

## To Buy the Highest Grade Merchandise

 Carried in Central West Texas
## BELOW COST!

These pries are made withoui regard to oost. A price is fixed on each article to make it an outstanding bargain.
Bon't wait-Rush down now and see these sensational values. Every article priced helow cost. Priced to sell-We are positively closing out, this is our last sale and in order to mo ve the greal siock of merchandise quickly the prices will bo cuil far telow cost. We reaize that we must give unusual values in order to sell a complete siock in 15 days and that is what we want to do- We want to sell zveryithing in the Shop Of Youth before August 15th. that ihe rew owrer may take it over at that time-After 16 years of successful merclandising mrs. Jennings has buill up the finest exdusive women's store in Central West Texas, completetly stocked with higgh grade quality merchandise.

Now she has had the geod fortune of taving broughat in a 1500 -harrel oil well on her land-The Shep of Youth merchandise is teing sold BELOW COST

Every Yard of Silk, Linen, Lace and Cotions,
BELOW COST!
Garments will NOT Last Long Selling BELOW COST

## Our Dresses Must Go! EVERY DRESS BELOW COST!

$\$ 6.95$ to $\$ 11.95$ Batistes, Lin- 1.98
ens, Seersucker Suits
$\$ 11.95$ to $\$ 25$ Nicer Linens, $\$ 5$
Print Batistes. Voiles
$\$ 16.95$ to $\$ 29.75$ Print Crepes,
Chiffons, Pastels $\mathbf{\$ 5}$
One Group Cotton Dresses-with best selections going to earliest arrivals
Batistes, Voiles, Ginghams,
Broadcloths $\quad 98 \mathrm{C}$
Broadcloths
Dresses, Values to $\$ 15.00$
Dresses, Values to $\$ 15.00$


3.50

Cotton Evening Dresses
Chiffon Evening Dresses Taffeta Evening Dresses Were up to $\$ 19.85$
Satin Evening Dresses 2.98 5.00
5.00 vere up to $\$ 24.85$
5.00 Buy a New Dress for the Regatta Dance 1 Lot cottons 15c yd Batistes - Lawns - Voiles 1 LOT COTTON 25c yd Linene, Sheer Voiles - Plaids

## Every Suit, Hat, Goat and Dress

## BELOW COST!

Every Bution, Trimming and Costume Jewelry

## BELOW COST!

S䀦KS Formerly 1.39 to 1.98 . 69 | MOUSSELINES | 69 c | Accessories Below COST! |
| :--- | ---: | :--- |




THE FIRST ANNUAL
WATER IEAATA CARNIVAL
Featuring
Motor Boat Races, Swimming and Diving Contests,
Bathing Beauty Revue, Bait and Fly Casting Tourna Bathing Beauty Revue, Bait and Fly Casting Tournament, Surf Board Riding Contests, and other water

## SATURDAY-. SUNDAY

## LAKE BROWNWOOD

As a part of Brownwood we extend a most cordial welcome to all visitors and trust that you will enjoy the Regatta to the fullest extent.

Possibly it may add somewhat to your ease-of-mind to know that in the event of any necessity there is a Telephone available for your use, at the Boat Docks.

## - SOUTHWESTERN STATES t TELEPHONE COMPANY

Every Sack of CAKE FLOUR


ETRXY SICX GuIRMIIED
$\qquad$

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sure baking success use AKE FLOUR. Order a


## CAKE FLOUR

The All-Purpose Family Flour

## Austin Mill \& Grain Co.

Countless
Possibilities



LAKE BROWNWOOD
 BIG 2-DAY REGATTA!

BATHING REVUE - SURF BOARD RIDING
BITION - DANCING MILITARY AVIATION EXHIBITION - DANCING Admission

25c and 15c
 CHARLIE DAVIS AND HIS 14-PIECE ORCHESTRA AND FLOOR SHOW, FEATURING SALLIE GAY

General Admission, Memorial Hall Program, 25c and 15 c nission, Memorial Hall Progra
Dancing, $\$ 2.25$, Tax Included.


| Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in this newspaper will be promptly corrected when brought to the attention of the publishers. <br> BROWNWOOD <br> BANNER <br> Any error made in advertisements will be corrected upon being brought to the attention of the publishers, and the liability of this paper is limited to the amount of space consumed by the error in the advertisement.  |  |  |
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DRIVE AGAINST BEE SELLLERS RESULITM
FOUR ARRETS

## Anywhere Dollar




Clean

| Samples of Savings in Shoss |  |  |
| :---: | :---: | :---: |
| 85 to 86 WHITE SLIPPER |  |  |
|  |  |  |
| *3.00 wHTTE SLIPPERS for |  |  |
| CHILDREN'S FOOTWEAR at <br> Giroup INFANTS' SOFT SOLES, 3, 4 sizes |  |  |



## Extra Good Sale Items

APEX M

Space prevents every item being named but bring a list of what you need, and you'll find the prices very low, the quali ty high as usual.

OUR 18th CLEAN SWEEP SUMMER CLEARANCE

Hemphill-Fains

## THE EARLY HISTORY OF TEXAS

Advance Detachment SHER-RITT WELL IN At Camp; Others To OLD BLAKE FIELD IS
Entrain Saturday Entrain Saturday EXTENSION OF POOL

 ..... toll






Visit Renfro's Factory to You Sale during the Regatta and the month of August.





Garner-Alvis Co.

Extends a cordial welcome to out-of-town Visitors and others in attendance at the

First
Annual Regatta

To be held at LAKE BROWNWOOD Saturday and Sunday, August 3 and 4.
$\$ 50,000$ Is Paid In Life Insurance To Made In Effort To Beneficiaries Here



best white
James
Tor beat ba
in
in
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ball tom being on wino
Brownwood Boy To
Enter Naval Academy
Mrs. W. T. Harris of Brownwoo Academy at Annapolis. He passed
the physical examination last week and was sworn in as a midship Leroy is a graduate of Brown
wood High School. Following g graduation he attended University
of Texas, where he of Texas, where he did two year
work to Petroleum Engineering.
His appointor through appointment was made
Sougreent. through


Screen Actress Auburn hair may be brightened
J. W. STOVER IS HELD FOLLOWING DEATH OF RISING STAR FARMER

## LYRIC

вRowxwoon
Friday and Saturday
LIONEL BARRYMORE
"The Mark of the Vampire"


TUES. and WED.


DiEṫRicich l/DEVIIIS A WOMAN
$\square$Brownwood To Play
Lometa Next SundayEnds Its SRANGERS IN SESSIONTransfer Conte$\overline{\mathrm{A} . \mathrm{BELI}}$
IN BROWNWOOD
$\$ 226^{00}$ TUN DTS THIS NEW FORUM. tudor sedan in your garda


Chestaricields "go to town" Then Satisfy
-that's just the 1935 way of saying what Chesterfields have been saying for years
Chesterfields do about everything a cigarette ought to do Chesterfields have TASTE-yes plenty of it. But not too strong. And Chesterfields are MiLD but they're not insipid or flat.
Chesterfields "go to town"
 ARLES OF PRICK
YOU GET: YOU GET: 1. Same Wheelbase, with Bid
Roomy Body 2. Safety Glass All Around 3. $6.00 \times 16$-inch Air-Ballooes
Tires
4. Fender, Matching Body



## FORD V.-8

Serving You Faithfully for 15 Years
Weatherly Motor Company V-8

V-8
Phone 208
Fisk at Adams VALUE ${ }^{\text {ait }}$
 only A suit amount per month for 12 month Firry Ford vie regardless of price or model


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