

# LAMB COUNTY LEADER

"THE SOUTH PLAINS GREATEST WEEKLY NEWSPAPER"

LITTLEFIELD, LAMB COUNTY, TEXAS, THURSDAY, MARCH 14, 1935

NUMBER 31

## WARE'S SPRING OPENING SET FOR MARCH 15

### Ready-to-Wear Department Features Four Frock Groups

#### HAWK BRAND WORK CLOTHES ARE AT WARE'S

Ware's Stock Makes Store "Headquarters For Working Man"

Featuring Hawk Brand overalls and coveralls, Ware's work clothes department is more qualified than ever this year to be known as "headquarters for the working man." Hawk Brand, a name synonymous with sturdy, long-wearing work clothes, is handled in Littlefield only at Ware's. Lee overalls, famous for quality, Big Buck work shirts, the best value anywhere, and Hawk Brand khaki pants and shirts are all exclusive Ware merchandise.

#### Ware's Overall Value

Makers of the famous Hawk Brand work clothes recently perfected a sanforized overall which absolutely will not shrink or fade. This garment sells for \$1.49, and is sold in Littlefield by Ware's exclusively.

Men's extra heavy, long-wearing gloves, in leather, canvas and cotton, are other Ware money-savers. Men's seamless work sock and cotton hose are unbeatable when bought at Ware's. Hawk Brand and Lee overalls and coveralls for boys will stand the gaff.

In work clothes, Ware's feels that there is no substitute for quality. Thus, a purchase at Ware's is an investment in value.

#### Millinery Styles Are Unique This Season

Unique styles in millinery, designed and colored to attract, and carried in a wide selection by Ware's millinery department, will be worn this Spring.

Clever little felts in pastel shades will be favored, and colored straws will be worn in profusion. Roll brims, perky off-the-face hats, pokes, and sailors, with an immense selection in both felts and straws, are available at Ware's this season.

### Invitation Specials Are Being Offered at Ware's

#### Sudan C. of C. Elect W. A. Fincher Secy. Of Booster Group

A very successful campaign for membership is now underway by the Sudan Chamber of Commerce, and over thirty members were present at the monthly luncheon meeting of the group held last week in Lam's Cafe. The appointment of a full time secretary was endorsed by the Chamber, and W. A. Fincher of Lorenzo was elected to fill the office. Mr. Fincher will take up his new duties on an early date.

#### CEDARS CAUSES HAY FEVER

The heavy growth of cedars on the hills about Austin is blamed by many for the prevalence of hay fever. So strong is this belief that they have been placed before the legislature calling for wholesale removal of the pollin spreading cedars in areas near state institutions.

### Unexcelled Styles, all With Prices to Match, Are Real Value Values

Four new Spring dress groups, which will be welcomed by those with limited clothing budgets who still demand front page fashion, await you in Ware's ladies' ready-to-wear department, declares Mrs. Payne Wood, new head of the department.

"They're unexcelled anywhere," said the courteous, competent new department head who joined Ware's staff about a month ago. "Classy Jean Frocks, and the new Lamb Skin silk creations, represent an unexcelled achievement in style at a price all can afford."

### CURLEE CLOTHES ARE SOLD IN CITY AT WARE'S ONLY

#### Newest In Suits, Hats And Shirts For Spring Are Shown

Curlee clothes, long recognized as ahead of the times in both cut and design, and featured exclusively in Littlefield by Ware's make their Spring bow this year in the widest variety of designs ever shown, says Robert Armstrong, manager of the Men's Furnishings department of Over \$5,000 worth of the latest in Stetson and Davis hats, Curlee suits, and many other men's furnishings items are now on Ware's shelves.

Summerhaven, the light weight Curlee suit which retains its size, style and shape permanently, is the newest Spring and Summer Curlee suit. Summerhaven and quality go hand and hand at a price remarkably low for such a truly great value. Bi-swing and fitted backs are available.

Phillips-Jones shirts, with the Van Heusen collar which won't shrink or wilt even when dipped in water, is the ultimate in shirt tailoring—another exclusive Ware value.

#### Short Course To Be Given Farmers

The Sudan Farmers Association of Sudan have arrangements about complete to conduct a farmers short course in Sudan March 19 and 20, beginning at 8 o'clock p. m., of the 19th.

The program committee of the association assisted by H. C. White, vocational agriculture teacher, and D. A. Adam, county agent, have planned this short course as near as possible to include only problems which should be of interest to farmers of the territory.

A number of prominent speakers of the State will be in attendance. The following will appear on the program; R. E. Dickson, Superintendent of Spur Experiment Station; A. C. Magee, Lubbock Experiment Station; Mr. Renner, Cream Grading specialist, Lubbock Tech, and Don L. Jones, Lubbock Experiment Station.

These specials are for three days only; however, their Greatest Spring Opening will be in progress for several days.

### ONE-DAY SPECIALS FOR OPENING DAYS

As a special inducement to the buying public of this section to visit Ware's Department Store during the first three days of Ware's Greatest Spring Opening two extra special one-day prices are being featured for Friday, Saturday and Monday, March 15, 16 and 18.

Extra Special for Friday, March 15—  
LADIES' HOSE—Pure thread silk, fashioned hose, 3 pair for... **\$1.00**

MEN'S WORK SHIRTS—Men's full cut, good grade, grey work shirts, Friday only... **50c**

Extra Special for Saturday, March 16—  
WASH FROCKS—Best Grade \$1.95 ladies' wash frocks... **\$1.00**

TENNIS SHOES—Kids tennis shoes, Saturday... **49c**

Extra Special for Monday, March 18—  
PRINTS—Good grade 36-inch fast colored prints of regular 15c quality, Monday only, yard... **10c**

MEN'S HATS—Portis and Davis dress hats, values to \$4.95, Monday only... **\$1.69**

### WARE'S PIECE GOODS SECTION SET FOR SALE

#### Department Has Stocked Thousands of Yards Of New Fabrics

Ware's piece goods department, which contributes immensely to the powerful demand of ladies who do their own Spring sewing, is prepared this season to satisfy every possible taste in fabric materials, says Mrs. Edd Seely, manager of the department.

Thousands of yards of new Spring fabrics that will start sewing in every home are now on display in Ware's piece goods section.

A gigantic shipment of pique, available in a maize of red, rose, green and yellow, has just arrived, capable Mrs. Seely has announced.

You will find flaxon, overlock lawn, linen, tissue gingham, Indian head, wool suiting, prints, quad prints, silks, novelty silk and seersucker, all in the widest variety of Spring colors and designs imaginable.

### Huge Spring Sale to Begin Friday; Newest Styles Will Be Displayed

Ware's Spring opening for 1935, without a doubt the most elaborate in the history of this fine department store's six years in Littlefield, has officially begun!

While thousands of dollars worth of nationally approved brands of merchandise has been received, Ware's efficient staff is busy as the proverbial bee stocking shelves with the cream of Spring styles which Ware's far-sighted buyers, with ever an eye to real value, have selected from the world's leading style centers.

Shipment upon shipment of the ultra-new in ladies' ready-to-wear, the latest thing in men's outfittings, and work clothes which fairly shout "value," all contribute to make this the most gigantic Spring opening in dry goods history in this section.

In keeping with the slogan, "Most people trade at Ware's," Mr. Ware and his staff of trained, courteous employees are bending every effort to satisfy Ware customers, not by high-pressured sales tactics, but by giving them merchandise of the highest quality at prices usually paid for ordinary merchandise.

"We want, above all, to please you," Mr. Ware said.

#### Ware's Carries Full Tom Sawyer Stock

The only complete line of Tom Sawyer clothes for tiny tots in Lamb County is to be found at Ware's Department Store.

In an effort to bring the "little fellow" the best in clothing, Ware's has burdened its shelves with Tom Sawyer suits, caps to match, and the famous Tom Sawyer shirts, in every style and pattern available.

Mothers, visit Ware's boys department and supply your youngster with a complete Tom Sawyer outfit.

And all sold at prices that will happily fit your purse.

Draperies and curtains which will put a dash of Spring in your home are to be found at Ware's. Collars, cuffs and ties, pretty little accessories in lace, linen and drawing work, that will nicely accent your new Spring costume, are there also.

A complete fashion book of thousands of Simplicity patterns will aid you in your Spring sewing. Drop in to Mrs. Seely's piece goods department on your next Spring shopping excursion. You'll be pleased.

The South Plains greatest value event—Invitation Specials at Ware's—Friday, Saturday and Monday, March 15, 16, and 18.

### WARE'S IS A BOOSTER OF DOLLAR DAY

#### Store Is One of Leaders In Trades Program For This City

Ware's Department Store is a leader in the campaign to make Littlefield, through the monthly Dollar Day program, the shopping center of this territory.

Always strong local boosters, Mr. Ware and his trained staff of employees are bending every effort to make Dollar Day in Littlefield a symbol of progress in the attraction to this city of potential buyers from all over the area.

"Dollar Day makes possible the unleashing of a vast amount of buying power, so that people may take advantage of the wonderful values offered by Littlefield merchants. We are proud to do our part in an effort to make Dollar Day in Littlefield an event to look forward to," declared Mr. Ware.

The greatest values Ware's has ever offered are to be found in the Invitation Specials.

## Large Sum Is Spent For Shoes To Make This Ware's Biggest Spring Opening Yet

Augmented by the Dr. Scholl method of assuring a perfect fit in shoes, Ware's shoe department swings into this gigantic Spring opening with the largest stock of men's women's and children's shoes in the department's history, Morris Morgan, foot specialist and shoe department head, has announced.

Much money has been expended to bring Ware customers Star Brand and Florsheim shoes in styles to fit every foot and fancy.

Mr. Morgan, a graduate of Dr. Scholl's training school, is prepared not only to advise you on the type

of shoe you need to assure perfect comfort, but is also in a position to help you in selecting a style best suited to please.

Dozens of appliances and remedies for every foot ailment are to be found in Ware's shoe department. This extra service is maintained by Ware's to assure you of perfect shoe satisfaction.

Says Mr. Morgan, "Dr. Scholl's scientific methods and appliances have brought the ultimate in shoe satisfaction to thousands. They can be shaped and adjusted to your individual foot, and will fit any shoe.

In fitting you, we increase the elevation from time to time until your arch is fully restored. Then you need no longer wear the supports."

Ware's attributes the powerful demand for Star Brand shoes, boots and overshoes, to the store's long standing policy of giving the utmost satisfaction to every customer. Florsheims, for the man who cares, are guaranteed to please.

Foot freedom is a certainty if you take advantage of the hundreds of styles and designs to be found in Ware's shoe department.

# Our Greatest

# Spring Opening

**-Invites you to the style center of the Littlefield section**

This section . . . our new thrilling styles that pack every department . . . the really low prices that prevail throughout the store . . . and the Ware assurance of absolute satisfaction should impress you of the wisdom of selecting all of your clothing needs—for the entire family—at Ware's. MOST PEOPLE WILL!



## These Dress Groups Will Be Welcomed by Those With Limited Clothing Budgets but Still Demand Front Page Fashion



### Lovely New Frocks—

And what a lovely group, you'll agree the minute you see these! Prints, solids and in every design you might want at a very low price for new dresses.

**\$3.95**

### Ritzy Maid Frocks—

Possibly you're looking for a dress in this price range? Search the State if you care, but you'll finally choose these new silks. In solids and beautiful prints.

**\$5.95**

### Lamb Skin Silk—

Lamb Skin Silk! The newest in dresses. Absolutely washable. If necessary, make a special trip to town to see this group. Lovely new print colors.

**\$8.95**

### Classy Jean Frocks—

Real front page fashion is found in these Classy Jean Frocks. Really new numbers for Ware's, Littlefield and you.

**\$16.95**

Won't You Come In—Shop Through Our Showing of the Newest Fashions For Spring?

You Must See These New—

### BOUCLE SUITS

Ideal for Spring and early Summer wear. Solid colors of blue, green and white. Light weight, cool, and suitable for many occasions.

**\$5.95 and \$10.95**

With The New Season Comes—

## New COATS

Plaids! Checks! and Tweeds!

We predict that these coats will stand out in every fashion parade. They're colorful . . . they're smart . . . and really low priced. What more could you ask for? Every light color for Spring in fitted and Bi-swing designs. Priced from—

**\$10.95 to \$16.95**



And Thrilling New—

## SUITS

Cape Style! Full and 3-4 Length!

The whole world is going mad about suits and we know our selection will meet with your approval. Every design you might care for . . . every color and material . . . in full length, cape and three quarter length styles. And the price will tempt you to buy when you first inspect them.

**\$9.95 to \$14.95**

# Ware's Department Store

"Most People Trade At Ware's"



You're Always Welcome to Visit At WARE'S

### Ladies' Fashioned Hose

Absolutely all silk Nightingale fashioned Hosiery. All the new Spring shades. The Pair—

**39c**

### New Purses

Just arrived for Spring. New Purses in white, blue, brown and black.

**\$1.00 to \$2.49**

### New Gloves

Fabric Gloves in white navy, black and browns.

**\$1.00**

Kid Gloves ..... **\$1.98-\$2.49**

### Seersucker and Pique Dresses

A lovely new assortment in stripes and plaids. The price—

**\$2.95 and \$3.95**

### New Wash Frocks

Wash Frocks that really look like street frocks. Lovely patterns, and wonderful values.

**\$1.95**

### For The Little Tots—

This Spring we are giving much thought to our infant's department. Orders have been placed for hundreds of gift suggestions for the little tots.

### Simplicity Patterns

To aid in your spring sewing we suggest that on your next visit to our store you look through our complete fashion book of thousands of Simplicity patterns.

**15c and 25c**

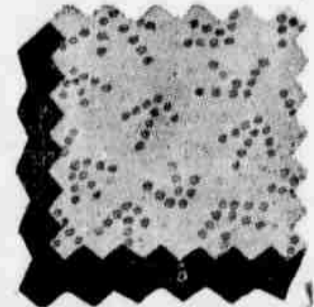


## Thousands of Yards of New Fabrics That Will Start Sewing In Every Home!

# Spring Piece Goods!

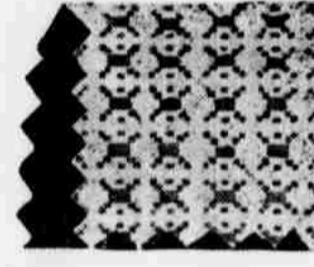
### Flaxon—

Printed Flaxon in plaids, prints and small checks. 36 in. wide. The yard..... **29c**



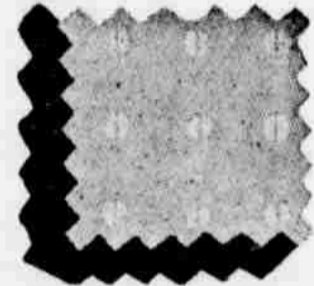
### Overlock Lawn—

Really Pretty patterns in plaids of green, brown and black. 36 inches wide. The Yard... **39c**



### Linen—

Hundreds of yards; At least ten different shades of solid colors. Price, the **69c** AND **79c** Yard .....



### Tissue Gingham—

Tissue Gingham in large plaids and small checks, exceptionally pretty patterns. Yd. **49c**

### Indian Head—

Good quality Indian Head. Ideal for making uniforms. In all the wanted colors. Yd. .... **39c**



### Wool Suiting—

For making swagger suits and Spring Coats. In colors of grey and blue. 56 inches wide. Yard **\$1.69**

### PIQUE

Just arrived for our greatest Spring opening. Pique in beautiful stripes and lovely prints. Yd.

A large assortment of Pique in solid colors of red, rose, green and yellow. The Yard

**29c and 49c**

**49c**

### Prints—

A large showing of good quality new Spring Prints in solids and the very newest patterns in stripes and plaids. Yard.....

**18c**

### Quad Prints—

Absolutely a new showing of these lovely Quad prints in geometric designs, plaids, stripes, in fact, every design. Yard.....

**21c**

### Novelty Silks—

Beautiful new novelty silk crepe in solid colors of green, red, white, blue and black. 39 inches wide. You must see it. Yard.....

**\$1.00**

### Seersucker—

We feel sure that when you see the beautiful plaids and stripes that we are showing in Seersucker materials you'll want at least one dress from them. Yard

**39c**  
AND  
**49c**

### Silks—

In prints, plaids and stripes. 39 inches wide. You'll marvel at the beautiful group and you can't help but agree that this is Our Greatest Spring Opening. Yard

**89c**  
AND  
**\$1.00**

If you Choose to "Make Your Own" Clothes This Season You'll Find Your Every Need at Ware's— and a Courteous Staff of Clerks Ready to Make Helpful Suggestions!

### Draperies-Curtains

—That Put Spring In Your Home

Let's put a dash of Spring in the home this month! New curtains and draperies are really inexpensive at Ware's but still, the most thrilling patterns.

Bed room and living room curtains in orchid, yellow, rose and green. New lace panel draperies in ecru.

### Collars, Cuffs and Ties

Just arrived in time for our Greatest Spring Opening!

Pretty little accessories that add much to your new Spring Frock. Collars and cuffs in lace, linen and drawing work—

**69c and \$1.00**

Beautiful assorted patterns in Windsor Ties. A large selection just arrived. Each—

**59c**



When Ladies Think of Hose They Think of WARE'S

—we've just added a huge stock of - - -

### Humming Bird Hose

Humming Bird! A word that means dependable fashion and quality to the women of the world who demand better hosiery. Pure, clear, smooth silk from top to toe . . . full fashioned . . . and they're here in every desirable shade for Spring!

**79c - \$1.00 - \$1.35**

### Allen-A Hosiery - -

Allen-A! Another reliable hose that Ware customers have satisfactorily worn for many seasons. New stocks and shades. Priced at—

**89c and \$1.00**

## "It's The Top," our new Spring Millinery

Maybe you want an off-the-face hat this season . . . maybe it's the new up-in-the-back effect that most appeals to you. Whatever your taste might be you can easily be pleased this season for the fashion world offers a wide variety and Ware is showing them all.

**\$1.00 to \$2.95**

# Ware's Dept. Store

"Most People Trade At Ware's"



Make It a Point to Drop in Ware's Each Time You're in Town — There's Always Something New to See!

THESE PRICES ARE HOT! RED HOT! AND GOOD FOR 3 DAYS ONLY, STARTING FRIDAY MAR. 15

# OUR INVITATION

## Fri.-Sat.-Mon.



### OVERALLS

We are going to sell 200 pairs of men's good grade, full cut heavy 220 weight Overalls as an invitation to the thrifty shoppers of this section while they last at, Pair—

# 74c

### LEE OVERALLS

Regular high grade Lee Overalls in stripes or blue, high or low back. During these three Invitation days—

# \$1.49

#### Men's Allen A UNDERWEAR

Allen A quality can't be beat and they are well within the means of every man. Regular 50c shirts or shorts. 3 garments—

### \$1.00

#### Men's DRESS PANTS

One lot of men's Pool's novelty Dress Pants for young men. Pool shrunk, 22 inch bottoms, high waist, in blue, grey and brown. Look and wear like more expensive pants. Invitation special—

### \$1.98

#### Men's Dress CAPS

Large assortment of patterns, all woolen materials, rayon linings, standard and adjustable head sizes. Invitation special. Each—

### 50c

#### Men's Fancy Dress Sox

Hundreds of pairs of Men's fancy Dress Sox, all sizes, lisle with fancy rayon patterns, seamless. Three-day Invitation special, Pair—

### 10c

#### Boys' WORK SHIRTS

An extra good grade full coat style, aluminum button shirt, in blue or grey chambray. They are not thin, sloppy or full of starch. Each—

### 50c

#### WORK SOX

How's this for a real honest-to-goodness red hot value? Extra good grade fine thread work sox. Seamless and knit on top. Special, pair—

### 10c

## PRINTS

This item is on as a one-day special for Monday at 10c per yard, but should it not be convenient to buy on that day it's still a wonderful value at this price. Wide selection of patterns, vat dyed, fast colored. The yard—

### 12c

#### OIL CLOTH

47 inches wide. Dozens of pretty patterns. Absolutely first quality. Invitation special, yard—

### 19c

#### DRESS SHIRTS

Regular \$1.50 Values!

One lot of men's dress Shirts in Pool's E. & W., and Director brands. Fully shrunk fast colors. A special invitation value for

### 98c

#### CREPE PANTIES

Here's another value every thrifty woman in the Littlefield territory will recognize. Crepe Panties in tea rose, pink and blue. Lace trim. Each—

### 49c

As a special invitation to the people of the entire opening, we are offering this double page chunk THE HEART OF THE DEPRESSION. We've cut PRICES. Prices that are hot! Red Hot! And you have had an opportunity like this for months! So be prepared for needs for months to come!

2 Specials For

## Fri.

MARCH 15 ONLY

### Ladies

Ladies' fashioned Hose silk! Limit three pair per invitation special—

For Friday

2 Specials For

## Sat.

MARCH 16 ONLY

### Wash

Regular \$1.95 Wash Fabric advertised Good Monday o'clock quality. Invitation

Saturday Only

2 Specials For

## Mon.

MARCH 18 ONLY

### PRINTS

Extra good grade vat dyed prints. Regular 15c quality. Invitation special, Yard—

Monday Only

# WARE'S DEPARTMENT

LITTLEFIELD

"MOST PEOPLE"

# INVITATION!

DON'T LET SAND, RAIN OR SNOW KEEP YOU AWAY—3 DAYS AND THESE PRICES WILL BE HISTORY

entire... us during the early days of our greatest Spring... VALUES OFFERED IN THIS SECTION SINCE... sale cost on NATIONALLY ADVERTISED PRO... pass them up. It's likely that you won't be afford... each of these three days, and lay in all of your

## MARCH 15-16-18 <sup>3</sup> Days Only

### Ranger Sheets

# \$1.00

Extra heavy good grade Ranger Sheets. Size 81x99 oversize. Free from starch. Invitation special, each—



MEN'S

### Work Shirts

Men's Top Speed Work Shirts. Extra good grade grey chambray. Full coat style with bellous pockets. Limit two to customer

# 50<sup>c</sup>

Friday Only

### Tennis Shoes

Kids Tennis Shoes, 6 in small child to size 6 in big boys. Less than wholesale cost.

# 49<sup>c</sup>

Saturday Only

### SHEETING

Foxcroft—a sheeting that you know is good! Bleached or unbleached. Don't pass up this value. Invitation special, yard—

# 29<sup>c</sup>

### CRETONS

36-inch Cretons, large assortment of fancy patterns. Special, Yard—

# 10c

### OUTING

Light and dark patterns. Just the thing for quilts. Invitation special, Yard—

# 10c

### LL MUSLIN

36-inch Muslin and of a quality that you know. Invitation special, 15 Yards—

# \$1.00

### TOWELS

Cannon Towels. Size 22x44, extra heavy double thread. A Ware Invitation special—

# 5 For \$1

### BED SPREADS

Absolutely fast color crinkle Bed Spreads, size 80x90. A real invitation special for the wise, thrifty shopper. Three days only, each—

# 69<sup>c</sup>

### Men's Hats

One group of Men's Hats, famous Davis and Portis makes. Values to \$4.95. All sizes. Invitation special for Monday only

# \$1<sup>69</sup>

Monday Only

### Quilt Bundles

2 lbs. to the bundle, average 15 yards. Good grade print materials. An invitation special. As long as they last, bundle—

# 29<sup>c</sup>

You Have Your Cotton Checks—We Have The Values! Don't Pass Up This One Opportunity To Save!

### Children's School

### HOSE

Famous Wunder Hose, wide ribbed, light and dark tans, sizes 5 1-2 to 9 1-2, our regular 19c values. Special 3-day Invitation price—

# 12<sup>c</sup>

### Ladies'

### HOUSE SHOES

Here's more proof that we are giving you the hottest specials offered in many a day in this section! Ladies' leatherette and felt House Shoes. Sizes 4 to 8. For three days only, pair—

# 29<sup>c</sup>

## Blankets

### Regular \$2.85 Sellers

We realize it's a bit late in the season, but we're offering such a tremendous saving on these blankets that hundreds of the more thrifty shoppers will welcome this opportunity to save! Large 72x84 double cotton blankets in plaid designs. Invitation special—

# \$1<sup>35</sup>

# WAREHOUSE STORE

AT WARE'S"

LITTLEFIELD

**MOST MEN SHOP AT WARE'S TOO! - - HEA**

*Yes Mr. Man -*

**They're All  
CURLEE  
SUITS!**



**Short - Stout - Stub - Tall - We Have  
Your Fit in a Curlee!**

One group of light weight Spring and Summer Curlee Suits with coat and pants only. Finest materials, new patterns and designs and Curlee's best workmanship. Priced low for high quality-----

**\$14.50**

They've just arrived. Curlee's new four piece suits. Grey, brown and darks. Conservative models and the new pinch-back loose models. High grade Curlee workmanship and materials. With two pair pants-----

**\$22.50**

One group of standard worsted and serge Curlee Suits for the business man. Regardless of your build we feel sure that you can get a perfect fit in this group. Tailored by Curlee. With two pants-----

**\$29.50**

**Boys' Suits**

Suits for the youngsters just like Dad's. In the Spring shades and materials. With two pair trousers priced from--

**\$4.95 to \$16.95**

**Men's Dress Pants**

A wide selection of new Spring Trousers for men. Light or medium weight. Priced from--

**\$2.95 to \$5.95**

**Boys' Dress Pants**

And they're Dizzy Dean's . . . the newest cut . . . high waisted and wide bottoms. In colors of brown, blue and grey. All wool. Priced from--

**\$1.95 to \$2.69**

**Suits for Men**

M. Born Tailored To Measure

There's a wealth of weaves for your selection in the M. Born & Company Spring and Summer line. We guarantee in M. Born suits you have the best clothes buy in America. Made-to-Measure. All wool fabrics. High quality at lowest prices.

See The New Samples Today!

**Men's Ties--**

All the new Spring patterns are here. Carefully hand tailored. Resilient construction. Price ranging from--

**—50c to \$1.00**

**FLORSHEIM SHOES**

"For The Man Who Cares"

America's most popular better type shoe. Made for comfort . . . wear . . . and style for "The Man Who Cares."

**\$8<sup>75</sup> & \$10<sup>00</sup>**

**Men's Hosiery--**

This season we are again featuring Men's Allen-A Hosiery. Pure thread silk . . . solid colors and pretty patterns. The pair--

**—35c to 50c**



Two Famous Lines Offer You Hats in Most Any Price Range!

**Stetson Hats**

A large new selection of Spring Hats by Stetson—the standard of the nation. Darks and lights . . . standard and feather weights. From--

**\$6<sup>50</sup> to \$15<sup>00</sup>**

**Davis Hats**

One of the world's most famous popular priced hats. Novelty and conservative shapes. All colors for Spring. Priced from--

**\$2<sup>95</sup> to \$5<sup>00</sup>**

A Perfect Fit Throughout the Long Life of Your Shirt—Colors That Stay Fast—That's Ware's Guarantee to You!



**Phillips-Jones Shirts--**

With collars by Van Heusen . . . wet them . . . roll them . . . treat them rough, but the collar goes back in place. The finest broadcloth materials and tailoring -----

**\$1.95**

**E. & W. Shirts--**

A nationally known brand that has met with the approval of every man for generations. New Spring colors, absolutely fast. Pre-shrunk. Guaranteed to please -----

**\$1.50**

**Director--**

An E. & W. product. New spring colors . . . will not fade . . . preshrunk . . . tailored well from pure broadcloth. A real value for this low price-----

**\$1.00**

Boys' Tom Sawyer

**WASH SUITS**

Absolutely guaranteed fast color, sanforized. Priced from--

**\$1.95 to \$4.95**

Boys' Tom Sawyer

**SHORTS**

Boys' Wash Shorts. Guaranteed fast color and sanforized.

**\$1.00**

Boys' Tom Sawyer

**KNICKERS**

Newest Spring patterns. Absolutely fast color and sanforized shrunk.

**\$1.75**

Boys' Tom Sawyer

**SHIRTS**

Both shirts and blouses, solid and fancy colors. Sanforized and will not fade.

**89c**

**WARE'S DEPARTMENT STORE**

"MOST PEOPLE TRADE AT WARE'S"

# HEADQUARTERS FOR THE WORKING MAN!

## Big Buck Work Shirts

An extra heavy, extra high quality, extra well made Big Buck Work Shirt. In colors of either grey or blue. We have Work Shirts priced lower, but nowhere, not even at Ware's can you beat it for value. Each--

# 89c

## Lee Overalls

The World's Best

There's no need to tell you of Lee quality. Overalls in express stripe of blue, high or low back, made of good grade genuine denim. Well made for long wear. A value you can't beat! Pair-----

# \$1.69

### Men's Work Shirts

Men's Top Speed Work Shirts. Full cut, good grade material, coat style, two pockets, aluminum buttons.

## 79c

### Men's Overalls

Well made from heavy 220 denim. High back. Sizes 32 to 42 waist and 32 to 34 length. Pair

## 89c

### Men's Work Gloves

Leather palm and finger tipped, elastic back gauntlet gloves. Pair--

## 49c

With Knit Wrist.....39c

### Men's Work Gloves

Heavy leather gloves with leather gauntlets. Buck re-tan leather. Pair--

## \$1.00

### Men's Leather Gloves

Men's split leather horsehide Gloves. Elastic back or open short cuff. Pair--

## 50c

### Boys' Overalls

Made by Hawk. High vest back, in colors of blue and striped.

Sizes 3 to 11 .... 89c

Sizes 12 to 17 .....98c

### Children's Coveralls

Children's Hawk Brand Coveralls. Hickory stripe only. Will withstand the rough and tumble of the youngsters. Sizes 0 to 9.

## 89c

### Featuring

# Hawk Brand Work Clothes

Since our work clothing department contributes a large volume of our gross business we search every market for the best possible values. We are featuring Hawk Brand Work Clothes because they have stood the test of actual hard wear for years . . . they meet with the approval in every way of thousands of satisfied customers. They must please you!

## Hawk Brand Overalls \$1.29

One of Hawk Brand's leading values. In both blue and striped, high and low back, extra good workmanship.



## Men's Hawk Brand Coveralls \$2.50

Men's Hawk Brand Coveralls in the new liberty stripe, heavy materials, guaranteed to please you.

### Hawk Brand— Khaki Pants

Full 8 ounce sanforized, absolutely guaranteed not to fade or shrink. Guaranteed by Hawk Brand and Ware's. Pair--

## \$1.95

### And— Khaki Shirts

Shirts to match the khaki trousers. Same material and workmanship. Will not shrink or fade. It's safe to get your correct size. Each--

## \$1.50

### Men's Hawk Brand— WORK TROUSERS

A work trouser that will give you many months of service. Full 8 ounce materials and has the best of Hawk Brand workmanship. Wide bottoms, in navy blue only. Pair--

## \$1.50

### Boys' Lee Overalls

Just like Dad's. Highest quality Lee Brand Overalls. Made for long hard wear.

Sizes 5 to 11 .. \$1.10

Sizes 12 to 18 ...\$1.25

### Boys' Pants

for work or school. Jim Dandy brand in blue or striped materials. A typical Ware value for those mothers who want real quality at a reasonable price. Sizes 8 to 17.

## 98c

### Men's Cotton Hose

Light weight, ideal for work and semi-dress. Absolutely seamless. Pair--

## 10c

### Men's Canvas Gloves

Men's heavy 14 ounce, fleece lined, canvas Gloves with red knit cuffs. Pair--

## 15c

### Men's Work Sox

Smooth knit, absolutely seamless, Beacon brand work sox. Grey and blue. Pair--

## 15c

# Ware's Department Store

"Most People Trade At Ware's"



# IT'S WARE'S POLICY TO SELL THE BEST — SO WE CHOOSE STAR BRAND SHOES!

YOU GET BETTER FITS—BETTER VALUES  
AT WARE'S FROM TRAINED SHOE EXPERTS!

## TIES



We have pumps and straps in high, medium and low heels. Lots of other pretty shoes, too, but our Star Brand ties in the new colors and combinations for street, sport and dress wear are simply wonderful and you just must see them. Come in tomorrow. The style shown is—

**\$5.95**

Ware's Offers You A Wide  
Price Range In

## Ladies' Footwear

Ware brings you the widest selection of Ladies' Spring Footwear this store has ever offered. Pumps, ties and straps in every conceivable design and color combination. All by Star Brand giving you Star Brand quality in a price range of—

**\$2.95 - \$3.95 - \$4.95  
and \$5.95**

## PUMPS



GRACEFUL  
ON THE  
FEET

Our style selections in pumps are models of gracefulness, pleasing to the eye and flattering to the feet, and their built-in Star Brand quality assures you of their lasting beauty. The sketch shown sells for—

**\$5.95**

## The Princeton

A  
Fine  
Fitting  
Kangaroo  
Shoe



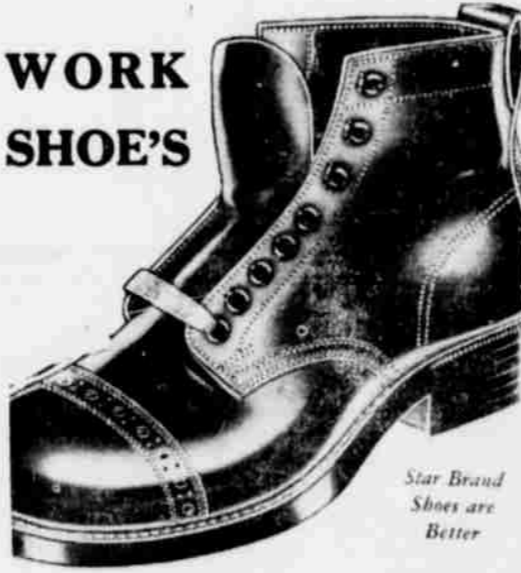
This Uptown style Star Brand Shoe is a favorite among business and professional men everywhere. It will bring you the utmost in comfort and is in good style year in and year out. In both brown and black kangaroo.

AS **\$5.58**

SHOWN

THE OXFORD . . . . . \$5.00

## WORK SHOE'S



Star Brand  
Shoes are  
Better

Famous Star Brand, all leather, Work Shoes for men. Any style you care for at most any price you choose to pay.

**\$1.95 to \$4.95**

## THE COOLEST OF SUMMER FOOTWEAR

GENUINE BUCKSKIN

**\$5.00**



Like everything else in the world, genuine buckskin has its imitators, but this Uptown style is genuine, and there is no other shoe for summer wear that is so easy to slip on and is in good taste till midnight.

All Styles in Young Men's

## Two-Tone Shoes

Again this season Ware brings the young men of the Lamb County territory the newest in two-tone styles. Both brown and white, black and white. Sizes A to D.

**\$2.95 and \$3.95**

## Smart, Uptown, Conservative Style Shoes for Young Men

Conservative, but yet they give you a bit of flash! This, combined with Star Brand comfort and quality, aids in making Ware's the shopping center for the particular young and middle aged men.

**\$2.95 to \$5.00**

**Hi, Fellas!**  
TAKE A LOOK AT MY  
NEW POLL PARROTS

Give the boy his way and he'll choose Poll Parrots every time—and it's the smart thing after all, for these splendid shoes for boys are really men's fine shoes styled in junior sizes. Sturdily built for long wear and healthy foot development.

Prices Range From  
**\$2.50 to \$3.95**  
Depending Upon Style  
and Size Selected

She Has an  
"Eye" for Style—

And that eye is on one of our new Poll Parrots, a favorite with the girls. But there's more than style in Poll Parrot Shoes. You get perfect fit and good, all-leather quality that makes them such grand values.

Prices Range From  
**\$1.98 to \$3.50**  
Depending Upon Style and Size Selected

On the **GO**  
from Morn til Night

Many a mother is unknowingly penalizing the future health and happiness of her children by paying little or no attention to the shoes they wear. The feet of a child by all means should be watched closely and fitted properly with good, well-made, all-leather shoes that hold their shape and support the vital parts of the feet. The safest way, and the most economical, is to turn that responsibility over to us. We'll fit them with our famous Poll Parrot shoes and fit them right.

**\$1.29 to \$2.98**

Expert fitting service  
is assured.

Poll-Parrot  
Shoes  
ALL LEATHER FOOTWEAR  
For Boys and Girls

# Ware's Department Store

"Most People Trade At Ware's"





LITTLEFIELD, TEXAS, THURSDAY, MARCH 21, 1935

**THE  
OUT  
BROS**  
HES & WAL  
REG. U. S. PAT. OFF.  
Gene Ahern.  
THE ART OF SLEEPING!  
O. I.  
YES!



## OUR BOARDING HOUSE

By Ahern





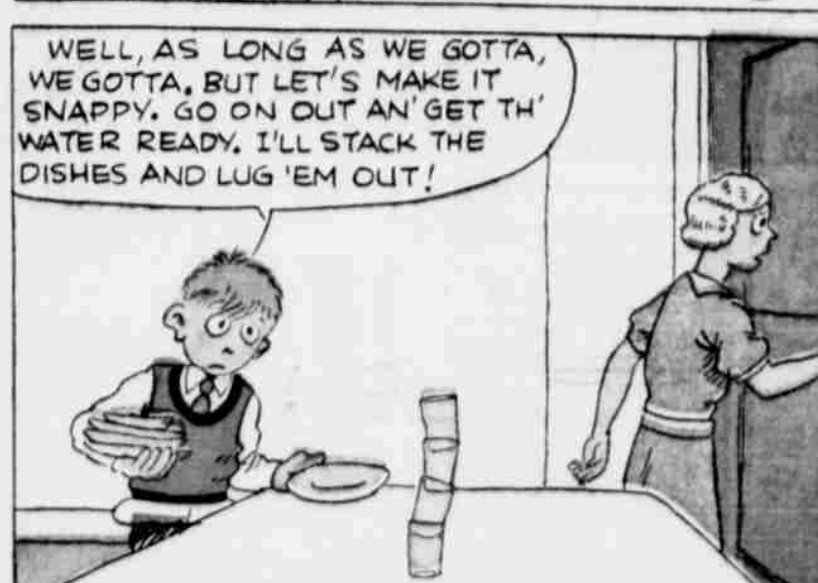
# OTTO HONK



## OUT OUR WAY

## The Willets

By Willie

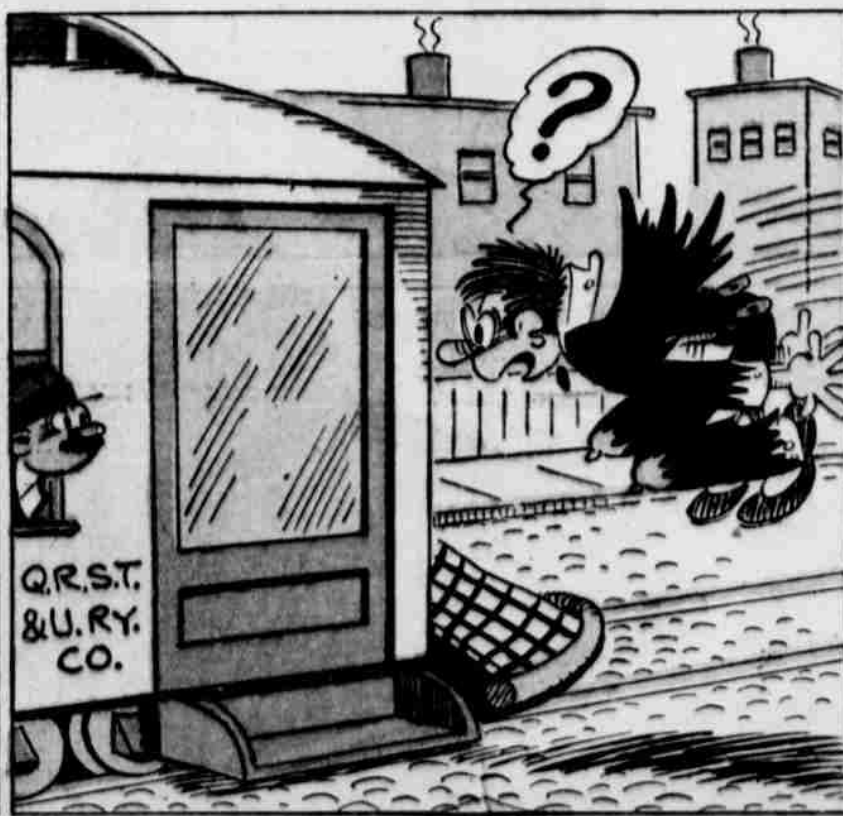




# SALESMAN SAM

## What Goes Up Must Come Down!

# By Small





# THIS CURIOUS WORLD

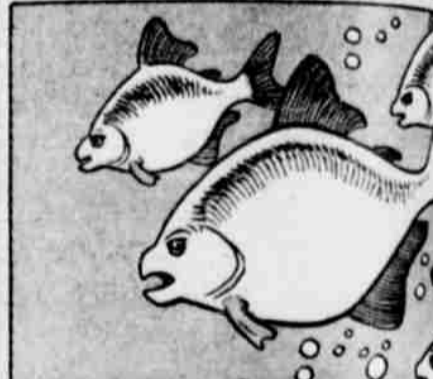
## TAPIRS

ONCE LIVED IN MANY LANDS THROUGHOUT THE EARTH! NOW, ONLY FIVE SPECIES EXIST... ONE IN THE MALAY PENINSULA, AND FOUR IN SOUTH AMERICA.

THE TAPIR OF TODAY IS BUT LITTLE CHANGED FROM ITS ANCESTORS OF A MILLION YEARS AGO! ALTHOUGH IT IS A RELATIVE OF THE HORSE AND RHINOCEROS, THE TAPIR IS A RIVER ANIMAL! IT NEVER STRAYS FAR FROM WATER.



JAGUARS PREY UPON THE TAPIRS WHEN THEY LEAVE THEIR RIVER HOME TO FEED ON NEARBY FOLIAGE.



EVEN IN THE WATER, THE ANIMALS ARE NOT SAFE! CARIBE FISH TEAR THE FLESH FROM THEIR BODIES.

THE MALAYAN TAPIR IS LARGER THAN THE SOUTH AMERICAN SPECIES, AND ITS BODY IS MARKED WITH A LARGE PATCH OF WHITE! THE TAPIR'S FLESH IS CONSIDERED GOOD EATING, AND ITS HIDE IS VALUABLE.



YOUNG TAPIRS ARE STRIPED, WHICH AFFORDS THEM CAMOUFLAGE PROTECTION.

## FRECKLES AND HIS FRIENDS

By Bloss

