# Biy Sprimy Daily Herald 

## EXPECT BOLLWORM RELEASE




In 1890--
A Hart Schaffner \& Marx Suit of this design led the Fashion Field-

## Today --



- J. \& W. FISHER ${ }^{\text {" }}$ The Store That Quality Built 307 Main

Stribling Set Fôr Battle Tonight Meets Meyer Christner In First Bout Since Return


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## max <br> Outstanding

 features of the new Chevrolet $\mathbf{G}$-eylinder truck
convorn nuron


To every man who buys trucks, there are certain
features in the new $11 / 2$-ton Cherrolet that recom mend it especially for modern hauling.
The rear axle is larger, heavier and more durable The rear brakes are larger, and all four brakea power valve-in-head sis-cylinder ent's 50 -horse modern performance with unereelle combine

CHEVROLET TRUCKS

in using the Ultra Violet Ray in the 'Toasting' of Lucky Strike"

> CLEMENT O. MINIGER

Noted industral leader and philanthroples:
Precident Electric Auto-lite Company
Director Willm Overiand Company
"The demand of Americans for theutmostincomfort, convenience and safety has made the Electric Auto-lite standard equipment in many of the finest of American automobiles. In using the Ultra Violet Ray in the 'Toasting' of 'the Violet Ray in the Toasting' of the
LUCKY STRIKE tobaccos you have laid the firmest of founda. tions for the success of your prod uct. Because you are rendering Americans a service which they appreciate most-the benefit of modern science."


Everyone knows that sunshine mellows-that's why TOASTING includes the use of the Ulfra Violer Ray. LUCKY STRIKE-the finest cigarette you ever smoked, made of the finest tobac-cos-the Crear' of the Crop-THEN-"IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants, that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritatingl

## It's toasted"

Your Throat Protection-against Irritation-against cough





Startling Values for Men
 much higher friced garments. Select yours now.

## - SUITS WITH STYLE

${ }^{5} 19^{75}$
Other Values $\$ 15.00$ and $\$ 24.75$ New Fall models at Burr's well-known low prices. Cassimeres, worsteds, serges all-wool fabrics. Excellently tailored. Turned, hemmed pockets. Mohair linings. Truly sutt values!

ALSO PRICED AT $\$ 19.75$
The continued downward trend of clothing prices brings you Finer Fabrics, Firmer Tailoring and Smart er Styles at Lower Prices. . . Come and see these wonder values. Just the materials and colors you will want. Worsteds in tans and greys. Well eut with dis tinctive lines. All the excellent tailoring features of




## L. C. Burr \& Co.

115 E. Second Street Big Spring

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## JUST WHAT YOUVE BEEN WAITING FOR The Greatest Merchandise Event in Years



ONE LOT LADIES'

## SILK DRESSES

Values up to $\$ 16.95$ WHILE THEY. LAST

Here is yqur chance of the year to buy your Fall and Winter requirements at great concessions in prices. Our stocks are complete in every department and this store-wide sale, beginning right in the heart of the Fall season, offers you the choice of our immense stock when it is most complete. Most of our merchandise was bought on the late September market at the lowest prices which have been named and the biggest reduction taken from these new low level prices ever seen or heard of in years. In order to carry out our great remodeling program, which we plan to start very soon, it is necessary that we take drastic action to reduce surplus stocks and we realize that price alone will move the goods.


Time And Space Will Not Permit Our Naming Many Prices. Come Expecting ${ }^{\text {Big Things - You Won't Be Disappointed }}$ New Fall merchandise is to be unmercifully sacrificed! Every artiele in our big stock, regardless of former selling prices, will be placed on sale at this Great Fall Sale. You know we carry only dependable merchandise and invite your early inspection of these wonderful values. Prices quoted herein are just a few of the many bargains we have in store for you. Do not let anything keep you away! Rain or Shine! Be Here!! FRIDAY, OCTOBER 24th, 9 A. M.

# AUSTIN-JONES CO. 

Hostesses At Tea Honoring Mrs. Paul Reagan BRIDGE TOURNAMENT CLIMAXES WEEKS ACTIVITIES;3AFFAIRSAT SETTLES ON WEEK-END

150 Attend
Affair Given Reservations For Visitor Mmes. Seth Parsons, B.
Reagan, Tracy Smith Reagan. Tracy Smith
Hostesses Mrs. Paul Reagan of Anta-
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with a tea at the home of
Mre B Reagan yesterday of fogasta, Cea at the home of
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Mrs. B. Reagan yesterday afMrs, Seth Parsons, M
Tracy Smith and Mrs. Reagan were hosiesses. fifty women attended
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The inbie was covered with on ther In Honor Of harge bowl of bronse dablias and Mrs. Fleming And


By Mccuabe Mussock
mamele Ideal, Entre Nous, Triangle nem And Bluebonnet Clubs Meet Now

Personally
Speaking,

$\left\lvert\, \begin{gathered}\text { New Hotel Is } \\ \text { Becoining }\end{gathered}\right.$


## IAIL



## *--brings Footwear Fashions for Women of Today

Constantly changing styles in footwear have been particularly flattering to Milady this sea wear. The Maurice Shoppe, whose buyers aims RATE PRICE, presents seventy, at MODERATE PRICE, presents seventy styles for

New-
Suede Oxford Trimmed in Lizard

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\begin{aligned}
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Black
$\$ 12.95$ $\$ 18.75$
for Sports anid Daytime Wear

## DIVENPGRTS

Gackotemat.

# Now! The Farmer's Wife Gets A'Break' 

For'She can get the Daily Herald for one whole year for only $\$ 4.00$ -a saving of One Dollar from the regular subscription price of $\$ 5.00$ a year.

The Daily Herald... by mail... is only $\$ 4.00$ at this time of the Snecial Bargain Rate-an annual rate for new subscribers and for those who want to renew their su'scriptions at a saving.

Remember-if you take or can take. the Daily Herald by mail vou can save money by subscribing or renewing NOW. The Daily Herald contains much news of interest to the homemaker each Herald contains much news of interest to the homemaker each
dav. The Howard. County house vife whother she lives in Big Spring or out of Big Spring finds the Herald an essential for the best handling of her home pr flams.

Call at the Herald office or give $y \rightarrow m$ subscription to the Herald so$\because$ nitor who will call unon you. Th ? Hnmald will be started to you immedintely and will come each day for a whole year . . and all at a saving of 20 per cent!

- Howard County News
-World News
-Society News
-Community News
- All about
$\%$

Special Bargain Rate Now in Effect

Big Spring

- Household Hints
- Recipes.
- Food News


# Subscribe Now for the DAILY-HERALD By Nail . . . ${ }^{3} 4$ a year 

SAVE 20 PERCENT BY TAKING ADVANTAGE OF SPECIAL RATE

PAGE SIX


## LONGHORNS TAKE LIGHT WORKOUT



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Hunting Supplies!

Big Spring Hardware Co.

117 Main St.

## Quick Auto Loans

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Arthur Taylor
401 Petrolegum Bldg PHONE

## EVERYDAY QUESTIONS

Dr. S. Ansmed Cark

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REG'LAR FELLERS
A Backward Boy


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by JULIAN OLLENDOPTF
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De-Re-Mi For "Dough"



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| Joe B. Neel Bised Warehouse | Public Stenographer Proficieat in all types of |
| 100 Nolan Pbone 79 | Day or Night |



## THERE ARE DOLLARS IN: DISCARDS IN YOUR HOMF

Springs .... Wagons . . . . Harness . . . Bureaus....Antiques ... Washing .Machines .... Rugs .... Davenos There's A Buyer For Every OneSell As You.Tell With Herald Classified


## October Sale

## OF BETTER-

 COATS Eetrer BETTER
## DRESSES

Alterations Free

## COATS

Fine hand tailored furred coats, in-
cluding Rothmoors, are priked for immediate selling. \$159.50 Coats $\$ 106.33$
$\$ 149.50$ Coats
$\$ 129.50$ Coats
$\$ 125.00$ Coats
$\$ 119.50$ Coats
$\$ 79.50$ Coats
$\$ 33.00$
Lower priced coats not included.

## DRESSES

Dressmakers dresses, copies of
imports in the best materials, and workmanship. $\quad \$ 506$
s79.50 Dresese $\$ 53.00$
S69.50 Dreseses $\$ 46.33$
855.00 Dreseses $\$ 36.67$
845.00 Dreseses $\$ 30.00$
89.50 Dresees $\$ 26.33$

Lower priced dresses not included.

## HATS <br> \$16.50 Hats $\$ 15.00$ Hats \$12.50 Hats $\$ 11.75$ Hats

## Glbert M. Fisher Co.

Phone 400
We Deliver

Right Now is the Best Time to Buy Since Prices are Reduced on

Winter COATS

Trimmed with Caracul, Lapin, Fitch and Wolf
${ }^{\$ 2975}$
Formerly $\$ 32.59$ to $\$ 85$


Bargain Group CLEARANCE
Coats Formerly Selling $\$ 24.75$ to $\$ 52.50$ $\$ 19.75$

United Dry Goods Stores, Inc.



## DIE IN PLANE CRUS̈H-IN ALASKA <br> Dress Sale staes.

40 to 48
$421 / 2$ to $521 / 2$
Begular $\mathbf{3 1 6 . 7 5 ,} \mathbf{8 1 8 . 7 5}$ and $\$ 22.50$ values-

Your Choice-
10"
Alterations Free

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MARKETS
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Half-Inch


LAST TIMES TODAY
"HOLLDAY"
the season's treat

with ANN HARDING, MARY ASTOR, EDWARD
EVERETT HORTON, ROBERT AMES, HEDDA EVERETT HORTON, ROBERT AMES, HEDDA HOPPER.

## STARTING TOMORROW





Now...listen:
A caterpillar by becoming a po-
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A Complete Line
DRUG PRODU̇CTS
at EVERY C. and P. Store



