







# ANNIVERSARY SALE

STARTING THURSDAY MAR. 12

*La Mode*  
THE SPOTLIGHT OF FASHION

For weeks we have been buying and arranging for this event... determined to make this the greatest value giving event Big Spring has ever known. We believe you will agree that we have done a good job. Here it is... **END OF THE SEASON PRICES AT THE VERY OPENING OF THE SEASON.** Buy your Easter wardrobe at our Anniversary Sale prices and save money.

*La Mode*  
264 PINE STREET  
THE SPOTLIGHT OF FASHION

OUR THIRD BIRTHDAY

**\$1** Items As Follows  
Purses — Sweaters  
Slips — Gloves  
Hose — Cotton Dresses  
Panties — Brassieres  
**79c**

## NEW LINEN SWAGGER SUITS

Gracefully fitted models with the same lines as are tailored into the finest woolen men-tailored suits. The linen fabric is of a nature that lends beauty and smartness to the ensemble. You will enjoy the new soft shades. Please don't miss seeing these.

12.95 Values **9<sup>98</sup>**

8.95 Values **7<sup>48</sup>**

## USE OUR LAY - AWAY PLAN

Buy On Sale And Pay On Easy Terms



## MILLINERY

Such a wide and grand selection of new Spring hats that it is useless to attempt to justly describe them. All the new materials and all the new shapes in a glorious array of the very latest color combinations. A hat for every dress, suit or spring coat.

1.95 Felts and Straws  
Anniversary Price **1<sup>59</sup>**

## WOMEN'S SPRING HATS

2.98 Felts and Straws

A unique selection of our smartest styles in millinery. You will find that the LaMode has just the hat you want for Easter.  
Anniversary Price **1<sup>99</sup>**

Lovely New

## SPRING SUITS

Every New Line and Mode  
6.95 Suits and Coats.. 3.88  
9.95 Suits and Coats.. 6.88  
16.95 Suits and Coats.. 10.88

Gabardine and Woolen  
*Mannish Suits*

Very Special **12<sup>88</sup>**

Others As Low As **6<sup>88</sup>**

SEE OUR WINDOWS



## Those Pretty Sheer Hose

That We Sell for 79c  
Only Thurs., Fri., Sat. **69c**  
2 Pair — \$1.30  
You will buy several of these beautiful 2-thread hose on sight.

## Silk Knee-Length Hose

1.00 Irregulars  
2 Pair for **1<sup>00</sup>**  
3 Days Only

## Silk Blouses

Silk Blouses are very much in vogue this spring. We have taken particular care to find the most exquisite styles on the market. You will find many from which to make your selection.

1.95 Values  
All Pastel Shades  
Anniversary Price **1<sup>59</sup>**

## 3.95 Wool Mannish Coats

Very Special **1<sup>49</sup>**

## A Gorgeous Array of Hundreds of DRESSES for SPRING

The Newest of the Exciting New Styles

### 3.95 and 4.95 Silk Dresses

PRINTS — SHEERS — SILKS

Beautifully styled of colorful crepes, plains and prints. Finished with the same care you would expect to find in high priced dresses.

Your Choice

**2<sup>88</sup>**

### 7.95 and 8.95 Silk Dresses

All the Newest Easter Styles

This is our surprise group of dresses. You will find here a most unusual selection of real beauties, in solid colors and artistically patterned prints in multi-colors.

Our Anniversary Price

**5<sup>88</sup>**

### 12.95 and 14.95 Values in Silk Dresses

All in the Better Styles

Dresses of the higher type at a price that makes it possible for almost anyone to afford several.

Our Anniversary Price

**9<sup>88</sup>**

### 16.95 to 19.95 Values

This group includes—  
Mannish Suits  
Silk Dresses  
All Newest Creations

Grouped here are our "tops" in apparel. If you are fastidious in your choice of the higher type dresses and suits you will find what you like in this price group.

**13<sup>88</sup>**

### Boucle Knit Suits

All in Newest Pastel Shades

The Boucle Knit Suits are highly in favor this spring with women who spend much of their time out of doors. Smartly tailored.

12.98 Values

**8<sup>88</sup>**

### Cotton Frocks

1.95 Values ..... 1.69  
2.95 Values ..... 2.19  
3.95 Values ..... 2.99

Guaranteed Fast Colors. You will buy several of these cute dresses on sight.

## SHOES -- SHOES

Sandals in Following Colors:  
Green  
Pink  
Red  
Yellow  
Navy and Combinations

## 2<sup>95</sup> SANDALS

Hi Heels  
Medium Heels  
Flat Heels  
All Pastel Shades  
All Widths  
Patents — Buckskins and Linen

Plenty Styles for Only

**1<sup>99</sup>**

*La Mode*  
THE SPOTLIGHT OF FASHION

OPPOSITE SETTLES HOTEL  
BIG SPRING, TEXAS

## 3.95 Shoes and Sandals

All Leather and Styles  
Anniversary Price **2<sup>99</sup>**

4.95 SHOES  
AAAA to C Widths

Patents Kids in all the Newest Styles and Colors **3<sup>99</sup>**

THOUSANDS CHEER COMPLETION OF NORRIS DAM



While thousands of persons watched and cheered sluice gates of Norris dam in Tennessee, the world's fourth largest, were closed in a ceremony marking formal completion of the prize project of the TVA. President Roosevelt, from Washington, pressed a key which set off a siren, signal to the celebrators at the dam, some of whom are shown above. (Associated Press Photo)

NEW PARK QUARTERS DEDICATED



Arno B. Cammerer (right), chief of the national park service, department of interior, and Gov. J. Marion Futrell of Arkansas joined in dedication ceremonies when the government's new \$70,000 administration building was formally opened at the head of famous "Bath House Row" in Hot Springs National Park. (Associated Press Photo)

'Honest Elections'



Former Mayor William H. (Big Bill) Thompson (above), was brought out of retirement by the issue of "honest elections" in Illinois. The former Republican mayor of Chicago shown in his first new picture in several years as he called for honor at the polls. (Associated Press Photo)

CHAPLIN TO WED LEADING LADY?



Charlie Chaplin, screen comedian, shown with Paulette Goddard, whose arrival in Shanghai revived a four-year Hollywood rumor that they are engaged to be married. Miss Goddard is Chaplin's latest leading lady. It will be his third marriage and Miss Goddard's first. (Associated Press Photo)

Orphanage to Films



Mary Ellen Huggins, 18, (above) landed a job as one of the glorified American girls in a motion picture being filmed in Hollywood, three weeks after being dismissed from an Indianapolis orphanage where she had lived since infancy. (Associated Press Photo)

PRISON CAT AND BIRD ARE PALS



A cat and a finnet, owned by two murderers serving life terms in Folsom prison, California, have formed an unusual friendship. This photo shows the bird pulling the cat's whiskers to awaken it. (Associated Press Photo)

GERMANY'S CAVALRY RE-ENTERS RHINELAND ZONE



This retouched radiophoto shows a detachment of German cavalry entering Cologne after Adolf Hitler declared the Locarno pact dead in a lengthy speech before the reichstag. This picture was made in Cologne, rushed to Berlin by messenger, telephotoed to London and radiocast to New York. (Associated Press Photo)

'GRASSROOT' GOP'S PLAN ATTACK



Members of the midwest "Grassroot" Republican ranks are shown as they met in Chicago to decide policies for their November campaign. At the top: H. G. O'Donnell, Chicago, and W. G. Johnston, Oklahoma City. Bottom: Will T. Beck, Holton, Kas., and G. W. Dalton, Poplar Bluff, Mo. (Associated Press Photo)

HITLER TELLS REICHSTAG OF NEW WATCH ON RHINE



Adolf Hitler (Arrow), Germany's reichsfuehrer, shown as he addressed the reichstag in Berlin to communicate official word that German troops were reoccupying the demilitarized zone along the Rhine. Behind Hitler sits Gen. Hermann Goering, air minister. This photograph was sent via telephoto from Berlin to London and thence by radiophoto to New York. (Associated Press Photo)

Conspirator Held



Pedro Albizu Campos (above), Puerto Rico Nationalist leader, was arrested at San Juan, P. R., on a charge of recruiting soldiers in a conspiracy to overthrow the government of the United States by force. Warrants also were issued for six others. (Associated Press Photo)

DOG GETS MUMPS FROM GIRL



In sympathy, perhaps, for his mistress, 11-year-old Viola Kipp, who is ill with mumps, Bing, pet fox terrier, also contracted the disease. The pair are shown in bed in their Oshkosh, Wis., home, keeping each other company in their misery. (Associated Press Photo)

GOTHAM STRIKERS CHEER LEADERS



While Mayor Fiorello LaGuardia sought to end the strike of building service employers which inconvenienced high-living New Yorkers, strikers gathered at their headquarters to cheer James Bambrick (with glasses), president of the union, and George Scallie (smiling), at his right, vice-president. (Associated Press Photo)

New Mexico Girl Picked by Crosby



Besaie Patterson (above), 18-year-old Tucumcari, N. M., girl, was selected by Bing Crosby from photographs of five girls representing five southwestern states to appear with him in his next production. The girls from whose pictures the selection was made were "sun princesses" at an El Paso, Tex., carnival. (Associated Press Photo)

COLORADO G. O. P. GREET'S HOOVER



Another attack on new deal policies was made by former President Herbert Hoover in addressing the Colorado Young Republican League at Colorado Springs. Above, Hoover is shown being greeted by one of his hosts, George Birdall of Colorado Springs. (Associated Press Photo)





