## Zig Syring Zaily Herald

## 77 Cents Per Barrel Offered For Crude Oil



Legion Assailed As Subsidy-Seeking Group Of Lobbyists; Tax Exemption For College Football Is Attacked

M-K-T Reduces North Teen Wello |Knott Family

## Salaries of 1500

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## EG'LAR FELLERS

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WOODWARD COFFEE Attorneys-at-Law General Practice in All Fisher Bldg
Phone 501 Tate Bonded Warehoase


More To Wonder At PA'S SON-IN-LAW
by Wellington




Anyway, That's How She Feels
by Don Flowers


Long, long agoin PENNSYLVANIA $S_{100 \%}^{\text {INCLAIR Pennsylvania Motor, Oil is made }}$ the highest priced of all Pennsylvania grade crudes- whe 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-rouhd Pennsylvania grade oil. Ask the Sinclair dealer.

## Sinclair

Pennsylvania MOTOR OIL
I. Stewart, Agent, Sinclair Refining Co SINCLAIR PRODUCTS SOLD AT: C. W. Yoclon Station
Hat Ybullpan Staton
Prichurd Senten Ak Scrive Station A R Smithoy station




"Why not place a sign on our doer 'No more customers wanted'" suggested the manager of the store smilingly to one of Its owners, after he had been warned "to keep down advertisIng expense."
"Or, we might stand ouk 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 startlingly the fact thet In roloxing advertising offort, they were, in fast, actually turning sustomers awtiy

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

Advertising ls the greatest single Influence in heeping old customers and making now ones. He power, never has been ereater than at the present moment.

## Big Spring Daily Herald

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GLASSES Thins Sili lor Fipe Area Plesure VR. AMOER WOOD
117 Enst Thind Street VILS Genif ${ }^{\text {Filiss and }}$

"They're outso they can't be in!"

Every LUCKY STRIKE is made





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OF OTHERS OF OTHERS
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## "TOASTING" expels SHEEP-DIP BASE naturally present in every tobacco leaf



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


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



## Crosses



Home Town

Higher




Some times it rather stretches Dad's purse to keep the kiddies in school. This year, by shopping at Melling. eeds, the pressure will not be so great. our prices figured d

For the
Stay-at-Home Student
Going-Away Student


MELLINGER'S

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Member With Nice Lawn Party

Enforcement Not Repeal


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& \text { Henry Fond Writer of Wagons and } \\
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## Woman's Council Devotes Time To Quilt - Making <br> Woman's Council 

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$\qquad$Baptists Hear MrsHolmes ExpoundBible Lesson
Bonehead ClubRefuses To TakeIn Farm Board


## ABILENE

MEMPHIS
ST. LOUIS
CIBCAGO
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OALLAS WORTH
LOS ANGELES

## 



Metcalfe Endorses Angeloan for Poet Laureate of State

More Fun Than

A Cireus


See tomorrows Big Spring Daily Herald


More Fun Than

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$\qquad$

"My Own" Felt HAT

MONTGOMERY
WARD \& CO.
$\$ 295$






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