


Births For the
Month of Nov., 1937
Do Your Christmas Fighting Cubs Lose BiShopping in Brownfield District Game to Roscoe

as o chritames eth

thistmas shopping.$\pm$

$\qquad$
Pa nd of Cotton
Thieves Broken Up

May Demand Traffic Light On Broadway

Corner Drug Installs
Exiling Heating Plant

IF YOU ASK US, THEY ARE GOING LIKE HOT CAKES. OFF
1938.


Santa Fe Railroads
Band of Cotton
Thieves Broken Up

## Bible Sunday Endorsed <br> By Governor Allied

## Oyster Bay Cafe

Barbecuing a Buffalo
$\qquad$ James
of Tex-
ie Sun-

Brownfield Places
1 Man on First Team

## Cave Enlarges Store By Doubling Capacity




THIS LOVELY FOUNTAIN PEN-PENCIL SET IS OUR PRESENTATION TO YOU Come In and Get Yours Now!
Just renew or become a new subscriber to the Herald at the regular subscription rate of $\$ 1.50$ per year, in the trade area, $\$ 2.00$ elsewhere. You pay nothing for the

## IDEAL FOR CHRISTMAS GIFT

THE HERALD AND THIS BEAUTIFUL SET Given together or separately. A double remembrance to some loved
tives or friends.
Both have the
Both have the universal appeal to young and old, both will give pleasure and delight not
or so but for a full year or more. The Herald will be a weekly reminder of the donor, bringing to the favored one all the news of this community along with special features and articles or appealing interest. For fifty-two weeks, a full year This beautiful writing set will give dependable every day service for years. It is fully guaranteed. If it should become defective at any time the company furnishing the sets will replace any set on the same plan used by all pen manufacturers.

## AS MANY SETS AS YOU WISH

The sets are so attractive many subscribers will want more than one, will find places for several sets in their plan of Christmas remembering. As long as supply lasts, there is no limit to the number of sets the Herald will give to any one reader. One set with each new or renewal subscription. You can subscribe for one or more than one year for yourself and for as many friends and relatives as you so desire. However, better hurry if you
want several sets. Our stock is limited and there is a possibility of its being exhausted before every one's needs are supplied.

## attention

Only 12 Shopping Days to Select the Home Christmas Gift

Give something for the home and your gift is one that all can appreciate
Whether you choose a modest end Whether you choose a modest end
table or a complete ensemble for a table or a complete ensemble for a
room, you will find interesting variety here authentically styled, finely crafted furniture pieces that unmistak-
ably refiect your good taste. And the ably reflect your good taste. And the
prices are no higher than you'd payy prices are no higher than you dor furniture of mediocre designing

See it at your Home Store, one of the largest and most complete stocks of Furniture on the South Plains. The only exclusive Furniture Store in Town.

HUDGENS \& KNIGHT FURNITURE
WEST MAIN

## SALE of LADIES COATS



We are overstocked on Ladies Coats so this is your big opportunity to buy a winter Coat in the middle of the season low price. Look at them in our windows.

| \$27.50 values | \$16.98 | \$16.95, \$18.50 val. .-\$12.98 |
| :---: | :---: | :---: |
| \$12.50 values | \$8.98 | \$6.95 values .-.-.-.- \$4.98 |

Aryain Dry Goods Co.
We Give Green Stamps

Gifts and Givers

## "Not what

By Pansy Nichols
Executive Secretary Texas Tub
oses Association.
Today, as I opened mail co
Today, as I opened mail conta
ing contributions in the annual
of Christmas Seals, I was remind
of "The Vision of Sir Launfal." share, we give, but what we
For the gift with

Good Roads Ass'n. Against Aid Reduction Christmas Fire Hazards

$\sqrt{\text { HOLLYWOOD }}\}$

LOOKS LIKE FERGUSON WILL BE IN NEXT CAMPAIGN
$\qquad$
highly interested Tuesday in reports of a quiet Ferguson get - to -getter
party held Monday, attended by Jas.
E Fer ger E. Ferguson and Miriam A. Fergus-
son, the only husband and wife ever son, the only husband and wife ever
to hold governorships. Several well-
known Ferguson friends known Ferguson friends also were
present and a movement was started present and a movement was started
for Mrs. Ferguson to be a liberal old-
age pension candidate at next year's
$\qquad$
$\qquad$

# Extra-otdinary Gift Selections for Early Shoppers 



NECKLACES CROSSES LAVELLERES CHAINS

Ladies \& Gents
Fitted Cases



JEWERY
Big Selection of Gift Jewelry

DIAMOND RINGS Priced From $\$ 9.95$ and up

BRIDAL SETS Priced From $\$ 30.00$ up

Men's Toilet Sets
SHAVING SETS _----- $\$ 1.00$ up SHAVING BOWLS


## LADIES WATCHES

We carry a Large Assortment of Ladies Wrist Watches and The Prices Range From $\$ 6.95$ to $\$ 50.00$

Gents Watches and Rings
Priced from _... \$3.95 to \$39.75
One of the Loveliest Lines of Combination Toilet and Bath Sets
to be Found: YARDLEYS, to be Found: YARDLEYS,
PALMERS, ENGLISH LAV


ENDER, EVENING IN PARIS, MAX FACTOR.

PERFUMES, TOILET WATER, SACHETS. $\$ 1.50$ up


Priced from $\$ 14.90$ to $\$ 22.50$

Beverage Sets
Cocktail Sets
Cocktail Sets
Punch Sets Sandwich T Irons Electric Waffle
Toasters and Coffee Sets




vitamines are indeed hard to keep
tab on. Isn't it nice to know that meep the best and most digestibme form
And the Brownfield Dairy furnishes sy.
syest milk," says The Brindle Bos-
Brownfield Dairy

| MAPS <br> We have some small county maps of Terry, Yoakum, Gaines, Lynn, Hockley, Cochran and Dawson. Also a five county map. that shows all counties adjoining Terry county, for 50c each Also Up-to-Date $\mathbf{O}$ vership Maps, On Linen, $\$ 10.00$ each <br> JOE J. McGOWAN ABSTRACTER OF LAND TITLES terry county, texas |
| :---: |
|  |  |

## I SURE WOULD

Appreciate filling your car with Prestone Anti-Freeze. Also furnish you your auto parts and Mechanical Service.
M. J. CRAIG

Phone
TRAILER BUILDING - BINDER REPAIRING
We spec
building
solicit a
Linville Blacksmith and Welding Shop

Ther Mains News

## HEE-GINBOTHAM-BARTLETT CO. L-U-M-B-E-R and building materials of all kinds.

## West Texas Gin

OUR PLANT IS EQUIPPED WITH MACHINERY TO GIVE YOU THE BEST OF SAMPLE AND TURN. OUT ON YOUR LATE ROUGH COTTON.

YOUR BUSINESS APPRECIATED

Herman Chesshir, Mgr.

## DISTRICT SCOUT MEETING HERE DEC

Dstrict meetings scheduled for the trict at Brownfield, December 7
Southern District at Lamesa, Decem
ber 8; Western District at Whiteface, December 6; Northeastern District a
Floydada, December 9 . entral District, December 13 at Plainview. District meetings for the the Southeastern District at Slaton hough the dates have not beebock Grandmother Casey of Que

## ANNOUNCING OPENNG OF CAVE'S NEW TOY-TOWN

In order to take care of our customers better and to ha ve more room for our large stock of holiday merchan dise, we have opened the store formerly occupied by Piggly-Wiggly, with a large display of Toys and Gifts of all kinds, for every member of the family. Come in visit these stores. Two front entrances with a large opening between.

## CAVE'S 5-10-25c STORE



## DUMAS



BE SECURE-INSURE
E. G AKERS

INSURANCE - BONDS - ABSTRACTS

MOBILIZE
with-MOBILE OILS AND GREASES-a good auto mobile needs the best. Why take chances when it costs no more. Mobil Oil, the world's geatest selling MAGNOLIA PETROLEUM COMPANY

Let Us Get Your Car Ready for Winter With PRESTONE

WASHING and GREASING EXPERTLY DONE

Willard Batteries

BILL FITZGERALD
PHONE 19


INSTALLMENT PLAN
 plumbing and electrical fixtures, including their installa

## P.M. WOODS



## DANCE

Saturday Night, Dec. 11 presenting

## LARRY-WALKER

ORCHESTRA HEAR THEM AT THE
VENETIAN AUDITORIUM
BROWNFIELD, TEXAS DANCE EVERY SATURDAY NIGHT

LANDSCAPE WORK FREE

Where Shrubs, Evergreens and Trees are purchased from us at prices equally as low or lower than you can buy them elsewhere, we will come on the ground take your measurements and landscape your premises free of charge. Large or small jobs handled on same basis. Planting out supervised by us.

BROWNFIELD NURSERY

## BROWNFIELD CASH GROCERY <br> NEXT TO RIALTO THEATRE <br> "Where Something is Saved on Everything"

Telephone 135
"COMPARE THESE PRICES AND SEE"
We Deliver
COFFEE
Vhite Swan 1 lb. vacuum

White Swan Coffee served with cookies all day Saturday at our Store FREE! Come, be with us.

| SPPDS 15c | Grape Fruit, Texas 10c |
| :---: | :---: |
| $\frac{\text { Oranges }}{}$ | Syrup, White Swan 33c |
|  |  |
|  |  |
| Flour Snowdriftor Marigold 48 lbs 1.53 |  |

Check these Prices and compare the Quality of the Meats.
$\overline{\text { Dry Salt Jowls No. 1, lb. } \quad 12{ }_{2}^{11} \mathbf{C}}$

|  | Tefits | c | No.7 Steal |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 100 | 15 c | Beff Rase |  |

PRAIRIE DOG BLUES
DENTON-Under the
DENTON-Under the
vation plan progressiv
County ranchmen are rime
County ranchmen are r
tracts covering $1,185,748$ acres of would seem to be to prem
land have been prepared in the of


HE COUNTRY PRESS ON FRAME GARDENS ARE





max waracmpoub

COMPLETE NEW PIGGLY WIGGLY

Now Located on Southwest Corner of Square

## MARIGOLD - EXTRA HIGH PATENT

We are proud to announce to the public of Brownfield and the Plains the opening of our new de luxe store. The finest and most modern place to shop for the best quality staple and fancy groceries, fruits and vegetables and highest quality meats. You can find plenty of parking space . . . come and visit with us Friday and Saturday . . . save on the many special bargains in food offered in this special selling event.


Lettuce
Fancy California
Large Heads

| Celery |
| :--- |
| Bananas |
| Grapes |

Tomatoes, No. 1 can ----
$5^{\text {creen } \& \text { White }}$
Fancy
California, Lb.
 Crackers ${ }^{5}$

| cill |  |
| :---: | :---: |
| - |  |
| Putad llat |  |
| Piuls matim |  |
| CORN | IES |

Cocoa, 2 2b. can Mothers


| 1 | Everlite10 Lbs., Cloth Bag_...- |  |  |
| :---: | :---: | :---: | :---: |
| $\text { Lamp Globes, } 2 \text { for _- }$ | c | Quick Quaker <br> Oats, large box | 18 c |
| Blackberries <br> Texas-No. 2 can | $10^{c}$ | Tamales, №. $1^{11 / 2}$ can Ratififs | $12_{2}^{1 c}$ |
| $\text { Cocoa, } 2 \text { lb. can }$ | 15 c | Syrup, gal. size Pure East Texas Sorghum | $63^{c}$ |



| Assorted Flavors JLLL0, Pkg. .-........- $5 \mathbf{C}$ | True American <br> MATCHES, 6 boxes $\qquad$ 19c |
| :---: | :---: |
| Sky-Way <br> PEANUT BUTTER, Full Ot. - 25 c | Made by Snodrift <br> COOKING OIL, gallon $\qquad$ 87c |
| P-G, Giant Bars <br> SOAP, 6 for $\qquad$ | Toilet Camay <br> SOAP, 3 cakes $\qquad$ $17 c$ |

Market Day
Special
1 Lb. Pkg.

## UNION LEADER, 3 Cans



1

## Oleo

| Libbys Crushed or Tid Bits Pineapple <br> 8 oz . cans, 2 for $\qquad$ 15 c |  |  |
| :---: | :---: | :---: |
| Libbys, No. 1 Tall Can Pineapple Juice 3 for |  |  |
|  |  |  |
| Chum, No. 1 <br> Salmon <br> Tall Can $\qquad$ $122^{\prime}$ |  |  |
|  |  |  |
| Campus <br> Peaches <br> No. $21 / 2$ Can 15c |  |  |
|  |  |  |



MEATS
SLICED BACON, LL
22c
CHEESE, Full Cream, Lb. ....-.-21c
DRY SALT, Jows, Lb. .-.-.-.- 14c
Steak, lb. 15c
BEEF ROAST, Lb.
12c

