# Centennial School Pageant Here Mar. 2 third annual mother-daughter banouet program complete 



## THE CLARENDON NEWS


reaping among the younger set

"Conservatives" emit a howl
Since time immemorial it has been the fashion for self-styled conservatives co clearly the picture of human
to rail out at those who see
wreckage wrought by liquor, gambling and like evils, and wreckage wrought by liquor, gambling and like evils, and
call them "extremists", "witch burners", "zealots", and other terms uttered in derision.
Following Governor Allred's strong indictment of the evils of legalized gambling in his message asking the re-
peal of the pari-mutuel race track gambling law, those peal of the pari-mutuel race track gambling law, those
fellows who stand always for money instead of citizenship, revenue instead of morals, rose up and began to say that
he was an "extremist", that his message was an "overhe was an "extremist", that his message was an "overemphasis" of the evils involved, and some damned his
administration henceforth because of his stand on this momentous moral issue.

Good citizens applaud Governor Allred in his demands for divorcing Texas from such wide-spread evil which
threatens to engulf our wealth and our character, and will back him unstintedly in his standards of righteous,

> ADVERTISING FOR RESULTS

One of the greatest tributes recently paid to advertising in local weekly and small daily papers is the change
of policy by the Del Monte food products company. For of policy by the Del Monte food products company. For
a great many years they were sold on national magazine a great many years they were sold on national magazine
and billboard advertising but in more recent experiments in local advertising they have found that the closer range
advertising brings them in so much better touch with the advertising brings them in so much better touch with the housewife that they have cancelled their magazine and
billboard budgets and are now spending their entire adbillooard budgets and are now spending their entire ad-
vertising appropriation, which is a large sum, with the local weekly and small town daily newspapers.

Here in Clarendon the policy is being extensively used and is another striking illustration of the growing potency dends as an investment.

## CRIME MORE EXPENSIVE THAN RELIEF

Recent statistics show that crime is costing the United States annually upwards of twelve billion dollars
more than the entire annual cost of the relief program.

How foolish we are to seek to legalice and foster the iquor business, the gambing racket, and al tease attendthe twelve billions crime bill.

## GOOD ADVICE TO ALL CHILDREN

Up in Oregon the sheriff of one of the major counties has had issued cards for distribution among children They carry point in any state and it may be recommended that attention of children hereabouts be called to the fol lowing copy:

1-Don't ever ride with strangers,
2-Always walk on the left hand side of the road, an them plenty of room.

3-Don't ever cross a road or highway until you ar ang either direction.
4-Don't attempt to cross an inte
certain that there is pleny of time.
5-If you see an accident go for help quickly.
6-Keep clear of the wreck. Let grown people give
to the,injured.
While the sheriff is doing this good work in the interest of the smaller citizens, the Oregonian of Portland suggests that he might get out another card directed to adults and that it read

1-Don't ever pick up strangers,
2 -Always drive on the right hand side of the road 3-Maintain a look-out for persons crossing the road

4-Have your car under control when entering an in tersection, and recognize the right of pedestrians to cros ahead of yo

5-If you see an accident, oifer help.
6-If you cannot be helpful, leave
block the highway out of curiosity.
With one or two exceptions the points in each apply
to the grown-ups as well as the children to the grown-ups as well as the children. It will hurt
no one to read what the Oregon sheriff has to say, and
what the Oregonian thinks he what the Oregonian thinks he might add."-Tribune, Oak-
land, California. land, California.

## SCIENTIFIC AND FEASIBLE

Some folks are inclined to laugh at the idea "advanced for building dams in the Panhandle for the purpose of
better flood control, as well as improving the moisture in this section. From a scientific standpoint the idea is entirely feasible, and if it had been put into execution
back in the good old days when land owners had back in the good, old days when land owners had money
for improvement, the great drouth would not have been so severe. The only successful method of starting flood
control is to start a series of waters, and hold as much water as possible in each of the series of dams which may be a mile or so apart.
When there is plenty of rain, there is no use for the water, but when the drouth hits, as this section has gone
through during the past five years, then all farmers wish There will be no methoce water available for irrigation. idea is a good one for discussion, and some will fall into

## PRICES FOR FRIDAY AND SATURDAY

| SPUDS, Wh | 27c |
| :---: | :---: |
| COCOANUT, | 8oz.pkg.......12c |
| Crackers, A-1 | ${ }_{2}^{1 \mathrm{Lbb}} \mathrm{Lb-} \mathrm{\quad}. \mathrm{\quad-} \mathrm{\quad}. \mathrm{\quad 11lc}$ |
| v. Peaches | unds |

Palmolive Beads, 3 boxes for 18 c SANI-FLUSH, can . ... ....22c Grapefruit, Texas, med, 6 for 18 c Cocoa, Mother's, 2 lb . can .. 22 c OAT MEAL $\xlongequal{\text { Plate or Cuper, box and }} 30 \mathrm{c}$
$\underset{\text { Spinach }}{\text { Green Beans }} \quad$ No. 2 can, ea ..10c Salmon, Pink, 2 cans for ....25c
Order Your Fresh Meats With Your Groceries

## SHELTON \& SANFORD

We Deliver
Phone 186

|  | OUR FRESH FRUITS |  |
| :---: | :---: | :---: |
|  |  |  |
|  | AND VEGETABLES | Chickens. Young and Tender |



Borax Washing Compound Small Size, 7 for ---- 25 c


| VANILLA, Dr. Price's ${ }^{11 / 2}$ |
| :---: |

PEACHES, Heart's Delight, No. $21 / 2$ cans, ea. --------19c
(Packed in Heavy Sprup-Melba Halves)
Sunkist, No. $21 / 2$$25 c$
28 c

Raycroft,, No. 2, Salad Pieces, ea. -----15c Macaroni, Rosebud, 7 oz. pkg. 6 for 25c Prunes, Sunkist, 2 lb. pkg. ......-25c Sugar, Powdered, 21 lb . pkgs. 15 cc Starch, Linit Laundry, 3 pkgs. for 25 c JELLO, all flavors, 4 for $\ldots-\ldots-{ }^{-25 c} /$ Matches, Good and Cheap, 6 boxes 25 c Prunes, Fresh, White Swan No. $21 / 2$ ea. 18c; 3 for 50c (Packed in Heavy Syrup) Grapefruit Juice Monarch, No. 1 cans, each 2 for Grapefruit Juice Monarch, No. 1 cans, each Blackberries, Texas, No. 2 cans, 2 for ......... 25 c
Malted Milk, Dairy Fresh, 1 lb . can . ....... . . 40 c
CAKES $\begin{gathered}\text { Chocolate Marshmallow } \\ \text { Dainty Wafer }\end{gathered} \quad$ Fresh, per $l b .20 c$ Syrup, Log Cabin, Maple, Med. can 47c; Large can _-._90c

## WE DTIIVER

Order Your Fresh Meats With Your Grocerles
CLIFFORD \& RAY
5-PHONES-412
FINER FOODS


## A FRIGIDAIRE NOW:

The steadily rising cost of foods adds another very good reason to the long list of why every housewife should own a Frigidaire.In addition to the convenience, satisfaction and health assurance which this modern appliance has made possible is the actual dollaps and cents saving it affords. For electricity to operate a Frigidaire costs so little that this expenditure can more than be made up in the greater amount of saving on your weekly food bill.
There is a Frigidaire for every size household. The convenience of low down payment and small monthly payments makes it possible for the family with a very modest budget to own and enjoy a genuine Frigidaire.

West Texas Utilities Company



From $\$ 2.00$ to $\$ 7.50$

We shampoo before and after, and the setting is included. They Give you Refreshed Beauty

Call Today for a Booking
Whitlock's Barber \& Beauty Shop

 compared with the Blow-out I had


EQUIP YOUR CAR NOW WITH A SET OF GOODRICH Safety SILVERTOWNS AND GET LIFE-SAVER GOLDEN PLY BLOW-OUT PROTECTION!


BATTERY WEAK? Let us recharge it before you get stuck


NOW WE OFFER TRIPLE PROTECTION AGAINST TRUCK TIRE FAILURES
$80 \%$ of premature truck tire fail-
ures occur in the Sidewall Failure Zone. This new Goodrich Silure wn Provides Triple Protectionese failures.
Goodrich Truck and Bus Tires

Palmer Motor Co.
Dealers

## Piggly Wiggly

 Clarendon, Texas
## February

 DEL MONTE Food

(
Clarendon,

## Classified Ads





## FOR SALE'

SPECIALS
FRIDAY and SATURDAY
Cake Flour, Swansdown, pkg 32c Baking Powder, Calumet, lb. 23c Crackers, A-1, 2 lb. pkg. .. ..18c RICE, 4 lb. pkg. $25 c$ Corn Flakes, Kellogg's, pkg. 10c Oats, Brimfull, 2 lb. 10 oz pkg 23c Marco Jell, all flavors, pkg ..5c Soap, Red \& White, 5 bars for 22c Spinach, Brimfull, No. 2 ... .10c Coffee, Red \& White, per lb. 32c Green Beans, Big M No. 2 can 10c Coffee, Brimfull, per lb. . . .30c Catsup, Wapco, 14 oz., 2 btls. 28c SPUDS, per pk .27c Graham Crackers, A-1, 1 lb. 15 c K. C. Baking Powd, 25 oz. can 19c Lowe's Grocery AND MARKET

Phone We deliver Phone 401

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| :--- | :--- |
| Honor Washington SOCIETY |}




$\square$


## NEW FORD V. 8

## The Car Without Experiments

There's never any doubt about value when ou buy a Ford car. You know it's all right or Henry Ford wouldn t put it out. One thing
that never changes is his policy of dependable ransportation at low cost.
That's the biggest feature of the New Ford. The reliability and economy of its V. 8 engine have been proved on the road by upwards of $1,400,000$ motorists. Owner cost records show definitely that the Ford V. 8 is the most FORD MOTOR COMPANY

## Palmer Motor Co.

Authorized FORD Dealer



Assets December 31, 1934. . \$44,438,438 Assets December 31, 1929. . 33,153,724 Gain of 34\% . \$11,284,714
This increase was invested mainly in obligations of the United States, State of Texas, and Texas counties and municipalities.


## No Bond Owned Is in

 Default As to Principal or Interest.The market value of all bonds exceeds by $\$ 500,000$ the values at which they are carried in the Company's statement.
During 1934, Texas citizens increased more than fifteen million dollars their insurance with South western Life, reflecting confidence in the security offered. Southwestern Life has $\$ 1.29$ for every dollar of net liability to policyholders.

Assets . . . . \$44,438,438.04
Capital and Surplus . . . . \$6,803,515.54

## SOUTHWESTERN LIFE INSUPANCE CO.

Clarendon Representative
W. M. Patman

Telephone 74

| Mrs. Bartlett Hostess <br> To KilKare Klub $* * * *$ <br> Mrs. J. R. Bartlett entertained the members of the KilKare Kneedle Klub at her home on Thursday afternoon. <br> Mrs. W. C. Stewart, president, presided over the business meet ing, in which Mrs. J. Perry King bership. <br> The afternoon was spent in sewing, and a dainty afternoon luncheon featuring a color scheme of pink and white was served to Mesdames Sloan Baker and J. D. Swift, guests and to Mesdames H. C. Brumley, Joe Cluck, W. A. Land, Sam Lowe, Buel Sanford, W. C. Stewart, and Misses Ida and Etta Harned, members. $* * * * * * * * * *$ <br> The Reverend J. Perry King and brother, Bural King, motored to Chilicothe Sunday where Rev. King filled the pulpit for Reverend Ira L. Parrack, who is conFirst Baptist Church. | Recently Wed Couple Honored By Church <br> Following the prayer service Wednesday evening, the members of the Christian Church honored Mr , and Mrs. Ivo Peabody, reMr. and Mrs. Ivo Peabody, miscellaneous shower in the church parlors. <br> Mrs. W. E. Ferrell presented the couple with many lovely and useful gifts in a basket artistic- <br> A musical program by Mesdames Ferrell and Peabody en tertained the guests until dainty refreshments featuring the color served to Mr. and Mrs. Ivo Peabody, honor guests, and Mr. and and Mrs. W. E. Ferrell, Mr. and Mrs. G. A. Anderson, Mr. Mesdames Chas. Fronebarger, Gene Herd, Clarence Pipes, Chas. Johnson, Eva Humphrey, F. C Zoy Fronebarger, Mickey Fer- | rell, Roxie Casey, Ruth Fronebarger, and Messrs. Bill Gam- blin, Billy D. Radeliff and Tommy Gamblin. <br> G. A. Valentine <br> Party Thursday <br> The Lottie Moon Auxiliary, Eirl's auxiliary of the Baptist Church, met in the basement of for a Valentine party. <br> Games and contests, bearing suggestions of the St. Valentine season, were enjoyed by the group <br> A supper consisting of sand- wiches, fruit, and cookies was enjoyed by Misses Thelma Heatherly, Bonnie Foust, Lois Heatherham, Edith Earthman, Peggy Owens, Juanita Bingham, Mildred Dozier, Frankie Hommel, Olivia Watson, Charline Owens, and the sponsors, Mrs. Earthman, Mrs. Cornelius, and Miss Julia Earthman. <br> Read the Classified ads. | Mr. B. P. Brents <br> Honored Monday <br> Mrs. B. P. Brents surprised her husband Monday at noon on the occasion of his birthday with a lovely dinner at her home in the Thornton apartments. <br> The guests were served a twocourse dinner from the beautifully appointed dining table. <br> Honoring Mr. Brents were Mr. <br> M. E. Thornton, Mrs. B. P. <br> Brents, Miss Jo Ella Stewart, and <br> Braswell, Jr <br> Mothers Club Announcement <br> **** <br> The members of the Mothers Self Culture Club will meet Tues- day afternoon at 3.30 o'clock in the Club Rooms. Mesdames G. E. Norwood and Ted Willams will be hostesses at this meeting. <br> * $* * * * * * * * *$ <br> Miss Ella Mae Hogan spent Saturday in Amarillo. |
| :---: | :---: | :---: | :---: |

## CITY GROCER $\mathbf{Y}$

NOTHING BUT THE BEST

## Del Monte Food Products

| DEL MONT <br> PRUNES, Fresh, No. $2^{112} 2$. ...24c | CORN, Whole Grain $\qquad$ |
| :---: | :---: |
| DEL MONT <br> PEAS, No. 2 can $\qquad$ 16c | DEL MONTE <br> Pineapple, No. 2 Sliced ....... 18 |
|  |  |



 .13c

## BARGAINS IN OTHER HIGH GRADE FOODS

|  |  |
| :---: | :---: |
| Spuds, good White ones 151bs 25c | Swansdown Cake Flour, box 32c |
| Fig Bars, 2 lb. bag ....... . . 25 c | RICE, 4 ll . pkg. ........... 23 c |
| Vanilla Wafers, 1 lb . bag . . .17c | GRAPEFRUIT, 7 for . ......27c |
| Crackers, 21 lb . box, Saxet . .19c | Soap, Sunny Monday, 10 bars 18c |
| JELLO, any flavor, 3 for ....18c | Sugar, 10 lb. paper bag ....53c |
| CATSUP, large bottle .... . .14c |  |
| OVALTINE, 50c size ..... . .39c |  |
| COCOA, Hershey's, 1lb.....17c |  |
| Coffee, Break o' Morn, lb. ..2lc |  |
|  | Dressed Poultry in Our Market |
| WE BUY CREAM |  |

## C. H. S. <br> The Broncho Range C. J. C.



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You Save Money on this Amazing Combination Offer 4 Leading Magazines and Your Favorite Newspaper

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