



### The Jayton Chronicle

L. F. Wade, Owner and Publisher

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ADVERTISING NOT A MATTER OF WHETHER IT CAN BE "AFFORDED"

A merchant said the other day, that he is compelled to reduce his advertising to a minimum, because "he can't afford it."

It is a novel idea, in this generation. It was the general idea of a few decades ago, when the local newspaper and its struggling editor were regarded as wards of the community, and were granted patronage as a sort of charitable gesture. Then it was thought necessary to keep the newspaper alive, merely because it was a good thing for the town; and the advertising given it was a bonus paid for the support of a community enterprise.

It isn't so today. Advertising is employed as a high powered salesman, whose worth can easily be checked. Almost universally it is regarded as an absolutely essential aid to the production of business. The merchant, therefore, who can't "afford" it is in a bad way.

He really "can't afford" to employ clerks to sell his goods in the store. They cost money, and add to his overhead.

He really "can't afford" to light his store windows at night so people can see what he has to offer.

He really "can't afford" to sweep his store and brush the dust off his merchandise, because this too, is an expense item.

The fact of the matter is that he "can't afford" to buy new merchandise, because he still has some of the old goods unsold and the new stuff means a cash outlay.

He can't afford, in other words any of the items that enter into the calculation of the costs of doing business, if he can't afford to employ advertising as an agency in the promotion of his sales volume. After all, it is sales volume that brings prosperity to a merchant. Everything he does with his goods is done with the one purpose of encouraging the sale of his merchandise—the maintenance of a comfortable, attractive and convenient store; the arrangement of his wares in glass cases or neat counter displays; the employment of salespeople; the determination of price levels; the day by day insistence upon certain ethical stan-

dards in his dealing — these and everything else are matters having direct effect upon sales volume. If he can't afford advertising, the best salesman of all—then he can't afford to be in business. —Brown-wood Bulletin.

#### KEEP THE SIDEWALKS CLEAR

The streets are made to drive on not the sidewalks. It's a shame for folks to park and drive their cars and trucks on the side walks and force the foot travelers to take to the streets. Folks that do this have no respect for the law or for their fellow men and women, and the little children. Its done in no other town in the world. If one was to get drunk and drive on the side walks he would be headed for the county jail and from there to the state penitentiary. Whats the difference drunk or sober? For love of your fellow man and your own self respect, don't park your cars and trucks on the street crossings and side walks. Who are you anyway that you should take unto yourself such liberties. — Keep your cars and trucks out in the streets where they belong.

#### POLK COUNTY POSSUMS—

From Arkansas comes a news item reminding Texas that its neighboring State also is observing a hundredth anniversary this year. It has been a hundred years since Arkansas was admitted to the United States. The Polk County Possum Club of Mena, Arkansas, will take note on December 10, of that anniversary and of another one, pretty important to the club members. That anniversary is the twenty-fifth birthday of the club itself.

The club is planning to give a banquet in honor of the occasion. And the main course, appropriately enough, will be savory Polk County possums, fattened on warm water and mashed persimmons. And if that isn't enough, it may be said that live possums in persimmon trees will be placed about the dinner tables to add "local color" to the banquet. They will look down on platters of their roasted brothers, decorated with sweet potatoes (what! no Texas yams?) and witness square dances. No announcement has been made as to whether the dances will come before or after the banquet, but if the Polk Countians like possum meat well enough to keep a club going for a quarter of a century, the dance probably should follow the consumption of the roasted possum. Otherwise it is likely to be a rather sluggish affair.

Anyway, four hundred persons have reserved places for the banquet. —Texas Weekly.

J. E. ROBINSON, LAWYER  
Will Practice in All Courts  
Office Anson and Jayton, Texas

VERNON D. ADCOCK  
LAWYER  
General Civil Practices

R. L. ALEXANDER  
Physician and Surgeon  
Office Phone 30

Sam F. Steele  
Attorney at Law

GENERAL PRACTICE

JAYTON, TEXAS  
Office With N. E. Porter

#### FOR WATCH REPAIR WORK

See Floy Barfoot  
At the  
Jones Drug Store

#### FOR THE BEST

Of better barber work, the kind that you will appreciate, the kind that brings you back without an invitation.—

PALACE BARBER SHOP  
Ivey F. Murdoch, Owner

#### LET'S BE READY

Yes, be ready for the cool weather that is just over the hill. It's coming and if it catches you with an empty coal bin, you hay suffer. We sell coal and would like to supply your fall and winter needs early. It makes it cheaper for you and easier for us. See us about that fuel supply today. We also sell planting seeds of all kinds. Sow that winter pasture crop as soon as possible. It will pay you big dividends.

#### Jayton Feed Store

#### Don't take a chance

Prestone is a lot cheaper than a radiator and motor block. When we sell you the Prestone, we service your car Free Gratis. Is that something? Is there anything you need or want done to your car we have it. Any make.

#### Mayer Auto Service

"Service That Must Satisfy"  
DODGE - Sales & Service - PLYMOUTH  
Jayton, Texas. Phone 54

#### Will Gin Two Days Weekly

After this week our gins will run only on Wednesday and Saturdays. Our first ginning day next week will be Wednesday the 16th. Farmers with cotton yet to gin please take note of this and until further notice bring your cotton in on Wednesdays and Saturdays—

WILLIAMS-MILLER GIN  
FARMERS CO-OP GIN

SORE THROAT, TONSILITIS! Instantly relieved with Anesthesia-Mop, the wonderful new sore - throat remedy. A real mop that relieves pain and checks infection. Prompt relief guaranteed or money refunded. Only 50c at—  
Huls Drug Store.— 5-1-37

**FREE!** to sufferers of  
**STOMACH ULCERS**  
**HYPERACIDITY**  
Willard's Message of Relief  
**PRICELESS INFORMATION** for those suffering from STOMACH OR DUODENAL ULCERS, DUE TO HYPER-ACIDITY—POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASSINESS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID. Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on 15 days trial.  
Huls Drug Co. Jayton Texas.

DON'T SCRATCH! Paracide Ointment is guaranteed to relieve all forms of Itch, Eczema, Ringworm or other itching skin irritations within 48 hours or money refunded. A large 2 oz. jar only 50c at—  
Huls Drug Store.— 5-1-37

Now in operation at my residence in the Southwest part of Jayton. I will do small washings for 50 cents large washings for 75c, or you may do your own washings at 30c the hour. Why pay more?  
—Mrs. John Hamlin.

Mrs. Ivey Murdoch and Mrs. J. B. Earnest and Miss Nannie Beth Rice had business in Spur last Sunday.

Mr. and Mrs. W. H. Porter spent the Thanksgiving holidays in Texico with her parents.

Sis Rose spent Sunday in Jayton with her mother.

Nettie Faye Shafer and Mrs. Newt Caldwell spent Sunday in Old Gikry with friends.

Nannie Beth Rice spent Friday night with Mrs. J. B. Earnest at Clairemont.

Ebb Smith and wife of Spur were visiting in Jayton Tuesday of this week.

#### Holiday Beauty Needs

Holidays bring a round of parties and other social engagements demanding a well-groomed appearance—Make your appointments with us for permanent waves, finger waves, shampoos, facials and manicures—

Mrs. Ivey F. Murdoch

## ROBINSON'S Department Store

"Everything from the Cradle to the Grave"

#### Dry Goods

Our Christmas merchandise is now on display and we are featuring many things that are both attractive and useful. No one is forgotten. — Boots, shoes, hosiery, underwear, hats, shirts, ties for the men and boys — come look them over — They are priced to sell!

Ladies and Misses will find hundreds of lovely articles that will please them and make delightful gifts. . . .

#### HARDWARE - FURNITURE-

Many wonderful gift selections may be found in this department — and some exceptional bargains—

- 9 x 12 Rugs, with borders, ..... \$4.95
- Dishes, 32 piece set, ..... \$3.45 up
- Cedar Chests, \$16.75 values ..... \$14.50
- Cedar Chests, \$22.50 values ..... \$18.75

See our display of cooking utensils, glassware and electrical novelties.

#### GROCERY - MARKET-

Look over the other fellows advertised specials — then realize his specials are just our every day prices—

- Apples
- Oranges, each ..... 1c
- Bananas
- Vegetables all kinds, 3 bunches ..... 10c
- CABBAGE, plenty of it, lb ..... 1c
- Borax Washing Powder, 8 pkgs. .... 25c
- No. 2 Tomatoes, 3 cans ..... 23c
- CRACKERS, 2 lb. box ..... 18c
- Xmas Trees ..... 25c to 85c

Market— Regular prices are low — try a bucket of our home rendered lard!

## Price & Quality

Thats what you get here. Prices that speak out quality that stands out—

HERE WE GO FOR  
FRIDAY and SATURDAY

- SPUDS, 100 lbs ..... \$1.85
- Cabbage, fresh and solid, lb. .... 1c
- Oranges, good ones ..... 3 doz. 25c
- APPLES, nice and red, doz. .... 10c
- Onions, large white, 3 bunches ..... 10c
- Sorghum or Ribbon Cane Syrup - Open Kettle Country Made - None so good
- Gallon ..... only ..... 59c

-Price Tells - Quality Sells-

POT-O-GOLD Treasure hunt starts promptly at 4:00 o'clock each Saturday.

## Landers & Gardner

You always save money by trading here!

# NEXT WEEK

December 18th

**Our Big Xmas SPECIAL!!**

**Prepare Your Advertising  
Early**

**Plenty Of Christmas Cuts  
For ALL Advertisers**

Every home within the Jayton trade  
territory will receive a copy of our  
**CHRISTMAS SPECIAL!**

**If Business Is What You  
Want, It's Worth Asking For!**

**USE**

**The CHRONICLE**  
**and you get RESULTS!**

### Jayton School News

Shewbert of the Methodist Church gave us a very interesting talk and we appreciated it very much.

At a meeting of the school board last Monday night it was decided to dismiss school for the holidays on Wednesday afternoon, Dec. 23 and take up on Monday, January 4. By doing that we will get out of school Thursday and Friday, Dec. 24 and 25 and all the following week. The two extra days will be made up at the end of school.

Last week-end the boys went to the tournament at Leuders, but they ran into some tough opposition before reaching the finals. They won their game with Goodman by the large margin of 40 to 14. The next game was with Anson and we lost the game 18 to 17. Anson was one point ahead about one minute before the final whistle and Matthews scored a field goal, putting us ahead by one point. However, within the last few seconds of play the Anson center scored two points, which won the game for them. The boys reported that they had a good time on the trip and that some good ball teams were present.

On Tuesday night in our own gym. we played Swenson three games. The junior boys had the closest game but lost, 7 to 5.

The senior boys won their game with the score 38 to 20. Self and Moore were leaders in scoring and were ably assisted by the rest of the squad.

The senior girls won their game with a score of 24 to 6. Each member of the squad saw action in the contest.

On Friday and Saturday of this week the boys enter a tournament at Peacock and play Peacock the first game at 8:00 P. M. Friday. The girls go to Dickens and play their first game with Girard at 7:00 P. M.

#### Senior Class News

We have been so busy studying that we have not even had time to write any school news. But from most of our grades last six weeks,

we may as well have created news every day.

Our class will be rather small on Friday as 4 of our boys and 8 of our girls are going to some basketball tournaments, the boys to Peacock and the girls to Dickens.

Next Monday morning a few members of our class are going to create a great deal of laughs and everything pertaining to fun in chapel. Come up and see "Henry's Mail Order Wife."

#### The Sophomore Class News

The Sophs' had a class meeting Monday afternoon and decided to have a Christmas party. We drew names and everyone was very well pleased. So we are expecting a very good time at our party. Principal Williams, who is our sponsor has agreed to act as old Santa Claus for us, so I know we will have a lot of fun.

Christmas cards—\$1.00 and \$1.50 per box of 21.—The Chronicle.

Mr. Davis of Center Texas who advertised his farm in Kent County for rent was here last Saturday. He told us he had more than fifty applicants for the farm. W. L. Buckalew was the man that rented it. It joins his farm on the east. Mr. Davis said further, when he wanted to buy sell or rent he always used the newspaper and never failed to get results.

Get your Christmas cards now! Don't wait until the last minute and expect to get them. It can't be done that way every time. We have a very nice assortment.—Chronicle.

Girard main street is very well improved with the work being done by the county and WPA.

Jayton Street light will be turned on for the Xmas season.

Claude Kelley had a birthday this week and we find out that Claud is getting to be quite an old man.

C. H. Cade was a business visitor in Jayton this week.

Mrs. J. A. Wilson is spending this week in Hamlin.

### KEEPING PACE WITH TIME IN A FAST MOVING WORLD.....

## The Dallas News

"A PIONEER IN SOUTHWESTERN PROGRESS"

INFORMS its readers on daily developments in State, Nation and World. History does not belong to the moldering past — it's being made every day and is reflected faithfully in the pages of The News. You can occupy a reserved seat in the vast amphitheater of this great era by joining the large family of readers of Texas' Leading Newspaper.

#### For INFORMATION, The News Offers:

Associated Press news service and WIRE PHOTOS, seven days a week. The news-gathering facilities of the News' own Washington, Austin, Fort Worth and East Texas Bureaus.

#### For Entertainment, The News Offers: ....

The best comic strips, serial stories. The beautiful colorgravure Sunday magazine, "This Week."

#### For Interpretation, The News Offers: ....

A most thorough and forceful editorial page. John Knott's inimitable cartoons. Special columns dealing with politics, stage and screen, sports and State Press review.

"WHO READS THE NEWS IS EVER WELL POSTED"

Clip this Coupon and Mail Today

THE DALLAS NEWS, Dallas, Texas. Gentlemen:

Herewith my remittance \$....., to cover subscription to The Dallas News one year by mail (daily and Sunday) (daily only).

Name \_\_\_\_\_

Postoffice \_\_\_\_\_

R.F.D. \_\_\_\_\_ State \_\_\_\_\_

Subscription rate: By mail, \$7.95 one year, daily and Sunday; \$6.95 daily only. These prices effective only in States of Texas and Oklahoma.

# XMAS GIFTS THAT LAST

### "Our Nicest Gift!"



### Aladdin Light

Reclongs Christmas Spirit As a gift for or within the farm family, nothing could be more helpful or healthful than an Aladdin. It will please every member of the family: Mother, because it's beautiful, cheerful, and comfortable—makes her work easier. Sons and Daughters, because it makes their school work easier—better grades. And Dad, because of reading comfort to himself and the joy it brings to others. It's one of few gifts all can share, all can enjoy to the fullest.

And you city folks—if you have farm folks—farm friends—Aladdin is a gift they'll appreciate for years.

### Aladdin Gives You All This!

Aladdin Mantle Lamps use common kerosene (coal-oil). Burn 50 hours on a single gallon. Because it uses 94% air and only 6% oil, is vastly more economical than old-fashioned yellow-flame lamps. Pays for itself quickly on oil saved. Safe—a child can operate it. No pressure—no noise—no odor—no smoke.



We are Headquarters for Aladdin Supplies for All Models

Cake Savers Ass't. Colors Each ..... \$1.25

Cookie Jars 98c

Salad Bowls 25c - 30c - 35c

EARTHWARE and Oven Ware

Casserole ..... \$1.25

Mixing Bowl set \$1.15

## RUGS

7' 1-2 x 9 .. \$3.95 up

9 x 12 ..... \$4.95 up

Small Linoleum Rugs 15c 25c 39c 55c & 75c



## DISHES

32 piece Set of Dishes

\$4.95 and \$5.95

SEE OUR BETTER GIFTS such as Electric Waffle Irons - Electric Toasters - Electric Irons - Silverware - Radios -

### WHEEL GOODS

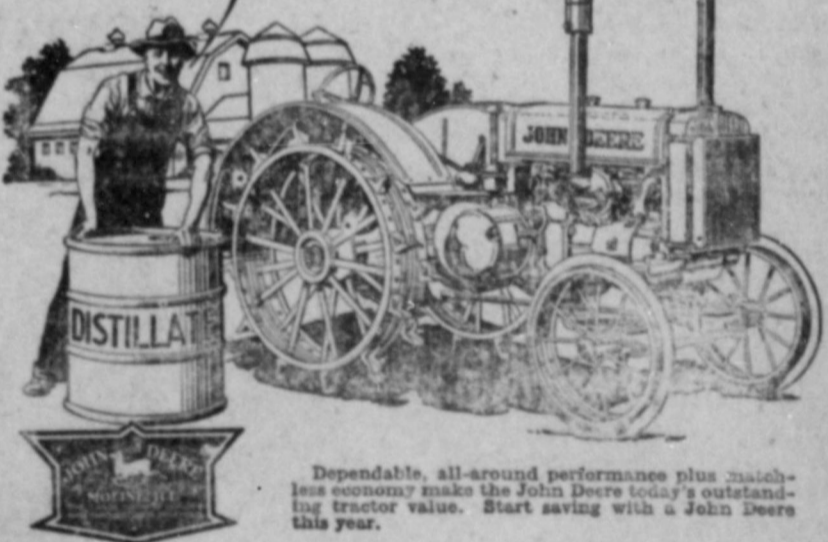
Red wagons, all steel lge. size ..... \$4.25

Small wagons, "Big Boy" size ..... \$1.75

Big assortment of Tri-cycles.

## JIM THRIFT says:

My John Deere Tractor burns *distillate* to perfection—saves me from \$1 to \$2 every day I use it, in fuel costs alone. That's real economy for you!



Dependable, all-around performance plus matchless economy makes the John Deere today's outstanding tractor value. Start saving with a John Deere this year.

Farm With Modern Equipment.

See the John Deere Line of Power Farming Equipment—

We have for sale or trade—one F12 Farm—all reconditioned. Worth the money. . . .

We have plenty of horses, mares, and mules—old or young—Any kind you are in the market for. \* Before you buy livestock, see us!

# Bryant-Link Co.

John Deere Sales - Service

# BRYANT-LINK CO.

### County Agent's Report

#### THREE EXTENSION SERVICE DISTRICTS MET AT SWEETWATER THIS WEEK

Districts No. 1, 2 and 6 of the Extension Service met in Sweetwater for a three-day short course this week. The Extension work for the past year was reviewed and extensive plans were made for work to be accomplished during the coming year. It developed in this meeting that a large amount of feed has been put down in trench silos in this section under the supervision of the county agents. Terracing work is another program which has been pushed to a great extent by the agents showing a considerable acreage terraced in each county.

It was announced at this meeting that the provisions of the new farm program for this year would be very similar to the program of 1936. It was indicated that the range program would be greatly expanded.

#### Meat Preservation

Quite a few farmers have been killing their hogs the past few days. The Extension Service recommends a home prepared preparation for the curing of pork. This preparation consists of 8 pounds of salt, 4 lbs. of brown sugar and 2 ounces of salt petre for each 100 pounds of meat. These ingredients may be well mixed in a tub and applied liberally to the meat. It is suggested that the hogs be killed by the sticking method which severs the artery near the heart and allows the heart to pump all the blood from the hogs veins. This will insure a better chance for the meat to keep and prevent blood shot shoulders. It has been found quite satisfactory to kill and dress hogs one day and hang them up and allow to cool through the night, then cut them up and trim the meat the following day, at which time the salt and sugar will be applied. A second application of the salt and sugar should be applied in approximately 10 days after the first application to the joints. The joints should stay in the preparation approximately 2 days per pound in weight after the second application. After the meat has stayed in the cure the required length of time, it should be washed off and smoked and peppered to taste, wrapped in paper and hung up in cloth sacks, unless one wishes to put it down in refined cotton seed oil.

The use of refined cotton seed oil retards the mold growth 100 per cent, reduces chinkate, prevents hardening of meat and contamination by flies. It permits a large chunk being sliced off and the remainder of the piece being returned to the oil. In using this method pack the meat tightly in a container, such as a crock, tin large can, steel drum or a wooden barrel. Cover the meat about one inch with the oil. The container should be covered. It requires approximately four gallons of oil for 100 pounds of meat. A good grade of refined cotton seed oil or peanut oil is quite satisfactory for this. It is possible to refine this oil at home. Your local County Agent can give you this method.

#### Trip to Ft. Worth Proved Interesting

J. M. Johnston and Horace Wood represented Kent County at the Texas Agricultural Association Meeting in Fort Worth last week. They reported that they heard some exceptionally good talks and that the meeting was carried out in a very business like manner. They stated that farmers were there from all over the state and that most of them were strongly in favor of a farm program. Most of the farmers were of the opinion that the 1937 program should be very similar to the 1936 program with a few minor changes. They urged the farmers to be studying the farm program for 1938 both individually and collectively and to be prepared to make constructive suggestions concerning the planning of a long time farm program.

Elmer Goodman is on the sick list this week.

Frank Conrad Sandell is at Carlton Texas visiting his aunt and uncle Mr. and Mrs. Frank Ewell.

Glen Huls and wife are driving a new 1937 V-8.

Mr. and Mrs. R. B. Campbell of Brady Texas spent the week end visiting friends in Jayton.

Miss Evelyn Sowell, Miss Jo Brant and Miss Nannie Beth Rice and Mrs. J. B. Earnest spent last Saturday in Abilene.

Mrs. Van North and Mrs. Cora had business in Abilene Friday. Berne and Betty Jay were also on the trip.

### HARMONY 4-H CLUB GIRLS MET DECEMBER 10th

The Harmony 4-H Club girls met Thursday, December 10th at the school house. Our sponsor, Mrs. Besse Shipp gave a demonstration on decorating the Christmas tree. After the demonstration, refreshments were served to ten members. Our next meeting will be Thursday January 14th.

Juanita Ybarra, Reporter.

The civil war in Spain may continue now since the English have settled their trouble with the love sick Edward.

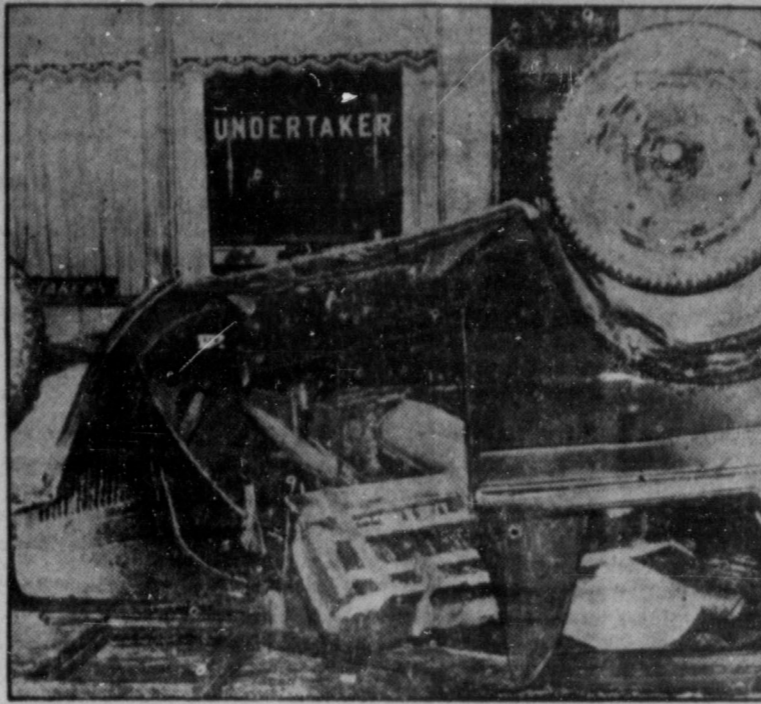
Please mail your Christmas packages early — as we are not given any extra help for Christmas and we can only handle so much mail within our eight hour day. —The Post Master.

The Chronicle makes a good Xmas gift — we will send it off one year to any address in the United States for \$1.00.

Do your Christmas shopping early and do it in Jayton and save money time, gas and oil and you will feel better because you have done your trading at home.

Quite a number of Jayton citizens plan to see the football game Saturday between Abilene and Amarillo. A few have already made reservations.

### RIGHT TO THE DOOR



Here is the end of a perfect curve taken too fast and chalking up the beginning of eternity. Rather a coincidence such a crushing business should come right to the door of the undertaker with freight on board.

The finale of a Beethoven symphony never bespeaks its motif of despair and tragedy any more forcibly than this picture of human and mechanical ruin. This mass of motorized junk was made so in

the fraction of a second. Out of these appalling highway tragedies there is developing a deep, constructive resolve to seek safety legislation which will include all types of drivers, particularly the unregulated itinerant trucker-merchant who now escapes virtually all truck regulatory laws, evading taxes and pursuing his unimpeded and irresponsible course on our highways and streets.

What? No weddings this week?? Just 2 weeks till Christmas.

Bill Vencil had business in Spur Thursday morning.

Remember, next week comes our big Christmas issue. — Please get your news items and ads in early.

Let us have your renewals to the daily papers. We will save you some money. —The Chronicle.



### Howdy Folks

You will find me at this store until Xmas Day with the most complete line of Xmas goods of the kind you will be looking for.

To name them all is impossible so we insist that you pay this store a personal call and see with your own eyes the wonderful selection we have here for you.

Make it a Merry Christmas for all the loved ones, and you can certainly do this by doing your Xmas shopping here.

### HULS' DRUG

"The Rexall Store"

**1911 SILVER ANNIVERSARY 1936**

**West Texas Utilities Company**

**THE TEMPERATURE TELLS**



Quick roasting may mean economy in time, but it is actually an extravagance in both meat and fuel, say cookery experts of the state colleges and the U. S. Department of Agriculture.

The two rib roasts above show the results of experiments which prove this point. They are attracting much interest at the International Live Stock Exposition being held in Chicago from November 23 to December 5.

The two roasts were both cooked to the rare stage of doneness. The roast on the right was cooked in a 450° F. oven; the one at the left at 250° F. The first roast lost 4 pounds; the second only 1½ pounds. The ribs roasted at the low temperature were juicier, more uniformly done, and more attractive in appearance. It took more time in the oven at the low temperature, but 50 per cent. less gas. A low temperature causes little or no spattering of the over, such as takes place when the heat is turned on full blast. And so, on all counts, a low temperature in roasting is best.

**CLAIREMONT NEWS ITEMS—**

Mr. and Mrs. C. H. Worthen of Rising Star and the misfortune to lose their home by fire last Friday night.

Mr. and Mrs. Basil Cairns are at home again. Mr. Cairns has been in a sanitarium in Dallas for the past month.

Mr. and Mrs. Wesley Osman are now in charge of the Clairemont Cafe, formerly occupied by Mr. and Mrs. Bill Underwood. They cordially invite their friends to visit them.

Rev. Barton of Girard will hold

services at the Church Sunday and Sunday night.

We understand the Highway crew is getting a slight raise in wages beginning the first of this month. — They certainly had it coming to them.

**Nichols Sanitarium**

P. C. NICHOLS, MD.  
Surgery

SPUR, TEXAS

**THE CHRISTMAS Season Is Here Again**

and the Drug Store on the corner is elaborately prepared to care for your particular Christmas wants. When you decide to go Xmas shopping (and we advise you to start early) give us your first visit. — It will pay you and us too, see!

Nothing sold here that you might regret buying — but gifts that will be appreciated throughout the days, weeks and years to come. Avoid the last minute rush by doing your trading with us today. — You will be delighted with every purchase made from

**JONES' DRUG**

"On the Square"

**KENT Theater**

Jayton, Texas

FRIDAY & SATURDAY

Tim McCoy in his latest Western—

**"LIGHTNING BILL CARSON"**

Added—Chapter 9, Rex and Rinty and also selected short subjects.

Free Groceries Friday Night—

PREVUE — Sunday and Monday

Hilarity hits a new high! The madcap lovers of Big Brown Eyes takes the world for a ride— Joan Bennett, Cary Grant, in—

**'Wedding Present'**

with George Bancroft, and big cast. Added, news and comedy.

WEDNESDAY & THURSDAY

Again we have picked another super special for the big nights, and are glad to present—

**"Show Boat"**

Irene Dunne, Allan Jones, Helen Morgan, and the world's greatest colored singer Paul Robeson. Added, latest Pathe News Come either night for the THRILLS—

**Clairemont School News**

A miscellaneous program was rendered to a very appreciative audience Friday evening.

The Christmas spirit seems to be getting into the air. The little folks have already begun trying to be good for old Santa. We will have some

letters ready for him next week.

**Honor Roll for 7th Grade:**

Peggy Wade

**8th Grade—**

Mildren Osman

**9th Grade—**

Billie Lou Ball

Sybil Soogin.

Billie Lou Ball is feeling lots better although she is still unable to return to school.



**DO YOUR CHRISTMAS SHOPPING EARLY**

The Bryant-Link Store offers the wise Christmas Shoppers the big opportunity to do their Christmas buying early and at the same time avoid paying the high prices that usually limit conservative spending. We come to you with an extensive assortment of select gifts priced astoundingly low. We urge you to shop early, and guarantee price satisfaction and quality! !!!

**Practical Gift Suggestions...**

**Ready-to-Wear**

New Clothes make a happier holiday— Give her something to wear!

Coats — Dresses — Twin Sweater Sets —

Colored Scarf Sets — Silk Lingerie

Flannel Robes—

Gloves go hand in hand with Christmas— Capeskin, and Kid Gloves in the best winter shades — Fancy Cuffs and slipon styles \$1.95 and \$2.50 pair

Give Her a Bag for Christmas— Zipper and pouches in lovely leather and suedes done in all the newest shapes. Best colors 95c to \$3.50

Luncheon Sets— The timely gift for holiday entertaining— Each set consists of one cloth and six napkins. All white and colors 79c to \$2.95

**Sheets and Case Set—**

Give her a sheet and case set to match her room. These sets are to be had in all the wanted pastel shade borders \$1.95 - \$2.95

**Gifts For Men....**

**Men's Scarfs—**

Blue, Red, Green and other colors —large size each 49c

**Men's Ties—**

Cheney's the tie of quality in all the best patterns, for \$1.00

other ties in Xmas boxes 50c

**Men's Handkerchiefs—**

Large size, pure linen 25c each

**Men's Belt Sets—**

With buckle, tie chain and collar pin to match \$1.25 each

**Sport Jackets—**

Suede leather, glove leather and pig grain jackets \$5.95 to \$7.95

**Flannel Robes—**

Blue, Red Brown and Black, Large and small \$5.95 to \$6.95

**Interwoven Sox—**

Worn by all men who like the better quality. All new colors 35c - 50c - \$1.00 pr.

**E & W Shirts—**

the shirt of quality in the new plaids and solid colors \$1.25 - \$1.50

**Bryant-Link Company**

1884 Serving West Texas Over Fifty Two Years 1936