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.

## VOLUMAN TWENTY-SEVEN



Mile th

$$
\begin{aligned}
& \text { were: Mrs. Quante and Mrs. Eunice } \\
& \text { Jones. } \\
& \text { In the Northeast zone, Mrs. Clar- } \\
& \text { ence Lewis was winner of first }
\end{aligned}
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\begin{aligned}
& \text { In th } \\
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& \text { place, } \\
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& \text { Texas } \\
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& \text { Mrs. w } \\
& \text { lard, M, } \\
& \text { Brownif }
\end{aligned}
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| Should Make Effort |
| :--- | :--- |
| For Federal Building |




COUNTY-WIDE 7TH GRADE One of Bigges First
GRADUATION TONIGHT Monda Crowd Yet


## NO. 137 TO BE PAVED TO THE GAINES COUNTY LINE

Judge Jay Barret Has Letter From Highway Department
Finally Closes the Argument That the Paving Will
Work is to Start at Once.
 the highway department erased all
such fears when in session on May
s. Besides, it appears that Lynn coun-
ty has never decided just what they
are going to do about their road, and 28th, according to advice received are going to do about their roan, and
by Jay Barret, from the State High-
over in Garza they seem to have made by Jay Barret, from the State High-
way engineer. At that time, they ora political issue of it, and can nevor
seem to get together on the proposi-
tion. On the other hand, Terry coun-
onlidy peed highway from Niagara
solidy
Fan, N. Y. to El Paso, Texas and
Pacific Coast. The forlowing is a a text
of the letter which wo copy
of the letter which
batim:
Austin, Texas, June 2, 1932 . Hon. Jay Barre,
County Judge,
Brownfield, Texas,
Dear sir: Please be advised that
the
the following Minute was passed by
the State Highway Commission. on
May 28th, relative to Highway No.
May 28th,
137:
Minute
Terry county, it is order that the sec-
tion of highway No. 137 from Brown-
field to the Gaines county line be in-
cluded in the order previously passed
for the section between Brownfield
and the Hockley county Brow

$\qquad$Small Cyclone Hits A New P. M. CheckedIn Scudday SectionIn Here Monday
Representative RaceMillner Home BurnedHere Friday A. M.

| Willow Wells Family Loses Home in Fire | Hunter Withdraws |
| :---: | :---: |
| ter | From Attorney Race |
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We have a few more of the DUTCH OVEN DEALS

## GET YOURS NOW

Also DEAL on 6 COLDEN GLOW GLASSES NOW in Stock
MARKET
High Quality Meats at the Most ECONOMICAL PRICES
COMPLETE ASSORTMENT VECETABLES
CHISHOLM BROS.
HUDCENS \& KNCHT
South Side Square, Browniield West Side Square, Brownfield


## RED \& WHITE GOODS

are the TOP in QUALITY and the PRICE is very ECONOMICAL
We have real BARGAINS for the week-end as usual and will SAVE you MONEY on the things you need.

## the RED \& WHITE

Be sure to trade at
Be sure to trade at
a Red \& White Store. They're better." •

vacation
A COMPLETE SUCCESS

Kodaks and Films
Skin Lotions
Flash Lights
Emergency Kits
Stationery
Sun Visor Caps

## AND MANY TITMS YOU MAY NEED

ALEXANDERS DRUG STORE
Where Most People Trade"


## CALL NO. 1 FOR ADVERTISNG MAN YOUR HOME TOWN PAPER





## 

Bearing Otheri Miffortunee
I never n new any man in my me
who could not bear another's mbe men



## A sexentist statese that the Bermbta 1scands which no thave a land area of about 20 square miles, ovee covered

 of about 20 square milies, onabout 300 square mises.

 - time.
Wooden Deadly Weapons some of the skords Weapons
neted by Mayan Iodians in Cagess
were of cholul wod, which is extremely $\longdiv { \text { Siow Journeying } }$
 I want to get a good novel to rea
$\qquad$
$\qquad$

JUNE ANNUAL SALE
Good Poultry-The Farmers Best Friend TWO DAYS ONLY
Get Them Now-That State Accredited
White, Brown and Buff Leghorns
Red, Barred Rock and Buff Orpingtons Mixed Chixs

Economy Chick-Feeds, Seeds of all Kinds CHISHOLM HATCHERY, HARDWARE and SEED CO.




# ADVERTISING AND OUR "POOR LITTLE RICH COUNTRY" <br> by HENRY T. EWALD 



Like the "poor little rich girl" of the old Broadway play, America has been sighing and sorrowing in the midst of plenty for almost three years.

True, we are not the fabulously wealthy nation we thought we were in 1928-29. We have lost other things besides confidence, although that, by all odds, is the greatest loss. But we
are exaggerating our property today as we exaggerated our are exaggerating our property today as we exaggerated our
wealth a few years ago-over-emphasizing failure as we overwealth a few years ago-over-emphasizing failure as we over-
emphasized success-turning a deaf ear to encouragement as emphasized success-turning a deaf ear to encouragement as
we turned a deaf ear to warnings. Deflation of national spirit, too, can be carried to an unjustifiable degree.

Advertising, and business men who employ advertising wisely, can play a leading part in righting conditions and rebuilding industry, with profit to both the country and themselves. Now is a time of wonderful opportunity. If there be any one who doubts this, or who believes that the "poor little rich country" isn't rich in many ways even now, let him consider these facts:

Our population of $123,000,000$ people, long husbanding their resources, are greater potential producers and consumers of products of all kinds than at any previous time.

Saving deposits are at a record peak of $\$ 28,215,000,000$ and depositors number more than $51,000,000$.

Life insurance totals $\$ 109,146,440,473$, by far the greatest volume in our history.

Almost five billions in gold are piled up in our national treasury. And the amount is steadily increasing.

In natural resources we are one of the richest nations in the world, with coal, oil, timber and precious metals in vast stores and practically every base mineral deposited in our areas.

The gross income from our leading crops last year was more than $\$ 7,000,000,000$.

We can, if we wish, interpret even these great advantages pessimistically-or we can know them for what they are, grea America that she wants things, can achieve them and is still rich, still able.

That is the major task confronting Advertising today. Advertising is already for the task-when and as business puts its wn house in order. Advertising can and will win markets for good products now, and increasing markets in the future. It is the swift, direct, economical way to bring values to the attention of great masses of people, to stimulate desire and promote the will to buy, always assuming that it is good advertisingsoundly planned, ably prepared, well directed.

Some day, soon or late, but preferably soon, we shall believe in ourselves again and act upon our beliefs. And then our "poor little rich country" will not be poor, even in spirit, very much longer.

## THE HERALD

NOW IS THE TIME TO ADVERTISE


No Finer Bread Can Be Made Than This

That is a broad statement，but we stand ready than go into our br available．More experienced bakers cannot be found than ours．Those facts，together with the care and pride which we take in baking gives you the finest bread anywhere．No wonder it＇s tasty；

## SANITARÝ BAKERY

Ernest Burnett，Prop．Brownfield，Tezas

## RAYON LINGERIE SALE



15c－
Choice of Bloomers，Panties or Step－ins． All full cut and well made．A regula

## CLEMENTS

## T．I．Brown，Bob Bowers，Frank，getting dry．They have had none o Weir and S．H．Crews have returned tre big rains we have gotten lately from a lake in Young county where from they． luck．



| Big Rains and Hail Visit Part of Terry | Does Brownfield Have People in Actual Want？ |
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# ABILENE MORNNG NEWS BARGAINS 

## Has Been Extended 1 Mo．



## POLITICAL YEAR

| you will need |
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## HELP US WIN A PRIZE

The Herald tood ecood lotet month，and if we can get frat ploce this




YOUR HOME COUNTY PAPER ；
2300 See Free Show Here Wednesday Nite

ANNOUNCEMENT

Continental Service Station №．2，
on the Northeast corner of the jinection
ON SATURDAY，JUNE 11.
5 Callons Cas， 5 Quarts Oil，for ．．．$\$ 1.25$

GIVE YOUR CAR A TREAT
——DRAIN and FILL－ with the new MOBLLOIL MILLER \＆CORE


 Lindrille \＆Jackson

Notice to Farmers


