

FOR EVERY SCHOOL CHILD Beautiful Fountain Pen and Pencil Set **FREE**

The Herald is pleased to be able to offer at the beginning of the school year this fine writing equipment that will fill a daily need of every school child in this county

It's Easy to Obtain a Set

Just secure a new or renewal subscription to the Herald at the regular subscription price of \$1.50 per year, if you live in the Brownfield trade territory. Otherwise the price will be \$2.00.

You will find it easy to secure same from your parents, a relative or friend. Everybody, almost, in this section reads the Herald and will be glad to give you their subscription.

Bring the money to the Herald office before October 30th and have the privilege of selecting your choice from our large assortment of beautiful fountain pen and pencil sets in attractive boxes. You will then have the first class writing equipment for your school work.

DON'T MISS THIS!



FOR EVERY HERALD READER Beautiful Fountain Pen and Pencil Set **FREE**

These sets are fully guaranteed. Will be replaced by the manufacturer for any defect in material or workmanship under the same plan in vogue by all pen manufacturers. A guarantee slip is included with every set.

For Every Writing Purpose

These sets will give satisfactory service around the home, in the office and for every writing need. While especially timely for school requirements, these sets are just as essential for every reader, for all have daily use for good writing equipment.

GET AS MANY SETS AS DESIRED

Many households find the need for a number of sets, particularly when there are several children in school. Each Herald reader is given the privilege to obtain free as many sets as desired one set free with each \$1.50 paid on subscription. You can pay for your own subscription more than one year or pay for relatives or friends, any way that may appeal to you. The big point is that the sets are free, and as many as you desire can be secured. This is most certainly an—

Opportunity of a Lifetime

One Set Given Free

TO OLD SUBSCRIBERS

WITH EACH NEW OR RENEWAL SUBSCRIPTION TO

TO NEW SUBSCRIBERS

THE TERRY COUNTY HERALD

AT REGULAR SUBSCRIPTION PRICE OF \$1.50 PER YEAR

OUR REASON FOR MAKING THIS OFFER

Our reasons are logical and simple. We find at this time of the year that our subscription list needs attention. We have discovered a larger number than we had anticipated of readers whose subscriptions are now past due or will be due in the very near future.

We also desire to increase our subscription list and extend the territory which we are serving. We realize that such a remarkable offer as we are making will insure a large number of new subscriptions as well as renewals.

And so to accomplish this dual objective we have decided for a short time to make this sensational offer and give everyone in this section the opportunity to obtain this fine premium absolutely free.

AND FREE IT IS! There are no strings attached. Everyone paying the regular subscription price while this offer is in effect will receive one of these handsome sets. The opportunity is yours—cash in on it!

THIS OFFER EXPIRES SATURDAY, OCTOBER 30

ACT QUICK—THE TIME IS SHORT

NOTICE: No cut in prices of the Herald. We are giving you this extra premium on account of the low price of cotton this year.

SEE THESE BEAUTIFUL SETS AT OUR OFFICE

Come in and Pick Out Your Set Now or Order by Mail, Adding 5c Postage, and Set Will be Mailed to Any Address

THE TERRY COUNTY HERALD

YOUR HOME TOWN NEWSPAPER

STEPPING AHEAD WITH PROGRESS

Hockley County Fair, Jamboree and Rodeo

Our fine sister city and county to the north, Levelland and Hockley county, are to pull off a big celebration, October 14-15-16. A new exposition building, 40x100 feet has been erected to house the fair exhibits.

There will be a premium list of \$400, and a rodeo twice daily. Attorney General William McCraw will speak on Saturday. Brownfield and Terry county have a special invitation to attend Hockley's big celebration and rodeo.

CARD OF THANKS

We wish to express our heartfelt thanks and gratitude for the deeds of kindness and words of comfort expressed by our friends during our dear, father-husband, illness and death.

Mrs. N. R. Marchbanks and family.

AKERS BABY BROUGHT HOME

Baby Alice Antinnette Akers, daughter of Mr. and Mrs. Glenn Akers, who has been under a specialist's care in Lubbock sanitarium for several weeks was able to be brought home Wednesday. She has been quite ill since birth. She only weighed eight pounds.

Ernest Latham of Ranger is here visiting his brother, Everett, of Stephens-Latham Dry Goods store.

Misses Grace and Mary Perkins of Littlefield spent the week end here the guests of friends. They went home via Lubbock, Sunday evening to hear Gipsy Smith. Miss Mary is a former teacher in Brownfield High School.

C. P. Buchanan of the Tokio community, was considerably more pepped up about his cotton crop this week. If there is no frost or freeze till the 1st to 10th of November, he may make pretty good cotton yet. His early planting was drowned out with the big May rains in that section.

Brooks Bently, 170 pounder from Brownfield, is making the Sul Ross Teachers College Varsity team this year.

Luke Harrell and family of Littlefield, were here Sunday visiting Mrs. Harrell's parents, Mr. and Mrs. G. W. Chisholm. They were accompanied by Mr. Harrell's parents.

Mr. and Mrs. C. N. Whitney of Paris, Texas, who are here visiting their son, Robert Whitney, spent the week end in Amarillo.

Mrs. W. M. Hilley of Sidney, Texas, is visiting her daughter, Mrs. Jasper Moore.

C. M. Woods of near Brownfield had a tonsilectomy on Wednesday.

Ralph Carter transacted business in McCamey, Tuesday.

Lorn Gordon, small son of Mr. and Mrs. Lorn Walters suffered a broken arm last week when he fell on the basement stairs.

Mrs. Rayburn Knott and son were guests of her parents Mr. and Mrs. J. H. Carpenter this week.

Mrs. Paul Lawlis of Levelland visited her parents, Mr. and Mrs. E. B. Thomas, Wednesday.

Clyde Cave was confined to his home the first of the week, with the flu.

Cecil Sweat of the Union community received the initial government loan on his 1937 cotton, Saturday, October 2nd.

Murphy Luna of Plains was over Tuesday.

Dick McGinty of Plains was in Tuesday night and reports the McGinty test well is looking good.

Mr. Moxley was down Wednesday from Lubbock to get plans ready to start work on the chemical plant. They will have quite a few men out there working before long.

Mr. and Mrs. W. C. Reed of Houston, have been here the guests of Mrs. Reed's sister, Mrs. L. C. Wines. They are now in Childress for a few days.

We are glad to welcome Mr. and Mrs. L. Nicholson, recently of Pampa to become citizens of Brownfield. They are located at the Holgate apartment at present.

Mr. and Mrs. C. L. Stahler and small daughter, Sandra Sue, of Memphis, Texas, are here visiting his mother, Mrs. Bertha Sahler of the Sandra Sue Beauty Shop.

Mr. and Mrs. John Inman of Midland, the former Miss Mauretta Bell, came up Tuesday night. Mrs. Inman is to be under the care of Dr. T. L. Treadway for a bone felon on her thumb.

J. P. Benson and family will read the Herald regularly from this on.



COBB'S DEPT STORE

CELEBRATING WITH IT'S FIRST GREAT

GOODWILL CONTEST



● ● THE GREATEST MERCHANDISING EVENT IN THIS SECTION OF THE STATE ● ●

Opening THURSDAY October 7th	THIS OUTSTANDING EVENT IS GIVEN TO BRING HUNDREDS OF NEW AS WELL AS OLD CUSTOMERS INTO OUR STORE, WHERE THEY WILL FIND EVERY DEPARTMENT OVERFLOWING WITH THE MOST WONDERFUL VALUES KNOWN TO MODERN MERCHANDISING 21 THRILLING DAYS OF FRIENDSHIP COMPETITION IN WHICH EVERY PERSON ABOVE THE AGE OF 16 YEARS MAY ENTER TO WIN ONE OF THE BEAUTIFUL VALUABLE PRIZES GIVEN FREE!	Closing SATURDAY October 30th
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SECOND PRIZE



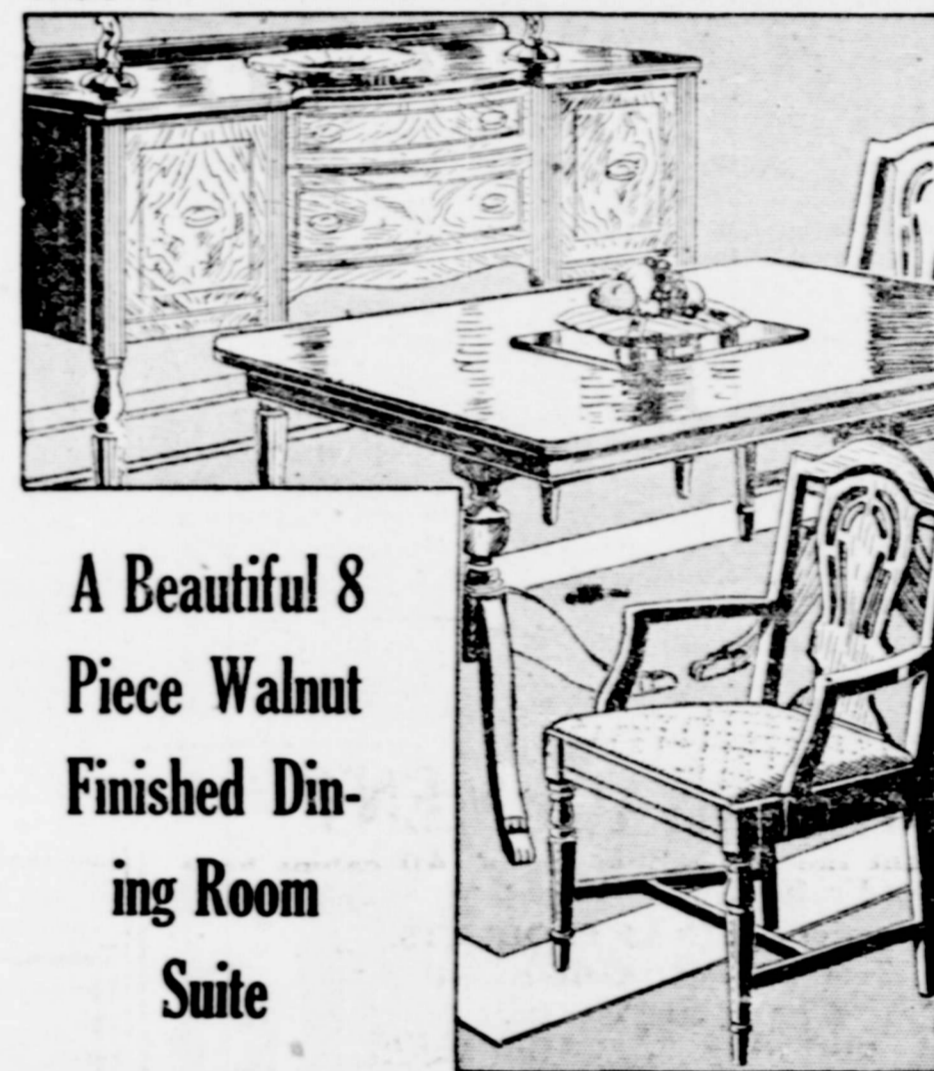
A Wonderful
4 Piece Walnut
Finished
Bed Room
Group

FREE

31 GRAND PRIZES 31

- 1ST PRIZE: A Beautiful 8 Piece Walnut Finished Dining Room Suite.
- 2ND PRIZE: A Wonderful 4 Piece Walnut Finished Bed Room Group.
- 3RD PRIZE: Lady's Genuine Twisted Boucle Tweed Coat. Hollywood Creation.
- 4TH PRIZE: Choice of Any \$14.95 Silk Dress.
- 5TH PRIZE: Genuine Water-Proofed Fabricoid Fitted Case.
- 6TH PRIZE: Genuine Esmond Slumberes, Two Tone Blanket. Large Size.
- 7TH PRIZE: Choice of Any Lady's Fine Dress Shoe.
- 8TH PRIZE: Choice of Any Lady's New Fall Hat.
- 9TH PRIZE: A Handsome Bed Spread. Large Size One You Will Like.
- 10TH PRIZE: A Nice Luncheon Set. One Worth White.

FIRST PRIZE



A Beautiful 8
Piece Walnut
Finished Dining
Room
Suite

Wanted 300 Women
Single or married, to enter our contest and win one of our Beautiful Prizes we are offering. Join to day. It's all FREE!

BIG VOTES
10,000 Votes will be given on every \$1.00 cash purchase or payment on account during this Goodwill Contest.

Misspelled Words
1,000 Votes will be given to each Candidate for Any Misspelled Word found in any of our advertisements by them, or their voters and brought to our store.

Advertisement
1,000 Votes will be credited to your candidate for any of our advertisements clipped from any newspaper and brought to our store during the contest.

You'll Enjoy
Shopping in our Friendly Store — a modern store full of new merchandise at the Right prices.

A Free Prize Every Day At 4 P. M. Be With The Crowd

CONTEST RULES

- 1 It costs nothing to enter this contest.
- 2 Votes alone determine the winners.
- 3 Votes cannot be transferred after cast.
- 4 Votes must not be solicited in the store or in front of it.
- 5 Grand Prizes given last day of the contest.
- 6 Any person above the age of 16 years may enter or vote except relatives of or anyone actively connected with the store.
- 7 Votes given on all sales and all daily features given in our program and payments on accounts.
- 8 Any votes bought or sold absolutely void.
- 9 We reserve the right to change of program.
- 10 In case of ties duplicate prizes will be awarded.

THIRD PRIZE



LADY'S
TWISTED
Boucle
TWEED
COAT
●
A Prize Any
Lady Will Appreciate.

HOW TO WIN

Come to our store, phone, or write our Contest Manager to enter your name as a candidate to win one of the Grand Prizes. Contestants from surrounding towns will have as good a chance to win as those living in Brownfield where many other candidates are working. You may nominate yourself or some friend. Don't hesitate to see what some one else is going to do. JOIN NOW Get in touch with your friends who will be glad to help you. Spare time among them will bring you thousands of votes.

Daily Program of Contest

Every Monday—Weighing Day. Come to the store each Monday of contest, step on our scales—and for each pound you weigh you will receive 30 votes for yourself or your favorable candidate. It's all FREE!

Every Thursday—Registration Day. Everyone coming to our store on Thursday during this Contest and registering their names and addresses will be given 5,000 votes. Those living outside the city entitled to 1,000 votes each additional mile they come—limit 30 miles.

Every Tuesday—Baby Day. To each mother, who comes to our store any Tuesday and brings her baby (limit 3 years) will be given 20,000 FREE Votes.

Every Friday—Recipe Day. 5,000 votes will be given you or your candidate for writing your favorite recipe and giving it to the Contest Manager. Each person entitled to 1 recipe each Friday.

Every Wed.—Triple Day. One each Wednesday of Contest TRIPLE VOTES will be given on all cash purchases and payments on accounts. Example: 30,000 votes given on each dollar of cash purchase or payment on account.

Every Saturday—Big Vote Day. Come to our store on Saturday during the Contest and make a purchase of \$5.00 or more, you will be given 100,000 FREE VOTES. 200,000 votes when purchase is \$10.00 or more. And 500,000 when the purchase is \$25.00 or more. Also payments on accounts.

The Furniture Prizes

Purchased from Hudgens & Knight Hardware and Furniture Co.
Our Home Merchant

21 Other Valuable Prizes 21
Chosen From Different Departments of the Store. One Awarded Every Day at 4. P. M. Sharp.

IT'S ALL FREE

CLIP THIS COUPON

NOMINATION COUPON
100,000 FREE VOTES

I Nominate _____

Address _____

Signed _____

COBB'S DEPARTMENT STORE

PHONE 127 - - - BROWNFIELD, TEXAS

JOIN OUR CONTEST TODAY

IT'S LOTS OF FUN, AND PROFIT TOO.
THE TIME IS SHORT—THE PRIZES WORTHWHILE

