## The Big Spring Daily Herald



FOUR-WAY Bernie Gloomy Over Gopher Crosshow II MEET T0 Squad; Frosh Material Bad Derby Hope BE STAGED

Britain's 9-Year-Old Princess May Rule Realm As Elizabeth II
 ㄴutu 1 Nown



 ix



$$
\begin{aligned}
& \begin{array}{l}
\text { P-R-I-N-T-I-N-G } \\
\text { T. E. JORDAN \& CO. }
\end{array}
\end{aligned}
$$








|  | A 6 CUBIC FT. WARD For the PRICE OTHERS ASK FOR A |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

6CUBICFOOT $124^{95}$
$\$ 5$ DOWN - $\$ 6$ MONJHLY
AVerified $\$ 165.00$ Value!
B OF ITS 18 featurest





You have fewer of these sad mistakes to put away than you used to.' You are spending your money more carefully nowadays. Hard times - experience - have contributed their lessons. But above all others, one factor has stood your constant guard.

The advertising in this newspaper protects you against wasteful, unsatisfactory expenditures. Advertised products live up to their specifications-and yours. By reading the advertising-not sometimes but AL-WAYS-carefully and critically-you provide yourself with a knowledge of values, prices and names that's yours when you need it. Dispense with that upstairs closet. Buy by name in 1936. You'll collect no buying blunders THAT way!
ITS THE ONE where you used to keep your family skeletons. Not the kind referred to as "Uncle Will's unfortunate weakness." The kind that haunted you with reminders of unfortunate purchases.

Appliances bought on snap judgment. Gadgets that didn't run. Dresses you snatched at the last momentand never wore after the first. Alt things cost too much and gave too little. Merchandise from questionable and gave too ittie. Merchandise from questionable ces-hastiy,

## Suitable for skeletons





## ONE CLOSET



## For Rent--

because it coats Wards that much less to selll Ward Refrigerators are built to the highest standards of quality in the retrigeration induutry by nation-ally-known refrigerator manufacturenal They are fust as expenaive to buita as the other 5 leading makes. But you save the cost of exorbilinat national adverusing, middiemen's protits, and high-proesuro melling apense. You get 1000 worth of refrigeration for every dollar you inveen in a Ward Eloctric Rotrigorator. Tharf, why it's America's fineat retrigerator inveatment! The big 6 cublic \&t. Ward Standard shown above is the este that moat familioes need and has the bullitin quality foatures moot tamilios want! In actual tocts it mado ico in a hurry in the 120 -degree "hot room" at Warde Burreau of Standards; with amiaringly amall current consumption. That means lat treezing on tho hottest dayal That moans blg savings in electricity every monthal Has 6.33 cublo fil. net cappecity and 13 aq, ft of cholif aros. Makees 84 icos cubeer, 3 blg trayn. 6 lbe . ice at a froeringl Superinsulatad all steel woided cabinet has acid-reoisting porcolain Interior and famous DuPoot Dulux exterior! Come in and soe it today. Compera! Save up to $40 \% 1$ maze deiveryl ties instamamon fres shivice guarantw WABMinvaron, Mar. 19 (UP)- weeks ngo.


MOORE NEWS


 Nome Halves Cost, Says Director

## Consumption In Valley I Called Twice As High Alled Twice As High

 KNoxvilus, Tenn, Mar,UP) The sarongent appeal of the For yeare opponents and pro




 mast week Doyle Turney is taking the
Metrool censum this week. Thid community enfoyed two
good plaph lant week. on Wedners
day evening Midway
 sumertin. On Friday evening High
way nethol preented The Wild
Onts Boy"
 The Junlor boyn and kirts
Moore zchool atended tho
ground boll tournament at Highway nchool saturday.
 Ing Monday aternoon. They vieil
ed the Coee Cole botuing work
Snow White ereminery printin
 at the greatest tire
you can buy starting as low as

Here we have for you "the tops" in a fine tire priced omy tire-Goodyear Pathinder-over 22 million sold, that's how good it is $A$ value we can give you because people buy millions mor Goodyears than any other make.


PATHFINDER BUILT WITH SUPERTWIST CORD


TIRE SERVICE


1407 Seurry

Dr. West's Tooth
Paste, 2 Tubes Contest.

## ANNOUNCING THE OPENING BIG SPRING HOTEL CO. PACKAGE SHOP

Large Assortment of both
DOMESTIC AND IMPORTED TABLE WINES,
WHISKIES, BRANDIES, MIXED COCKTAILS and Cordiais

We will be pleased to have you call and see our shop
Big Spring Hotel Package Shop 3rd and Runnels Settles Hotel

## (a) SAVING PRICES

COLGATES FLORAL SOAPS 2 bars 11¢-5 bars 27¢ Cashmere Bouquet
Hand Lotion and
Cashmere Bouquet
Soap, Both for

## SPECIAL

-with Entry Blanks On Their Big Prize
MCKESSON
SHAVING CREAM


| wines and liquors |  |
| :---: | :---: |
|  |  |
| orted Fine Scotch Whisk |  |
| 누눈 | ${ }^{\text {PRRFUME }}$ |
| Wextumix | $\cdots 1.10$ |
|  | hair toinic |
| as.ax | 39¢.69¢ |
| ${ }^{2}$ | ALKa selitzr |
| 2ixis | 27¢ - 55¢ |
| $5$ | ${ }_{\text {Jumping Rabit }}^{\text {rex }}$ |
| meras v | mix |
| \%tasw |  |
| 上t: |  |
| 25xasy |  |
|  | - |
|  |  |
| 2madime |  |
|  | Honey \& Almond Cream, with |
| mosmm | 390 |
| 2aszatum | ALKOLAVE |
| \% | , |
| $2=$ | pme 299 |

OTHER MODERATE PRICED WHISKIES TO BE FOUND IN OUR STOCK

New Jones<br>sivpoies Fort<br><br>Noasm Metorm<br>



Wiot cim Rye
oit som Yarss


2.50 Evening in Paris ACE POWDER

PERFUME
 PERFUME
1.10

HAIR TONIC
39 4 -69
ALKA SELTZER
27 $\phi$ - $55 \phi$

Jumping Rabbit

Present $25 c$
CAMERAS
FREE
for 1 Day
of Fitm
No Rubian
OUTH WASH
OU

50c Hind's oney \& Almond Cream, with
$\qquad$
ALKOLAVE RUBBING ALCOHOL

23 8
nism nity

## 



## The UNITED PRE-EASTER



EXTRA SPECIAL Ladies' Fine Slips SAMPLES IN THIS GROUP You Will Find Them Worth
$\mathbf{U P}_{\mathrm{p}} \mathbf{T o}$ si.1.88
Some sitghty Some slightity
(

Just Think! Reg. 79e 100 Per Cent Pure Silk Full Fashion Ringless Knee Length Hose


## 15c FAST COLOR

FANCY PERCALES
New Spring Designs
-:-
EXTRA HEAVY
Bath Towel
$\underset{\substack{\text { Fancy } \\ \text { Barders } \\ \text { What }}}{\text { Bay! }} 100$

FLASH! SCOOP! Another Brand New Shipment from New York
$\substack{\text { Ladies } \\ \text { SRESKES } \\ \text { DRES }}$$\quad \$ 198$ DRESSES

JUST ARRIVED udren's Shirley Temple Gaberdine Hats


## Ladies, Why Spend \$1.98 For a New <br> Straw Hat When We $\$$ Sell Them

Men's Sanforized Wash Pants
New, Neat
Pattern









Brims up-brims down-'most every laind of briml Featuring Homburgs and Bretons with clever, colorful trimmings I Try them on!

From a bowl for keeping fishes To a set of china dishes; From a nest of new utensils ToabrushAlmost anything you're needing Is displayed in ads you're reading; So when shopping for essentials Donot rush!
For the one who heeds these pages Is the one who truly gauges Honest bargains . . . truly sees The "goods" from "bads."
You'll avoid the crowds and hurry, You'll save money, time and worry Just by sitting down at ease To read the ads!


GOVERNMENT-RELIEF-UNTIL
First reaction to President Roosevelt's request for an
additional billion and one-half dollars for the work relief program next year may be one of consternation. The ques.
tions may be repeated, "When is this business of relief going to stop?" and "How will we pay the bill ?"
um; and added to CCC allotments and other works pro ect outlay, the total relief bill contemplated for the
fiscal year will run more than three billion dollars.
There are two factors to be considered, however, in
viewing Mr. Roosevelt's program. The first is that relief needs are still existing and state and local communities are county may be cited as as typical in this
celief program will be concluded within money will be exhausted and there will be none to replenish local charity, but not all its offricias and ittempted to stople start a
realized the importance of this local program suffice cooperate in making it definitely permanent. Much wor here. The second factor-one often stressed by, the, presiden
and repeated by him in his message Wednesday-is tha
private business has not as yet absorbed the number of un employed it was expected to as recovery developed.
This month's report of the Federation of Labor pointed out that only $1,024,000$ more were at work than in January
1934 ; and that $12,626,000$ persons are still unemployed. La er, with increased profits, re-employment is lagging far be
hind. Mr element which most strongly fights increased taxes-th help in reducing the jobless total. Some weeks ago he tol employment will continue as long as such aid in
When more private jobs are opened, when communitie re-assume their proper relief programs, the government ca
and must quit the business of relief-but until then, need

* Man About Manhattan $\star$

NEW YORK-And so Gena is having her holiday-v
vacious, wide-eyed Gena Kaus who tosses off novels an biographies with a savior faire that leaves everybody slight
ly incredulous. Gena doesn't look as a writer of historical tomes should
look. She is too vividly and enthusiastically real. Some look. She is too vividly and enthusiastically real. Some
how one expects to find her touched with the fatigue of ex cessive research, or perhaps even stooped a little from
gering too long over dusty volumes in dim lit libraries.
"Here," one declares, "this can't be. She's written
many books. She has a son in an English school. She h another son in Vienna. This positively and deliberatel
can't be the author of 'Catherine, the Biography of an Em press'! as any of your young
She has had books published here and she has had he
stories turned into movies out in Hollywwod never been to New York before. . "so don't you think was about time I came over and got acquainted.
In 24 hours ahe was completely settled. By that time her spartment at the St. Moritz reflected so much of her per
sonality that to see it was to imagine she had lived there ways. A typewriter (a well-used portable, by the way came a gentle breeze, haunting the room with stirrings of a radio, or maybe it was a street band, began to play, and a radio, or maybe it was a street band, began to play, an in Vienna. Even in oppressive times Vienna has an infinit capacity for happiness. There are so many people on th street and in the cafes that strangers imagine it is festiva
time. In the beer gardens the waiters march in three

## What about Remarque?

"It was a mistake for him to write that second novel. tremendous popularity after 'All wuiet on figure. He lives in Switzerland with his strange, exotically onautur wife, who is almost as much a recluse as
sould no mord eacape writing 'All Quiet' than he could sto
Uinding of the war, It had to be written. But that wa
Und



## DAILY CROSSW ORD PUZZLE Lamb Crop Is 6 Pct. Larger





| Friday - Saturday |
| :---: |
| "TRAIL OF |
| TERROR" |

Three Million



PLUS: "Modern Tokio" - "Let's Dance"
RITZ FRIDAY - SATURDAY
BatIE PAVIS Dargerous Be

QUEENKnaus Rites


PLUS:
Friday - Saturday
"SIX GUN
JUSTICE"
ily Pons In

Film At Ritz
Famed Opera Star Appears In Musical, 'I Drean


Its Creamy Foam Fortells Coors Mellow Flavor
When you pour a chilled bottle-or can - of Coors Export Lager the rich, ereamy foam is the first thing to tempt your taste. Then the clear golden amber color of the beer itself beguiles the first sip. After that you settle down to the refreshing enjoyment of a truly fine glass of beer. Noother beer quite equals its sparkling brilliance -its fragrant boquet -its velvet smooth ness. All due to the exclusive use in its brewing of pure Rocky Mountain Spring water; the finest, full-kernel barley; the choicest Bohemian hops; and a double ageing process which permits nature to give Coors Golden Export Lager the enticing mellowness of an ageold beverage. It is brewed especially for particula people. Specify, Say Coors, of course.

Cooss GENUINE BOCK For 1936

