

PLAINS REGION WELCOMES MRS. FDR

Prayer Introduced As Convicting Evidence In Trial Of Russians

2 JUDGMENTS 3 DIVORCES GRANTED HERE

By RICHARD G. MASSOCK MOSCOW, March 9 (AP)—A scribbled prayer wrapped around a crust of dried bread was introduced today as further evidence of guilt against one of the 21 who have confessed to treason and murder in Moscow's greatest blood purge trial.

Two judgments, three divorce settlements were filed in the district clerks office yesterday, as the January term of 31st district court was concluded.

In the N. M. Milliken vs. Traders and General Insurance company case, an agreement was reached in which plaintiff is to recover \$800, less attorney fees and court costs, in settlement of compensation claims.

A divorce was granted in the case of Jean Robinson vs. Tommie Robinson, with plaintiff given custody of the children, John Blaine, 8; Glennia Joe, 6; Shirley Tom, 5.

PAMPA SINGING GROUP APPLAUDED AT CANYON

CANYON, March 9.—Pampa high school's A. A. choir directed by Miss Helen Martin drew enthusiastic applause from the more than a thousand students of West Texas State college at assembly Tuesday.

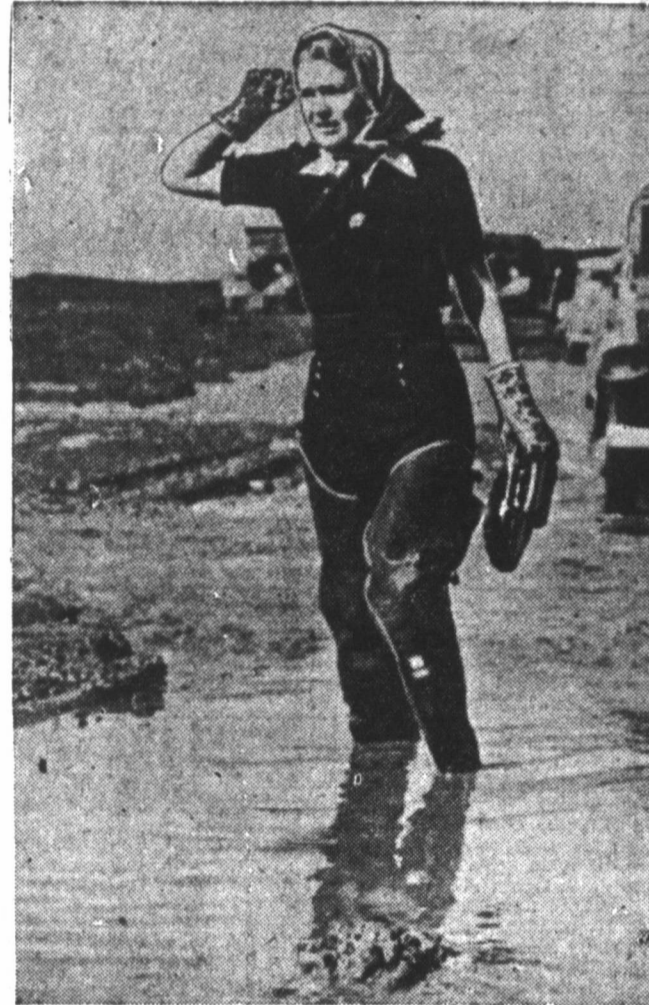
LEWIS GOODRICH CLUB ORGANIZED AT McLEAN

McLEAN, March 9.—A Lewis-Goodrich Attorney General club, a unit of the Gray County Goodrich club, was organized here yesterday by an enthusiastic group of voters.

I HEARD --- OWNERS OF 'BLOWING' LAND WILL BE CUT OFF

WASHINGTON, March 9 (AP)—Farmers who permit their land to "blow" and become "wind erosion hazards" to their communities will be denied subsidy payments under the new farm program.

Trapped For Three Days



Beautiful Madeleine Carroll, who takes adventurous roles in films, encountered a real-life adventure when the flood trapped her for three days in her Malibu Beach home.

Scout Drive Workers Will Meet; Half-way Mark Believed Passed

AMARILLO, March 9 (AP)—When preparations were started a year ago for today's mother-in-law celebration, Gene Howe, originator of the idea, said he wanted the longest and most colorful parade ever staged.

UNIQUE FLOATS HOLD INTEREST

A meeting of workers conducting the Boy Scout financial campaign will be held in the Scout office in the city hall at 10 o'clock tomorrow morning.

JAMBOREE AND SPORTS PICTURE TO BE SHOWN

In addition to the four-reel motion picture, "The Boy Scout Jamboree of 1937," another film entitled "Snow Sports" in sound, will be shown at 7:30 o'clock tonight at the Pampa high school auditorium.

Pampa's Spring Style Preview Tomorrow Night

A preview of spring styles will be offered in downtown Pampa tomorrow night.

Hundreds of Pampans Follow High School Band To Celebration

The Pampa high school band and hundreds of Pampa citizens went to Amarillo today to participate in the Mother-In-Law Day observance at which Mrs. Franklin D. Roosevelt was guest of honor.

HULL SIGNS UP CZECH TRADE

WASHINGTON, March 9 (AP)—The new trade pact was signed between big United States and little Czechoslovakia, pioneer Cordell Hull and his much traveled covered-wagon arrived at a new port of the world in his persistent search for universal good will through the lowering of tariff barriers.

ROYALTY OWNERS WILL CONVENE IN AMARILLO

A meeting of royalty owners of the Panhandle gas field, both producing and non-producing holders, will be held in the Blue room of the Amarillo hotel Friday afternoon at 2 o'clock.

RAINFALL IN SECTION TOTALS .08 OF INCH

The going was a bit rough under foot in Pampa today, but muddy streets caused little complaint because they were the result of .08-inch of rainfall which came to the Pampa area yesterday afternoon.

TEMPERATURES IN PAMPA

Table with 3 columns: Time, Temperature, and Day/Time. Includes rows for Sun/Today, 6 a.m., 7 a.m., 8 a.m., 9 a.m., Today's maximum, and Today's minimum.

Table Reservations For Bridge School Go On Sale In City Hall

It is important that persons who plan to attend the contract bridge classes in the City Club rooms next week get their table reservations in early as possible, it was announced by school officials today.

REFERENDUM POLLS TO BE AT PAMPA, McLEAN

Gray county cotton farmers voting in cotton referendum Saturday will cast their votes at one of two polling places, the county courtroom in Pampa, or the American National Bank building in McLean.

15 Per Cent Pay Hike for Every Child Advocated

BERKELEY, Calif., March 9 (AP)—The head of a wage-earning family should be given a 15 per cent increase in pay for each babe born, says Dr. Paul Popenoe, director of the Los Angeles institute of family relations.

LATE NEWS

WASHINGTON, March 9 (AP)—The house tentatively struck from the tax revision bill today a proposed surtax on family-owned and closely held corporations. The teller vote was 180 to 124.

INNSBRUCK, Austria, March 9 (AP)—Chancellor Kurt Schuschnigg tonight called an Austrian national plebiscite for March 13 to determine the strength behind his fight for Austrian independence.

BUDAPEST, March 9 (AP)—The Hungarian cabinet headed by Premier Koltoman Daranyi resigned tonight after 17 months in office.

NEW YORK, March 9 (AP)—Richard Whitney, senior partner of the bankrupt brokerage firm which bore his name and five-times president of the New York stock exchange, today shouldered full responsibility for the conditions which led to the sensational failure of his company.

TRAIN KILLS FATHER WHILE FAMILY WAITS

CLARENDON, March 9 (AP)—Five blocks from his home, where his family awaited his coming for an outing, E. L. Blanks, 48, and his 16-year-old companion, Joyce McCrary, were killed by a northbound passenger train today.

Stand-In

Connie Maidwell stood over George Thorvald's bedside eight weeks, living, speaking, playing the role of the woman Thorvald thought he had killed. Then Thorvald regained consciousness. And Connie found she had played the part too well. But there the story scarcely begins. Read

LOVE LAUGHS AT THE DOCTOR

Beginning tomorrow in the Pampa Daily News

CROWDS JAM AMARILLO FOR CELEBRATION

AMARILLO, March 9 (AP)—Mrs. Franklin D. Roosevelt arrived here at 11:25 a. m. (CST) today for the spectacular Mother-in-Law day celebration and found this plains cow town jammed to capacity with thousands of visitors.

THE weather gods smiled on the celebration, sending clear, warm weather after last night's rains had settled the dust.

Hundreds of peace officers, highway patrolmen and national guardsmen from Texas and New Mexico patrolled the vacated residential

TOKYO WORRIED OVER ISLAND ANNEXATION

TOKYO, March 9 (AP)—Britain's tolerant attitude over the planting of the United States flag on Canton and Enderbury Islands in the mid-Pacific has aroused concern in official quarters here, where it is seen as evidence of Anglo-American cooperation.

WRECKAGE OF BLANKS' AUTOMOBILE

Wreckage of Blanks' automobile was dragged 250 yards before it fell free as the train passed over a culvert.

WRECKAGE OF BLANKS' AUTOMOBILE

Wreckage of Blanks' automobile was dragged 250 yards before it fell free as the train passed over a culvert.











STOVE DIVAN - HEATING STOVES FRIGIDAIRE - MAYTAG WASHER - SEE 30

Classified Advertising Rates Information

All want ads are strictly cash and accepted over the phone with the positive understanding that the account is to be paid when our collector calls. PHONE YOUR WANT AD TO 666 or 667

The Pampa Daily NEWS

ANNOUNCEMENTS: Card of Thanks, Special Notices, Births, Deaths, Weddings, Engagements, etc.

EMPLOYMENT: Male Help Wanted, Female Help Wanted, etc.

BUSINESS SERVICE: Instruction, Musical Teaching, Professional Services, etc.

REPAIR SERVICE: Mechanical, Electrical, Plumbing, etc.

FOR RENT REAL ESTATE: Houses for rent, apartments, etc.

FOR SALE REAL ESTATE: Farms, land, etc.

FINANCIAL: Investments, money to loan, etc.

ACCOUNTANTS: J. E. Roby, etc.

ANNOUNCEMENTS: Turkish Baths, etc.

BUSINESS SERVICE

14-Professional Service: PRONATE SUPPLIERS, I have good stock for you...

15-General Service: PALMER CHIROPRACTOR, Safe, Sane and Efficient Chiropractic.

16-Floring-Sanding-Refinishing: FOR A1 FLOOR sanding service. Also bids on complete jobs...

17-Landscaping-Gardening: TREE PRUNING TIME IS HERE. HENRY THUT, PHONE 518.

18-Upholstering-Refinishing: BRUMMETT'S FURNITURE REPAIR SHOP, 614 South Cuyler, Phone 1428.

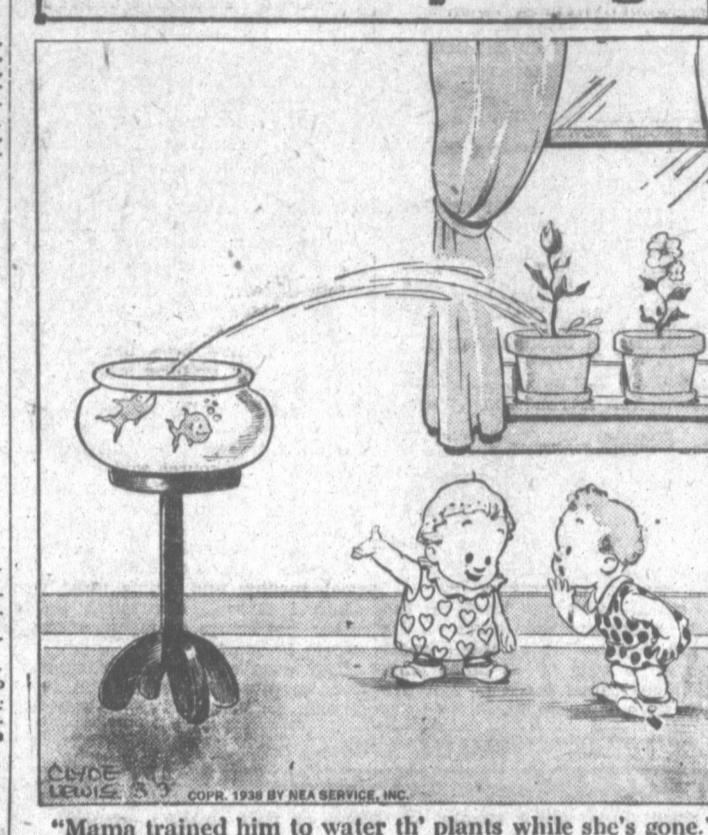
19-Washing and Laundering: HELPY-SELY LAUNDRY-25c. 320 No. Christy, Tully Addition.

20-Beauty Parlor Service: HOBBS BEAUTY SHOP, Permanents \$1 to \$2. Opposite From Pampa Hospital.

21-Miscellaneous: USED LUMBER, used tin, tin garage, wooden sheds. Price reasonable.

22-Poultry-Eggs-Supplies: Pampa Daily News Want Ads bring lightning results...

Hold Everything!



"Mama trained him to water th' plants while she's gone."

ROOM AND BOARD: 42-Sleeping Rooms. SLEEPING ROOM, next to bath. Close in. Inquire 405 East Kingsmill avenue.

FOR RENT REAL ESTATE: 46-Houses for Rent. NICE FIVE-ROOM house, furnished or unfurnished.

47-Apartments: TWO-ROOM modern apartment, unfurnished. Bills paid. Call after 6 p. m.

48-Business Property: STORE ROOM, 22x30, beautiful show window, best location in town.

FOR SALE REAL ESTATE: 54-City Property. JOHN L. MIKESSELL, Realtor.

SEEDS: THE RECKONING HOME. This is a home home as it is becoming because it has so many special features.

LIVESTOCK: BABY CHICKS POPULAR BREEDS. Call and See Them at Dodd's Hatchery.

COLE'S HATCHERY: Thousands hatching each week from 15 popular breeds of quality laying stock.

AUTOMOBILES

63-Automobiles for Sale: TRADE EQUITY in 1935 Ford sedan for cheap car.

LEWIS PONTIAC: 211 N. Ballard, Phone 365. FOR SALE-1937 Chevrolet black assembly.

BUSINESS NOTICES: GEORGE B. SWINGLE, ACCOUNTING - AUDITS SYSTEMS - TAX SERVICE.

WHAT CONGRESS IS DOING: Today: Government reorganization-Senate debate continues.

MONEY AUTO LOANS: See us for CASH you need. H. W. Waters Insurance Agency.

AUSTIN JUDGE AGAINST AUTOCRATIC TAX BOARD: SAN ANTONIO, March 9 (P)-District Judge Ralph Yarborough of Austin here today for the state convention of county tax assessors and collectors.

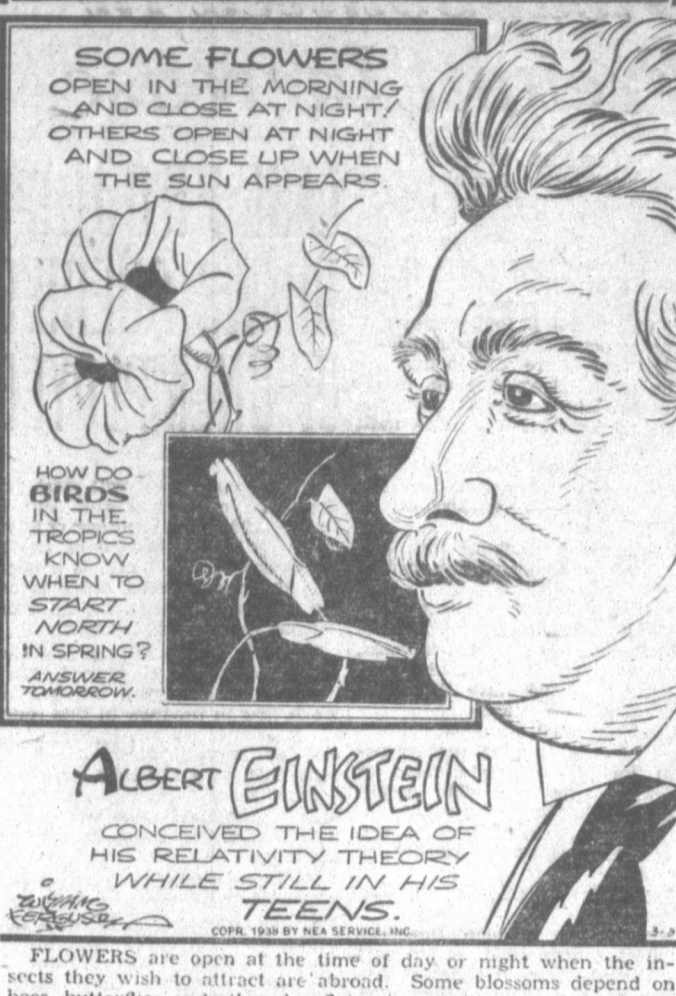
FOR THIS WEEK: 1936 FORD Ford Sedan with trunk and radio \$485.

Culberson Smalting Chevrolet Co., Inc. AUTOMOBILES At a Saving.

Today's Answers to Cranium Crackers: (Question on editorial page.) Gregory is liable for the full amount of rent due under the terms of the lease.

LIT ABNER: BUT MORNING! BE TOO LATE! DON'T OPERATE FOR ME!

THIS CURIOUS WORLD By William Ferguson



SOME FLOWERS OPEN IN THE MORNING AND CLOSE AT NIGHT; OTHERS OPEN AT NIGHT AND CLOSE UP WHEN THE SUN APPEARS.

U. S. BUREAU TO AID TEXAS VENEREAL WAR: WASHINGTON, March 9 (P)-The Public Health Service announces plans for carrying out a survey of venereal diseases in Texas.

SOUTH PLAINS WHEAT PROSPECTS IMPROVED: LUBBOCK, March 9 (P)-Prospects for a profitable wheat crop on the South Plains, says the Agriculture Journal.

MOSKOWITZ TO RETIRE: TACOMA, Wash., March 9 (P)-Jimmy Moskowitz, outfielder purchased by Portland of the Pacific Coast League from the Dallas, Texas league club last month, today announced his retirement from baseball.

FOR A PERFECT TRIP: To the Next Town Or Across America. DESTINATION LEAVES PAMPA.

Behind the Door: FOR ALL WOMANKIND: PLAN YOUR OWN HONEYMOON! CONFOUND THAT CRAZY YOUNG FELLOW WHO TRIED TO KISS IN THE HALL!



Political Calendar

The Pampa Daily News has been authorized to present the names of the following citizens as candidates for office subject to the action of the Democratic Voters in their primary election on Saturday, July 23, 1938.

City Election

TUESDAY, APRIL 5th. FOR MAYOR: E. S. Carr. FOR CITY COMMISSIONER: Lynn Boyd, Dave Osborne.

Gray County Records

Compiled by Pampa Credit Association. Mineral deed: R. P. Wilson to F. J. Bennett, etc. Release of all oil, gas and other minerals in and to an undivided 40 acres of land out of the W 1/2 of section 30, block 23, H&G.N.

M. F. Downs Automobile Loans

Short and Long Terms REFINANCING Small and Large \$04 Combs-Worley Bldg. Phone 338

# MORGAN ONLY JEALOUS SAYS TVA'S FATHER

WASHINGTON, March 9 (AP)—Senator Norris, Independent, Neb., the father of TVA, told the Senate today that Chairman Arthur E. Morgan was "moved by intense jealousy" that "went beyond reason," in his feud with other TVA directors.

Taking the floor to comment on the controversy within the TVA board, Norris said he had been "shocked beyond expression" when he began to observe Morgan's growing jealousy of the other two TVA directors—H. A. Morgan and David E. Lilienthal.

"When jealousy, that green-eyed monster, gets possession of a human heart, it is not long until it has control of the human intellect," Norris declared.

Other developments of the day concerning TVA were:

(1) Lilienthal outlined for public utility companies a five-point basis on which he would negotiate for the purchase of properties in southern states.

(2) Representative McLean, Republican, N. J., notified the house he had introduced a resolution to remove from office all three TVA directors.

Norris in his address to the senate, said that when Lilienthal's term was about to expire in 1936, Chairman Morgan visited him and asserted he would resign if Lilienthal were reappointed.

"I was dumfounded," the senator related, "I was shocked beyond expression at the violence of Dr. Morgan's feeling toward his associates."

The veteran Nebraskan also told the senate that critics had taken advantage of the split in the TVA board to disseminate "propaganda" against the agency.

The press, Norris said, "has as a rule always been unfriendly to the TVA."

The Nebraskan said he had spent "many a sleepless night" attempting to find a "concrete" reason for Chairman Morgan's attitude toward Lilienthal, but was unable to.

# Rail Executive Disappointed In Freight Increase

WASHINGTON, March 9 (AP)—Approval of higher freight rates by the Interstate Commerce commission fell so far short of needs, rail executives said today, that the nation's railroads remain in a perilous financial condition.

"We are glad to have what they gave us," said J. J. Pelley, president of the Association of American Railroads, "but we're disappointed."

The commission's decision, handed down late yesterday, gave the railroads permission to raise most rates from 5 to 10 percent. Commissioner Joseph B. Eastman estimated the additional revenue would amount to \$274,000,000 a year.

Pelley said a study of the 190-page decision indicated the general freight rate schedule had been boosted only 5 or 6 per cent. Railroad spokesmen during the hearings had asked for a 15 percent increase, but Pelley said the requested changes actually would have lifted the rates only 12.9 percent.

"Whether we'll go back to the commission again with another petition for higher freight rates, or just what course we will pursue hasn't been decided," he said, adding that the permitted raises will be put into effect as quickly as possible.

"They may be applied on 10 days' notice."

Following the decision, President Roosevelt announced he would hold a previously-discussed railroad conference at the White House next week.

The meeting will consider the whole question of railroad finances. Those to attend are Chairman Walter M. W. Splawn and Commissioner Eastman of the I. C. C.; Senator Wheeler (D-Mont.), Representative Lea (D-Calif.), Gary Gray of the Union Pacific, and George Harrison, representing railway labor.

With certain exceptions, the I. C. C. authorized the railroads to increase freight rates by 10 percent. It stipulated, however, that increases granted on many commodities last fall must be included in that percentage.

Increases of 5 percent were granted on the following commodities: Agricultural products, except tropical fruit; animals and animal products, except horses and mules; lumber, shingles and lath; cottonseed oil and vegetable oils, except linseed oil.

Anthracite coal rates were increased 10 cents a ton, or about 5.9 percent.

Increases were specifically refused on bituminous coal, lignite, iron ore, fresh milk and cream, and refrigeration service.

The commission deferred a decision on the application of eastern railroads for permission to increase passenger coach fares from 2 to 2.5 cents a mile.

Citrus fruits were included in the 10 per cent rate increases.

Spokesmen for livestock shippers were critical of the 5 percent boost on their product.

# LAKE PROJECT DRAWS QUERIES OF UNEMPLOYED

When construction will start on the Gray county lake and dam, to be located 25 miles southeast of Pampa on a 1,000 acre site of the E. B. Johnson estate lands, is a question the county relief office is being frequently asked now, by many persons seeking employment.

The new project is one on which many jobless have pinned their hopes. Only one WPA construction job is now in progress in this county, that one being Highway 152, east of Pampa, where caliche is being laid on a 11.7 mile strip connecting Pampa and Wheeler. Top-ping of the road is to begin in a few months. At present, 125 men are employed.

No information has been received here concerning any new WPA projects for Gray county. Under a new quota allowance 3,200 men are to be employed this month in 26 parandole counties, the district WPA office has announced.

Approval of 40 new projects involving federal expenditures of \$466,535 and local governmental agencies expenditures of \$316,535 were announced at San Antonio by Stearns S. Tucker, deputy state administrator. None of the projects were for the Top O' Texas.

One South Plains county was included in the list: Lubbock—elimination of unsanitary devices in rural and suburban areas where sewer systems are impractical; federal funds, \$12,451; sponsor's funds, \$10,605; workers 45.

PROGRAM TIME **KPDD** 1310 KILOCYCLES  
ON STATION **KPDD** (THE HIGH FIDELITY VOICE OF THE PAMPA DAILY NEWS)

**WEDNESDAY AFTERNOON**  
3:00—MONITOR VIEWS THE NEWS  
3:15—THE ROUND UP  
3:30—MAY FOREMAN CARR  
Turdley Music Stars  
3:45—WOMAN'S PROGRAM WITH BETTY DUNBAR  
4:00—EB AND ZEB  
4:15—JUNIOR HIGH SCHOOL  
4:45—SWING IS HERE TO SWAY  
5:00—CECIL AND SALLY  
Presented by Culberson-Smallling  
5:15—MUSIC IN A MODERN MANNER WITH KEN BENNETT  
5:30—TERRY AND THE PIRATES  
Presented by Gray County Creamery  
5:45—CLUB CABANA  
5:50—LA NORA PREVIEW  
6:15—GREEN STAMP DEALERS PRESENT THE FINAL EDITION WITH TEX DE WEESE  
6:30—ORGANAIRES (Ken Bennett at Petit Ensemble)  
6:45—GOOD NIGHT!

**THURSDAY MORNING**  
6:30—GOOD MORNING NEIGHBOR  
7:00—EB AND ZEB  
7:15—MORNING DANCE PARADE  
7:30—MORNING MOODS (Ken Bennett at Console)  
7:45—CENTURY THRES PRESENT THE OVERNIGHT NEWS  
8:00—MUSIC IN A SENTIMENTAL MOOD  
A Southwestern Pub. Serv. presentation  
8:15—HITS AND ENCORES  
8:30—PEACOCK COURT  
8:45—LOST AND FOUND BUREAU OF THE AIR  
Presented by Edmondson's  
8:50—Eagle Buffet  
8:55—MIKE NEWS  
9:00—SHOPPING WITH SUE  
9:30—BULLETIN BOARD  
10:00—ORGAN CLASSICS (May Foreman Carr)  
10:15—ZEEKE MANNERS AND HIS GANG  
Presented by Bruce Nursery.

**10:30—MID-MORNING NEWS**  
Presented by Post-Mosely  
10:45—THE HOUSE OF PETER MCGREGOR  
11:00—MELODY OF WORDS  
11:15—TODAY'S ALMANAC (WBS)  
11:30—LET'S DANCE  
11:45—WORLD DANCES (WBS)

**THURSDAY AFTERNOON**  
12:00—INQUIRING REPORTERS  
Presented by Martin Sales Co.  
12:15—SONS OF THE SADDLE  
12:45—RHYTHM AND ROMANCE (WBS)  
1:00—NOON NEWS  
Presented by Thompson Hardware Co.  
1:15—TEMPO  
1:30—KNOW YOUR SCHOOL  
1:45—LIVESTOCK MARKET REPORT  
Presented by Barrett Bros.  
2:00—BORDER TOWN BARBECUE WITH COWBOY JIM  
2:30—MUSICAL PHANTASY  
3:00—MONITOR VIEWS THE NEWS  
3:15—THE SERENADER  
3:30—THE ROUND UP  
3:45—WOMAN'S PROGRAM WITH BETTY DUNBAR  
4:00—CLUB CABANA  
4:15—TONIC TUNES (WBS)  
4:30—WORLD ENTERTAINS (WBS)  
4:45—CECIL AND SALLY  
Presented by Culberson-Smallling  
5:15—LORENA HATTON  
5:30—CLUB CABANA  
6:00—THE LA NORA PREVIEW  
6:15—GREEN STAMP DEALERS PRESENT THE FINAL EDITION WITH TEX DE WEESE  
6:30—ORGANAIRES (with Ken Bennett at Petit Ensemble)  
6:45—GOOD NIGHT!

There are vast salt tracts in the southern and western parts of the Sahara desert. One of these tracts is 30 miles wide by 12 miles long, and 20,000 camel loads of salt are taken from it annually.

# LAW READY TO CRACK DOWN ON RUSTLERS

AUSTIN, March 9 (AP)—Rangers, sheriffs and special officers of the Texas and Southwestern Cattle Raisers' association are about to crack down on livestock theft rings.

A lengthy and quiet investigation is nearing a climax and, a reliable source said, evidence might be turned over to various cattle country grand juries in April.

Col. H. H. Carmichael, public safety director, says theft of cattle, sheep, goats, and hogs has increased recently but enforcement officers, banking on new laws, believe their campaign will produce startling results.

In recent months 13 indictments were returned by juries in Panhandle and West and Central Texas counties. One source said results of newly gathered evidence should eclipse these indictments.

At the last general session of the legislature penalties for livestock theft were increased and theft of wool, mohair and edible meat was made a felony. Conviction under either law brings sentences of from two to 10 years.

The lawmakers also placed restrictions on livestock commission merchants, requiring them to register,

make bond and keep an accurate description of every animal involved in transactions. Violations are misdemeanors subject to fines of from \$25 to \$1,000, 30 days imprisonment or both.

The new era of stock thefts, while lacking the color of that of frontier days, presents even more difficulties.

The modern rustler works with trucks instead of horses, has gained greater celerity of movement and, as a result, capture has been made difficult.

In the dead of the night he slips into vast ranch lands, cuts a few head from a herd, sometimes kills and dresses them on the spot and by daylight has disposed of them at a nearby market.

The method produces little evidence because thieves seldom leave behind hides or other incriminating evidence. But officers, alert to the new methods and gaining more and more information about illegal tracts, are pledging together scattered shreds.

Although tighter laws are helping, there is need for even more authority, officers assert. Texas cattlemen can register their brands with county clerks but registration is not compulsory and duplicate brands are not uncommon.

Another difficulty, they say, comes from "outlaw" packing plants where stolen stock is disposed of and the hides ground into fine bits, destroying identification marks. There is no law prohibiting this practice.

Cattlemen themselves, incensed over increasing thievery, are waging war against rustlers. The association, in convention in San Antonio, has pledged a united front against the illegal traffic.

Many ranches are so large owners cannot patrol them. They make little effort to hunt down rustlers. They simply keep a sharp eye trained on outlets and roads, looking for suspicious tracks.

Rustling of the old fashioned type is confined largely to the international border country and federal, state and county officers on either side of the Rio Grande have about brought an end to it there.

# HIGGINS WOMAN NAMED OLDEST MOTHER-IN-LAW

AMARILLO, March 9 (AP)—Civic pride caused a problem at the mother-in-law celebration today.

Mrs. Mary Rogers of McLean, who will be 90 years old next June, was selected as the oldest mother-in-law and given the honor of riding in the pioneer dug-out in the long parade.

The Higgins community heard about it. Committees from that town came forward with proof that Mrs. Mary E. McClure was older than Grandma Rogers. She will be 96 late this month and is Mrs. Rogers' senior by a little over two months.

Something had to be done, for each mother-in-law, old or young, had been promised anything she wanted today.

Mrs. Rogers was left in the pioneer dug-out float and Mrs. McClure was placed in the reviewing stand with Mrs. Roosevelt. Both aged mothers-in-law were satisfied. So were McLean and Higgins.

# BIRTH OF 19-POUND BABY BOY REPORTED

DETROIT, March 9 (AP)—A 19-pound baby boy, measuring 24 inches at birth yesterday, was the marvel of Detroit today.

He cried lustily and wiggled his curly head convincingly for visitors who came to see him.

Although hospital attendants said babies have been born weighing 25 pounds none so large are on record in this vicinity and at least one physician, told of the occurrence, exclaimed:

"I don't believe it."

The 36-year-old mother, Mrs. Mary Lawler, murmured when she was told how much the baby weighed:

"You must be kidding me."

The father, John C. Lawler, an unemployed auto factory worker, greeted friends and well wishers happily despite his economic burden.

There are five other children ranging from two to 17 years old.

# STOCK SHOW RECESSES FOR MOTHERS-IN-LAW

AMARILLO, March 9 (AP)—The Amarillo stock show was in recess today for mother-in-law day.

A 905-pound senior calf, owned by Mayfield Kothman of Mason county, yesterday won the championship in the baby beef division by defeating the junior calf shown by Jock Scott of Custer, Okla.

The moon's mass is estimated to be about one-80th that of the earth.

Leraine's Latest 1938  
Spring Fashions

**GABERDINE SUITS**  
New For Spring '38

This price brings the most popular gaberdines within the reach of every income. For \$15.00 you receive high quality workmanship, fine fabrics, smart style and real comfort for all year wear.

Come in Today and Select Your Spring Suit  
Brown - Blue Grey  
Light Grey - Tan

**\$15**

**LOVELY NEW SPRING DRESSES**  
A Brilliant Assembly of SPRING'S NEWEST, SMARTEST FROCKS

New Boleros and Jacket styles... Fan pleated and swing skirts... High, low, draped and V necklines... Crepes, Alpaca, Novelty Printed Jersey.  
New panel Prints. Gay scroll prints. Floral prints. Solids.

**3.98**

**TOPPERS**  
The decidedly popular light-weight fleece coat.  
Colors: nude, grey, gold, beige, shrimp, blue.

Feature Price  
**\$3.98**

**NATIONAL USED CAR EXCHANGE WEEK**

MARCH 5 TO MARCH 12

SEE ANY CAR DEALER DISPLAYING THIS SIGN

Tex Evans Buick Co. Inc. Hampton & Allen Motor Co., Inc.  
Lewis Pontiac Co. C. B. Gloor Motor Co.  
Cullum & Son Tom Rose (Ford)  
Culberson & Smalling Chevrolet Co.

**NEW SPRING SILK DRESS LENGTHS**  
3 - 3 1/4 - 3 1/2 Yard Lengths

Plain novelty weaves, washable crepes in pastel colors, printed crepes.

Length Choice **50c**

**500 Men's SHIRTS**  
Come now! Stock up! Plain and Duke of Kent Collar. Prints - Broadcloths.

Regular \$1.00, \$1.25 values. Plenty of each size, 14 to 17. Past colors, non-wilt collars. New, fresh stock bought for this special occasion.

Choice **50c**

**SPRING SHOES**  
100 Dazzling New Styles

Tans, Black Patents, Strawberry, Beige, Grey, Gabardines, Sport Oxfords, Red Patents... Any Style Heel.

See these beautiful new styles and you'll want several pairs at this price!

**1.98 TO 2.98**

**PRICES TALK**

**Spring Bags \$1**  
You'll be thrilled with this assortment of new bags in green, black, wine, rust and other colors to harmonize with your outfit! Special purchase to save you money at—

**Spring Hats \$1**  
Lovely new spring hats, in brims and berets, and colors that are popular right now.

**PRINTS 12c Yard**  
Delightful designs in best quality prints at this low price. Colors you'll like!

**TAFFETA 59c Yard**  
Nice taffetas to make lovely evening and other dresses, and for blouses. Solid and printed colors you will be proud to wear.

**600 Yards New Spring Silks 39c Yard**  
Full width lovely silks in colors and designs to make gay dresses and blouses for spring and summer wear. New stock of fine texture silks!

**FULL FASHIONED SILK HOSIERY**  
All silk full fashioned chifon, picot tops, in all the newest and popular spring shades.  
Exotique, Copperhush, Sun Blue, Plaza, Vagabond, Tropic Tan, Sun Nude

Pair **59c**



# MORGAN ONLY JEALOUS SAYS TVA'S FATHER

WASHINGTON, March 9 (AP)—Senator Norris, Independent, Neb., the father of TVA, told the Senate today that Chairman Arthur E. Morgan was "moved by intense jealousy" that "went beyond reason" in his feud with other TVA directors.

"Taking the floor to comment on the controversy within the TVA board," Norris said he had been "shocked beyond expression" when he began to observe Morgan's growing jealousy of the other two TVA directors—H. A. Morgan and David E. Lilienthal.

"When jealousy, that green-eyed monster, gets possession of a human heart, it is not long until it has control of the human intellect," Norris declared.

Other developments of the day concerning TVA were:

(1) Lilienthal outlined for public utility companies a five-point basis on which he would negotiate for the purchase of properties in southeastern states.

(2) Representative McLean, Republican, N. J., notified the house he had introduced a resolution to remove from office all three TVA directors.

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The veteran Nebraskan also told the senate that critics had taken advantage of the split in the TVA board to disseminate "propaganda" against the agency.

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# Rail Executive Disappointed In Freight Increase

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"Whether we'll go back to the commission again with another petition for higher freight rates, or just what course we will pursue hasn't been decided," he said, adding that the permitted raises will be put into effect as quickly as possible.

"They may be applied on 10 days' notice."

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The meeting will consider the whole question of railroad finances. Those to attend are Chairman Walter M. W. Spiwn and Commissioner Eastman of the I. C. C.; Senator Wheeler (D-Mont.), Representative Lea (D-Calif.), Cary Gray of the Union Pacific, and George Harrison, representing railway labor.

With certain exceptions, the I. C. C. authorized the railroads to increase freight rates by 10 percent. It stipulated, however, that increases granted on many commodities last fall must be included in that percentage.

# LAKE PROJECT DRAWS QUERIES OF UNEMPLOYED

When construction will start on the Gray county lake and dam, to be located 25 miles southeast of Pampa on a 1,000 acre site of the E. B. Johnson estate lands, is a question the county relief office is being frequently asked now, by many persons seeking employment.

The new project is one on which many jobless have pinned their hopes. Only one WPA construction job is now in progress in this county, that one being Highway 152, east of Pampa, where caliche is being laid on a 11.7 mile strip connecting Pampa and Wheeler. Topping of the road is to begin in a few months. At present, 125 men are employed.

No information has been received here concerning any new WPA projects for Gray county. Under a new quota allowance 3,200 men are to be employed this month in 26 panhandle counties, the district WPA office has announced.

Approval of 40 new projects involving federal expenditures of \$466,535 and local governmental agencies expenditures of \$316,535 were announced at San Antonio by Stearns S. Tucker, deputy state administrator. None of the projects were for the Top O' Texas.

One South Plains county was included in the list: Lubbock—elimination of unsanitary devices in rural and suburban areas where sewer systems are impractical; federal funds, \$12,451; sponsor's funds, \$10,605; workers 45.

**PROGRAM TIME KPDD 1310 KILOCYCLES**  
THE HIGH FIDELITY VOICE OF THE PAMPA DAILY NEWS

**WEDNESDAY AFTERNOON**  
3:00—MONITOR VIEWS THE NEWS  
3:15—THE ROUND UP  
3:30—MAY FOREMAN CARR  
Turley Music Stars  
3:45—WOMAN'S PROGRAM WITH BETTY DUNBAR  
4:00—ER AND ZEB  
4:15—JUNIOR HIGH SCHOOL  
4:45—SWING IS HERE TO SWAY  
5:00—CECIL AND SALLY  
Presented by Culberson-Smallling  
5:15—MUSIC IN A MODERN MANNER WITH KEN BENNETT  
5:30—TERRY AND THE FRATES  
Presented by Gray County Creamery  
5:45—CLUB CABANA  
6:00—LA NORA PREVIEW  
6:15—GREEN STAMP DEALERS PRESENT "THE FINAL EDITION" WITH TEX DE WEESE  
6:30—ORGANAIRES (Ken Bennett at Petit Ensemble)  
6:45—GOOD NIGHT!

**THURSDAY MORNING**  
6:30—GOOD MORNING NEIGHBOR  
7:00—ER AND ZEB  
7:15—MORNING DANCE PARADE  
7:30—MORNING MOODS (Ken Bennett at Console)  
7:45—CENTURY TIRES PRESENT THE OVERNIGHT NEWS  
8:00—MUSIC IN A SENTIMENTAL MOOD  
A Southwestern Pub. Serv. presentation  
8:15—HITS AND ENCORES  
8:30—PEACOCK COURT  
8:45—LOST AND FOUND BUREAU OF THE AIR  
Presented by Edmondson's  
8:50—FOOD FOR THOUGHT  
Eagle Buffet  
9:00—MIKE NEWS  
9:00—SHOPPING WITH SUE  
9:30—BULLETIN BOARD  
10:00—ORGAN CLASSICS (May Foreman Carr)  
10:15—ZEKE MANNERS AND HIS GANG  
Presented by Bruce Nursery

**THURSDAY AFTERNOON**  
12:00—INQUIRY REPORTERS  
Presented by Martin Sales Co.  
12:15—SONS OF THE SADDLE  
12:45—RHYTHM AND ROMANCE (WBS)  
1:00—NOON NEWS  
Presented by Thompson Hardware Co.  
1:15—TEMPO  
1:30—KNOW YOUR SCHOOL  
1:45—LIVESTOCK MARKET REPORT  
Presented by Barrett Bros.  
1:45—AMERICAN FAMILY ROBINSON  
2:00—HOBDEKNOTT BARBECUE WITH COWBOY JIM  
2:30—MUSICAL PHANTASY  
3:00—MONITOR VIEWS THE NEWS WITH COWBOY JIM  
3:30—THE ROUND UP  
3:45—WOMAN'S PROGRAM WITH BETTY DUNBAR  
4:00—ER AND ZEB  
4:15—TONIC TUNES (WBS)  
4:30—WORLD ENTERTAINMENT (WBS)  
Presented by Culberson-Smallling  
4:45—CLUB CABANA  
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There are vast salt tracts in the southern and western parts of the Sahara desert. One of these tracts is 30 miles wide by 12 miles long, and 20,000 camel loads of salt are taken from it annually.

# LAW READY TO CRACK DOWN ON RUSTLERS

AUSTIN, March 9 (AP)—Rangers, sheriffs and special officers of the Texas and Southwestern Cattle Raisers' association are about to crack down on livestock theft rings.

A lengthy and quiet investigation is nearing a climax and, a reliable source said, evidence might be turned over to various cattle country grand juries in April.

Col. H. E. Carmichael, public safety director, says theft of cattle, sheep, goats, and hogs has increased recently but enforcement officers, banking on new laws, believe their campaign will produce startling results.

In recent months 13 indictments were returned by juries in Panhandle and West and Central Texas counties. One source said results of newly gathered evidence should eclipse these indictments.

At the last general session of the legislature penalties for livestock theft were increased and theft of wool, mohair and edible meat was made a felony. Conviction under either law brings sentences of from two to 10 years.

The lawmakers also placed restrictions on livestock commission merchants, requiring them to register,

make bond and keep an accurate description of every animal involved in transactions. Violations are misdemeanors subject to fines of from \$25 to \$1,000, 30 days imprisonment or both.

The new era of stock thefts, while lacking the color of that of frontier days, presents even more difficulties.

The modern rustler works with trucks instead of horses, has gained greater celerity of movement and, as a result, capture has been made difficult.

In the dead of the night he slips into vast ranch lands, cuts a few head from a herd, sometimes kills and dresses them on the spot and by daylight has disposed of them at a nearby market.

The method produces little evidence because thieves seldom leave behind hides or other incriminating evidence. But officers, alert to the new methods and gaining more and more information about illegal trade channels, are pledging together scattered shreds.

Although tighter laws are helping, there is need for even more authority, officers assert. Texas cattlemen can register their brands with county clerks but registration is not compulsory and duplicate brands are not uncommon.

Another difficulty, they say, comes from "outlaw" packing plants where stolen stock is disposed of and the hides ground into fine bits, destroying identification marks. There is no law prohibiting this practice.

Cattlemen themselves, increased over increasing thievery, are waging war against rustlers. The association, in convention in San Antonio, has pledged a united front against the illegal traffic.

Many ranches are so large owners cannot patrol them. They make little effort to hunt down rustlers. They simply keep a sharp eye trained on outlots and roads, looking for suspicious tracks.

Rustling of the old fashioned type is confined largely to the international border country and federal, state and county officers on either side of the Rio Grande have about brought an end to it there.

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*Levine's Latest 1938 Spring Fashions*

**HIGGINS WOMAN NAMED OLDEST MOTHER-IN-LAW**

AMARILLO, March 9 (AP)—Civic pride caused a problem at the mother-in-law celebration today.

Mrs. Mary Rogers of McLean, who will be 96 years old next June, was selected as the oldest mother-in-law and given the honor of riding in the pioneer dug-out in the long parade.

The Higgins community heard about it. Committees from that town came forward with proof that Mrs. Mary E. McClure was older than Grandma Rogers. She will be 96 late this month and is Mrs. Rogers' senior by a little over two months.

Something had to be done, for each mother-in-law, old or young, had been promised anything she wanted today.

Mrs. Rogers was left in the pioneer dug-out float and Mrs. McClure was placed in the reviewing stand with Mrs. Roosevelt. Both aged mothers-in-law were satisfied. So were McLean and Higgins.

**PAINT FOR CHARITY.**

CAMBRIDGE, Md.—Women weary of staging bridge parties to raise benefit funds came to the aid of the Cambridge-Maryland hospital with brushes instead of playing cards.

They held "painting bees" to give the building a new coat of paint. Volunteers met at the hospital twice a week and did the work themselves.

**STOCK SHOW RECESSES FOR MOTHERS-IN-LAW**

AMARILLO, March 9 (AP)—The Amarillo fat stock show was in recess today for mother-in-law day.

A 905-pound senior calf, owned by Mayfield Kothman of Mason county, yesterday won the championship in the baby beef division by defeating the junior calf shown by Jock Scott of Custer, Okla.

The moon's mass is estimated to be about one-80th that of the earth.

**BIRTH OF 19-POUND BABY BOY REPORTED**

DETROIT, March 9 (AP)—A 19-pound baby boy, measuring 24 inches at birth yesterday, was the marvel of Detroit today.

He cried lustily and wiggled his curly head convincingly for visitors who came to see him.

Although hospital attendants said babies have been born weighing 25 pounds, none so large are on record in this vicinity and at least one physician, told of the occurrence, exclaimed:

"I don't believe it."

The 36-year-old mother, Mrs. Mary Lawler, murmured when she was told how much the baby weighed.

"You must be kidding me."

The father, John C. Lawler, an unemployed auto factory worker, greeted friends and well wishers happily despite his economic burden.

There are five other children ranging from two to 17 years old.

**GABERDINE SUITS**

New For Spring '38

This price brings the most popular gaberdines within the reach of every income. For \$15.00 you receive high quality workmanship, fine fabrics, smart style and real comfort for all year wear.

Come in Today and Select Your Spring Suit

Brown - Blue Grey  
Light Grey - Tan

**\$15**

**LOVELY NEW SPRING DRESSES**

A Brilliant Assembly of SPRING'S NEWEST, SMARTEST FROCKS

3.98

New Boleros and Jacket styles... Fan pleated and swing skirts... High, low, draped and V necklines... Crepes, Alpacas, Novelty Printed Jersey.

New panel Prints. Gay scrolly prints. Floral prints. Solids.

**TOPPERS**

The decidedly popular light-weight fleece coat.

Colors: nude, grey, gold, beige, shrimp, blue.

Feature Price

**\$3.98**

**NATIONAL USED CAR EXCHANGE WEEK**

MARCH 5 TO MARCH 12

SEE ANY CAR DEALER DISPLAYING THIS SIGN

Tex Evans Buick Co. Inc. Hampton & Allen Motor Co. Inc.  
Lewis Pontiac Co. C. B. Gloor Motor Co.  
Cullum & Son Tom Rose (Ford)  
Culberson & Smalling Chevrolet Co.

**NEW SPRING SILK DRESS LENGTHS**

3 - 3 1/4 - 3 1/2 Yard Lengths

Plain novelty weaves, washable crepes in pastel colors, printed crepes.

Length Choice

**\$1**

**500 Men's SHIRTS**

Come now! Stock up! Plain and Duke of Kent Collar. Prints - Broadcloths.

Regular \$1.00, \$1.25 values. Plenty of each size, 14 to 17. Past colors, non-wilt collars. New, fresh stock bought for this special occasion.

Choice

**50c**

**SPRING SHOES**

100 Dazzling New Styles

Tans, Black Patents, Strawberry, Beige, Grey, Gabardines, Sport Oxfords, Red Patents... Any Style Heel.

See these beautiful new styles and you'll want several pairs at this price!

**1.98 TO 2.98**

**Spring Bags \$1**

You'll be thrilled with this assortment of new bags in green, black, wine, rust and other colors to harmonize with your outfit! Special purchase to save you money at—

**12c** Yard

**Spring Hats \$1**

Lovely new spring hats, in brims and berets, and colors that are popular right now.

**59c** Yard

**PRINTS**

Delightful designs in best quality prints at this low price. Colors you'll like!

**12c** Yard

**TAFFETA**

Nice taffetas to make lovely evening and other dresses and for blouses. Solid and printed colors you will be proud to wear.

**59c** Yard

**600 Yards New Spring Silks**

Full width lovely silks in colors and designs to make gay dresses and blouses for spring and summer wear. New stock of fine texture silks!

**39c** Yard

**FULL FASHIONED SILK HOSIERY**

All silk full fashioned chiffon, pilot tops, in all the newest and popular spring shades. Exotique, Copperblush, Sun Blush, Plaza, Vagabond, Tropic Tan, Sun Nude

Pair

**59c**

**EVINES PRICE TALK**

# Pampa Daily News

(VOL. 31, NO. 304)

PAMPA, GRAY COUNTY, TEXAS WEDNESDAY EVENING, MARCH 9, 1938.

## FASHION SWINGS TO SPRING THURSDAY

### SPRING FASHION DAY PLANNED BY AUTHORITIES

Pampa merchants have for weeks been working with the leading fashion authorities to help lay the plans for Spring Fashions Day. Realizing that a color mode would be the dominant influence in the spring fashions picture, buyers have made many trips into Eastern markets where careful selection of all style merchandise has made it possible to coordinate color throughout the costume, either in blending or contrasting hues for accessories, hats, and other essentials.

Not only the unusual "high fashions" wanted by women of individuality and means, but the many wearable adaptations of these unique fashions are represented in local store stocks. And accessories make it possible for the average woman to give her simple "basic" suit or dress the same air of individual smartness as her high-fashion sisters.

**Pampa Stores Set New Goal**  
Setting a new fashion goal for local smart women, stores offer every new color in costumes or accessories. Care in selecting all merchandise, especially in the selection of blending or matching hues in fabrics and leathers, straw hats, will give greater ease to shoppers as they assemble their new wardrobes for the spring fashion parade.

A study of the habits and activities of Pampa women disclosed that more kinds of costumes are necessary to the complete wardrobe for 1938 than ever before. Buyers gave special attention to the new sports and outdoor fashions, as well as the correct clothes for business girls, club women, and matrons.

### Brims Will Tell The Tale in Your New Spring Hats

The news in spring hats lies in color, in variety and renewed interest in brims.

That's the word brought from Paris by Sally Victor, one of America's outstanding hat designers, who recently returned with a turquoise toque tilted over one eye and a number of new Paris chapeaux in her luggage.

"Spring hats bloom with color," she says. "Generally it's grafted to a black or navy blue body of flowers, colored veils, shirred or ribbon trims, though a number of colored felt hats are also seen. Turquoise, a new rose-pink and burnt sugar are among the new shades, which include many muted tones, such as medium greens and blues."

"There is much variety in shapes—almost as much as there was this winter. Pillboxes, toques, sailors and forward-pitching hats inspired by Watteau's paintings are all good. Mingled with the talked-of low crowns, there are some high crowns and high-trimmed low ones."

"But I think the real interest has moved from crowns to brims. Some brims roll back from the face, inspired by the Paris exposition's display of Goya's paintings which is having an influence on spring hats. Other hats pitch over the forehead. Many are accented with shirred, colored ribbons or jerseys or are trimmed with flowers."

"And to those of us who make hats, there is news and interest in the fact that sewn straw braids, such as milans, are very much in the picture."

Soft colored "feminine" flowers such as hyacinths and lilacs are indicative of the floral trend, says Mrs. Victor.

Veils, still very much in the picture, are woven with colored meshes or splashed with colored dots. They are draped in new ways—under the chin or looped under the hair at the nape of the neck.

A race was run in Australia between an ostrich and a horse.

### Spring Style Song From Paris Has High Notes



This black satin blouse, with high, swathed collar, belongs to an impeccably tailored black suit signed Creed. Note the yoke effect on the skirt underlined in gleaming black cord, which also appears on the conventional tuxedo jacket. The dash of color is supplied by the bright red chiffon scarf trimming on the black pivot straw hat.

## Styles Hit Popularity Peak

Leading the parade with important fashion centers, Pampa stores are featuring the new American fashions which have set a new pace for the world of fashion. Realizing that Pampa women want that combined smartness and practicality that distinguishes American fashions, local merchants are giving special attention to this new vogue for "classic" styles.

The American sports mode has long been copied by designers in other countries, and now American clothes, with their schoolgirl simplicity and youthfulness are being copied for all daytime and evening occasions.

**New Classic Modes Set**  
Swinging into 1938 with a dash of new authority, American designers have turned their attention to the problem of designing fashion-right clothes in the "classic simplicity" preferred by American

fashion leaders. Recognizing that American activities and tastes differ from those of European fashion centers, these clever young American couturiers have now taken the spotlight for the new daytime modes which because of their youthfulness have universal appeal.

Inspiration from Hollywood, southern resorts, and the gay casual clothes of the college crowd, bring new interpretations of classic fashions constantly. And manufacturers welcome the new trend to American designing, it is said, because an understanding of manufacturing problems enables these designers to create styled garments which may be reproduced without difficulty.

**New Color Vogue Set**  
One of the most important fashion trends set by American women, it is said, is the tremendous vogue for color. Women in this country,

because of the climatic advantages and greater outdoor activities, wear more color than women in other countries. And this year's vogue for lovely blended colorings in every costume from tweed suits to gay swirling evening clothes is definitely due to American preference for color, it is claimed. Having lovely complexions as well as more slender figure lines, American women en masse are able to wear many beautiful new color hues, instead of the continental black or navy.

Paris couturiers visiting this country in recent weeks are finding new inspiration for their own fashion designing, and comment upon the fresh young viewpoint of American designers. The youthfulness of the American couturiers gives to American designed fashions the youthful dash coupled with practical simplicity which is so popular in all fashions this spring.

with full billowing skirts, which can also be worn in the south.

Gray and black lacquered tulips shimmered on the surface of some frocks. They appeared in white, pastel blues, pinks and yellows. Other dance frocks which will appear in next summer's moonlight were made of checked voile.

Many were designed with puffed sleeves and a number had boleros to match. Velvet shoulder straps and occasional floral accents

were noted on the frocks, which were worn with the new high-swept coiffures, often accented by a hair-bow in the back.

Daytime costumes featured simple printed voile dresses worn under boleros and detachable skirts made of sheer navy blue voile.

Very sheer white organdy blouses designed with short sleeves, high necklines and ripping jabots were displayed as accessories. They were worn with very short gored skirts

### ALL STORES TO TAKE PART IN STYLE PREVIEW

Don't wait for the first robin to tell you of the advent of spring. It's here. Spring has come to Pampa in a burst of color and all local stores have joined in a welcome movement to present all that Dame Fashion decrees in a thrilling spring fashions evening. Planned for the purpose of telling the complete fashion story for spring at one fell swoop, it is expected this event will attract hundreds of visitors from all over the Pampa shopping district.

**Starts Officially Tomorrow.**  
Promptly at 7:45 o'clock Thursday evening, at a signal from the fire siren, all stores will simultaneously unveil their windows which will mark the official opening of this gala event. Much interest in the forthcoming preview of store windows has been evident on the part of Pampa residents who have noted the preparations that have been taking place during the past few days.

It may be said in advance that the theme of the window displays will be color, color, color, with lavish backgrounds of gay flowers. Never has fashion so beautifully harmonized the smartest clothes with the beauty of nature's own setting. For this year's flower pastels and rich deep colors blend with the vivid leaf greens and gay hues of spring itself.

**Activities Planned.**  
Although the chief interest in the Spring Fashion Day will be seeing the beautiful new clothes, the individual stores have planned a series of special events of interest to all. Among these will be individual style shows conducted by the various stores. Tea will be served to the visitors of several stores as the latest spring styles are shown, and the streets downtown will be roped off and a roving orchestra will go from store to store to play for the spring style crowds. Several other new and novel stunts will be included in the entertainment for the evening.

**Large Crowds Expected.**  
Preparations have been made for taking care of the crowds that will naturally turn out for an event of this scope. It will be another historic leaf in the book of success written by the splendid retail firms in Pampa.

It is interesting to note that not only will emphasis be placed on displaying new apparel for misses and women, but equal importance has been accorded to showings of new things for children and for men and boys. It is expected that considerable interest will be aroused by this novel presentation.

**Buttons Become Jewels**  
Button, button, who's got the button? Right now, it's difficult to distinguish between buttons and costume jewelry. No longer is the button simply utilitarian—it's decidedly decorative—and important designers have taken time out to create beautiful and unique designs. For sports, leather and carved wood; for formal gowns, heavy metals studded with semi-precious stones, enamel inlays, plastics, scintillating marcasote, are brilliant and artistic accessories.

**Copper Is Stylish**  
One of the very newest colors on the fashion horizon is copper. It is predicted to be exceedingly popular, because it blends well with other predominating colors of the season, yellow, dark brown, certain dusty shades of rose, blue and green, and is exceptionally smart combined with or accented by black. It gives a luxurious effect under your dark fur coat and is equally smart with gray or beige, and, best of all, becoming to most complexions.

16 to 17 inches from the ground and wide, rolling-brimmed hats of navy blue straw, set over navy veils that fall to the shoulders.

A number of the Swiss fabrics were processed with a finish which manufacturers say enables them to retain their crispness after laundering, if ironed while damp.

### Woman's Clubs Put Wool Fabric In the Spotlight

By ADELAIDE KERR

HOUSEWIVES of America are backing a movement to have fabrics they wear labeled as to content in a manner similar to classifications required by the pure food laws. As a result of their action, attention of the fashion world is focused for the moment on wools.

Recently the General and New York City Federation of Women's clubs asked the Federal Trade Commission to call a trade practice conference for wool.

#### Finds Public Confused

"We regard rules which adequately inform women regarding the kind of raw material used in wool fabrics, and, in fact in all kinds of fabrics, as important in the influence in their lives as are the pure food and drug laws," said Mrs. Roberta Campbell Lawson, president of the General Federation.

"There is great confusion in the public mind between virgin wool, which is new wool that has never been used before, and reclaimed wool, which, in the majority of cases, is made from wool rags or old clothes, and which in the process of picking to pieces and reweaving loses a great deal of its strength and much of its protective qualities against climatic conditions."

One of the first goals the federation seeks, Mrs. Lawson says, is the setting up of a legal differentiation between virgin wool and reclaimed wool. She asserts that quantities of fabrics marketed as wool contain little or no virgin wool. The federation, she explained, did not want to stop the use of reclaimed wool, but simply to have it identified as such.

#### Differences Explained

Julius Forstmann, veteran wool fabrics manufacturer, a leading advocate of the labeling of wool fabrics said recently:

"There is a decided difference between virgin and reclaimed wool. Virgin wool has greater warmth, wearability and elasticity. Reclaimed wool does not hold its shape as well. I believe it extremely important that the poor woman, to whom pennies count, should be able to know which she is buying. The average buyer, however, is unable to tell the difference between the two."

The Federal Trade Commission is expected to call a hearing on wool soon.

The action of women's clubs on wool is in line with a general campaign for "truth in fabrics" they have conducted for a decade. In October, 1936, the New York City Federation of Women's clubs asked the Federal Trade Commission to adopt measures to assure "fair competitive identification of fibers." This appeal was followed by a trade commission investigation resulting in the famous "rayon rules" of October, 1937.

#### Rayon Classifications

garments made from them must be labeled "rayon." Thus taffeta, chiffon, crepe, velvet, etc., containing rayon fibers or dresses made from these materials must now be labeled and sold as "rayon taffeta" or "rayon crepe" instead of simply "taffeta" or "crepe," terms associated in the public's mind with fabrics which are likewise made of silk, wool, linen or cotton.

By the same rules, fabrics made partly of rayon and partly of other materials, such as wool or silk, must be labeled by designations such as "rayon and wool" or "wool and rayon," depending on the proportionate amounts of each.

The materials which will make the new spring clothes are interesting in weave and color. The smartest wools feature homespun and tweed-like weaves in soft muted colors such as rose and sand.

Rayons and silks appear in smooth, textured weaves, ribs and twills and a very gay assortment of prints such as map patterns, Chinese figures and floral designs. New cloque cottons with a satin-like finish are expected to appear in sports clothes.

#### Purse Perfume

If you are looking for a not too expensive gift or bridge prize there is a new perfume in a purse-size bottle that will not leak or break. The flacon is upon a pedestal base and is covered by a decorated blue and gold cofret which slips down over the bottle to the base. Just the right size to fit in the corner of your favorite purse.

Montreal was the capital of Canada from 1844 to 1849.

### Stripes for Casual Wear



Fresh as a breath of spring and smartly tailored, but not severely so, is Maggy Rouff's spring suit which shows mastery of stripes.

The jacket is of bright pink flannel with hairline stripes in black and a slide fastener closing. The skirt—a slim, slenderizing model—is of black wool.

#### Sequin Jackets

Sequin jackets are seen in all shapes, sizes, and colors. One very unusual little model, in royal blue with narrow stripes of white, is most attractive. The neckline is cut straight across the front and back, falls softly from the shoulders and is made like a slipover sweater—no opening either in front or back.

clothes made with the paganu prints have a native atmosphere about them. Square necklines, wide, full skirts, short cut sleeves, and tiny waists. They are most attractive and colorful.

#### Bandbox Bag

One of the most charming evening bags is made of rich small patterned brocade in rich colors and shaped like an old-fashioned bandbox. It is satin-lined, just large enough to hold the necessary accessories, has a tiny change purse which swings on a metal chain when the bag is opened and a bracelet handle.

#### Balinese Prints

Gay, exotic Balinese prints are being shown in beach clothes, evening dresses, and for street wear. Covarrubias brought these designs back from Bali, and the

## Modes of Spring

... Are Reflected In Our Latest Designs Of Silverware, Crystalware



Silverware

Tudor-Plate, Wm. Rogers and Sons, and 1847 Rogers Bros. silverware in patterns that are new to any table. . . You will like the new designs and styles in the leading brands of them all.



Crystal Ware

Excitingly new patterns in crystalware to adorn your fresh, new spring table at the turn of the season. . . Don't miss seeing this new shipment of crystal.

#### Vivid Costume Jewelry

Accent your costumes with vivid, colorful jewelry! . . . New metal, beaded and enameled types.

McCARLEY'S First National Bank Bldg.

## Mister . . . Tweeds Go To Town!



Breezing into greater popularity because of their coolness and lightness, tweeds are going places this Spring.

Our display of tweeds, tailored by Hart Schaffner & Marx and Varsity Town, is a notable one and includes such brand new style ideas as Stri-plaids (a smart combination of stripes and overplaids) and a collection of rich smooth colors.

Slip into a suit of these rich new tweeds and you'll see what we mean when we say that tweeds can go to town with smartness this Spring!

\$32 to \$45

Nonchalant As Their Names



The Knex "Vagabond" and The Stetson "Playboy"

Smart as a whip—yet with that easy, casual look which only these famous light weight hats can achieve! They are light . . . smart . . . and have easy lines that make them becoming to every man. We offer them in all the popular colors of the season.

\$5

Other Styles \$7.50 and \$10.00

MURFEE'S Inc.

# Murfee's, Inc.

## Check your Spring Wardrobe From the Lists Below . . .

Step through our doors and see what everybody's talking about! Feel the thrill of Spring. It's a new season, aglow with youth, vibrant with color. A new season of utterly feminine clothes. Come see Spring's most exhilarating fashions at Murfee's today!

"Rothmoor" Coats and Suits  
"Passarelli" Man Tailored Suits  
California Toppers

"Classy Jean" . . . "Cartwright" . . .  
"Ann Forsythe" . . . "Betsyann"  
and "Nelly Don" Dresses

"Tailor Maid" and "Susquehanna" Blouses  
"Norman Baker" Skirts  
"Kessler" Handknit Sweaters

"Rafield" Hats of Character

### The Spring Picture as We See It:

Tailored suits are much talked about for Spring. The youthful jacket is universally becoming. Pleats, front and back, in the skirt give the currently fashionable "animated" silhouette.

Let your casual suit be of beige sheer woolen . . . skirt with side pleats . . . three-quarter length coat with tuxedo front, lapunto worked.

Street dresses this season have loveliness that is more than surface deep. Our well made . . . well styled collection of plain and printed crepes will give you real clothes satisfaction.

Formals . . . caught "on the wing" and transfixed into the most beautiful clothes you've ever seen. New colors, including Heron blue . . . Flamingo rose . . . and Paroquet yellow.

Delightful . . . refreshing hats go back to flattery again—Hats men will like . . . Hats that shade your eyes and frame your face. Add the glamour touch of yards of veil and you've a fairly devastating little bonnet!

The newest, most intoxicating color trend in accessories is "Circus Tones" as sponsored by Vogue and Harper's Bazaar and shown by America's leading designers.

Harper's says: "You'll choose your accessories with the abandon and the unfettered imagination of a child at a crayon box."

In other words—you've been choosing "blended" accessories with perhaps a spike of color in the glove. Now—you'll mix them together with a knowing hand . . . all the soft misted pastels . . . the sharp blatant reds, greens, blues, purples and yellows . . . to evolve combinations that may be nerve wracking but will never be monotonous!

Make your own Poly Chromatic combinations. Apparently disregard all rules of color—and remember it's a heinous sin to match more than two tones (preferably bag and shoes).



Ladies Bags by H. Margolin . . .  
Park Lane . . . Morris-Mann-Reilly.

"Glentex" Scarfs

"Artercraft" and "Phoenix"  
Hosiery

Gloves by "Fownes" . . . Norman  
H. Blum—makers of "Kislav."

Color-Mad Jewelry and  
Colorful Boutonnieres.



### The "Flight"

. . . A V-neck pump . . . an entirely new note in pumps. Will not bulge on the most flexible foot. Available in Copper Calf and Navy Gabardine.



### The "Pierette"

. . . A sleeve gore pump with open or closed toe . . . Roseberry Calf . . . Copper Calf . . . and Parisian Blue Doeskin.



We will remain open from 7:45 p. m. until 9 p. m. Thursday evening.

There will be roses for the ladies visiting our store during that time.

"Shoes are prettier this Spring than they have been in years" most women readily agree! And there's very good reason for these agreements.

There are fewer high shades than last season but there's more color in the smart shades that are good.

Copper tones including the Terra Cotta shades and Roseberry is by far the most outstanding note in the Spring footwear. These colors are worn with practically every color costume except black.

Blues, especially the Parisian shade with a purple cast, are very important in the color picture for Spring. Black, from a selling standpoint, is also way out in front. The patent open toe sandals are adaptable for most every costume.

Considering types of shoes—the sleeve gore is outstanding with low cut pumps running a close second. They're both very neat appearing.

Medium heels are very important although several higher heels are featured.

We are convinced that there are no more matronly women. Young women from sixteen to sixty-five want flattering, high style shoes and this season they may have them.

# MURFEE'S, Inc.

# LOW NECKLINE DEMANDS WHITE UNLINED NECK

By ALICIA HART

There are plenty of V, heart-shaped and other low necklines in spring fashion collections. Throats that aren't smooth, white and unlined won't fit into this picture at all.

If your neck is slightly sallow or rather grayish, by all means use a mild bleach once a week. With the new violet blues and various rose shades pearly white skin tones are the order of the day. Yellowish and brownish ones are out—for spring at least.

Diluted lemon juice is an excellent bleach for neck and shoulders. Then, of course, there are several fine commercial preparations of this type. However, unless your complexion is very oily, always use a rich cream directly after a bleach. Bleaches of any variety are likely to be quite drying.

To get rid of the "bracelet lines" about your throat, apply a rich tissue cream every night and massage it in with upward strokes. Do a neck exercise or two while you are waiting for the skin to absorb more of the cream. More often than not, lines and wrinkles are caused by incorrect posture.

You might begin with one that relaxes muscles at the back of the neck and gives the throat a long, slender, uplined look. Simply relax your neck, letting chin touch chest. Now raise head and let it fall backward as far as possible, meanwhile relaxing your jaw and opening your mouth. Close mouth slowly, feeling throat muscles stretch and pull, then bring head to an upright position, straightening shoulders as you do so and making the muscles at the sides of your neck do all the work, if you find this difficult, place fingers behind ears and pull upward. Repeat five times.

## Clothes and Beauty Inseparable for Finished Picture

By ALICIA HART

You may be sure that a truly striking woman—one who always is sparkling, perfectly groomed and beautifully dressed—realizes fully the importance of her clothes, her personality and her personal appearance as three factors which make the finished picture. She places equal emphasis on beauty routines, selection of clothes and the business of keeping her mind alert, disposition pleasant.

If you want to look your best, day in and day out, stop drawing mental lines between your clothes and your appearance and your personality. The dowdy girl with the excellent mind doesn't quite measure up. People who meet her wish she would try to look at least half as attractive as she really is. And the pretty, nicely turned out little dummy whose lips utter nonsense and whose face is quite expressionless unless she's talking about herself makes others wish that she'd try to be as attractive as she looks.

A Paris couturier who visited this country recently thinks that schools and colleges should teach their women students something about clothes, makeup and staying youthful through the years.

"If a young girl isn't taught the fundamentals of perfect grooming, good taste and makeup, which types of clothes are flattering and which are not, she'll have a difficult time finding herself when she is older," the designer said.

"And find herself she must—if she is to be successful in the ways women were intended to be. One who never has bothered to learn a great deal about her own figure, hair, skin as well as personality just need not hope ever to be considered a beauty. Women who are really glamorous never buy the wrong dress, never look as though they were in desperate need of a shampoo and wave, never get too busy to keep up with current events, to read, to think—honestly think—and to be reasonably thoughtful of others. And all of this isn't as impossible as it sounds. The world is full of glamorous women."

### Popular Pumps

Opera pumps have gained popularity with the racing season. They give added comfort in walking on sandy soil, and so have preference over open-toed sandals. Plain unadorned pumps in navy, black and London tan are the favorites.

## Flowers Bloom on Early Straws



Pert is the word for the new spring hats, worn jauntily a-slant and finished with huge clusters of flowers, "little girl" bows, flowing veils and other ultra feminine trimmings. The wide-brimmed model, above, of rough straw, with a giant cluster of flowers hiding the crown, is held on by streamers that tie behind, hair-ribbon fashion.

## LADYLIKE FASHIONS TRIUMPH IN COATS AND ENSEMBLES

With fashions for 1938 becoming increasingly feminine and flattering, a gay spring season opens with a muted rainbow of colors blending in costume ensembles. The bizarre, the sophisticated, the crudely showy or boyishly sporty are gone. Smart women turn to amode so youthfully gay and yet so lady-like that the new styles

seem more flattering and wearable than ever.

There is an "air" about new coats and ensembles. They demand a more erect posture, in the lady-like manner, for they are



boxy and slim or fitted and flaring. Boxy lines in "little" coats, slim, straight lines in new swaggers, and fitted collarless lines in dressy casual coats all accentuate the straight slim silhouette.

But while the simplicity of line and detail give youthful naivete to this season's coats, the new fabrics more than make up for the lack of trimmings. Their lovely textures and colorings concentrate attention on the new mesh and lacy open-weave woollens, the new twills and ribbed coatings, and the smoother softer fabrics with a delightful suede texture.

The spirit of the 1900's persists in the lady-like combination of coats and dresses to create a whole new ensemble mode. Perfect blending of colors, the discreet accent of color on dark ensembles, the moulded look of the new silhouette give a feeling of elegance to spring costume ensembles. High-bosomed detail and new pocket treatments on many coats, as well as the intri-

cate use of stitchings and similar trimmings also emphasize this refinement.

Swinging along gracefully in spring breezes, the new slim-lined capes have their own special claim to fashion attention. Bright braidings and buttons enhance their military look, while adding the touch of youthful chic. Some of these are softened by the use of shirred shoulder lines, and many have gay print linings or front facings to give them a dressy look.

Long capes, buttoning straight down the front, look very new and will be worn by the more



daring women of fashion. However, shorter capes which may be matched with several dresses will be a popular fashion.

Most popular with the younger crowd are this year's pastel jigger coats and the gay little "swing swaggers" with their casual lines. Called "loss-on coats," they match or mix brightly with print frocks or the lovely pastel wool dresses. Trimmed with stitching in tailored fashion, they are collarless and slim or full and swinging. Pockets and buttons give amusingly variation to their simple lines.

You'll BLOSSOM FORTH in these

First SPRING Beauties THEY'RE STAR BRANDS famous for VALUE!

HARBINGERS of gladsome Springtime are the new shoes we're showing! Lighter, more graceful, daintier, more colorful... expertly styled of all fine leather as only Star Brand Quality Shoemakers know how. See us BEFORE you "shop the town" and you'll save steps and money.

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WISE SHOPPERS invariably select Star Brand Quality Shoes. They know the all-leather quality of Star Brands means long service with lasting style and comfort.

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Modern as tomorrow for practical reasons! Perforations all the way through for coolness. Grey calfskin for style. Snappy lines to streamline your feet. All-leather for long wear. Be modern... GO UPTOWN!

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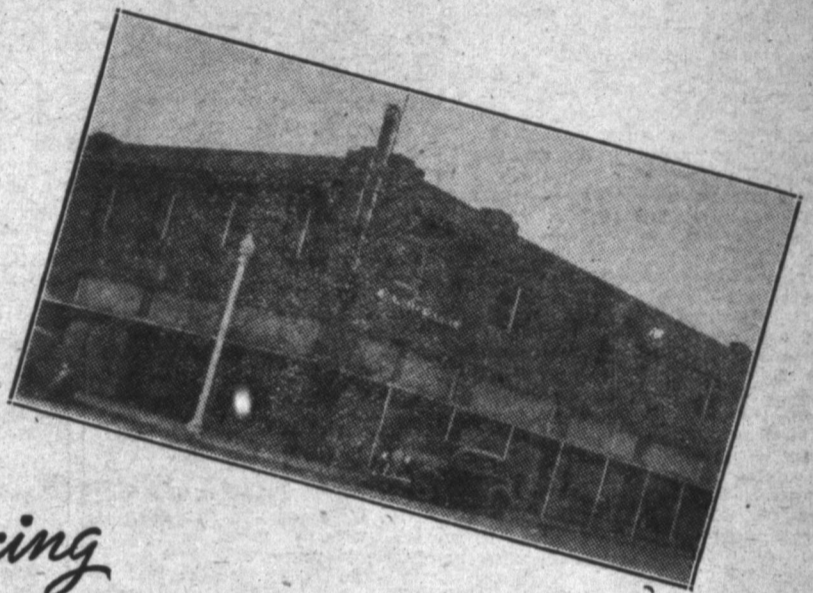
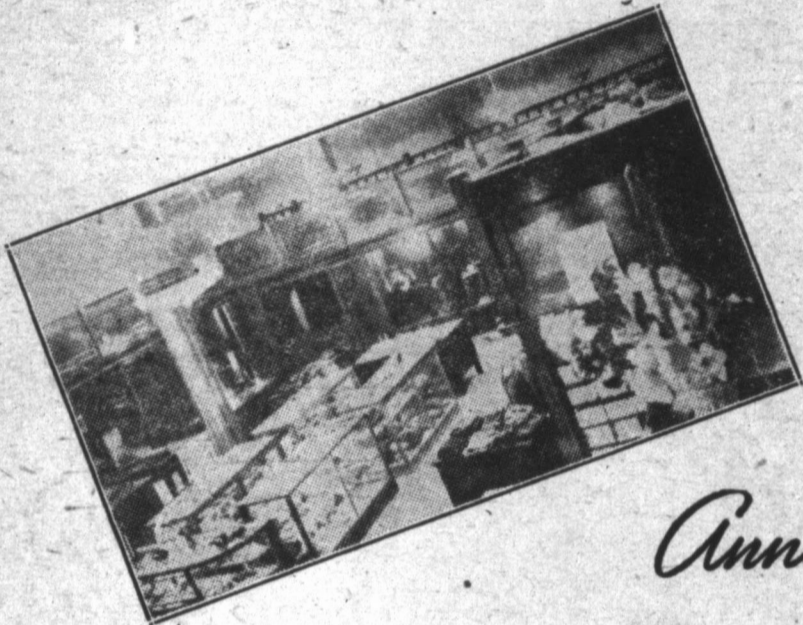
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## Always Presenting the Newest Ideas IN WOMEN'S FASHIONS



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**THURSDAY, 7:45 TO 9:30 P. M.**

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From Designers of Note!



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### HATS

Postilion hats with new chin straps! Saucy Mexican rollers, bowl bretons, darling pill-boxes and off-facers... bewitchingly young Spring hats! Straws, felts. Take note of our exact copies of Lilly Dache hats.

### SPRING'S NEWEST DRESSES

Swirl-skirted charmers, saucy pleats! Bolero costumes, wrist and finger-tip jackets over one-piece dresses! Vivid prints, chic black chiffons... clever details in shirring, fagoting, crisp trims! All dresses designed to make you younger, gayer!



Be Our Guests...  
Come in and  
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No Sales  
Permitted!

EVERYONE'S TALKING  
ABOUT  
THESE NEW, NEW

### SUITS

Suits for street, travel, and sport wear... Man-tailored, boxy swaggers, three-piece suits... the topcoat is slim and fetching!

For  
Evening

... The wide-skirted chiffon, shirred waist to confine hip-line... inspired lace with little jacket.

Prints!  
Chic Frocks  
New Sheers!

### COATS

New collarless, tuxedo swaggers, and casual dress coats!

### Accessories

Smart new bags... colorful Spring gloves... gay costume jewelry... flattering chiffon scarfs... Bright nosegays!

EVERYONE IS INVITED TO AT-  
TEND OUR COFFEE FROM 7:45 TO  
9:30 P. M. FAVORS FOR THE  
LADIES!

# MITCHELL'S

Apparel  
For  
Women

# Simplicity Wins Male Jury Spring Style Verdict

By MARION YOUNG

The smartest new spring costumes for every hour of a woman's life are practical, conservative. They are, indeed, according to a poll of doctors, lawyers, merchants, chiefs and radio announcers, conducted recently in New York, exactly the kind of clothes men like to see women wear.

Men, it seems, usually are unaware of high styles points, but they instantly spot careless tailoring and object violently to bad grooming. They see women—not their clothes. Which brings right home again all the things we've learned about the importance of having a few dresses and one suit which fit perfectly. Even if this means spending money on alteration fees equal to the cost of another dress.

### For "Background" Frocks

The one hundred men who answered the questions of the fashion staff of Rockefeller Center's magazine voted unanimously for the type of dresses women know as background frocks. These have simple necklines that lend themselves admirably to a variety of collars, jewels and so on. Their bodices flatter the figure. Their skirts mold hips, often flare slightly at the hemline.

When asked about a simple street dress of pale blue wool, appropriately named "Nine-to-Five," fifty men said, "Swell!"

The fifty remaining thought it too dressy. And of this group forty added that they preferred women in business in suits.

For cocktails and tea, the men picked a simply cut black skirt

# Spring!



ANITA LOUISE — Hollywood player, wears a small, rolled off-the-face hat of rose-pink for Spring. The crown is high and square in the sugar-loaf style.

and chic pique lace blouse with a dramatic hat with flowing veil. For country weekends, they liked a tweed suit—comfortable, informal. Seems they prefer jackets, blouses, and skirts to sweaters and skirts.

The jury went one hundred per cent in favor of an evening gown with fitted bodice and flowing skirt—one of spring's most important silhouettes. The dress they liked best is blue of chiffon with an off-the-shoulder neckline finished with a yoke of huge, many-colored poppies.

### Want No Mannequins

"We want the women we take out to attract admiring attention, but we don't want their clothes

to make us—and them—conspicuous," they threw in for good measure. "There's a great difference between being dressed to attract admiration and wearing clothes that attract attention."

All in all, just to simplify the matter, the kind of clothes men like are the kind easy to find this season. Watch for the bloused silhouette in tune with the trend toward easy fitting, comfortable styles.

Evening gowns are feminine but not fussy or frilly. The best street dresses are ever so simple. In fact, they encourage one to start haunting the costume jewelry counters. Country suits are made of handsome tweeds that really are hard and strong but look and feel soft. It's a spring when it's really easier to find clothes in good taste than in bad—a year when a girl doesn't have to look far to find perfectly tailored, simple costumes that will flatter her and please her beau.

### Prints Line Up

Floral prints have taken to horizontal and vertical patterns. Instead of a scattering of roses all over a navy blue background, roses now march down the length of the gown or in orderly stripes.

# HATS SWEEP UPWARD TO SHOW NEW HIGH CURLS

With a dashing tilt to her new Spring hat, mildly piles her curls high and ties her veil in a crisp bow under her chin. Bandanas fly gaily out behind the new Mexican roller hats, and wide Spanish sailors. Scarf turbans in gay colors perch forward to display the new coiffures. For it is a millinery mode of dash and color and youth!

Veils are more flattering than ever. Flowers bloom in profusion atop new crowns, and peep brightly from beneath tilted brims, or flaring bonnets. Fine straws in shining dark colors and rustic straws in a whole range of new shiny yellows give variety to the most colorful hat mode in many years.

There's a definite youth movement abroad this spring, and its gayest expression is in the millinery mode. Many new shapes and colors adorn the smartest heads. Forward pitching bowl bretons are anchored with snoods

at the back, and show clustering curls piled high. Fluttering scarfs are wound around softly padded pill-boxes, and then draped in enchanting lines around the neck.



Sombreros with peaked crowns are tied on with firm chin straps and wide brims crowd the fashion picture. Stiff-brimmed new sailors and high profile brims are flattering to frame the face. Bonnets tie naively beneath the chin, and high padded berets bend gracefully back from the youthful forehead.

England imposed a tax in the tenth century to provide money for buying off the Danish invaders.

# STITCHED

for distinction

PRINTZESS  
GLAMALURES

Spring  
1938  
Edition



Loose—and boxy—and very, very simple...these Glamalures...yet they draw exclamations of delight from all smart women. For they're in lovely fleeces—air light, soft—with colors rich as jewels. And, Printzess fashioned, they have such intriguing details as ingenious stitching, gores, paneling... details calculated to give you real coat distinction for Spring. All sizes.

C.R. Anthony Co

# Light and Airy!

## Is Our New Spring Theme Song!



Connie  
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Paris Fashion  
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Sizes 3 1/2 to 9—AAA to B



Connie  
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Sizes 3 1/2 to 9—AAA to B



Step Into Spring . . . comfortably and correctly styled! Anthony is ready with a storeful of lovely new Spring shoes. Lightweight strawberry calf, black patent, black and blue gabardines and red, green and blue buck.

HERE are the shoes of the season! We predict they'll be the coming "hits" of the spring parade of shoe fashions. There are so many new styles to choose from . . . you're sure to select the shoe "just for you." A real value in every style.

# C.R. Anthony Co

# COMES TO THE *Spring* Pampa Furniture Co.

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We invite your inspection of our new shipment of the Nationally Advertised Fashion-Flow-bedroom and dining room furniture. Can be supplied in three finishes—Mahogany and Birdseye Maple, Cherry and Walnut. Shown in Pampa Exclusively at Our Store.

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1938 Patterns, Complete Selection of

### MOHAWK Carpets and Rugs

We now have ready for your inspection the latest designs in plain and figured Carpets — All grades and weaves — From The Looms of

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### ALADDIN LAMPS

The new line of 1938 Aladdin table and floor lamps are now being shown. Don't fail to see them!

### PERIOD FURNITURE

We have recently added to our stock a selection of PERIOD FURNITURE — Living Room Suites; Bedroom Suites, Occasional Tables and Odd Chairs. . . . Let us show you authentic reproductions of such well known designs as Chinese Chippendale, Charles of London, English Chippendale, Sheraton and Louis XV.

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We shall be glad to demonstrate to you how to Individualize your floors by the use of Inlaid Linoleums with borders, insets and feature strips. Lasting and beautiful floors at a nominal cost.

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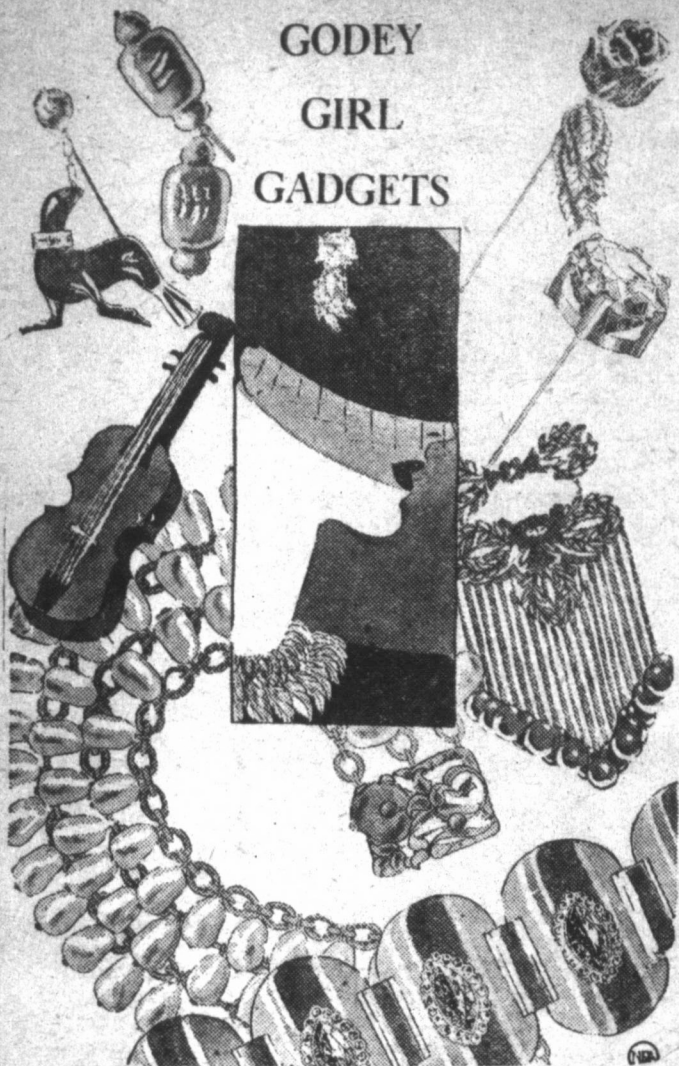
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### Hat Pins Point Revival of Jewelry

#### GODEY GIRL GADGETS



Amusing hat pins, reminiscent of the horse and buggy days, will be worn in spring hats, on the lapels of Easter tailcoats. As

a matter of fact, with clothes becoming more feminine by the minute, all types of jewelry take on a new importance.

By MARION YOUNG (NEA Service Staff Correspondent)

NEW YORK—The hat pin, reminiscent of the horse-and-buggy days—and the butt of many vaudeville jokes ever since—is the jewelry news of the hour. If you don't wear one in your Easter bonnet, you'll wear it on the lapel of your Easter suit. The hat pins of 1938 are that decorative.

It's a season of femininity—of "Godey's Lady Book," colors, flowers, teas instead of cocktail parties, perfume softly modulated voices, housecoats instead of lounging pajamas. Planning a fashion picture such as this, it was only natural that couturiers endorse a revival of hat pins.

"Feminine" Styles Highlight Jewelry

As a matter of fact, with feminine curves glorified, soft pinks, all blues, gray and purplish, rock-garden flower tones in the limelight and high confitures popular, all types of jewelry besides hat pins are significantly important. High brooches, necklaces as wide as collars, earrings, handsome bracelets, tremendous rings and wonderful lapel ornaments—all beautiful, not garish, in spite of their size—are popular with the fashion-minded.

A wide choker of gleaming gold and rows and rows of opalescent moonstones would be as stunning with your new evening gown that has a romantic Winterhalter décolleté as with a navy blue street dress with throat-hugging neckline. The original of this was made for Miss Gertrude Lawrence to wear in "Susan and God." Copies are available in rose quartz, synthetic sapphires, garnets and so on, as well as in moonstones.

One amusing hat pin (for hat or lapel) has a black enamel seal dangling from the gold ball at the top. His collar is studded with brilliants to match his eye.

Another, on a fairly short pin, is a dull gold or silver rose with colored stones in the center and a tailored cluster of enamel leaves just below the blossom. The flow itself is on a slender spring and always sways gently whenever you move your head.

Miniature Objects Popular For Lapels

Set in shining gold metal prongs, atop a slightly longer hat pin, is a giant stimulated amethyst. There are a bracelet, ring and a pin to match. In addition to amethyst, these come with sapphire, emerald and topaz stones.

Also for the lapel, are miniature violins, guitars, mandolins, of wood with slender wire strings. And jeweled flowers of all descriptions including—one shaped like a sunflower with pink petals

of branch coral, a rose of deep pink enamel with rhinestone center, mounted on dull, greenish gold, a large purple pansy with center of yellow stones and a green enamel stem. Sports-minded girls will like fairly wide pigskin bracelets with various sports motifs on the topside. One has a horse's head in leather and enamel. Another a yachting flag.

For lovely ears, exposed for the first time in years, there are charming lips. It's smart to wear one on the top of the right ear, on the bottom of the left. Or to wear a large clip on one ear, a rather small one on the left. Silly? Yes. But feminine—and anything feminine is right—this year.

### GYPSY BOLEROS BRIGHTEN GAY SPRING FROCKS

With a dash of Spanish red, and a gay sprinkling of flowers, new painted boleros tie their gypsy sashes about dark Spring frocks. Perfect accents for the simple tailored frocks so popular this year, these bolero accessories often have matching turbans draped in flattering high lines. Others are worn with colorful accessories that pick the bright color.

In a season of many boleros, the new print accessories are combined in other ways, too. Gay print blouses are worn with bolero suits, and gypsy sashes are tied with wide waistlines. Young and flattering to the figure, the new boleros are liked by old and young.

Gypsy stripes make popular bandings on dark bolero frocks, in line with the gay youthful mode this spring. And a whole series of floral stripes are shown in colorful array. With pleats so popular, these are effective in entire dresses, or are used in bolero tops and sashes with the new navy frocks.

Capacious Evening Bag

A new satchel type evening bag of gold kid with narrow strap handle has divided drawer in the bottom to hold a complete makeup ensemble entirely apart from other evening accessories. The top is roomy enough for kerchief, cigarettes and change purse. The same bag may be had in brocade, and if you like the idea for daytime, too, in suede.

In 1934, England had 179 cases of smallpox, as compared to 627 in 1933, and 14,764 the year before.

### Lisle Stockings Presented as Note in Sports

By ADELAIDE KERR

COTTON lisle hose, American-made in full-fashioned lacy and striped knits, have been launched in New York as the latest development in street and sports for wear fashions.

Their advent is in keeping with the interest in stocking styles, which has grown with the continuance of short skirts.

Boycot Link Disclaimed

Although the new hose have made their debut simultaneously with the boycott of Japanese silk stockings by students in some leading girls' colleges, manufacturer's of cotton yarn insist there is no connection between the two happenings. They say production of the lisle hosiery was begun last March.

To the students themselves, however, and to women in general the lisle hose mean something new in stockings to wear with spectator sports and street clothes. They come in sheer mesh and striped knits of very fine lustrous mercerized yarn, in warm sun-tan and light coppery tones and are said to be durable. The cost will be about the same as that of silk stockings.

Come In Warm Shades

Cotton thread manufacturers said that distribution of the hose would be countrywide in the spring and would mark first extensive American production of a medium-priced, high-style lisle stocking. Their warm sun-tan and coppery hues reflect the general spring color trend in silk stockings,

### Stitches in Style



Pretty Ann Sheridan wears new leather accessories which are smart right now and will be popular all spring. The royal blue leather boutonniere matches her off-the-face suede shako. The gloves are of beige capeskin, stitched and trimmed with the same shade of blue.

which, their designers insist, they are intended to supplement, not supplant.

The rest of the resort and spring foot fashion news is confined to shoes. Sports and street models are

taking on some new quirks and are designed with the sturdy out-of-doors girl in view. Among outstanding innovations is the welt decoration—a smooth leather piping edge of contrasting leather of color inserted just above the sole.

Fairly low heels appear. Spectator sports and street shoes feature 12/8 or 13/8 heels (about one and one half inches high). The high-in-front line is still good and scalloping and pinking are chic trims.

There is novelty in both the fabrics and colors of advance spring shoes. Some of the smartest sports and street shoes are made of tweed—monotone or flecked with color. Calf, both smooth and reversed to give a suede-like finish, is also smart.

The news in hues lies in a new scale of rich warm reddish browns called the "chew colors." These run from rust to a deep brown and are forecast for popularity this spring. Blues, shading toward violet, rather than green, also are expected to be smart.

Imported Neckwear

Novel little bits of neckwear are popping up in smart shops. You can brighten up a dress with most attractive and unusual touches. The newest collar featured is made in Belgium and is completely covered with flowers—all sewed on by hand. They come in charming colors—one particularly nice one is made of dark blue with pink flowers.

Jeweled Handkerchiefs

If you like a bright chiffon handkerchief to carry with your evening frock, consider one of the new large rhinestone dotted kerchiefs attached to a rhinestone finger ring, or wrap the scarf about your wrist and fasten with a jeweled clasp.

## WE BRING YOU Spring! BEHRMAN'S Newest CREATIONS

You are most cordially invited to inspect our new spring garments at your own will. Sales people will help you at your own request.

### SILK DRESSES

—Styled By—

- Doris Dodson
- Franklin Salon Models
- Reichly
- Marjorie Montgomery
- Junior Guild
- Wellesley Modes

—Priced From—

\$595 to \$2950

JUST RECEIVED

A New Shipment of Hand Blocked Linen

Dresses Priced From

\$398 to \$2250



### SUITS And COATS

Styled By

- Fashionbill
- Empire Fashion Guild
- Century
- Evelyn Coats
- Abmoor

Priced From

\$995 to \$6950



### Chic, Smart Spring HATS

in felt and straw. Designed by—

- Flurette
- Gold Claire
- Du Barry
- Flo-Lill
- Towne Club

—Priced From—

\$1.98 to \$7.95

### MOJUD HOSIERY

The Hose Worn by Movie Stars

All new shades to blend with your accessories such as

- Harmony
- Blush Tone
- Pageant
- Caprice

—Priced From—

79c to \$1.35



# BEHRMAN'S

Correct Apparel for Women

123 North Cuyler

Exclusive But Not Expensive

Phone 353

# New Spring Season Ushers in

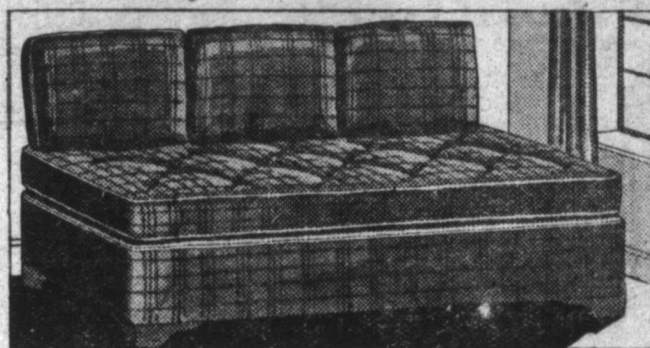
# NEW FURNITURE

Every week more New Numbers are added to our stock. If you visit our store every week you will find something new for the home. When something New or Better is offered we bring it to Pampa homes first.

Visit Our Store Every Week

## Studio Couch

We have a complete selection of studio couches from \$29.50 up. A Studio Couch or Divan may be had separately or with a chair to match. For those who need a bed Livingroom our selection is unlimited.



## 2-PIECE LIVING ROOM SUITE

Here Are the Brand New Numbers for Spring

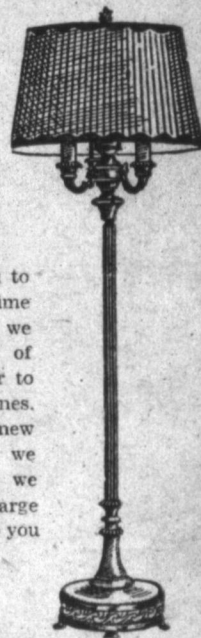
From Kroehler, Furniture City and Grand Rapids Markets. The above suite is an Innovation for those who want Modern in their livingroom. It is by Kroehler and is covered in either solid or combination colors of Shaggy Velvure for only

# \$142.50



## I. E. S. HEALTH LAMPS

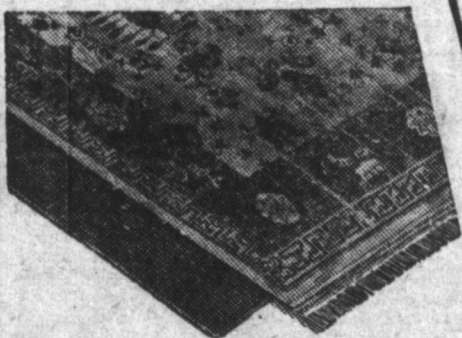
Now is the time for you to buy Lamps for it is time for us to buy them and we are cutting the price of every lamp on our floor to make room for new ones. They are all brand new up-to-date styles but we must make room as we have to buy them in large numbers to sell them to you for less.



## LIVING ROOM TABLES

Tables make the living-room and we have them. End Tables, Occasional Tables, Drum Tables, Nests of Tables, Lamp Tables, Utility Tables, Magazine Tables.

## New Rug Designs



Firths New Textstyle Friezes and Vagabond Rugs and Carpets are here. Something New and Different. Smart pebbly effect, track proof and inexpensive in Fourty Match your room Sizes. Let our special order carpet department save you money on your floor coverings.



## 3-PIECE BEDROOM SUITE

This Modern suite of matched walnut with solid oak interiors is full dust proof construction. 44 inch dresser with 28x28 inch plate mirror, 44 inch chest and full size bed; a regular \$137.50 value for only 99.50.

Several other new numbers of Modern Eighteenth Century and Early American Periods.  
**SEE THEM THIS WEEK**

## As A Tribute To Spring

The home planning season. We have arranged to show you more than thirty decorative ideas for floors and walls by ARMSTRONG DECORATORS.

## Now You Can Have Linoleum Walls, Too

With Armstrong Linowall. We will help you plan personalized floors and walls. Exclusive, Durable, Beautiful and Inexpensive.

## MORE THRILLS THAN A SHOW!

# PREVIEW the latest in HOME DECORATION IDEAS



# TEXAS FURNITURE CO.

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Guy E. McTaggart, Mgr. Phone 607

### Texture of Hose Harmonizes With Shoes and Fabrics

By MARION YOUNG

The truly smart woman would no more think of wearing high-heeled pumps and fragile, glossamer-sheer stockings with her sports clothes than she would dream of dancing in flat-heeled golf shoes. All of her accessories are keyed to the theme of the dress she's wearing. And her entire costume harmonizes with her locale of the big moment, of course.

The big news in stockings is the domestic lisle sports hosiery of qualities that compare admirably with the fine lises that British women always have worn with country tweeds. In new with country tweeds keyed to the American scene in sportswear, nearly all of the well-known hosiery firms are showing these new sports lises in a wide variety of mesh, rib, dropstitch, lace and self-striped designs.

Smart for the country club are the pastels. And if the idea of pastel stockings sounds pretty funny to you, try visualizing an outfit that includes a deep blue flannel jacket, white flannel skirt, pastel blue stockings and white sports shoes.

All news in spring sports fashions is a top-toe matter this season. Not only developments in sports hosiery but many appealing ideas about shoes renew the fashion-minded's attention to the fact that sports costumes are not made by suits alone.

#### Pastel Lises

##### New For Sports Wear

Shorter skirts may be partially responsible for increased interest in what the well-dressed woman should wear from the hemline down, but some credit must go to hosiery and shoe designers. They have styled sports shoes and stockings that shout for coordination with the colorful and comfortably practical spectator and active sports clothes that are attention-getting these days.

Sports shoes this spring, like sports suits, dresses and stocking, are designed both for casual and dressy spectator wear, as well as for active sports. Perforation detail is more important than ever before. It's used as all-over patternings on unlined shoes and also for trim accent in neat lines along saw-toothed edging of leather in classic oxfords.

#### Colored Reverse Calf

##### For Town and Country

Reverse calf is the most popular leather, favored in both dark shades such as navy, deep green, and brown as well as in white. White shoes are frequently trimmed with touches of bright color—red and blue leather pipings.

### A Long Look



Perfect under a fur coat now and sure to be useful all spring, this handsomely tailored frock of sheet, all-wool crepe, in navy or black, has a braided belt, fly front, short, fitted sleeves, buttons down the front. It gives the figure that new "long look" through the waistline, flares just enough at the hemline to be flattering to the legs.

welt decoration and eyelet bindings are popular.

Flats are styled in active and spectator versions, generally on simple lines but with new tricks of cue to keep them graceful and flattering in line. Peasant type lasts are more popular than ever. Moccasin effects are featured in all collections. Grained calf is popular in spectator styles with built-up leather heels that are suitable for general town wear with tailored suits as well as with more casual costumes. On many active sports models there are crepe rubber soles of half-inch thickness—sometimes with kiltie tongues which remind you of the flapper drawings of John Held a good fifteen years ago.

A tweed suit which can do

### BEAUTIFYING PRECEDES CLOTHES IN EASTER PARADE

By ALICIA HART

With Easter only five weeks away, it might be a good idea to:

Decide right now how much weight you want to lose—or gain—before you start shopping for new spring clothes. Then plan a definite campaign, laying down exercise and diet rules which you can and will stick to.

Consider a new coiffure. If swept-upward hairdresses just

aren't flattering, try variations of the brushed up theme. Maybe you can keep your long bob, but, by lifting your hair upward away from your face, devise some sort of coiffure that will be in tune with the new mode, yet flattering to YOU.

Use a circulation cream once a week. Experts agree that preparations of this type tend to clarify the complexion, eliminating yellowish or grayish tones.

Ask for face powder samples at your favorite cosmetics counter, take them home and try each until you find one which matches exactly the tone of your skin. Forget the shade you liked last spring. Your complexion isn't likely to be just as it was a year ago.

Spend some time learning anew just how and where to supply rouge. If you possibly can afford it, go to an expert for one professional makeup job. Watch carefully everything she does, then

ask to be shown how to do each step yourself. If this isn't possible, send for a makeup chart booklet (all the better known cosmetics manufacturers have these), and study it.

Do your limbering and stretching routines more conscientiously. Regardless of your weight and whether you intend to have new clothes or wear your old ones with new accessories, you should realize the importance of keeping your body supple and youthful.

Eat a large green salad once a day, and try to be more interested in green vegetables than in desserts. Moderns substitute these for the unpleasant sulphur and molasses concoctions that grandmother recommended as a spring tonic.

#### Charm Bracelets

Smart young things are going in for charm in a big way this season. If your current "heart throb" does not have a charm bracelet, she'll adore one of these slim gold chains with space for four or five amusing little trinkets, perhaps five minute replicas of packages of her favorite brands of cigarettes, or gadgets indicating her present hobby.

## Spring is here

### Young NEW FASHIONS for JUNIORS

Gayer, lovelier, more figure-flattering than ever are the NEW Spring fashions! Come Juniors! See them here today!



#### Junior Department

"Eileen Kaye for the Junior Miss" should be the slogan of every Mother in Pampa. They're so lastingly original, so delightfully crisp.

#### Boys' Department

We take pride in our newly enlarged boys' department, presenting the latest styles in clothes for Son... just like Dad's, in sizes up to 14's.

#### Infants' Dept.

...and for the toddlers is everything from rattlers to the latest thing in basinettes. See them!

Don't Miss the Live Models From Our Children's Dept. Showings at 8:00 & 8:45

#### Misses' Hats

Facho hats for Juniors and Tots in the latest off-the-face styles. Try them on Thursday night.



# HARRAH'S

308 W. Foster

Ph. 144

YOU'RE INVITED...

THURSDAY

March 10

7:30 p. m. 'til 10

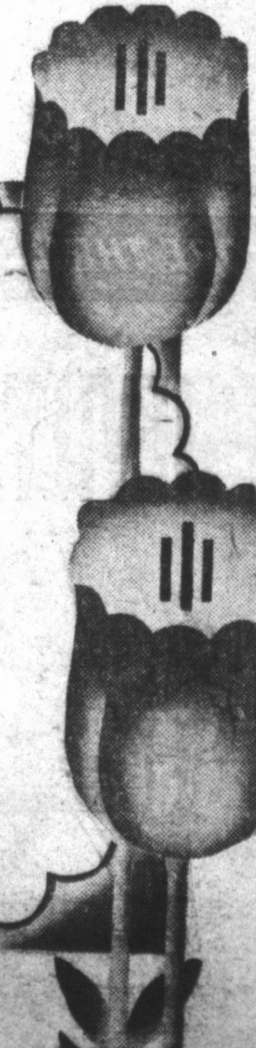
To

see and inspect a complete new selection of colors, styles, patterns and fabrics of women's wear for the spring season of 1938. Our presentation of new clothes for the new spring will command your admiration. Visit us Thursday night.

Mayfair

Women's Wear

Cuyler at Foster



# RADIANT SOUTH SEA COLORS ENLIVEN SPRING MODE

Inspired by the recent vogue for South Sea travel and movies, "Technicolor Hues" brighten and blend in the most beautiful color mode seen in many years. Half-tones and muted pastels are keyed in strange new color harmonies; and bright soft colors accent the many navy and black costumes chosen by fashionable women. A very new expression of this artistic new handling of colors is seen in the blending of several gradations of the same color, with undertones of mist gray or over-tones of sunny yellow, creating a lovely symphony of color within the costume ensemble.

**Tropic Gardens in Spring Prints.** Expressing the mode for crowded colors, with the blending of many tones and hues, spring prints in daytime frocks have a gay tropical garden effect that is new and lovely. Many real-like flowers are sprinkled in profusion over dark and pastel grounds.

Wildflower prints in realistic designs, quaint daisy and other old-fashioned patterns give amusing relief to black or navy grounds of



tailored frocks. Panels or flowers make lively stripes especially lovely in pleated dresses or blouses.

**Under-Sea Pastels in New Suits.** Blending perfectly with the flattering prints in dresses and blouses, new coats and suits are shown in a delightful range of pastels. So muted and closely harmonized are these colors that they might have been borrowed from the enchanting hues of undersea gardens. And in the new soft woollens, they blend so perfectly that a whole series of costumes may be assembled with separate skirts, jackets and coats.

Soft bluish greens, golden shades of green, rosy pinks, misty yellows and bluish violet shades

are worn in this year's spring suits and coats. Furs, too, find their own delightful color blendings, and are tinted in flattering tones to harmonize with coats or suits.

More exotic Mexican colors are effective in gay colored accessories with neutral tweed suits. With the new oatmeal tweeds,



and soft gray suits, gray printed blouses, turbans and scarfs add a youthful touch which is very flattering. A whole range of tans and rust hues, or rose tones are especially effective with the neutral beige and gray tweeds too.

## Lovely Nails Go Hand-in-Hand With Spring Fashions

With subtle makeup to the nth degree, coiffures becoming less casual by the minute and new fashions dramatizing curves taking the spotlight, this is indeed a spring when hands and nails simply will have to be beautiful.

The new navy blue street suit, the fuzzy pink sweater you wear with your tweeds, the simple silk dress with the white collar—all of these demand feminine looking, lily-white hands and healthy, perfectly manicured nails as much as does the wonderful new evening gown with the daring neckline. It's a season to look your best every hour of the day.

You begin—and sensibly—by feeding your poor warped, cracking peeling nails from the inside as well as the outside. You oil or cream them every night with some special preparation, of course, and you see that they are manicured in the gentlest, possible

manner, but you become more diet-conscious, too.

You eat generous portions of fresh vegetables. You choose a crisp, green salad in preference to dessert any day in the week. You drink quantities of milk and plenty of orange juice. In other words, you wage a war for more calcium, the great builder of healthy, handsome nails.

Replace the steel file and any other sharp, steel instruments with emory boards (for filing) and orange sticks (for cleaning and for pushing cuticle back). Don't let the manicurist use that sharp little hoe-like gadget to scrape dry cuticle away from the base of your nails. If she'll apply any oily cuticle remover and leave

it on for a few minutes, she'll be able to remove the debris quickly and easily with an orange stick.

Don't trim cuticle, cut corners too deeply or leave a bleaching preparation under the nails for more than a second or two. And don't let a manicurist do these either. Callouses at the sides should be pumiced. They never should be pared away with scissors or clippers or rubbed too energetically even with pumice.

Protective preparations to be used under lacquer are new this season. Remarkably adherent, these cling to the nails like an additional nail surface and are supposed to afford a great deal of protection. Find one you like, then ap-

ply it over the entire surface of each nail, let dry, then smooth on polish in the usual manner.

### Latest in Play Suits

A practical bit of resort wear is the one-piece play suit with matching skirt. Some of the skirts have slide fasteners—some are pleated all the way around. All are either pure silk or rayon crepe. Some of these one-piece suits are made with a dirndl blouse, simply tailored shorts, and a full, removable dirndl skirt.

For a striking evening costume, select a dress of dusty rose chiffon, with hair ornaments, slippers, bag and large chiffon kerchief of Dubonnet.

## THE VIOLET SHOPPE

INVITES YOU TO ATTEND THEIR  
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**Spring Showing**  
OF BRAND NEW MERCHANDISE

**Dresses**

You've never seen such colorful prints! Vivid, intense prints on slim dark grounds... out-of-the-ordinary prints you'll wear smartly anywhere!

**\$19.75 up**

**Coats**

Coats so new, so chic and wearable, you must have one! Slim box coats, tuxedo swaggers, figure-defining collarless coats... the smartest Spring coats ever! Be sure to see them Thursday night!

**\$19.75 up**

**NEW SPRING HATS**

Veiled, flowered straws and felts... chic, new sailors, and many other styles prices from \$2.95 up... Just received a new shipment of John B. Stetsons in felts... all styles.

## Presenting... Hill's Spring Fashions DRESSES

### SPRING PRINTS

Just what you've been waiting for! The newest, most wanted fabrics for Spring! Silks, woollens, cottons... and their low, low prices will set your heart singing! Start sewing now!

**17c**  
Yard



### CAROLE KING AND PEGGY PALMER

See these new hand-blocked linens, imported shantung, and sheers in a variety of patterns, colors and sizes!

**\$2.98 \$3.98 \$4.98**

### SPRING SILKS

Plain colors and printed spring silks in the latest swirl styles... you'll adore these late creations!

**\$4.98 \$5.90 and \$6.90**



### Fine Feathers HOSIERY

Every pair first quality, full fashioned... and CREPE STOCKINGS look sheerer, wear longer! Fine seams, firm reinforcements. Sparkling Spring shades. All sizes.

**59c-79c-98c**



### SPRING SHOES

A splendid selection of new shoes in new shades of a favorite color. Use these to match or contrast your new spring wardrobe... A variety of styles and appealing colors in smart sport and street shoes.

**\$1.98**  
Up

### TOPPERS Are Tops

Toppers you'll live in all Spring! Expertly tailored tuxedo, collarless and rever styles... all colors and sizes... just the style you need!

**\$4.98 and \$9.90**

**HILL COMPANY**  
Better Department Stores

# New Colors Blend to Give Coordinated Appearance

Wherever you go this spring, you will recognize—and be recognized by—men who have paid strict attention to correct color combinations in selecting their wardrobes for spring. The bright color of men's furnishings this season are not independent created, . . . are not just something to attract buyer's attention. Surveys of leading custom tailors and style designers prove that the introduction of pastel and crayon shades in the fashion picture is necessitated by the new colors and lines of suits and topcoats. These colors are smarter, more flattering and lend themselves more easily to the desired ensemble effect.

### Patterned Shirts Featured

The soft pastel shades found in the new spring shirts are designed to blend with the casual air created by the universally



popular drape and lounge styles of spring suits. These pastels are in patterns of solid colors and form backgrounds to stripes, checks and plaids.

Collar styles feature a starched fabric which will not wilt on the hottest day, and which is as comfortable as any soft collar style. This collar gives dignified appearance with no sacrifice of comfort. Blunt-point collars are gaining in favor everywhere, while regular-point collars are still the reigning favorites.

Fabrics for spring shirting have been selected with an eye to the popular demand for cool comfort. The fad of the early twenties—pure silk shirts—is returning, and the men who loved their comfort can join in the parade of the young men who are now wearing them. Cotton mixtures will also be a big hit this season, as this fabric shows off to advantage the new spring colors.

### Underwear For Comfort

Tailoring on shorts and shirts follows suit patterns that actually

refuse to bunch, bind or climb . . . regardless of what rigors they may be put to. This merchandise also features bright spring colors.

### Neckwear in Light Fabrics

Men always look forward with interest to the new lines in spring neckwear. This season they will see pastels in all ties. Foulards that are longer and wider are always welcome and appear in pure silks. Tartans are featured in multi-colored plaids in colors of red, crimson, blue and even purple. Light summer fabrics are stressed for their resistance to wrinkling and soiling and were most popular in this winter's Southern resorts. These fabrics have color prints of green, maroon, blue, beige, tan and other shaded colors. Ties all have lightweight, crisp smartness and are seen mostly in wide alternating stripes.

Every man craves color in his clothing, but custom and pride keep him away from the "robe of many colors"—that is consciously or unconsciously, he satisfies this urge when secluded in his own home. This spring clothiers are going hand-in-hand with the man who wants color.

Pajamas and robes, Sox and handkerchiefs all have wide swatchy pattern in every brilliant hue. While bright and satisfying, they are not attractive or blatant. Here, too, pastels hold the upper hand, but are mixed more congenitally in exaggerated patterns. Silk mixtures and light cottons, in knee and elbow lengths, are on the increase this season and for the coming year.

### Spiders Will Be Worn on Lapels

By ADELAIDE KERR

You may wear your heart on your sleeve, a spider in your lapel or your bag on your shoulder this spring.

It promises to be a season when accessories are of great importance and the new ones make some of the most intriguing costume accents we have had in years.

The jeweled accent idea — a

single telling splash—seems to be bigger than ever. There is a new gold metal heart, pierced with a jeweled dart, that can be worn on the upper sleeve or clipped to a neckline. Clips of gold leaves, gold-tipped wood acorns or colored bead blossoms designed in the eighteenth century manner are also smart.

### Lapel Amusement

Lapel accents are bold and brilliant. Gold parrots with bright feather tails, jeweled spiders, animals and birds and such amusing tricks as an enameled hand holding a gem-studded rose appear among them.

Some of the smartest bags seen in years have come to town. A leading designer has concentrated on practicality as well as chic and the results are bags which are as commodious as they are smart.

One is a clever square bag, with outside as well as inside pockets, and a long handle which can be swung over the shoulder binocular-fashion. Another is a deep envelope, two feet long, lined with pockets for everything from lipstick to passport, which folds over twice and fits comfortably under the arm. A third is a pouch with a gate frame, which opens into a flat hexagon and does away with all that frantic fishing in the dark for change and keys.

Colored gloves (more restrained than two years ago) are decidedly part of the spring picture. The favorites are colorful blues, caudrons and natural chamoix.

# SIMMON'S

## CHILDREN'S WEAR

Invite All the Kiddies and Their Parents To Attend Their

## SPRING SHOWING

of Fresh, New Merchandise!

Doors Open 7:45 p. m.

### Souvenirs

For The Kiddies

Featuring Children's Dresses from Sizes 0 to 16 . . . Underwear, Hose, and Gifts for the Baby



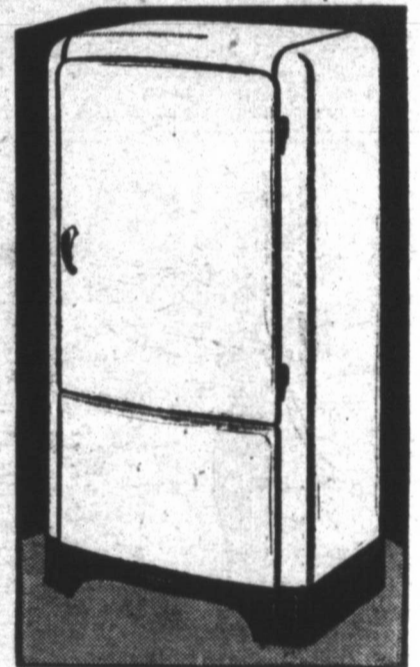
111 S. Russell — Mitchell's Bldg.

WE TAKE PLEASURE IN ANNOUNCING TO OUR MANY FRIENDS AND CUSTOMERS OUR

# New Location

MALONE BUILDING  
112 W. Kingsmill

Our More Spacious Quarters Will Enable Us to Better Show You Our Exclusive Lines!



SPARTON RADIOS  
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### NORGE

Refrigerators, Washers  
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Appliances, and Many  
Other Items

We Cordially Invite You . . .

To attend our Spring Showing Thursday Night,  
7:30 to 10:30.

Watch The NEWS for Announcement of Formal Opening, Soon

## POST-MOSLEY NORGE STORE

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112 W. Kingsmill

Phone 22

# "NEWS" For SPRING

for 1938 — it's

## CROSLEY SHELVADOR



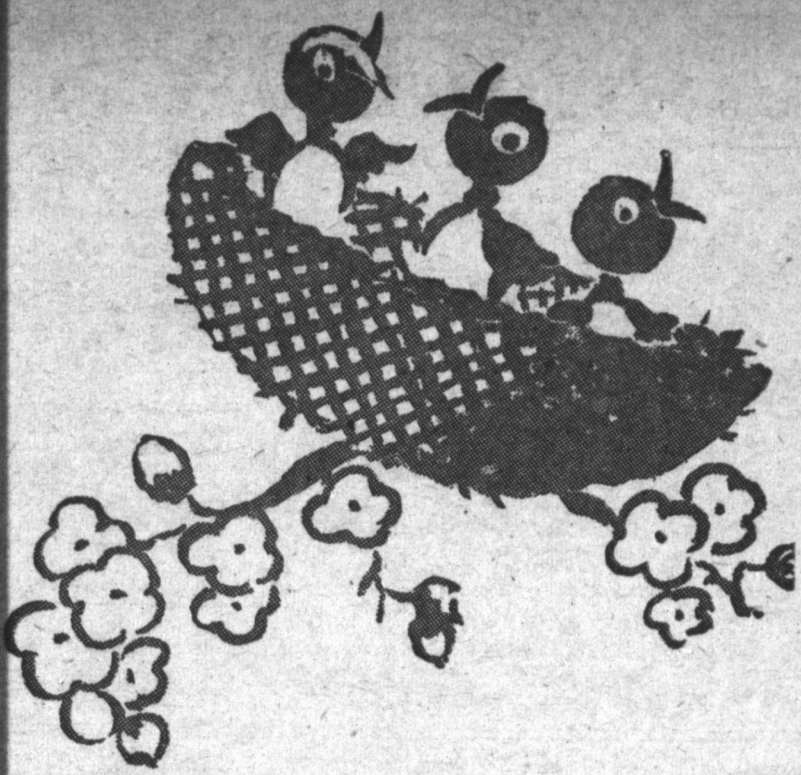
We Will be open Thursday p. m.

7:30 till 10

## PLAINS MAYTAG CO.

116 W. Foster

Phone 1644



# Springtime

(One of the four seasons of the year when plants begin to grow)

**That** is what you find when the desire comes to investigate the meaning of Spring, according to the National Dictionary, self pronouncing, based on the principles established by the only incomparable Noah Webster

Now wait! Don't conclude that one definition as total of the meaning of Spring.

In comparison with the plants in one of four seasons of the year . . . people, yes again people start to not grow, but live, in relation with the great nature, blossom with vitality, beauty and love.

Tendencies are to dream, just lay in the sun and watch floating clouds as they lazily drift across the reflecting blue sky. Then, too, tendencies are with better living, new, bright, auxiliary's to living. Spring is that forerunner to the climax of the four seasons, Summer.

Summer with its hot sun and dancing heat waves, what will be the source of vitality and energy then? . . .yes, fresh, crisp vegetables and food. How will that food be kept in that condition? Development, re-

search and power has answered that problem through the four seasons, refrigeration. . . electric refrigeration. . . the easy, economical, safe and sure way to better living.

See Your Electric Dealer and See the Many New Models

**Southwestern  
PUBLIC SERVICE  
Company**



### Paisley Printed-Silk Crepe



### ROOMINESS ASSURED WITH LOOSER COATS, EASY DRAPE

New spring suits pay strict heed to the demands of well-dressed men the country over...they're a direct response to the call for more comfort and style. Thus the popular drape style has been extended to give increased roominess and freedom of action. The popularity of the drape is proved, and it is now as necessary to fashion style as the custom of dressing itself. Waistlines have been lowered, lapels are almost shoulder wide in both single and double breasted models, tailoring emphasizes wider shoulders tapering in soft lines to a narrowed waist. The whole effect includes several lines and gives the impression of unaffected, untailored casualness.

#### Drapes More Flattering

Special soft construction flatters every figure, developing good points

fagoting are other trims liked in new pastel frocks, giving an exquisite femininity to spring dresses.

and minimizing bad. The easy lines give all models a cheery appearance, and the added length of the jacket allows freer action with no binding across the shoulder or under the arm. The trousers are worn high on the waist and drape to an inch below the shoe-tops.

#### Fabrics in Light Weight

This spring fabrics are lighter than ever, which aids in the desired drape styling. All fabrics feature patterned designs with new colors and combinations.

Spring flannels are featured in assorted patterns and colors for suit and odd-trouser sets. This fabric is successfully tailored in drape and lounge styles. Gaberdines in all colors and patterns are worn from spring into summer. They combine beauty with unsurpassed duty, and are now acceptable for business and formal wear. Shetlands, cashmeres and homespuns are gaining in popularity because of new light-

weights and selection of colors and patterns.

#### Patterns Feature Color

With the stamp of approval from custom tailors both here and abroad, stripes for spring prove a real tonic from the drab winter. In wide, pin-point and alternating patterns, stripes are laid on backgrounds of dusty shades of blue, grey, tan and popular mixtures.

Always essential to the complete wardrobe are plaids. All plaids are subtitled in design and color. There is a soft blending of pattern and color that gives a rich, luxurious tone to the drape styles.

#### It's Casual... All The Way

Light fabrics, rich colors, subdued patterns, new lines...all sum up to the one big style hit of the season: Casual drape! Its universal appeal makes it the unanimous choice of all men who are keyed to selections of style and quality. It's casual...all the way!

#### Twin Suits

A prominent New York custom tailor features "Husband and Wife" suits, made from the same fabrics.

### RHYTHM IN SKIRTS GIVES LIVELY SWING TO DRESSES

Smart women of fashion have adopted whole-heartedly the animated silhouette in spring frocks. Swirl skirts and rhythmic swinging pleats give youthful verve in the youngest mode we have seen since the carefree 1920's. Action is the new work in fashion, whether it is expressed in plain pleat sleeves, rippling skirts, or flying sashes. For it's a mode of youth and charm and gaiety!

frocks it tops a gay printed or pastel blouse; in print frocks, the bolero may be of contrasting color. Because of their slenderizing lines, the bolero frocks of spring, 1938, are worn by women of all ages and types. The new shorter boleros, amusingly cut to bust length, are especially youthful to the figure. With pleated or gored swirl skirts, the bolero jacket makes a costume ensemble of the simplest frock.

#### Balloon Blouse is News

With a dressmaker mode for Spring, Fashion turns attention to the new balloon blouses, the newest expression of a lady-like mode. Bloused frocks, daintily shirred to their snug little belts, and skirts shirred to give emphasis to the blouse, are expressions of this very new looking silhouette. Bloused sleeves are also shown in high fashion circles, and are especially smart and flattering to the arm. The possibility of a blouse-and-skirt vogue is forecast for summer, following this trend.

#### Old-Fashioned Trims Are Newest

With the arrival of fan pleats and shirrings, new frocks are also trimmed with old-fashioned quilting and embroidery or braid. Newer heavy nor bulky in treatment, these trimming details are especially effective in new sheer dresses. Pastel laces and dainty



Softer blouses distinguish the new frocks. Emphasis is placed on high shirrings and flattering draped necklines, frilly lingerie trims in pastel tones, or lacy yokes. Sleeves, too, are softer, pushed high in girlish puffs, or worn bracelet length with shirred elbows. Sashes and ribbon bows are favorite trims, again accentuating the youthfulness of the spring dress mode.

#### Boleros in Gay Gypsy Prints

As carefree as a Spanish dancer, the new bolero frock has won its way to fashion fame. In dark



### Just to Let You Know...

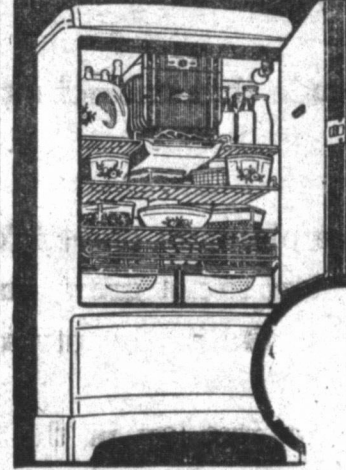
**YOU'RE** cordially invited, while attending the Spring Revue, Thursday night, to visit our showroom where we will have on display the new LEONARD refrigerator, a style in cost all of its own. Don't fail to visit us Thursday night, we will expect you.

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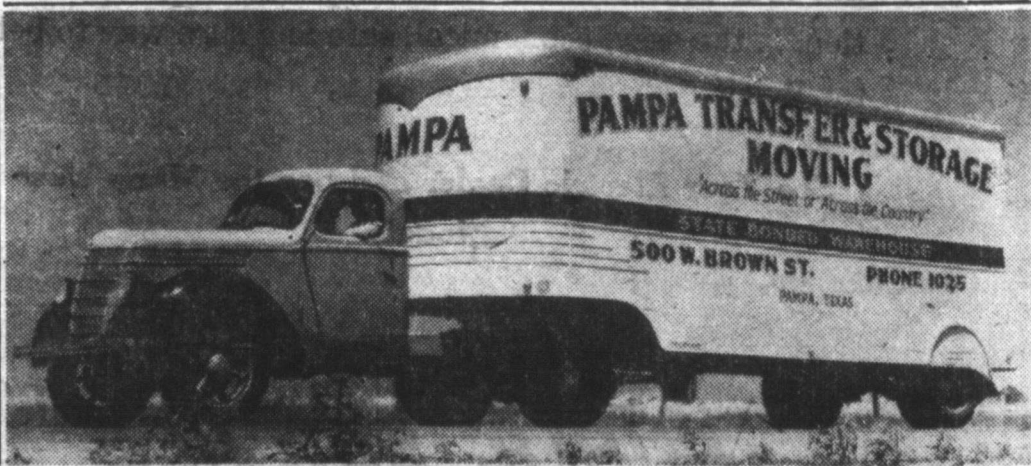
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# Spring

Is **MOVING TIME!**

In the spring you like a house nearer the edge of town, where you can have a lawn, and flowers; really a home! When you move call 1025 and we'll do your moving, quickly and inexpensively. Or if you are moving out of town, remember we also do LONG DISTANCE MOVING. No trip is too long or too short. 1025 is the number.



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# CHILDREN'S SMART CLOTHES REFLECT GROWN-UP WORLD

By ADELAIDE KERR

Some of the most colorful children's clothes seen in years—inspired by events in the world of grown-ups—have come to town with juvenile fashions for spring.

Walt Disney's film "Snow White and the Seven Dwarfs" has influenced some of them. There are crisp new frocks of blue and white dotted swiss inspired by Snow White's dress and new spring pull-over sweaters embroidered with

gay figures of Mopey, Dopey, Happy and Sleepy.

### Hot Dog Designs

The recent grown-up vogue for Tyrolean clothes and boleros has had its effect on the youngsters' clothes, too. Little sister may have a gay dindi frock with a fitted peasant bodice and full gathered skirt, this spring, while big sister can step out to school in a dress of pique or cotton broadcloth which has either a real or a stimulated bolero top.

The gay cotton prints which make simple one-piece dresses for them both have the most amusing designs in years. Floating bubbles, jack straws, hot dogs with long floppy ears, and "Sidewalks of New York" prints showing children dancing around a hurdy-gurdy are among the colorful patterns.

### Bonnets Are Smart

There are also fashion news in the coats, many of which are princess designs, fitted to the figure and flaring slightly in the skirt.

Mannish worsteds, neutral tweeds flecked with bright color and flannels (blue, bluish-gray and beige) make the majority of them.

When it comes to hats, bonnets are going to be smart for youngsters of all ages, the stylists declare. In these, felts in such shades as ginger and luggage-tan are slated for popularity.

Boys' suits of Chevoit, flannel or coarse serge, are designed with short, slightly flared, trousers and double-breasted jackets.



# Wards Brings You Good News in SPRING FASHIONS

## Smart Dresses . . Thrift Priced Prints! Pastels! High Shades!

**BOLEROS—PLEATED PEPLUMS and SHIRRINGS**  
Give Us Spring's Animated Silhouette in

# New Dresses 3.98

In time with Spring—in line with your budget! New tailored or dressy rayons with swinging, youthful lines. Dainty pastels! Brilliant beauties in prints or dots! Sizes 12 to 20. Others to 52.

**Iridescent Ringless Chiffons**  
At the Low Price of **55c**

Blush tone, furnished copper hue  
Ruddy, a glowing rose tone

Think of it! The very latest in smart hosiery colors at the same price that you would pay for ordinary hose!

**Sheer Blouses**  
DRESSY MODELS **98c**

Dainty frilly organcies in a gorgeous range of colors to dress up your suit! 34-40.

**4 Gore Slip**  
THRIFT PRICED **98c**

Tailored, lacy or embroidered weighted silk crepe. Shadow panel. 32-44.

**Brims are Trimmed on Easter Hats**  
Ward Priced **1.69**

Brims come to the fore—with flowers, veils or color. Fiber straw, felt! 22 to 24.

**Other Hats . . . 1.98**  
New Spring styles! 22-24.  
[Upper sketch, 1.69. Lower sketch, 1.98.]

**Roll-on Corselet**  
2-Way Stretch **1.98**

Knitted rayon and cotton Lastex gives you that desired sheath-like figure. 32-38.

**Bandeaux**  
Unusual Values **39c**

Well-fitting, figure molding types for every figure. Rayon crepe, lace, faille.

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**New Cotton Frocks**  
**1.59**

Exceptional Values at

Unusually well-made novelty cottons! Tubfast! Prints! Florals! Tailored or dressy types! Sizes 14 to 44.

**It's Spring!**  
Dress Your Feet in Color!

**BLUE or GREY**  
Ties and Straps **2.98**  
Wards Low Price

You'll want both these shoe prizes! Saucy grey suede ties with side ladder-banding for dress! The new lower-heeled (but handsome) strap for general getting around. Sizes 4 to 8.

# MONTGOMERY WARD



# PENNEY'S Spring Opening

**WITH ACCENT ON STYLE—SAVINGS!**

## Spring DRESSES

Others \$1.98 and \$3.98      **Anstelle 6-90**

Boleros, pleats, high draped necklines! Medium ground prints and soft dusty shades in sheer rayons and rayon crepes that are outstanding. 12-44.

**Designed for Spring!**

## Smart Hats

Priced Low! **98¢**

Stunning new felts in a long list of smart colors. Styles for sports or dress. Trimmed with touches of straw and grosgrain.

Others to \$1.98

## Men's TOWNCLAD SUITS

Single or Double Breasted models. Plain or sport backs in all the wanted fabrics and patterns.

- Chalk Stripes
- Small Checks
- Neat Plaids
- Plain Weaves

Models for both men and young men. Styled right. Priced right.

**\$24<sup>75</sup>**

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## SPRING FELTS

Lightweight Marathons! **\$2<sup>98</sup>**

Smart hats for young and old. All the popular shapes and colors. Get your "Marathon" today.

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## PENNEY'S

*Styled to the Minute*

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## Cynthia UNDERTHINGS

Test their loveliness! They are smart!

- Slips
- Gowns
- Panties
- Papamas

Sold exclusively by Penney's stores throughout the nation.

## Gay Model! SPRING HOSIERY

- 2-thread for evening wear.
- 3-thread for street wear

All new spring shades!

**79c**

Others—49c to 98c

## Town Craft SHIRTS

Nucraft Non-Wilt Collars! Fresh Spring patterns of printed Broadcloths and woven madrasses. Tailored to please. Made to stay that way.

Towncraft TIES **98c**      **149**

## SMART BAGS

For **SPRING**

Your favorite style and color. Match your ensemble.

- Rust
- Navy
- Red
- Grey, etc.

**98c**

## Women's and Misses' SHOES

The style parade is on—We have the shoes to meet the requirements—Smart styles and shades that will win—Oxfords, straps, ties—Pumps with a heel the height you want.

**398**

## SHIRTS BRIEFS

Made of fine quality combed cotton. A real tip to comfort!

**39c** Ea.

## Children's SHOES

Shoes for all the children from the infant to the school boy or girl. Soft, medium or hard soles of solid leather—for rough and ready or dress up wear.

Downstairs Shoe Dept.

## SHOES For Men and Boys

Smart, solid leather shoes with a style for you. They are made for service and will give just that—Kids—Kangaroos—Calfs in plain toe cap or wing tips.

Boys' **198 to 298** — Men's **298 to 398**

## Gentry PAJAMAS

Strong, serviceable pajamas in all the spring shades. Coat and slipon styles with elastic or draw string waist.

Fast color and full sized. Others 98 to \$1.98

**149**

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J. C. PENNEY COMPANY, Incorporated

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