

IS YOUR HOME A TESTING GROUND *for* *UNTRIED* PRODUCTS ?



THE ANSWER TO
SUBSTITUTION
IS ALWAYS...

"NO"

WHAT CAN anyone gain by buying unknown products.

And why *should* anyone buy them, when it is always safer to ask for brands of recognized quality.

The lure of unknown products is often a "bargain price." The clerk may say they are "just as good" as the popular advertised brands.

But isn't the *approval* of millions of people worth more than the *word* of one?

No amount of advertising will create character for a product. But constant advertising *does* place established character on trial.

The advertised product has a reputation at stake. It must make good to hold your confidence. One false claim would be fatal.

The substitute product is an unknown brand, with nothing to lose.

In appearance, it may imitate a brand you know. Over the counter, any claim may be made for it. Only by sad experience can you prove that claim untrue!

Think of this the next time anyone tries to sell you something "just as good."

Such "just as good" products are urged upon you for only one reason. *There is more profit in selling them.*

The merchant who permits and encourages such substitution is looking only at today's sales slips. Not at tomorrow's loyal customers.

These facts are published by this newspaper to protect its readers.

Whenever you shop, ask for standard advertised products. Insist on getting them. Be warned by the words "just as good" that there is *something better.*

When you are guided by *names you know* you can be sure of constant quality. Of definite purity. Of honest weight. Of full value in return for the money you spent.

Big Spring Daily Herald

Income Of U.S. Far Less Than Expenditures

Demands Due To Veterans Loans Come As Income Tax Cash Lags

WASHINGTON, March 19.—Confronted with a government income outpaced by expenditures, financial minds today cast about for a method of shortening the distance between the two.

The picture was presented clearly. On March 16, the treasury had an actual deficit of \$437,515,713. In addition to this, there was a demand yesterday from the veterans bureau for \$500,000,000 to meet loans on veterans compensation certificates.

On the other side of the ledger was lagging income tax receipts. The first day's collections dropped \$5,000,000 under the first day of a year ago, despite a one per cent increase on normal income taxes. The report for Monday, March 16, showed \$13,100,362 as compared with \$18,148,963 for the last filing day last year.

This, however, was not considered by officials as indicative of the trend of the total receipts will fol-

KNOTT

KNOTT, March 17.—A show, "Souls In Bondage," was given at Knott school last Friday evening. Another will be given Friday of next week to which the public is invited.

Frank Hodnett and family are under quarantine because of scarlet fever.

Mr. Smith, who has the seventh and eighth grades, sponsored a program Friday morning at school.

Clarence Albhart was a Sunday dinner guest of James Sample.

Miss Fay Gist entertained a group of young folks with a party Friday evening.

Mrs. Taylor and children from Latah are visiting her mother, Mrs. Jewel Oliver, this week.

Mrs. Charles Shorter and Hazel Duke, her daughter, were Wednesday afternoon visitors in the Austin Walker and W. G. Thomas homes.

Prof. Whittington took a group of Knott school boys to Lamesa for a basketball game Sunday.

Rev. B. G. Riechbourg and Herman Thames were Sunday dinner guests in the Mrs. Pauline Brown home.

Mr. and Mrs. Ernest Greer and little son had Sunday dinner with the F. O. Shorter family.

Mrs. Mable Shaw is visiting her mother-in-law, Mrs. Mattie Shaw this week. She is from East Texas.

Mrs. McCauley made a business trip to Big Spring Tuesday.

Mrs. S. C. Gist was a visitor in

The W. M. Peterson home Thursday afternoon.

The home demonstration club met with Mrs. N. Goode Tuesday afternoon.

All of the girls from Mr. Whittington's room played 'hokey' Tuesday.

Rev. B. G. Riechbourg filled his regular appointment Sunday morning and preached a special sermon to men only at 2 p. m.

Mrs. J. W. Hayworth and children were Sunday guests in the J. A. Ratliff home.

Mr. and Mrs. Frank Hodnett motored to Soan Tuesday on business.

Mrs. D. G. Hart spent the day

with her mother, Mrs. E. H. Wood, Tuesday.

Farmers of this section are ready for a rain now. Some of them would begin putting seed in the ground at once with a little additional moisture.

Mrs. W. G. Thomas and daughters, Chessie Walker and Daisy McGregory, spent Tuesday afternoon with Mrs. W. E. Smith.

Mrs. Hardy Unger made a shopping trip to Big Spring Saturday.

approximately 31,500 square feet, with a dimension of approximately 170 lineal feet, on the more important of the two street frontages, centrally and conveniently located and suitable for a federal building site at Big Spring, Texas. Upon application, the postmaster will supply prospective bidders with a circular giving particulars as to requirements and instructions for preparation of bids and data to accompany same. S. Lowman, Assistant Secretary.—Adv.

H. L. Rix is spending the week in Hobbs, N. M., and in Lubbock on business.

GRAND PRAIRIE—Sayvovl Co., new corporation, building retinning plant in this town.

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Children's Colds
Checked without "dosing." Rub on
VICKS
VAPORUB
OVER 12 MILLION JARS USED YEARLY

FOOT SPECIALIST COMING!
WE MAKE YOUR FEET HAPPY
Licensed Chiropractist
Your Opportunity
DR. H. C. WRIGHT
of Abilene, Texas
Limp In Walk Out!
Will be here—at the Douglas Hotel—Saturday, (March 21) and until Sunday noon (March 22). Specialist in all forms of FOOT TROUBLES, Bunions, Weak Arches, Ingrown Nails, Skin Diseases. Corns removed without pain, etc.

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LIQUID or TABLETS
Cure Colds, Headaches, Fever
666 SALVE
CURES BABY'S COLD

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C-o-m-p-l-e-t-e
AUTOMOTIVE SERVICE

- Repair Service
- Washing
- Greasing
- Gasoline
- Crankcase Service
- Body Work
- Refinishing

DEATS
Storage Garage
Les Whitaker, Mgr.
—on Scurry between 2nd and 3rd

EXCURSIONS

Round trip fares to any point on our lines for **1 1/3** times the regular one way fare. Good any day, —Any schedule, with 180 days for the return trip.

TERMINAL CRAWFORD HOTEL
Phone 337

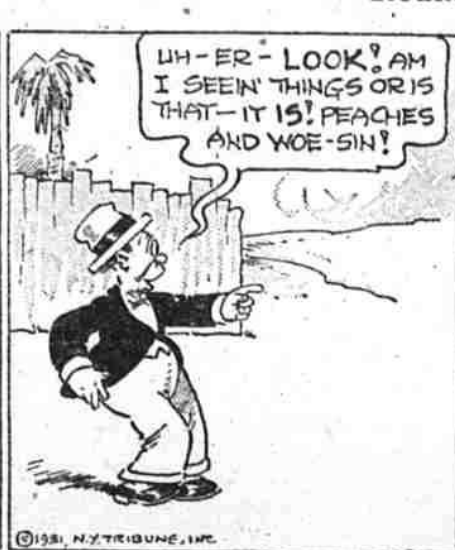
SOUTHLAND GREYHOUND

REG'LAR FELLERS

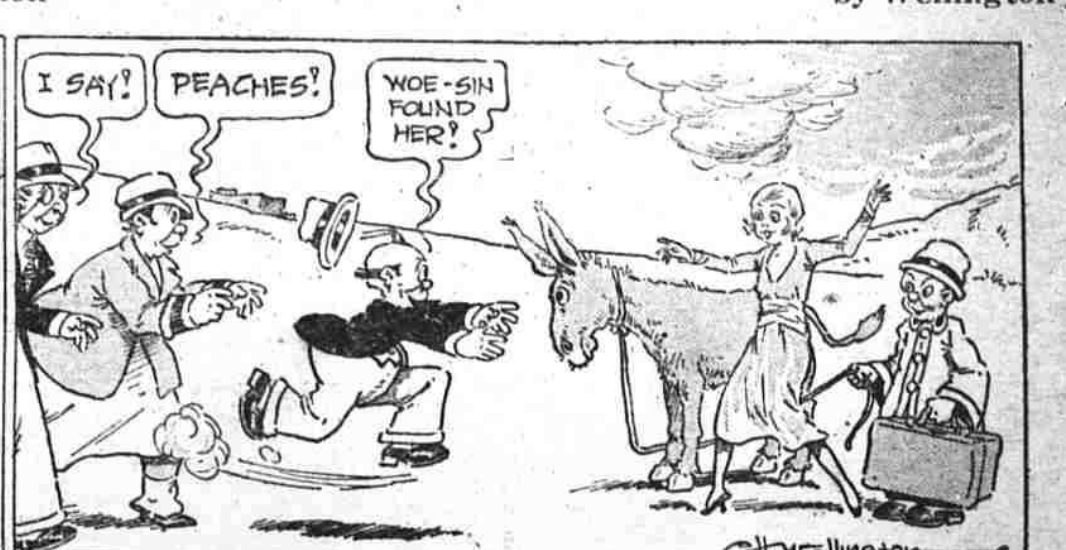


Not A Fair Trial

PA'S SON-IN-LAW



Reunion



DIANA DANE



It's A Curiosity To Them



SCORCHY SMITH



Disquieting News



HOMER HOOPEE



A Strict Disciplinarian



A breakfast delight

EVERY one loves that wonderful flavor of PEP—that sun-brown crispness—that delicious taste. And Kellogg's PEP Bran Flakes are healthful. They're full of whole-wheat nourishment. They have just enough bran to be mildly laxative.

A luncheon treat

And what a cheering lunch they make. With milk or cream and a bit of fruit, they make a splendid dish for the children in the middle of the afternoon. Grown-ups welcome them for a late-in-the-evening treat. Made by Kellogg in Battle Creek. Ask your grocer for these better bran flakes.

Kellogg's
PEP
BRAN FLAKES

