking to warn others awa we did not realize just how act was，but since
busy trying
He is not kn


One Thing After Another
In moxt everything that you
eempt to put over，a＂fly appe
the ointment＇somemwere dow
line，and this is just what has
line，and this is just what has oceur－
ed，on our Niagari Falls to El Paso
route，which is known as Federal
s2．Town alon the line tent
62．Towns along the line
lots of money and consumed
two years time in getting this two years time in getting this
and now comes along another


Legion Auxiliary to Stage Negro Wedding

BROWNFIELD SCHOOL FAST FORGING TO THE FRONT

| Take One Credit Each in Biology and General Science．Both Credits Come From Mr．Lawlis＇Department．Is NowWorking Out Copy Book to Be Used Here． Working Out Copy Book |  |
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| Woman＇s Brave Effort Brings Tragic Ending |  |
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Farmers to Perfect Organization Saturday



CLEVE HOGUE LOOKS FOR AN AVERAGE CROP YEAR



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## "PEP"

hyar BATIERY
Yor Battery is the heart of your cardon't meglecti. Bring itim for a Free test-E-5-it's the only way to be sure of avoiting troable.
get ready for fall drinng McSpadden Shop

## Announcement

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

BOONE HUNTER DRUG

## GOOD LUMBER

BUILDING MATERIALS CICERO SMITH LUMBER COMPANY

## LET US EXPLAIN

85 Percent of repair Bills are caused from faulty Lubrication. Let us explain our Certified Lubrication MAGNOLIA MILLER \& GORE
provisc it once moze
The editor of the local p
unable to secure advertising unable to secure advertising from one saddened greatly early Tuesday
of the business men of the town, who morning when it became known th
asserted stoutly that he himself Will Alf Bell, Jr., 23, had passed never read ads and didn't believe the great beyond, although they anyone elve did,
vince you that fol

## If you can show "Iditor ack



The business man, Murphy, haste
do seek out the editor next da He admitted that he was being pes-
tered out of his wits by the curious He agreed to stand by the editor's
planation in
and this was:
-
Harse." once Advertised, Murp
still advertising.-Retail
no place, nor any employn
the sanctuary for crime.
Uvalde-Texas Rock Asphait now working full shift.
Morton-Surveying to begin soo or paved road from this town 666
LIOUID OR TABLETS
Relieves a Headache or Neuralgia in
30 minatees checks a Cold the fir
y. and checks Malaria in thre

## M sisicy FREE FREE FREE

COME to M SYSTEM SATURDAY and buy your GROCERIES and if you are hcks, you will get BASKET filled with CROCERIES FREE We will absolutely give away 4 BASKETS filled with GROCERISS. With your Register Ticket amounting to $\$ 1.00$ or over, you get a chance. You might be LUCKY. Come in and get our prices. We believe we can save you money on your bill. DRAWING at $50^{\circ}$ Clock.

PLENTY ICE WATER


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Jatemmm, witan, smif
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DONT ORDER TLLL YOU PHONE NO. 1.
The Herald is now well stocked with
Texas Standard forms Deeds of Trust
Chattel Mortgage Blanks
OUR PRICES ARE IN LINE

SEE US BEFORE YOU BUY
C. D. SHAMBURGER LBR. CO. INC.

All Kinds Building Material
PHONE 7
BROWNFIELD

 MAGNOLLA PETROLEUM CO.

For Best Service and Producta, drive in the
following Stations: Miller \& Gore, Chisholm
Bros., Miller \& Gore Camp, and Camp Western.
For perfect Lubrication fill with Socony Motor Oil. Tom May, Agent-Phone 10


## SERVICE PLUS

Yes, we give you service, plus the most artistic and modern methods of hair cutting and shaves. Ladies CITY BARBER SHOP Deo Elliott, Prop.

Renew Your Health by Purification





AROUND THE GLOBE-No Service Compared
with Ours. GIVE us a TRIAL and be convinced. BYNUM \& NELSON

[^0]Arguments For and Againct Mass Farming

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 ond
ot HE RED \& WHITE STORFSQ OF BROWNFIELD
THE RED and WHITE STORES of BROWNFIELD HAVE RAISED THE STANDARD OF QUALITY and SERVICE and LOWERED the PRICES.
THE QUALITY OF RED AND WHITE BRANDS ARE UNEXCELLED DON'T BUY YOUR GOODS TILL YOU VISIT OUR STORES


## PORK\&BEANS

QUART JAR RED \& WHITE (STRAWBERRY PRESERVES) (Best you ever ate)
COME TO STORES FOR PRICES THAT WILL SAVE YOU MONEY
PNEAPPLE No. 2 CAN GOLD BAR SLICED 19
gellatine dessent
RED \& WHITE 3 FOR See Our Windows Before You Buy
THE ABOVE IS ONLY A FEW OF THE BARGANS YOU WILL FIND IN OUR STORES.
LOOK FOR THE RED TAG IT WILL GUIDE YOU
PICKLES Quart Jar Cut Sour
.14 CHISHOLM BROS.HUOGENS \&KNIGHI

SOUTH OF COURTHOUSE
WEST OF COURTHOUSE
HE RED \& WHITE stokes

mumar, suly $20,1931$.
MTh!MRAD
Brownfield, Texas
2. J. STRICKLIN \& SON 2. J. Stricklin Wriers Editor and Mgr.

Subsecription Rates ${ }^{-1}$


## SMember lo3l原

## May association



## m.


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This mont will end the bie Five:
 axpires. We under
sale at all depots.

While it is none of our busines
ve wonder, just wonder, if the king
and queen of Siam have gone home.
It has been several weeks since we suw where they had batted the fro
page head lines. Why don't they
out and hold up a


## BUSINESS FIRST

Since business is the vital factor in the community life of any country, this bank places We want our business to thrive and we know that ours does as our customers does; that is why we so willingly work for their interests.

Business in a business-like way based upon sound banking principles and a conscious
deavor to help all our customers is our policy.



# REGULAR ADVERTISING 

From a speech by<br>C. W. JOHNSON<br>Oakland, Nebraska, Merchant

"I have been in business 27 years and seldom miss an issue of the local paper with an ad of some kind.
"I believe that the constant spitting of a machine gun does more execution than the occasional boom of a big Bertha. Its spat-spat shot gets results. So it is with advertising; the small ad run every week is better for results than the large ad run hit or miss. Consecutive advertising gets the business.
"We are told that American business now has hit the bottom, and that things will be better. Now is the time to advertise our wares and get the public to start buying
"There will be all kinds of advertising schemes, and I have dabbled in them all, but the advertising in the local newspaper is best and gives the largest results for money spent.
"Put more time in writing your ads, and then talk it over with the printer. It pays in the long run to spend this extra time.
"Create a desire to possess, in your ad, and it will get business.
"If you had a whole bushel of chain links it would not pull a load. Put them together in a continuous chain and you have a strong and powerful thing with which to pull a load. So it is with advertising. Link your ads together, run them in a continuous string, week after week, and you will have a power that will produce results."-Bovey. Minn. Press.

## The Herald

| Terry County's Only Home Paper |
| :---: |
| ADVERTISNG |
| PRINTING |

harry koch again enters NEWSPAPER FIELD
Vacation days are over for Harry Koch of Quanah, for the present at
least. He has again become owner of
the Tribune-Chief which he operated the Tribune-Chief which he operated
successfully for almost forty years, and which he so
few years ago.
The town never did become recon-
ciled to the chain idea, and Mr. Koch ciled to the chain idea, and Mr. Koch
never did exactly feel satisfied out never did exactly feel satisfied out
of the newspaper game. Coming to of the newspaper game. Coming to
this county as a poor immigrant lad this county as a poor immigrant lad
over a half century ago, he located
at ove Quanah when a young man and
aestablished the first paper. Through established the first paper. Through
all these years he has been a leading anthese years he hand one of her
citizen of his town and
most highly respected citizens.most highly respec
Clarendon Leader. who have the wheat, the corn, the the ton to a cotton a sack, or fifteen
mike, cream and eggs cannot afford
pounds of cotton to a to


Mrs. A. V. Taylor, of Tokio, who
has been visiting with her daughter nas Geen vising with her daughter
at
Kancen
returned $\frac{\text { citation }}{}$ THE STATE OF TEXAS, Terry County=Greeting:
Youstable of Are Hereby Commanded summon M. L. Hopson by making publication of thisson cition making
each week for for itan
previous to the out sucessive weeks each week for four successive weeks
previous to the return day hereof, in
some newspaper published in your some newspaper published in your
Sount, if there be anewspaper pub-
Coushed therein, but if not, then in lished therein, but if not, then in
any newspape published in the 106th
Judicial District but if there be no any newspaper published in the 106th
Judicial District; but if there be no
newspaper published in said Judicial
Dist newspaper published in said Judicial
District, then in a newspaper Publish-
ed ed in the nearest District to said
106th Judicial District, to appear at the next regular term of the District
Court of Terry County, to be holden
at the Court House ther in Court of Terry County, to be holden
at the Court House theref. in
Brownfield, Texas, on the 4 th MonBrownfield, Texas, o. . 1931, the same
day in August A. D.
being the 24th day of August day in August A. D. 1931, the same
being the 24th day of August A. D .
1931, then and there to answer a

 winter to buy up some of this cheap
wheat and corn, and have it convert-
ed into cheap flour and meal before
winter appreaches, and eepecially if winter appreaches, and ecpecially if
they are close to mills that will agree
to convert the grain into meal and
flour at a reasonable figure. And, while we wabe about. it, let's
quit calling this a "depression" and been called all the time. That is is reguar term of the District Court of
what everything heretofore like it


 Recall if you can when everything


## citation

$\qquad$
To the Sheriff or any constable of
$\qquad$ during this panic, or one that ha
lasted so long?
However, we are not writing this just to show any pessimism, but
set the people right on what the set the people right on what the
Hoover name for a panic should
ught to be called. We reme
$\qquad$ we have never seen one that
compill
compare with this one as a
knockeut. But we bell

 Given Under My Hand and the
Seal of said. Court, at atfice in
Brownfield, Texas. this the 11 th day
of July, A. D. 1931 .


AMONG SOCIETY FOLKS


then the order of the Games chingren and
delightful time.
MRS. SHELTON HOSTESS
Friday morning the Contract clup
was entertained at the home of Mr


Was served during the games and at
Mr. and Mrs. Sam ONeill and
the close of the party a refreshment fanily of Coleman visited here in

course of ic-cream and cake were the home of Mr. ONeill's brother | $\begin{array}{l}\text { course of ic-cream and cake were } \\ \text { passed. the home of Mr. ON Neills brother, } \\ \text { O. } \\ \text { Olie ONeill this week. They were en- } \\ \text { route to Colorado. }\end{array}$ |  |
| :--- | :--- | :--- |
| O. S. PICNIC | Mrs. E. A. Alexander carme down |

 spread and partaken of soon after
the erowd had gathered. Lenore
Brownfield then favored with a reading. W. R. MeDuffie spoke on behalf
of the men present, thanking the of the men present, thanking the
Order for the entertainment. H. R .
Winston, in a few well chosen words
 home of Mrs, A. M. Brownfield
Thursdey afternoon. Club members Club at her home Wednesday,

at four. Members and guests at | Thursday afternoon. Club members | at four. Members and guests at |
| :--- | :--- | :--- |
| and guests present were: Mesdames |  |
| tending were Mesdames McGuire, |  |
| MeDoffie, F. Smith, w. C. Smith, |  |
| Pyeatt, Strickin, Endersen |  | TeDurfie, F. Smith, W. C. Smith,

Telford, Pyeatt, Stricklin, Endersen, A Sawnerd, Toone,
Yer, Harp, Michie, Collins, H. W Stricklin, MaGuire, Shelton, Randal,
Jacobson, Kendrick, Crews, Holmes
Mie anpadden,
fiss Jacobson, Kendrick, Crews, Hoimes fie and Miss Owens. A salad course
and Misso owens. A pretty fruit bowl
was served. In contract bridge, high Miss first prize, won by Mrs. Crews. score prize went to Mrs. Endersen,

the terry county herald



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

SEE OUR WINDOW FOR PRICES
CHISHOLM HATCHERY

SOUTHSDESQUARE


## BE WEIL DRESSED

## Yon doent hombtheo <br> AMIERCAN TALIOR SHOP



THE THRRY COUNTY HERALD


| COST HIM 2 CENTS <br> Writes Washington, Finds Unclaimed Land. <br> Fremont, Neb.-A few weeks ago Irvin Bucklin, Fremont disabled war veteran, wrote to the Department of information as to government lands still open to homesteaders. <br> There was correspondence back and forth-a blue print or two and legal descriptions. <br> The apshot of this correspondence was that a few weeks ago Buckin |
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 Finds : Way out-and in.
Bucklin consulted county survers
and cisorered that a field road that




CONTINENTAL OIL COMPANY

## NOW $30^{\circ}$

## conoco 19n ROCRESEDD





## towards them on the truth of what they have written. They stand four- $\begin{aligned} & \text { On this country's scales a poor } \\ & \text { square to the world-ready to back }\end{aligned}$ man's best and a rich man's best

 up every statement they make over balance each other.their own signature. The dealer who
advertises realizes that he might fool We are not in a condition to enjoy you once, but never the second time. riches until we can be happy with His success is dependent upon your
continued confidence in what he says
in his advertisements. They tell the ruths that you should know. Read turned this week from Ruidoso, the advertisements with confidence.

| AN <br> Swimming RED CRO <br> Have Your | MNG <br> R Registered FE SAVERS <br> aught to Swim. |
| :---: | :---: |
| See LEE BROI <br> pRICES REASONA | ID or DON KING <br> PHONE 196 or 22 |




[^0]:    THE DADNGER OF

     | home, everything he needed. "Now," |  |
    | :--- | :--- |
    | he told his frinds, "I am going to en- | de |
    | go |  |
    | go |  |

    And just 24 hours after he had re-
    If he dropped dead.
    If a novelist put that in a book we
    ouldnt believe it. We would say If a novelist put that in a book we
    wouldn't believe it. We would say
    that things don't really happen that wast things don't really happen that
    way, and we would accuse the nov--
    wast of training too hard for an elist of str
    ronic effe
    But life
    

