VISTTORS OFTEN WONDER
WHY WE HAVE CROWDS
 Our Neighbors. Wondering How We Put it Over. Prosperity Abounds in Old Terry

| You can't tell us that you have this kind of a crowd every Saturday? What kind of inducement do you offer the people of this section to get such crowds as this in your eity? Why it looks like a regular pienic crowd! Such are the expressions one can hear from visitors from other towns of this section most any Saturday if you will but keep your ears open. Probably no two of the visitors will be given the same answer by local citizens, as they look at the matter from several different angles, and there is perhaps no one thing that brings huge crowds here to <br> they are in-. If they had such a crowd as we have, in proportion to population, you'd run a line clean across the top of your papers about the mater. But we are used to big trade crowds here." <br> But, why do they come to Brownfield to trade? In the first place they have prices on the goods move them, and with a quick turn, they can afford to sell them at slim margins of profit. If the goods bemargins or profit. If the goods be- gin to be shop worn or out of season, they are sacrificed for just any old price. They must make room for |  |
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Merchanis Minate Men Girl Dies at Sanitarium Have Organized Here After Accident Fri


## HUGE CROWD PROMISED FOR RODEO SATURDAY

Fifty Wild Coyotes Ready For Chase. Many Dozs Are Coming From Far Remote Places. News Reel Company of Dallas Sending Man to Film Scener.
$\square$ Suturday afternoon by Roy More- devour this wild specie of their own an, manager of the Coyote-Hound
kind. You just can't afford to mins
Rodeo here which alone will be worth
this treat. What will the resolt be?
$\qquad$ keeps getting letters
is section adviaing


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 0 smocm
 mation pecere company trem palas


What Every Community Should $D_{0}$ At Once!

Mobilize the Agricuitural Leaders, Bankers, Business Men and Cotton Growers to immediate action to bring about a substantial Reduction in the Cotton Acreage Every Community
Do not rely upon outside speakers. Take he initiative and hold your own meetings. Local Chambers of Commerce and Noonday Luncheon clubs should arrange meetings of business men, cotton growers and all others interested at courthouses and schoolhouses, at which the facts in the present critical cotton situation are presented by able speakers.
Secure the co.operation of the County Agents and Teachers of Vocational Agriculture
Put up posters in every bank, general store or general meeting place where cotton growers can see what the cotton situation is.
You can obtain posters and other information about the Critical Cotton Situation free from

THE AMERICAN COTTON CO-OPERATIVE ASS'N Dallas, Texas

## C.C. Directors Elect Officers For Year <br> Man Badly Burned As He Filled Gas Lamp

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| SPECIALS FOR SATURDAY <br> -IT PAYS TO PAY CASH- |  |
| F40]P Gold Crown 48.40 |  |
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|  | Cation Eise Bere Rabbit |
|  | CGRRETTES ...-Carton 51.19 |
| ON | Pas |
|  | Perk Sumage |
| Brisket Roast | Barkers Pradias Ba |



Ready for the Party When we clean your frocks
you know that they will be in
perfect condition for the next perfect condition for the next party. Many have us call for hen they always ha

YOUREE \& GLOVER Back City Barber Shop
 SHOE
 through Lubbock. It is an agricul
an educational and cultural center


an address at the
${ }^{\text {He se said further: }}$ II think there ing inininthere has been a net savof more than 55,000 eno per annum That $85.000,000$ has enabled armmer fars
to buy extra heifers, fine pizs, and invest in thingsirers, chat contribute
the happiness of their
tanibest the happiness of their families. er infrequent intervals to come er infrequent intervals to eon


## TIME

MONEY
Cometous First


Why let some inexperienced man ex m. electrical syten When our men with years of experience in batteries and electrical service
do the work right off with a great less

- Expert Battery Service-

MCSPADDEN'S SHOP

## The "Cecoanut Cow" Competitor to Bossy

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A FAMOUS NAME A FINERCAR means that Pontiac value has been increased...


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If panter in the marke for co witha tmonus name."
 vaite for which Denitich has News serew sixis. it mane

moother than eve en in





 soin to se te New Serien with a famous name!
$\qquad$
$\cos \operatorname{tatan}$

## THE NEW SERIES

PONTIAC
 Chisholm-Gross Motor Co.

BARBER SHOP
BEST shaves and NEATEST haircuts with the most COURTEOUS attention can AYS be found.

DEE ELLIOTT, Proprietor

## ACHIEVEMENT!



## Since You Read This CHALLENGE

on November 14th, 1929

## An Army of

American Motorists has Changed to
CONOCO


# CHISHOLM'S <br> WE HAVE PARKING ROOM AND LOTS OF IT——WIDE PAVED STREETS—SEE THAT YOU USE THEM 

 A Little Better Place To Trade-Mach More Cenvenient--Best of Service-Yoa Try It Once -HOME OWNED STORES-
## ROCKISLANO IMPLELENENS

You can't beat them. They do your work right. They are strong and durable. They give you long years of service. It is a pleasure to operate them. And then the terms are so easy, anyone can own one. If you have not seen us-do so today.

## Hardware \& Hatchery

In his deparmment you an find some of the best chix to be found anywhere. Prices are right. The season is right. See them without delay Notice Folks! We have a brooder that is a hrockouk. Takes care of 50 chis for 3 weeks. Heated by elecric bull or char ceal artomatically operated and LISTEN!
 Brooder for
Broder or
Boc 1000
chixix
Chix
Everything in Poultry Supplies and Remedies Feeds-We have the best by lest-Get the best. CET YOUR CHIX TODAY
Seeds, Onion Sets. Plants on hand soon. All fieid seeds and garden seeds now ready.
SERIICE STATION-Here we give you the best service, Tires etc., and the most convenient location.


11b. Mother's COCOA …................ SYRUP, Georgia Cane, gallon .........- 89c
 PLAS, No 2 can Empons, 2 for _...... 25c PORK \& BEANS, Medium Can, 3 for .... 25 c CORN, Our Darling, best allity, No. 2 can 15c OMIONS, Sweet Spanish, B. .............. 4c


## COLORADO WHITE 10 POUNDS

10c CELERY, Jumbo size
12c BLICKBERMES, No. 2 can
8c APPIS, small, dozen …........... 15
7c APPIES, Wastington, Extra Fncy, doz. 32
LETUCE, Mar Heads
LARGE ASSORTMENT OF FRUTTS AND VEGETABLES

## 

5 bars P. \& G., 1 Cascade, 1 vory, 2 Camay, 1 0xydol large size and 1, 10-qt. Galvanzed Pail, ALL FOR



# .man HUDGENS \& KNIGHT INSTIUTION 

Specials fer Friday and Saturday, February 28 and March 1 - FOR CASH ONLY

## Silver King Wash Board . 39 3 Doz. Clothes Pins .18 <br> BASEBALL Official 1.49 <br> CARD Red \& <br> TABLE Green 1.25 <br> Mule <br> Collars Each <br> 1) 5 9x12 9.5

We have just unloaded a new car of implements. 1-4 down and 1-2 balance this Fall and baiance due Fall 1931 at 8 percent interest. Now is the time to make that change for two-row equipment.

Be sure to visit our Implement lot and look over th bargain that we

## 25 lb . Sugar 1.49

50c K. C. BAKING POWDER ..... 39 C
GALLON BLACKBERRIES ..... 49c
1 — Baking 25c Can .....  19 ..... 39
GALLON PURE RIBBON CANE SYRUP ..... 81c
BARRELL CAKES ANY KIND ..... $26 c$
6 Boxes Diamond Matches ..... 23
LETTUCE per iead ..........7c HEAD RICE, per bl. ..... 6c
PORK \& BEANS Ammirs ge CORN No. 2 Primrose ..... 14 c
No. 2 Sweet Corn ..... 11
5 LB PEANUT BUTTER (Amours) ..... 83 c
SPINACH No. 2 _-... fo MACARONI or Snghetio ..... 6
27 BARS LIGHTHOUSE NAPTHA SOAP$\$ 1.00$

Guite a Lot of Famers Sheriff Telford Nabs Putting Out Pecars Petty Thief Here

Census Report Provid Oiganize Amerinn Diversification and
edFor Absent Familios Legic at Se gegaves Lorger Staple Cotton
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far, far away.
Far axay, far away,
He's milking cows or On her sleeve she wer ming hay.

On her sle
blem;

She wears it for
far, far away.

Mr. and Mrs. G. W. H
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$$
\begin{aligned}
& \text { Mrs. Chas. Moore and Mrs Jay } \\
& \text { Barret were pleasant callers at the } \\
& \text { Herald office Tuesday. }
\end{aligned}
$$



Save Wear on Your Engine by usingConoco Germ-Processed Paraffin Base Motor Oils.
Nothing in the operation of your car is more important to its life and usefulness than the proper lubrication. You can't stop friction entirely, but it can be cut to
minimum by using Conoco-Germ processed Paraffiin Base Motor Oil. CIVE IT A TRIAL.
FITZGERALD FILLING STATION

## WINTER

Have Your Tires Repaired-

Don't throw that good tire away
because it has a hole in it. With our new Electric Steam Vulcan-

## Willard Batterie

We also Repair and Recharge Batteries


6-
MLLER \& CORE


## - Weeping Away <br> - WePM $\begin{aligned} & \text { old Ideas of Gasoline Performance }\end{aligned}$



"ئ.Phillips 66 ROY HARRIS, Agent remarkable principle of
CONTROLLED VOLATILITY


## Rialto Theatre

SATURDAY, MARCH IST

-Fox Movietone News-
"LUNKHEAD"-All Talking Comedy

SUNDAY, MONDAY and TUESDAY MARCH 2.3 .4

WED. \& THURS. MARCH 5-6


Tokio Talkings
Harmoriv Happenings
We have been visited with several
sandstorms here already. One good
thing they remind us that spring is sandstorm
thing they
coming.
Ima Do Ima Dora and Edwin Richards vis
ited the Proctor children Sunday,
Tom Taylor spent Sunday with H. ite Tom Taylor spent Sunday with H.
P. Seabourn.
Mr. and Mrs. Gillentine spent SunP. Seabourn.
Mrs and Mrs. Gillentine spent Sun-
day with Mr. W. F. Young and fan ${ }^{\text {ily. }}$ Mr. and Mrs. J. N. Bley and Mr.
and Mrs. George Seabourn wisited
their mother, Wr. W. and Mrs. George Seabourn visited
their mother, Mrs. W. J. Ramsey over
the week end. the week end Rev. Allen filled his
pointment last week end.

$\qquad$

Sunday.


## SEE US-

for
FARM IMPLEMENTS. TOOLS \& HARNESS We Handle
McCORMICK-DEERING, OLIVER \& CASE PLOWS
-and a large and complete stock of repairs-
5 PERCENT OFF OF ALL IMPLEMENTS FOR CASH.

Bell-Endersen Hdwe Co.

| There＇s Pride and Economy in Owning Your Own Home． <br> Make an investment of your rent dollars！Enjoy the home that you＇ve always wanted．We offer a special financing plan that makes home ownership simple to accomplish． <br> －COME IN AND TALK IT OVER TODAY－ <br> SHAMBUDGFD | Home Study and the Hell It Raises There <br> By Lee Wolfsohn，in The Wisconsin $\qquad$ <br> me－a rank outsider－to dare submit an article on matters pedagogical． <br> But I have a peeve and I want to $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ an intruder． $\qquad$ $\qquad$ $\qquad$ feel about certain things they are do－ ing．Boards of education，and su－ perintendents of schools might also occupied with such things as appro－ $\qquad$ $\qquad$ writing．So they ought to be glad to $\qquad$ <br> I hate it．I hate it with all the |  | problems in algebra；read，dissect，bi－ sect and vivsect twenty cryptic sen－ tences in English；and memorize some declensions and conjugations in German as well as some translations． Now if any teacher doubts that this is a full－sized nights work，let him or her go over that work and history assignment only．My wite helped me，I dictated and she wrote General Topic：Roman numera 1 ， sub topic，capital A；auxiliary sub jects，small numerals；then the combined forces of my wife and myself－one hour and five minutes to complete the history task alone． And when we got through we had lish and German－in other words the entire school day all over again． I estimated most conservatively， gebra with a minimum amount of |
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The purchase of an automobile involves a considerable amount of money and it hould be carefuly considered from all angles before a final decision is made．
The value of the car to you depends on the value built into it at the factory，how much extra you pay the dealer for dis－ tribution，selling，financing and accessories and what it will cost to operate and main－ tain the car after purchase．Each of these
factors，as it relates to the Ford car，is fractors，as it rexplates to

## Econemy in production

The ford car is made economically be－ cause of the efficiency of Ford production methods．The money saved through this efficiency is put back into the car in im－ proved quality of material and in greater care and accuracy in manufacturing．The
constant effort is to eliminate waste and find ways to make each part better and better without increasing cost－frequently at lowered cost．
Because of Ford economies in large production and because the Ford organiza－ tion operates on a low－profit margin，the price you pay for the car is much less than it would be under any ether conditions． Yet it brings you many unusual features of construction and performance．
At least $\$ 75$ exira value is represented alone by the Triplex slatier－proof glass windshield，the Rustless Steel，the four Houdaille double－acting hydraulic shock absorbers，and the five steel－spoke wheels． The unueually large number of ball and

Toller bearings and the extensive use of fine steel forgings instead of castings or skampings are additional feature，that reflect the high quality buit into every part of the car．Throughout，it is a value far above the price you pay．

## Low dealer charges

The same princtrules of eficiency and economy that eharacterize the manufac－ ture of the Ford car are applied also to distribution．Obviously it would do the public little good to save in production if these savings were sacrificed later in ex－
cessive costs of selling，financing and

The
the same leale，therefore，operates on Motor Cord Motor Company，his discount or commis－
sion being the lowest of any automobile dealer．He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales．

NOTE THESE LOW PRICES

## Roadster ．．$\$ 435$

Phaeton ． $\mathbf{\$ 4 4 0}$ Tudor Sedan $\$ 500$ Coupe ．．$\$ 500$ Sport Coupe $\$ 530$ Two－window Fordor Sedan ．．$\$ 600$ Three－window Fordor Sedan ．． 8625 Cabriolet ．S645 Town Sedan $\mathbf{8 6 7 0}$ （All prices f．o．b．Detroit） Low charges for time payments through th

Universal Credit Company

The lower cost of selling，combined with the low charges for financing and acces－ s50 to -7 to ever saving of at least in addition to the savings made possible by economies in manufacturing．The money you pay for a Ford goes into value charges．

## Loz up－licep costs

It is on ant io remember that the cost of our autciabile is not the first cost on！y，but the total cost after month and years of service．Here again there is a decided saving when you buy a Ford．
The cost of operation and up－keep i lower because of simplicity of design，the high quality of material，and the reduction of friction and wear through unusual ac curacy in manufacturing and assembling． The reliability and longer life of the car contribute to its low depreciation per year of use．
The intelligent，painstaking service ren dered by Ford dealers is under close fac tory supervision and is a factor in the low up－keep cost of the Ford．All labor is billed at a flat rate and replacement parts are always available at low prices through Ford dealers in every section of the United States．
In two，three or five years，depending on how much you drive，the saving in operating and maintainin a new Ford will amount to even more than the saving on the first cost of the car．

FOID MOTOR COMPANY


IT OVER TODAY－
URGERTM
Mas


BANKERS REPPRT 18．DROP II SAVIMGS Lure of Stock Warket Partly to Blame，but Slackened Specula tion Expected to Bring Return to Thrift．

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$\qquad$守宽苞品

Out-of-town tires can't beat this


We'll match the Federal Defender against any tire you can buy anyplace at the same price.
The Defender costs no more than out-of-town tires, performance and endurance. can give in appearance, performance and endurance.
Y'u know us, you know we sell good tires, and that we give good service with every tire we sell. Try a


CRAIG \& McCLISH


SEE-

HIGCNBOTHM-BARTLETT CO.

L-U-M-B.ER
and building materials of all kinds.
Phone 8


IN DRUCS It is Results


IN PRESCRPTIONS . . it is Accuracy
Promphess and Pure Druss.

## anemat

## ALEXANDER DRUG CO

The Rexall Store-Where Most People Trade




SASE THE BABY CHICKS
This can be done by feeding Bowers Best Starting Feed. You will be surprised by the small amount that you will nave to die. We do not claim to have formula that we are using has been tried out and found to be one of the best known to the successful poultry raisers of the United States. This feed is sold under a strict guarantee.

Our supplement for Swine and Bowers Best aying mash have both made wonderful sellers because they are gving resuts beyond all expectations. If you are not using our line of HOME-MADE FEEDS we want

BOWERS MILLING CO.
Located by the water tower-Come to see us.

LUCKY $\left\lvert\, \begin{aligned} & \text { "I know dear," he replied, "but it } \\ & \text { look awful big beside your little fee } \\ & \text { He got the job. }\end{aligned}\right.$
Mrs. Chas. Brown, daughter of $\mathbf{M}$ 2

als. The ultra dry can feel duly
thankful for this interposition o
Providence as these fellows will not
have to be
tentiary.
Pope Pius set March the Hal whiness, which
will be on Sunday, to pray for the
wish
sad plight of Russian Churches at the
hands of the Soviets, who it seems
are determined that modern religious
organizations shall cease to exist in
Russia
Russ
all
sona those who are in power in that coun-
try are eale to put it over, and might
makes right in Russie as well as in ho secalled 'Land of the free and
home of the brave,
Atheism and Modernism are per-
secuted just as relentlessly in this country as Catholocism and other
isms are in Russi. Some two years
ago, one Smith came over to the good state of Arkansaw to speak and work
against legislative enactment of the
Anti Evolution Law and he was Anomptly jailed and kept for some
pime behind the bars. If the authorities had the power that the Soviets
exercise, Smith would have been
hanged, "And I don't mean ment hangea, And I don't mean maybe"
with apologies to Henderson.
Now every that are going one knows-even to those praying-
that as long as the present regime governs Russia that persecution will
continue. If I may be excused or continue. If I may be excused or
pardoned for the statement, this Uni-
verse is not fortunatety, run by pray-
er. We would be in one devil of a er. We woud be in one devin of a
fix if it could be. Why don't Tom
Love and his brother and sister pro-
hibs tackle the enforcement of the hibs tackle the enforcement of the
Eighteenth Amendment with suppli-
cations at a Throne of Grace instead of with an armed

courts of the country? | 1 | $\begin{array}{c}\text { courts } \\ \text { Pius, }\end{array}$ |
| :--- | :--- |
| I |  | Russians dam for the persecentitions it int

Rents instead of Russians were protestants instead o
Catholics-while not Roman Catho-
lics the Gre lics the Greek wing of the catholics
are close kin folks. All this clamor
from outside from outside agencies will only in-
tensify the hatred of Bolshevic Rustensify the hated ores it is intended to
sia for the classes
benefit. The Russians know full well that these tactics on the part o
Rome, England and the U.S. is just a
gesture and executions gesture and executions will continue
until religious exereises are stopped until religious exercises are stopped
or a revolution on the part of the people overthrow the present Soviet
Government. Christ did not save Jerusalem by prayer.
If
pres
like
pression on the Russians, let Pius,
like Peter the Hermit of old, organize a crusede, call all these prayers to
the colors and armed with airplanes poison gas and machine guns make
dessent on these d Boshevick
This would make them sit descent on these d- Boishevicks.
This would make them sit up and
take notice, until they disposed of the crusaders, which woundnnt be long
Lets pray now: Lord make merciful to each other. May we un
derstand each other better. May we
put our own house in we attempt to point the way to oth
ers. Until then lets go fishing on the
sixteenth, or pay the preacher the amount due him and attend churc will take care of themselv
Well Jee ernor against Tom. It is for. Gor
laughable situation. It is mixed wit doubt as to whenther either oi the
can get on the ticket. It is also high ly probable that both Love and Fer
guson will be in the Run Off, if the get on the ticket. I don't want Jin

## Patrotic Note Marks Week's Social Affairs

Mrs. Ractel Hardin Wishes To Announce that she has bought the Dollene Beauty Shop
and it will now be operated under the name of REMONA BEAUTY PARLOR
Also she is setting a new permanent wave machine
in about a month. So make your appointments for in about a month.
-Your Beauty Work Will Be Appreciated-

We feature quick and accurate service in the filling of

## PRESCRIPTIONS

with the best of drugs obtainable.

|  |
| :---: |

exacting. B-ing your prescriptions to the
PALACE DRUG STORE PHONE-76


$\qquad$



DEMPSTER MILL MFGGGO.
Cicero Smith Lumber Company

George Washington Theme Is Used In Forty-Two Party; Mrs. Hamilton Hostess To Group



Patriotic Social Is Held For
Jubilee Members Thurscay
Afternoon. Afternoon.


## A Big Service!

THE TONSORIAL SHOP

M-I-L-K
Please wash
botlles and set
out daily
L. E. Bighan


STOP,LOOK,READ!

## CLOSINGOUT SALE

-of our Ladies DepartmentDresses, Hats, Shoes, Piece Goods
-in fact everything for ladies and little misses is going move out at wholesale prices and less. This is a chance you haven't had in Brownfield before and maybe never
will again. It will pey you to buy this merchandise. We will again. It will pay you to buy this merchandise. We
know whereof we speak, and you will too after examiknow whereof we speak, and you will too after exami
nation of our quality and prices. This sale will start
Friday, Feb. 28,9 A. M.
GIVE AWAY 50 PRIZES
50 c in value to the first 50 customers where their
and a $\$ 25.00$ prize of merchandise will be
most merchandise the first 20 days of the sale.
was limited to a customer. We are not putting
WANT. Merchants not barred. We mean what
out by your coo
while it lasta!
W. E. LEEG DRY GOODS

EROWNFIELD

|  Tailor Prices |  |
| :---: | :---: |
|  |  |
| Sweaters ------------1--- 50 \& 75c |  |
| Top Coats. | \$1.00 and \$1.25 |
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|  |  |
| Plain Wool Dress _---- \$1.00 and \$1.25 |  |
| Silk Dresses .-. - . - ----.- \$1.00 and up |  |
| 2 or 3 piece dress .-.-....-.-. - $\$ 1.25$ |  |
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| Theee Prices Were see Ey |  |
| HEHDERSON TALOR SHOP |  |
| BROWNELD TAILOR SHOP |  |
| $\begin{aligned} & \text { CTY TALIOR SHOP } \\ & \text { YOUREE \& GLOVER TALLOR SHOP } \end{aligned}$ |  |
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| Will Explore MoreOf Carlshad Caverns |  |
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| Carlsbad Caverns, national monu-ment in New Mexico, far beneath theground. |  |
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We carry a fuill line of staple and fancy groceries with fulweights and measures at prices that are hard to beat.
Also a full line of fresh vegetables and meats. Give us your next bill. You are sure to be pleased.
HOKUS POKUS

## Sedalia Man Finds <br> Health In New Konjola

Stomach And Kidney IIIs of
Long Standing No Problem


E. L. WCODLEY
Greer $11-8$ to 13 -16 Staple
Delfos 1 to $11-8$ Staple $\$ 1.50$ bushe!
Burnet 7-8 to 15-16 Staple
$\$ 1.50$ bushel
$\$ 1.25$ bushel
Burnet 7-8 to 15-16 Staple ..............- $\$ 1.25$ bushel
Summerhour Half \& Half 13-16 Staple..-
On farm 18 miles north brownfield. All seed grown
Limited Suppiy. All gin runs.




## CLOSE :-: OUT

Bargains all over the store. Every day we place on sale odd lots and remmant merchandise at a fracion of the original cost Attend our special hour sales each day. Also every day at $3: 30$ we give away something valuable-Save your tickets.

| THURSDAY <br> 9:00 T0 10:00 A. | $\begin{aligned} & \text { FRIDIDY } \\ & 9.0000000 \mathrm{x} \end{aligned}$ | $\begin{aligned} & \text { SATURDAY } \\ & 900000 \wedge \end{aligned}$ |
| :---: | :---: | :---: |
| 44c pair | 10c yard | 98c each |
| T03 | 2:0070 0 3:00 P... |  |

## 3 yds. 39c <br> momeay

9:00 TO 10:00 A.M.
Regular 15c Brown Domestic, 36 in.
1 yard or $15 c$ and 1 yard for lc
2:00 T0 3:00 P. M.

## $29 c$ each

## $\$ 2.98$ each THESTMY 9:00 T0 10:00 A.M.

6 yd. 98e

2:00 T0 3:00 P. M.

75e pair

- DRESSES, COATS AND HATS Don't fail to see our values. Real prices

FOR SPRNG-
"Spring merchandise.
One lot Ladies Hats 69c; One lo. Dresses $\$ 4.95$

## Head-Har , dave Co.

## BROWNFIELD, TEXAS

