## Ziq Sjuring Yaily Herald

## vOL. 4-NO. 67 <br> 77 Cents Per Barrel Offered For Crude Oil


C-CDirectors
Hold Session


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## Interdependence <br> Of Earthquakes Still Mysterious

Rotarians At
Iee Plant For
Weekly Meet

## Ice Plant For Weekly Meet

Oklahoma City Operator Issues
$\qquad$
New Tuition
Law Passed
Lal hiph school Pnils sn Taxing Diatricht, Mhy

Overture; Cavalrymen Search Over East Texas Field For Violators
Higher Price For Crude Expected
By Gov. Sterking
Crude Expected
pect Prices To $\mathrm{To}_{o} \mathrm{Bo}_{0}$ Increased Homacry, Aus is um

$\frac{5}{25}$

Family Cooly GirlIs Held Puts Member In Shooting To Violent End Of N.J. Solon


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## Negro's Bond Set In Robbery Charge



North Teno Welle
Not To
Be Opened
Knott Family Salaries of 1500 Reports Good Trip

Legion Assailed As Subsidy-Seeking Group Of Lobbyists; Tax Exemption For College Football Is Attacked
 Do heary or phement, reting
 mimernem then













| ELECTRICAL ${ }^{\text {Wentidit }}$ Wors <br> Repairing of House Wiring - Complete the of light Buibe sid fxtures PIKE <br>  2000 \& . Scurty |
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| $\begin{aligned} & \text { BUSINESS } \\ & \text { DIRECTORY } \end{aligned}$ |
| Dr. E. O. Ellington <br> Dentist <br> Petroleum Bldg. <br> Phone 281 |


| th ${ }^{30}$ Yis LET US DO YOUR moving-storage <br> PACKING <br> $\stackrel{\text { or }}{\text { CRATING }}$ <br> JOE B. NEEL <br> State Bonded Warehouse 100 Nolan Phone 79 | WOODW ARD <br> and COFFEE <br> Attorneys-at-Law General Practice in All Courts <br> Fisher Bldg. <br> Phone 501 |
| :---: | :---: |
| MELLOWE A HUNDRED MILLIO |  |

Long, long ago in PENNSYLVANIA
$S_{100}^{\text {INCLAIR Pennsylvania Motor Oil is made }}$ the highest priced of all Pennsylvania grade crudes-the crude which was formed in the Devonian Age more than a hundred million years ago. Sinclair Pennsylvania is stripped of petroleum jelly and wax at as low as $60^{\circ} \mathrm{F}$. below zero-a year-round Pennsylvania grade oil. Ask the Sinclair dealer.

## SINCLAIR

 Pennsylvania MOTOR OILL.. Stewart, A gent, Sthechir Reflining Co, sinclair products sold at:



Why not plece a sign on our door "No more customers wanted'," suggested the manager of the store smilingly to one of its owners, after he had been warned "to keep down advertislng expense."
"Or, we might stand out in front and direct our customers aeross the street to our competitors, Dow and Dow."

An absurd suggestion, wasn't it? But it changed the policy of that establishment from fear into courage. The owners saw the point Immediately. It brought forth startingly the fact that In relaving advertising effort they were, in foct, actually turning euptomers aways

Think this over! There never has been a time when you five had better values to offer; there never has been a time when you had more compelling news to put into your eopy. Customers are beginning now to buy the things they have denied themselves for the past year: necessities, luxuries, everything that has worn out or depreciated during the year 1930. Buying habits of long standing will be changed during this" periods patronage will be diverted to new shannels. The alerk, the courageous see the opportunity and will take advantage of it.

Advertising is the greatest single Influence in keeping old customers and making new ones. Its powez never has been greater than at the present moment.

## Big Spring Daily Herald







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## DALLY CROSSWORD PUZZLE




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MOOn of DELIGHT by Margaret Bell Houston
 5omention on jom

 Bonble Sterillaution
TONSOR BARBER
EHOP
Unton Shap
Under State Natl．Bank


GLASSES This Sititoum Bjea Area Plesurre M1L AMEES R．WOOD
117 East Third Street

## ＂TOASTING＂expels

 SHEEP－DIP BASE naturally present in every tobacco leaf
## ＇They＇re out－ so they can＇t be in！＂

Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer－the finest from Turkey－the finest from Kentucky，Tennessee，Virginia，Georgia and the Carolinas－the Cream of many crops throughout the world．But all tobacco leaves，regardless of price and kind，as nature produces them，contain harsh irritants．LUCKY STRIKE＇S exclusive ＂TOASTING＂Process－a process that mellows，that purifies，that includes the use of the modern Ultra Violet Ray－expels certain harsh irritants naturally present in every tobacco leaf．We sell these expelled irritants to manufacturers of chemical com－ pounds，who use them as a base in making sheep－dip＊，as well as a powerful spraying solution for trees，flowers and shrubs－ enough to permit the daily dipping of over 50,000 sheep or the daily spraying of many thousands of trees．Thus，you are sure these irritants，naturally present in all tobece leaves， ， eaves，are not in your LUCKY STRIKE． No wonder LUCKIES are always kind to your throat．

## of Agriculture，Bureau of Animal

## ＂It＇s toasted＂ <br> Including the use of Ulitra Violet Rays

 Sunshine Mellows－Heet Purifies Your Throat Protection－against Irvitation－agalnst coughThe finest to－ baccoquality plus threat protection．

There's Every Reason in the World Why Herald Want Ads
-and Those Reasons Form Real
Arguments For You To Use Them!
点

ANNOUNCEMENTS
Public Notices




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| :---: | :---: |
| Classitied Display | $\mathrm{ln}_{\substack{\text { ing } \\ \text { cio }}}$ |
| aUtomotive |  |
| BARGAINS <br> 75 Chrysier Sedan 6 with wire wheels; 1929 and 1931 Ford | In shadows is in tbe daricest |

## Crosses

In sbadown


Shortage Of Material Faces Steer Coach With First Game Only 3 Weeks Ahead; 4 Letter Men Back



BASEBALL
WHERE THEY PLAY WHERE THEY ARE
WHAT THEY DID
Resulus wrsterda Dalat


## 



Depression

 This year, by shopping at Melingec our prioe the
need for the

Exporters Blank Steers; Cats And Pirates Win: Buffaloes Split Twin Bill 15

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$\qquad$


Public Records


YOU CAN DO IT!!!


 Homans Scerve station. 10s. L . srd


Flewellen's Service

| Deleo Bat |
| :---: |
| Finge ar |

Shrovereds

Some times it rather stretches Dad's purse to keep the kiddies in school. needs, the pressure will
rithmetic, too, and have

| For the <br> Stay-at-Home Student | For the Going-Away Student |
| :---: | :---: |
|  |  |

For the
Say-at-Home Student

MELLINGER'S
VIOTOR MBLLINGER

Dorcas Circle Inspirational Program Given Presbyterian Auxiliary Members Study Synod
ital Missions
$\qquad$


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 A Brood attendance wii
The members ann
 LY Owen Friday eve
church to which all m
churred and friend churein and trend
thing ant Invited.
The program wi Woman's Council Devotes Time $T_{0}$ Quilt - Making


Baptists Hear Mr Holmes Expound Bible Lesson


## Refuses To Take

 In Farm Board Printed Crepes $\$ 1.49$

## oRISON

positisan
positicraw

Ensembles In New Designs For Bathrooms

 Not Repeal

Bluebonnets


Herald Patterns Petroleum


## Club Meets

At Settles

Mrs. Frank Hamlin Hos tess For Charming On Home Of Judge And | Bridge Party | $\begin{array}{c}\text { On Rome Of Judge And } \\ \text { Mrs, James T. Brooks }\end{array}$ |
| :--- | :---: |


 Frank Gambit, with a delightrai pair nat Mri, Brooks so they pot.
party.

 Mra. Tracy T. Smith was a vilest yellow. M ton guat
thigh score went to Mine Liberty receipt ot 1 Ied in sliver or stamps
by The herald. the upper story.
Mrs. J. M.' Reynolds has returned


IN TIME OF SICKNESS
hen sickness enters the home, first comes the doctor, n your druggist.

Dou know that everything needed in the sickroom is at your instant command in our completely equipped - Cods Department Riven ion-filling is our most important work. It is given undisputed first place here and down to the last


See tomorrows Big Spring Daily Herald


Metcalie Endorses Angeloan for Poet Laureate of State

Felt HAT

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## MONTGOMERY

A Circus

More
Fun
Than
More Fun Than


A
Circus
arcane

MEKILS 2. Alfitar

