# When It's Springtime Below The Caprock 

WITH SPRING, each year, the old yearning comes back . . . a desire to own something new, or at least to change things around and clean up the old things that must of necessity, be carried over to the new season. Such a yearning is justified, too. It does one good to want to blossom out in new things.

I SNYDER MERCHANTS are heralding the 1 new season which Springtime and Easter bring. Their stocks of merchandise and pro fessional services particularly fit them to offer you every assistance to satisfy that yen for the new and the colorfut. On the following page they bring you their timely messages.

The Snyder Merchants below prove they are abreast of the Times with New Spring Modes and Services-

## Hollywood Shop

Bryant-Link Company Ben Franklin Store The Economy Store Stinson Drug Company

The Fair Store
J. H. Sears \& Company Graham \& Martin
J. C. Penney Company

Every Woman's Beauty Shop

Snyder Tailoring Company
Cave Beauty Shop
Mrs. Lee Grant
Adelle's Beauty Shop
Towle Jewelry Company


Simple Feminine Trend Is "Tops" Says Mrs. Caton

## RITZ AIDS 10 SKIN AT SEARS <br> CAVE ADVISES FITCH BEAUTY

 "The skin has a personality allits own," says Mras. C. J. Sims of J. Its own," says Mra C. J. Sims of J.
H. Sears Company, "and Charles of H. Sears Company, "and Charles of
The Ritz beauty aids are perfected The Ritz beauty aids are perfected
treatments and make-ups to glorify
your beauty." Mrs. Sins personaly your beauty." Mrs. Sims personaiy
recommends the line as truly "beauty in the modern mode," and she
reminds loeal women that Charles reminds local women that Charles of The Ritz is "dedicated to her
majesty, the smart American wcmmajesty, the smal an lin
an."
The local store offers a full lin of Charles of The Ritz perfect creams, lotions and make-up. At Sears, one of Snyder's leading
department stores, buyers may find department stores, buyers may find smart spring styles in ladies' dress-
es, hats, shoes, men's and ehlldren' es, hats, shoes, men's and ehlidren's
wear.
To brighten up the old frock, Mrs. Olle Stimson at Sears suggests that a new start, fresh collar, new button and buckles, corssge or one o
their Iovely band made linen handtheir lovely hand made linen hand-
kerchiefs is Ideal. Gay new prints kerchiefs is ideal. Gay new print
are shown frr spring frocks, too.
Airmaid Hosiery Is Handled by Stinson
Makers of Airmald hosiery, hand Makers of Airmald hosiery, hand-
led in Snyder exclusively by the two Stinson Drug Stores, insist that women "Wear Airmaid and compare them "with your former hose ex-
pense." "More miles per pair" is the slogan for the sky clear ringlese hosiery.
Airmaid hodery, Airmate socks fer men, and Airmate Ankies for chil-
dren are shown at the two Stinsons In attractive display cases. Hose are an important part of an Easter costume, the dealers say, and they say that they can sult your color taste in Airmald.
Newest hoslery shades in Airmalds are Cubatan, noonday, plaza beige,
avenue, swanky, morndusk and smokemist. In Airmate socks there are the navy, black, white, gray, nubrown and French tan.
wear, Hart Shaffner \& Marx anc Rose Brothers sults in spring patterns, new spring fashions in Laudenberg hats, and Arrow shirts


The Choice of Thousands For Spring-

## AIRMAID SILK

 HOSIERYSince taking the agency in Snyder for this line of fancy Silk Hose for Ladies, more and more users tell us Airmaid Hose are of strictly high presented in the newest shades.

AIRMATE SOCKS FOR MENAND FANCY TIES, TOO!

## Priced 79c to $\$ 1.65$ per Pair

## STINSON'S

## Flattering



Back-Swept Lines in This New Spring Coiffure

A new and modern, up-to-the-minute Spring permanent that is youthful and Spring permanent that is youthful and flattering with its soft, deep waves and with a fresh, new permanent at this economical spectal price. Phone for appointment.

$$
\$ 1.50 \text { мxv up }
$$

## CAVE BEAUTY SHOP <br> PHONE 50



DRESSE
A new shipA new ship-
ment of pretty ment of pretty
new Dresses has just arrived at Searsin time for the Easter season.

-Sheers
And priced at only $\$ 3.95$ to $\$ 10.95$


## Bryant-Link Company <br> "MORE THAN FIFTY-TWO YEA RS OF SERVICE TO WEST TEXAS"

Simplicity Tops Spring Modes At Hollywood Shop
"Simplicity is a characteristic o new spring styles," according to Mrs John Keller of the Hollywood Shop,
"but it is a simplicity without dull neas. Soft lines are enhanced by tricks of trim, novelty belts, clever Jackets."
Examples of these are in the lovely new Ellen Kaye frocks, "famous for their fit," and in the smart lit-
tle College Campus dresses. Their le College Campus dresses. Their ful fabrics dress the modern style seeker with distinction for every important occasion, Mrs. K elle says. Nellie Don wash frocks fo at home or town wear make one feel smart, yet simply clad. Maker of these frock
try one on."
Printzess suits, charmingly destgned by the famous makers of Printzess coats, are softly tallored as are the spring coats by Printzess and West Way suits at the Holly wood shop.
Adding one of the smart sults or Fair underthings, topping with one Fuir underthings, topping with one
of those delightful "New Manselle" straws, with a crystal leathergoods bag, soft Fownes gloves, a gay kerchief and one of the variety of pret$y$ corsages at the Hollywood Shop will make milady indeed proud to head thinks.
The dainty feminine evening dresses, wraps and bags shown at romance, and spring and summer formals would indeed be joyful for wearers of them.
Shirley Temple frocks and hats for children are also being fea-
tured at the Hellywood Shop. These saucy little costumes would make any youngster happy to join the Easter parade of spring fashion.

## What About Skirt Lengths?

 Probably the most asked question of all about new clothes is "what about skirt lengths?" To which the answer is, "definitely shorter," Twelve inches from the groundseems to be the average accepted seems to be the average accepted
length, but many smart women are length, but many smart women are
having their dresses made as short having their dresses made as short This still covers the knees amply, and thanks to the flared skirtlines, keeps them covered, even in a seat-
ed position.

Peasant Influence Seen, Peasant influence still continues In all phases of fashion, and in neckwear may be recognized in lovely styled much as are the festive native costumes taken out and worn for holidays.


C URLS
Easy to Keep In Place
You can have the softly, youthful flattery of luxuriant curis so easily with our permanent waves. No fuss or trouble; no dry, brittle or charred hairs. Helps you to look your best for spring

## Permanents <br> $\$ 1.50$ and Up <br> Adelle's Beauty Shop <br> 3101 Avenue W, Snyder

## JOE SUGGESTS

 TAILOR MADES"With returning prosperity and the ability to enlarge their warwill have a strong demand for made ham of Graham \& Martin and cleaners. and cleaners.

we have the largest and most complete line of samples ever carried, including all sorts of plalds and troplcal worsteds in a variety of weights and colors. For the more conserva tive dressers, our imported gabardines are better for spring and sum-
mer," he continues. In stock at Graham \& Martin's, there is a nice group of suits ready or Easter-they are in grays, tans and blues. Fine woolens, exper needlework and outstanding value are the fundamental principles on which suit business at the shop The famous Dri-Sheen method of dry cleaning used at the local tatlor shop is sure to please the most fastidious cutomer, and if the new sult Won't be here untll later, the local
firm invites you to dress up your Irm invites you to dress up your
old suit or frock with a trip to their old suit
plant.

Flowers in Bloom.
Flowers seem to be growing evplentiful than ever before. in the very youngest type of gown, flat flowers are used to form complete boleros, little capes or Jackets. Some flowers are made to be applied as ellips on low necklines. Embrolticularly on the sheerest of netarticularly on the sheerest of nets.

LET'S TALK ABOUT CLOTHES
by a young modern
Chill March winds and April rains make practical-minded women a
little fearful about venturing out in their new, light-welght spring finry. The problem of achieving stylish appearance and also prenot impossible to solve.
The trick can be managed by combining some of the warm, dependable numbers from your wintry wardrobe with gay new accessories that announce spring. For instance, that dark sult, which still feels good with a fresh, new-looking striped with a fresh, new-looking striped
blouse. Or perhaps a dotted one in bright colors will sult the taste betbright
ter.
Next

Next comes the dark crepe dress, nother winter hangover which can be revamped. Be sure that the sleeves are short, and add to it one of those string, hemp or woolen belts plaited in wild colors. Then leather bags that come in so many shapes and slzes. Get one of the smart new shades, and it will give you good service all summer. As the finlshing touches to this early-season affair, try a pair of beige, white or light-colored gloves that will contrast with your dress or bag. Now perch on your head
one of those small dark straws that one of those small dark straws that
are guaranteed not to blow away, are guaranteed not to blow away,
and you re ready to start out. If an tey blast suddenly comes your way, you can don the heavy coat without ruining your outfit.
Some people economize only when they are broke.

## Hollywood Shop

Presents for

## Easter

Flower Colors and New Materials

Featuring New Arrivals In
Dresses
Sheer Silks
and New Cottons

## Hats

with
Spring Style Appeal
Purses
To Match
Your New
ostumes
And, of
Course the
Newest
Things in
Hose
and
Gloves
udies

## ADELLE GIVES

 BEAUTY HINTSMrs. Grant Better Equipped to Serve
Mrs. Lee Grant, who is well known to the public, is better equipped to serve local people and assist with
their sewing needs since she moved to her present location, across the street from the fire station
She will be glad to handle commercial sewing of all kinds-covered buttons, hemstitching, button holes and general sewing are the regular services offered by Mrs are her features of the new shop. $\longrightarrow$
One of the most obvious developments in the men's style world is the fact that manufacturers are makin
each sult style in more of a diversity of fabric patterns. In thls way, the most conservative.

der's representatives at the annua beauty show in Lubboek first of next week, where Paul Compan, famou demonstrations and lessons in finger waving.


Is your clothing budget limited. Then you want a suit est wear that you can wear on all occasions. That's why we suggest you make the single breasted, semi-drape your Easter Suit. It's as smart as can be, yet there's nothing tricky about it. Fine fabrics, plain or mixed.
Just Arrived! New Shipment of Spring Suits and Pants

Priced Right

Master Tailors and Cleaners

##  Wastr BABEANIN!

Feminine Flavor
Features Penney
Easter Costumes
Docens of new Easter frocks and nats are being shown at J. C. Pen-
ney Company this week by MrsMargle Mcclinton, head of the rea-dy-to-wear department, to buyers of
Easter costumes. "Every dress is Easter costumes. "Every dress is
pparkling with the 'feminine flaver parkling with the 'feminine flavoi' that is so taking the country by
storm."
she She says, "Dramatie styles in new and distinction. . . . Princess types ith their flattering lines are pre-
dominant. . One plece dresses are dominant. . One plece dresses are interesting with their new necklines,
exciting sleeves. exciting sleeves. ... Smart dusty shades and refresting prints are fon parade.
"Hats are so designed to glorify
your Easter costume. They are so your Easter costume. They are so
youthful and flattering-these salyouthful and flattering-these sal- medium brims, off - the - face models and taflored straws. And of a number of straws. It may be one of the Sisal straws, imported rough straws, fine soft straws
These new hat models are shown at These new hat models are shown at Penney's in the most delightful col[rs," frock, Manager H. I. Vann suggest that Snyder women look over Penney's stock of lovely new sulks, crepe
and taffeta, and follow the design I Excella patterns. Coats in spring weights and soft sults are being displayed in the rea dy-to-wear department at Penney's, as are


Full Fashioned Silk Hosiery $\left.\begin{array}{l}\begin{array}{l}\text { Newest } \\ \text { Colors }\end{array} \sim\end{array}\right)_{\mathrm{pr}}^{4}$
Ringless Gaymode service chif-fons-more practical and so beautiful. Sizes $81 / 2$ to $101 / 2$.

New SUNNY TUCKER Silk Frocks Sizes
3 to $16!$
We've carefully se lected this fascinating group of dresses the ones that will bring out your best bring out your best
points! Refreshing points! Refreshints! Spring tones!
print Smart dusty shades! Sizes 12 to 44.


HANDBAGS
Patent
Leather! $8^{4}$
Many styles including the en. Many styles inclucing the en.
velope, softie, pouch' Copies of velope, softie, pouch
higher priced models!

Attractive Cynthia
SLIPS
 Shadovo Panels $98^{\circ}$

\section*{Well made slips} with $V$ or bod ice tops. Tail. ored and lace | trimmed styles |
| :---: |
| Sizes 32 to 41 |

Sofily Feminine or Strictly Tailored!
$\underset{\text { Personality! }}{\text { To Express Your }}$
Dresses \$2 98 Andee display of men's hats, shirts shoes are found, ties, socks and rashlons for men are new and in teresting this spring.

Cheorenty of Cholce. great problem this spring, becaus freate are only three major types to choose from, and although there is a varlety in each type, they are so quirements that once you see them all you know exactly what you want


CUSTOM DRESS MAKING
When you find the pleture of a dress you like, bring the illus-
tration and sufficient material to me and I will make the garment for you.
I have equipment with which to cut patterns from any picture or ing enables me to assist you in many ways with your clothing problems.
The cost is moderate. Hemstitching Covered Buttons
Buttonholes
Mrs. Lee Grant SINGER SEWING SHOP Across from Fire Station

We're out to dress-up the town for next-to-nothing! Yes, indeed! From rompers to formals, sandals to suits . . . all are Easter bargains! Get yours NOW, while selections are complete-prices, hard to beat!

Ene Straws

## 98c to \$1.98

Exciting new shapes that are very different and so becoming 1 Smooth straws, rough straws and shiny straws, atson's smartest manner.


A beautifully styled shoe she'11
be proud to wear anywhere. Expertly made with trieky stitching and punch-outs.

Patent Leather Sandals

Wide T-strap styles, designed to support the foot comfortably. \$1.98 Pair


Other styles to select from. As sortment of
medium heels.


New Spring Marathons! MEN'S HATS $\underset{\substack{\text { s.m. } \\ \text { brim } \\ \text { s } \\ 2.98}}{ }$
They're styled for every type of personality! Handsome shades in the season's latest edges! Luxuriously lined! They've a certain swagger you'll like! See them today!


Men's Sanforized
WASH SLACKS


Smart checks, plaids and sub good - looking slacks for

Men's Towncraft Oxfords
One of our best sellers, because they're so durable and conservatively smart. Good selection of styles in Black, Grey and Whith
Leather soles, Real comfort that is priced low!
\$2.98 Pair


White Buck- 50.69

PEN ENEXIS

Mrs. Fish Chose These Adjectives To Greet Spring

## "Radiant, graclous and eharming." are same of the adjectives used b.

 Mrs. Walla Fish of The Economy Atore to describe new spring fash ons. "Morning, afternoon and eveaing dresses, all, are foundThe well known Cardinal are outstanding in the group of daytime frocks shown at Economy Cardinal dresses are seen with fited jackets, boleros, redingotes-any kind of a jacket dress will be fash Lonable for the Easter parade. Solid colors and splashy prints, which are signed with graceful sleeves, new secklines and "different" trim. Flowered chiffon party dresse from Economy's large stock are suggested by Mrs. Fish for afternoon and evening parties and club meetings. In that group are also the
saucy iittle nets and taffetas, feafuring the feminine note in spring tyles more than ever before. Hats of soft straw, gay patent bags, spring fhoes and other accessories also follow the gay idea in style.
Economy's selection of evening dresses for spring and summer formals are starting in design. Lace popular materials are net, mousseine de sole, crepe and satin. With these lovely creations, Mrs. Fish uaggests their metallie sandals with elther high or low heels and a selection of gold and silver sequins or beaded evening bags.
style seekers in planning the fashonable homemade spring wardrobe The selection of silks and cottons in refreshing patterns will also help as will the array of button buckles.
Peters shoes, nationally advertised Peters shoes, nationally advertised all-leather styles, are handied by and children. Packards for men and Vitallty shoes for women are glso shown by the store.
Ben Franklin Store
Featuring Vanette
Ben Pranklin Store is Snyder's dealer for the lovely Vanette full for its appearance and long wear. Btock of Vanettes at Ben Franklin is complete to give knee lengths and full lengths in service weight or the sheerest chiffon in newest spring Manager Nathan Rosenberg. Featured Nathan Rosenberg, hosiery are Oubatan, plaza, betge owanky and noonday. Cubatan, the faverite, is a rich copperish tone to be worn with white, pastels, navy and medlum blues, warm beiges of coppery casts, greens, tortolse and beige is lighter th the belge group: owanky is a blend of the plaza beige with gray; and noonday is the pretty grajer shade.

## How to "Make" Your Dress,

 An attractive fashion detall, andone which often "makes" the dress, is found in sleeves which have grown ghorter and shorter, so that those coming a little below the elbow, and the regular short sleeves are most popular, with broadened, stiffened ghoulders accentuating the "ifted" young sllhouette. Softly feminine ethers shirring groups of tucks, and softly unpressed pleats.

Choose Your Own style.
There is so much to know about the new dresses, yet there is on one specifie style which takes pre-emlnence over all others. In other
words you needn't try to follow words you needn't try to follow
any fashion dietum this season, because you can tndividualize whatever you wear by your own personality. There are, however, two predominating trends; the one the princess flare adaption, and the
other the stralght silhouette dress.

In the softer, dressier blouses, fabots and frills are very well liked, because they can be so flatteringly
revealed by the suft jacket openings. Hand detaling is seen much more generouly than heretofore. particu-

## REVERSE ROLL TOWLE'S GIFTS

 RECOMMENDED"With apring just around the corner, hair stylists from the Atlantie nodes to greet the new seasong" new Mrs. Woodie Scarborough of Every Woman's Beauty Shop.
Of the new halr styles, Mrs. Bcarborough comments, "The reverse roll creates a casual charm and ineresting variation in the around-he-head roll in evening enchantment. Forehead flares and swepthalo roll high on the head For the lady of sports a popular coiffure is that with tallored curls and smooth crown."
"The arrival of spring." she says, "Is always a signal for us to feature a special reconditioning scalp service to prepare for new permanent
wave. My patrons are sure to purchave. My patrons are sure to pursay new costumes. I belleve that every head of halr should have at least one reconditioning scalp treatment before permanent waving, it best results are to be obtained. "We also asssist our patrons in the selection of cosmetics to suit their particular needs, and show der in a professtonal manner so that it does not merely cover up a shiny face, but enhances the appearance of the face."
Conicure, a well known and highy advertised line of beauty needs, is shown at Every Woman's, and Mrs. Scarborough and her four 11censed, experienced operators-Mrs. Lovell Baze, Pauline Hartley, Mrs
Harry McHaney and Densil Davisrecommend the line.

Men's Interests in
Good Clothes Grow
So many men are facing the problem of replacements with the purchasing of spring wardrobes that W's just as well they go about the Whole thing right, from start to
finish. Snyder's tallor shops dry goods stores tallor shops and outstanding array of showing an ing, and are anxious to help local men make cholces of spring and summer clothes.
There is an added formality to men's wear this year, and if they must admit the truth, it's only partly due to woman's desire to see men formality, because men have become equally style-consclous.


Mos. R. Q. Towle and Mrs. Velma dewelry to show array of beautifu. 3 abipments of beautiful costume jew-
elry, lovely elry, lovely gifts and Chinaware are spectalties.
Now that you're making Easter plans for dinner parties, take advantage of the fact that you need
new table accessories, and shop Towle's newest China and glasoware Styles are fascinating, colors are interestingly new, and a full line of ttems gives you so much from which
to ehoose.
In honor of the Easter bride, there
is a handsome collecticn of jewelry is a handsome collecticn of jewelry at Towle's, all quite specially price
to start the young couple on a thrifty fourney through Iffe. There are solitaires for Easter engagements, too, and ft's so satisfying to know that this firm's reputation for

## Youngsters Finding

It Fun to Dress Up
Everything abous the new spring clothes for the younger members of the family is delightrully simple,
irresistibly colorful, and refreshingly new. Choosing a spring and Easter wardrobe for the youngsters can cnly prove a delightful adventure, both for parent and child.
With so many elothes specially designed for little screen stars, any is her favorite young actress, and all Bnyder stores have so many
and pretty things for youngsters. Shirley Temple, Jane Withers, Anne Shirley, Virginia Weidler-all lend their names to clothes designed ex actly as their personal garments.

What's New fer Her?
What are the detalls that make the new blouses "new?" That is a
most logleal question, and one very most logleal question, and one very
easily answered. Firstly, there is easily answered. Firstly, there is
a great deal of tucked detall in all a great deal of tucked detail in all
clothes, and it appears at its best in the semi-tallored and dressier shirt blouses, often worked to give the entire bosom effect. Simillarly stitching in glove stitching effect is a repeated favorite and cuff studs
give that "well dressed man" look to every woman.
singing your own pratses makes poor muste for the other fellow.

## Spring's Newest

Vanette Hose

Featured in Snyder exclu sively by your Ben Franklin Store

New shipments of this very popular Hose bring you the latest tones for E
the Spring season.

## $79 c, 2$ for $\$ 1.50, \$ 1$ and $\$ 1.15$

## BENFRANKLINSTORE

100 Per Cent Home Owned Nothan Resenberg, Mgr. West Side Squrare

| In line with the new-aspect of | Althoush very few women feel |
| :---: | :---: | :---: |
| sophistication are the lower neck- | sufficlently well polsed | sophistication are the lower neck- sufficlently well polsed to wear it, ines, usually in V's, and occasionally

in squared effects, which are such a refreshing change from the more in irobe. More comfortable than warusual higher necklines which, how- it now cffers shoulder shaping that ever, win continue, because they're completely does away with slipping too good and too wearable to go out off, and it is equally smart over of fashion! dresses as it is over two plece suits.


## WITH A GIFT FROM TOWLES

You'll make it a really happy occasion if you choose your gifts here. A large selection of Diamonds, Wrist Watches in all designs, and costume jewelry for all occasions make selection of an appropriate gift an asy matter at our shop.

Beads of All Kinds for the Easter Frock
New Chinaware and Silverwear for the Easter Dinner

TOWLE JEWELRY COMPANY
Northwest Corner Square
Snyder


## Greet Spring

With a New Coiffure
A saucy toss of new curls in the soft, languid breeze $\dot{\text { and }}$ and life seems pretty gay once more. Must we point out that a remodeled permanent does wonders for your personality, as well as your appearance? You know the feeling of confidence, of joie de vivre, that a new wave brings, especially at this time of year! May we
hear from you? Phone 22 for appointment. hear from you? Phone 22 for appointment.

Permanent Waving-We'll fashion any wave you say ... any way you like. Or choose from one of
our own models, like the Sculptured Wave above.

Permanents $-\$ 1.50$ and $U_{p}$
EVERY WOMAN'S PHoNe 22 BEAUTY SHOP

Fair Store Says All Dresses New In Color, Design
"New romantic colors, festive nosegays scattered on bright back-grounds-print or plain-every dress
is new in design and color for the is new in destzn and color for the
Easter parade," says H. L. Davis, Easter parade," says H. L.
manager of The Fair Store. manager of The Fair Store The remarks are credible to the new stock of lovely dresses at The in a lovely variety of sheers and novelty crepes. Ycu are in a coseume that will maris your fashion *isdom, when you select from this collection of smart frocks.
The Falr's new shlpment of Easter millinery is here. Types of "The Jantce" to wear with your suit, your the new straws are in colors and types to flatter the Baster dress. Wash frocks, featurtng the Polly Ann and Suzette, at The Falr are fresh and dainty. The pastel linens and cottons are pretty, too.
New shtpment of yards and yards the front of the stere, and the gay printed sllks are shown along with a varlety of buttons, buckles, corsages and other trinmings for the aake-your-own wardrobe.
At The Fatr, buyers will find the widely advertised Dr. Austin's shoes for both men and women, as well as the Bob smart shos nor men
end children's school and dress shoes. White, black, brown, gray and bright colors are seen in women's spring shoes.
Stetson, Davis and Bancroft are the three best known styles of men's hats found at The Fair. New shlpments were received just last week.
Earl Fish Features
"Complete" Service
"When a garment is sent to us to be cleaned and pressed, it is re-
turned to the owner ready to wear:" turned to the owner ready to wear,
Earl Fish says of servise received at- Snyder Talloring Company. "We see that repalis are made on the garment before it is returned, and we are sure that it is just ready to put on. That is the superior service guaranteed to our customers, outts handled through Pish and Snyder Talloring Company are distinctinctive custom made sults. Makers of these suits are to be complimented on the material and workcranship involved in their making


Don't You Care! Hostess or Guest

We are experts in removing spots and stains and return your garments as fresh, clean and unsoiled as the day you bought them. Don't worry about these little accidents that occur to all of us . . . just phone for our prompt cleaning service.

## Snyder Tailoring Company

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## 

Spring and Easter bring us to a jolly, dress-up time in the lives of all of us. The balmy weather, sprouting greenness on ground and tree make us want to also blossom out in new colors and new ideas. The Fair Store is several jumps ahead of the season with new things for all the family.

## Ladies'Spring Dresses



You will find Spring exemplified in the beautiful showing of Dresses for the Easter and Spring season now at the Falr store. Drest yourself up-tor you can step out in gay style and color for less than you probably had counted on

These lovely new Silk Dresses-they'II be the bustest and smartest Dresses in your wardrobel Dark sheers with crisp white . . . applique sheers .... prints on light and dark grounds . . . tallored pastels
. . come and see them. Sires 12 to 20 .
And in our display of new Cotton Frocks you will find everything about the latest prints is new. Patterns are alearer, more spaced, more brilliant. And the fabrics are of finer quality, assuring you of desired wear. They're worthy of fine workmanshlp.
Silk Dresses \$2.95 to \$9.95 Print Dresses 98c to \$1.95

Heading the fashiton parade on Easter Sunday will be the perennial Spring Sult. But in new fabrtes, in livelier new colors and in a "softer" sllhouettie-in a grenter varlety of styles than ever before.

Por your approval we are showing these Sutts in long and short coats (and elther is good, Dame Fashion tells us).

Greys and light shades predominate the line . . . in which you can find just the model, size' and price you most destire.
\$3.95
And Up

## Piece Goods



Pretty Flowered Crepes th the convenHonal 39 -inch width-just the thing for the rew sille Dresse

59c Per Yard

Cottons in Plain Colors, Porals, Dotted Swiss and Dimities-now patterns, new colors-new matortala:

Priced to Sell

Crisp New Hats for the Men We have all the new shapes featured for the Spring and Easter season, and the color that go bes with the new sults. sTETSONS \$5 and Up Davis $\$ 2.95$ Up bancropt $\$ 1.95$ to


Shirts for Springtime Wear


The new shirt styles of Bpring present a colorful pleture fin fabrics and patterns. Replenlsh your wardrobe with these long-wearing, well-fitting shirts.
We offer famous Van Heusen label as your assurance fo getting the best of material, atyle and workmanship.

98 c to $\$ 1.95$
Ties, Handkerchiefs, Socks
Here they are in time for your Easter wardrobe-new Tie types that will please all your whims.
As little as one might think, the handkerchlef nowadays has a very definite place in outitting.

Socks or hose . . . we can give you what you want for your feet -at prices you want to pay.


Spring Shoes for Ever ybody


Ladies' -
Cutout details, lower sldes, ties that are - open over the instep -these are the dotails that make the new shoes light and atry. Many colors to select from.
\$1.95 Up



HERE'S NEW EASTER FOOTWEAR FOR EVERY STEP OF THE EASTER PARADE

## "PEGGY" $\$ 1.98$

- White Patent
- Loop Strap
- Medium Heel
- All Sizes
"BETTY" \$1.98
- White Calf
- Monk Strap
- Low Heel
- All Sizes

"ANITA" $\$ 1.98$
- White, Red, Yellow, Pink, Patent
- T-Strap
- High Hee
- All Sizes

"ROMANCE" $\$ 1.98$
- White, Yellow, Pink, Patent - Toeless Sandal - All Sizes

"GAY"
$\$ 1.98$
- White Elk
- Porthole Sandal
- Low Hee
- All Sizes

ECONOMY
STORE
SOUTH SIDE SQUARE

## With Customary

 Foresight and Anticipation of a BRIGHT EASTER ...
## Chiffons

Will Lead the Easter Fashion Parade
. . . Chiffon is a fashion favorite $\therefore$. . it is is cool be worn into Summer

Selections Include
Black Chiffon with appliqued floral designs-
Navy Chiffon with tiny tuck-downs-
Printed Chiffons of large or small floral designs
$=\$ 6.95$
Lots of Other $\$ 2.95$ and


79c

Grey, Beige, Tan, White,
Gray and White Combinations.
$\$ 198 \mathrm{u}_{\mathrm{p}}$ ECONOMY DRY COODS CO
South Side Square light in color, and comfortable.

All Sizes-All
Shades
$\$ 1.98 \mathrm{u}_{\mathrm{p}}$
\$1.65
MEN'S DRESS SHOES
Featherweight
FELTS
For Easter
that are light in weight,

## Thw Sritry Cminty Tintug <br> "YOUR HOME COUNTY PAPER"

HERMLECH REAOY FOR LEAGUUE MEET FRIDAY-SATUMODAY

| French Road | Gives Pointer | $\begin{aligned} & \text { VARIED MUSIC } \\ & \text { SCHEDULDD BY } \\ & \text { LOCAL SCHOOL } \end{aligned}$ | $\frac{\text { "DEAL GIRL" }}{}$ | EARLY EASTER SERVICE TO BE HELD SUNDAY | Two Dunn Projects Completed |  | TRACK, FIELD AND LTERARY CONTESTS SET |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| many locals | Wanta Be in in |  |  |  |  |  |  |
|  | Criticene , am? | Band and Junior High Choral Club Featured Friday, |  |  |  |  |  |
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|  | Female Hereford |  | Host Mextillarch |  |  |  |  |
|  | From Winston's |  |  |  |  |  |  |
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| =5 | $\underline{\square}$ | צ5x | - = | Three communties |  | $5 \pm$ ²w |  |
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|  |  | RACOUET FANS |  | 2 | FIVE OUT FOR | J. D. MITCHELI |  |
|  |  | ENTHUSIASTIC | $\pm \pm=$ | 5 | SCHOOL JOBS | HONE LOOTED |  |
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|  | maxim= | \%mimen mim | niverin | $2$ |  |  |  |

# for The WWDMAAN'S Page ks the 

FULLER-POLK WEDDING DATE IS ANNOUNCED


Mrs. Josephson Is
Sine Cura Hostess.





Benefits to Buy
Piano for Hall.
Proced tom mhe benent forty: $\qquad$

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$\square$
MEAT


WILL LIVE IN SNYDER FOLLOWING MARRIAGE


Several Snyder Women Will Attend Mrs Wilmeth Goes

LOOK $\$$ WILL
WHAT

SIX COLLECTIONS for $\$ 5.00$
$\$ 1.00$
$\$ 1.00$
$\$ 1.00$
$\$ 1.00$
$\$ 1.00$
$\$ 1.00$
$\$ 1.00$
WEEK-END SPECIALS

| BANANAS, per dozen | 15 e |
| :--- | ---: |
| BUNCH VEGETABLES, 3 for | 10 c |
| CABEAGE, per pound | 2 c |
| ONIONS, 3 pounds | 10 c |
| SPUDS, 10 pounds for | 29 c |
| PURE HONEY, per gallon | $\$ 1.00$ |

SEE US FOR FIELD SEED. WE HAVE
18 DIFFERENT KINDS



discussirn. Katherine McGlothtin
will furnish materias with which to
demonstrate at the next meeting




Less Monthly Dis~omfort




$\$ 1.00$
$\$ 1.00$

these mat man would drive a horse and buggy in automobile? It's just as ridiculous for a woman dering when she can do it so cheaply, quickly and Rates-35c Per Hour

HELP-YOURSELF LAUNDRY

## man

## 



## PROCLAMATION



Press Club Style County Autoists Revue Declared Lag in Returning Tops in Fashion Highway Surveys
Bovs' and Girls' Glee
Clubs Will Present Clubs Will Present
Program March 31
Strawn's Cafe
HOT CAKES
 ..... $x$-ray and Radium

|  |
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Maxwell howe Coffeo
CHARLEY JONES SERVICE STATION
PRODUCTS GOODRII
We Specialize in Washing
and Greasing

|  |  |
| :---: | :---: |
| QUICK FACTS about Fordis Nivy "ECONOMY CAR" <br>  <br>  $=2$ and the low choice of 5 models in the - You get a choice of new Thrifty " 60 ". . and a 3 colors on ench. H RE'S an "economy car" that doesn't cut down you get a modern V-8 engine-smooth, responsive and quiet. You get sweeping modern lines, rich finish, deep upholstery and fine appointments. You get a safe car, with all-steel top, sides, and floor- and Safety Glass all around. You get a car that makes a dollar deliver more miles than any Ford has ever offered before. Get acquainted with the Thrifty " 60 " today. YOUR FORD DEALER AUTHORIzED FORD FINANCE PLANS 25 a month, after usual down payment, buys any model $\$ 25$ a month, after usual down payment, buys any model 1937 Ford V-8 car. Ask your Ford dealer for further details about the easy payment plans of the Universal Credit Co. |  |

Louder Motor Company

| TOPGRADESTO | Snyder General | Buford Meeting to Cimax Assoc ation Week of BTU Work |
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| TWO STUDENTS | spital |  |
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|  | Church of Christ | * |
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|  |  |  |
| County Flood Help Total Was $\$ 307.90$ |  | Milk and Cream |
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|  |  | anitary D |
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|  | Beware The Cough |  |
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|  | From a common cold |  |
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HospitalCimax Assoc ation
Week of BTU WorkR
anitary Dairy


## Black of Canyon and Sheppard of Plainview Win Hish Point



## Echoes From New London Explosion Heard in This County

RELATIVES OF
LOCAIS DEAD County Shocked at
East Texas Tragedy





Relative of Snyder Woman Among Dead

Snyder Trustees Seek to Prevent
Flaw in Heating


Former Resident TRIO OF UNITS

| Dies Wednesday | ADDED BY IRA | Borden County Farm - Ranch News By E. B. Me. Mcrov, County Agent |  |  |
| :---: | :---: | :---: | :---: | :---: |
| At Home in Roby |  |  |  |  |
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## 

Specials for Friday and Saturday ---March 26th and 27 th
 Compound $=\$ 1.09 \mid$ Pork and Beans $=10 \mathrm{c}$


Folks, There's-


Snyder Insurance Agency

| south sid |
| :---: |
| $u 0.0$ nice |

Townsend Dairy
Plainview Singings Will Be Continued


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| and | 3It's a \} Burinnind |
| amemin | shame |
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| So rerer toimall | Snyder Insuranc |
| ajactis. | Agency |
| unsend Dairy |  |
| Phone 9033F2 | nemem mim |

Have Your Old Mattress Made Into an Inner Spring


Borden County Farm - Ranch News


RaINBOW MARKET PLACE

Sother of County Man at New London

Schools, Churches
Join for Memorial


Memorial Committee


Loran Maples Aids With Disaster Wor


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## Thank You, Dunn.

Current Comment.

Editorial of the Week.

|  | public polley, the New London school tra hever be delected of its bitterness until the men reach that "city not built with hands." |
| :---: | :---: |
| tral centers of the natton have been |  |
| urst of the year by sit-down strikea. |  |
|  | "and the streets |
| Al-down strike is wrong in principle and thus |  |
| stould be elliminatea f |  |
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| South and in Texas having been the stte of such |  |
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| the strikes that already have |  |
| $g$ about protecting Texas |  |
| ceen explained before in thee colum |  |
| ewpoper certainly ts no |  |
| dis newsppet certainy is no | Chicken Fever? |
| e should be stringent laws to prevent its occurring |  |
|  | hib |
| unlon man is disatustied with the wiges he is reedving |  |
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| ments he laid down. Neither does he have the right | nums. |
| eposs | It's an Ill Wind |
| doing themselves damage w | ive twile seys if women's dreses really |
| taler that |  |
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| indred lincs of |  |
| s to us that the Committee on | nd Borr |
| practices in the sit-down strike.-Coleman DemocratVolce. |  |
| anm |  |
|  |  |
| proposing repeal, tacked on to a House race-horse |  |
| week the senate backed up. |  |
| sent the bill to the committee on criminal | Exchange: "Our southern people cannot maintain |
| ay been passea so the House by a |  |
| 07 to 24. As this is written (Tuesday), a parry batile is on, the repealists seeking to brimg | agriculture unt1l we add animal productiondairying and poultry-to plant production." |
|  |  |
|  | Detroit Free Preen |
| the |  |
| are maintaining a powerful lobby people of Texas should demand th | mpress |
|  |  |
|  | Detroit News: How delizhtful is th |
|  |  |
| service. "No County News. $\qquad$ | Ida M. Tarbell: "I am for anything in this world that keeps the problem of finding a substitute for war |
| St. Louis Post-Dlppath: What Europe needs is | in people's minds." |
|  | Pobert Lynd: "When I address a hotel road in pidgin French, I do not like to be to in perfect English." |
| The Times Creed |  |
| the cause that needs assistance; the wrongs that need resistance |  |
| the future in the distance, And the good that we can do. | azed at the readiness with which most |



Value Is What You Receive-The Price Is What You Pay-



[^0]:    Phone 60
    Earl Fish

