## Zig Syring Əaily Herald

## Compromise Offered For Oil Industry Code





Prices Going UPI Iny This Sink NOW for Omly

$\$ 13.95$ Nimizez
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Look: \$110 Mohair Suite with new Floating Comiort



 webbing or lumpy tpring here. In addition to. Floating Comfort, you get the new English cone-shape arms. Gen-
uine $100 \%$ Angora Mohair covering. And a $30 \%$ saving

Prices are gotag UP:
\$85 SUITTE
spectet for Amgmot satet
$\$ 69.95$

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## -15 SPIRING





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 Studio Couch


\$75 SUITE
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AN OLD-TIMER



SCORCHY SMITH


Passed Inspection
by Wellington

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Teamwork


Hot On The Trail
by Fred 1


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THE BIG SPRING, TIDKAS, DATIY HERALD, FRIDAY GVENING, AUGUST 4, 1038
PACE FIVE

 ANNONCEMENTS

## Engagement Of Miss Pauline Hart

And Johnny Garrison Announced



Bombed-Tear


## Exchange Is



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## ROHRCHES

Tinst prissbyterian



Odd Fellows To Meet Here 0 - Tomemis12 해낸


# ADVERTISEMENTS 

Make The Penntes Bigger

WHEEN James Buchanan was Preoblent and tall heaver hats wore in vogue; when gentlemen woro isrond eavats and ladles wore hoop shírts, the peanies they tossed to children were as big as quarters. Bat the eartwheel coppers your grandfather got for heepheg his leee collhr chean were not as blg in buying power as the pennies of teday.

## A penny thes might bay a pastry, or tea of them tale one to the

 Fair, but your great-aunt and great-ancle couldn't have gone to a movle at any price.Sixty years ago the ledies could go shoppling for dry gools and hay silles that would make you green with envy, linens that were linem and broadeolths that beggar deseription. But what thetr faverite store did not have they usually got along without.

## You can pick up your dally mewapaper and In fitteen minutes you

 can know what the different shops are offering in falrics, petterns, wirieties and quallites that great-grandmother never dreamed conld to gathered together under any conditions.Nines have changed, and no have merchanallse and buntress methode. One of the finflocnees that has helped to lriag about no much of changer that has helped to melttiphy opportualties and linerease the spenithg athe of our peanles is adverthang.

Every merchant, every manafacturer knows that adverthing ment terially redaces selling eosts iny liereaslag the demaud for and aldtrituition of the products of hundreds of thousands of mills. Indeed, mary of the things we count today as necesalities or almple luxurles conld not be gapdo and sold at thelr reasonable prices except as advertiding has exveted a broad market for them, maling millitons of males at Hitle prices and litite profits.
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Dizzy Dean
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## BASEBALL CALENDAR

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Unequaled Scoring Record Of New York Yankees Ends AsLefty Grove Wins 7To0

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> DR. JAMES R. DRAIN cord Hotel Buliroom. Subject: "The Ductiens Adminion Free Boclety

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