## The Big Spring Daily Herald

## Flood Damage Threatened By Swollen Rivers

Commodity
Distribution Is Arranged


Couzens Loses In Michigan; Moses Fails In Comeback Try

Curley Wins Democratic Nomination
 sendites Whipped

## 號



| Con. South's | Barrel Rate |
| :--- | :--- |
| Son Killed In | Is Revised By |
| 10-Story Leap | County Court |




Heavy Rains Continue At Many Pointsng





$d^{2 \times 2}$

To the Advertising and Mechanical Departments of a Newspaper

## "EARLY" COPY"

## Is Just Like Bringing Teacher a BIG, RED Apple!

And, whether you know it or not, "Early Copy" has the same soothing effect on the personnel of a newspaper as the apple used to have on your teacher. The Daily Her ald appreciates business of any kind at any time, but there are physical requirements which even the most grateful organization cannot overcome.


Why Herald Ad Solicitors Ask You for

## "EARLY COPY"

You Are UNFAIR to YOURSELF When You Release
Your Ad After the Newspaper's "Deadline" Early Copy

- Time for Correction
- No Errors
- Good Typography
- Prompt Delivery to Readers
- Fair to Mechanical Staff
- Advertisement Well Written
- Always Use White Paper for Copy

Late Copy

- Incorrect Illustrations
- Risk of Typographical Errors
- No Chance to Correct
- Risk of Poor Typography
- Risk of Missing Mail - Ads Hurriedly Written
- Risk of Misplaced Cuts

While a newspaper is a marvel of human and mechanical efficiency, there is a limit to what can be done by a given force of advertising men, printers, proof readers, sterotypers and pressmen in a short, crowded perlod of stress.
There is plenty of time to give every advertiser GOOD service when copy is in a day ahead of publication.

## The BIG SPRING HERALD

gdvertislng department is always ready to assist merchants in the preparation of advertisements. Phone $\boldsymbol{7} 28$ for ad information.

Both business men and "just folks" are cordially invited to visit the mechanical department so that the problems and process of publishing an advertisement may be thoroughly understood and appreciated.
Your eo-operation, as to "Early Copy" and the elimination of "Call Backs," will be greatly appreciated by the entire force of the Daily Herald.

## EARLY Copy Insures Early Delivery of the Paper and MORE READING HOURS for YOUR AD!

(1)

MITIER-OLDHAM CO. MOVED TO
104 \& 106 EAST FIRST STREET
McCormick-Deering Farm Machinery Farmall Tractors International Trucks



[^0]1 1ss Mode, ,ior whelbase Truck, motor reonalluoned


from


 Phoue 147 Miss Yyetuge, Texns

## FALL OPENING SPECIALS

STARTING FRIDAY

Boys' FAST COLOR
SESTER

| Just the Shirt |
| :--- |
| for School |

## PART WOOL <br> blankets $I 49$

|  |  |
| :---: | :---: |

## 54 Inch

woolen 98 c

## Men's Fancy

DRESS SOX 8

Boys' All-Wool
JACKETS 198
Heavy Weight

## Children's School

## oxxoms 98 c

MEN'S CORDUROY
I98
Fall Silks
Not sixu
New Patterns

## .num <br> SHorts IOC

## kimpies' <br> Play suits 390 nlum nutum

다NNS
paces roin
Big Spring Daily Herald






 THE PEOPLE PAY THE PENSIONS
Since it is well understood that the legislature
Since it is well understood that the legislature is called
$\eta$ fovide money for paying old age assistance allotments and that none of the other functions of Texas governmen
are to be curtailed, it follows that the legislature is under the necessity of levying new tazes or of increasing levies on
thit $s$ already taxed or doing both. There will be no increase in the tax on real estate,
that is already at the limit. And that being the case, average tax payer will go along under the belief that what
ever new or additional taxes are levied do not add to his bur en. In which case he will be wrong.
With the exception of inheritance taxes, and in some cascs income taxes, any tax levied reaches the average cor
zen who owns property or who uses property for any pur
poce. The inheritance tax is too uncertain, for it cannot b pose. The inheritance tax is too uncertain, for it cannot
lncim certainly when the men and women who have large
estcies will pass away. The income tax is little better as t whis it will produce, for incomes vary from
The Federal government has discovered that. he platform adopted at Fort Worth for guidance of the
legilature calls for "substantial increase on natural resou ces." Other demands are for reasonable increases
aga nst corporations and for better collection of delinquent
taxes. The principal natural resources are oil and las taxes. The principal natural
tax laid on them is a part of their producing and operatin
expense and will be paid by the consumer. The tax on the quart of oil or the gallon of gasoline a man puts in his cat
is not paid by the oil companies but by the man who uses th is not paid by the oil companies but by the man who uses the
lubricant or the fluid, and any increase in the tax will be
followed by an increase in the price to the consumer The has to be the case, else the oil companies could
business because they would be losing money

The consumer pays the tax, whether he sees it or not sistance will be paid
people are mistaken.
$\star$ Man About Manhattan $\star$
The managers of the big hotels in New York keep logs of
each day's events, just as the masters of sailing vesseis do
at sea. Sometimes these reports make for melodramatic
situations, as witness these excerpts from the log of
tav in on the park. $: 45 \mathrm{p} . \mathrm{m}$.-Sleeper in lobby ousted.
aprarently college youths. Waiter reports two glasse briten over telephone stand. Wine steward reports three
quavts alcoholic beverages, six mineral waters delivered
quard to be wained three times before quiet restored.
$12: 06 \mathrm{a} . \mathrm{m}$.-Loud radio in room 1503 . Two complaints
$1: 17 \mathrm{a}$. m - Fire reported in 1648 . Maid heard guesi unding door trying to get out. She then summoned house
ind control flames with hand extinguisher. Guest severel
burned from waist up, hands, arms, face, head. Rushed t einergency hospital in cab by night callboy. Rushed to myysel
Grest later trans. dilton was said to be serious. Hospital reports patient ask denily started in davenport and spread
Furniture a total loss.

[^1]


## DAILY C'ROSSWORD PUZZLE

amo an wind wime =and
 minn mine mex


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HERALD WANT-ADS PAY





Closing hours
Wour mave
"14.....
No advertisement accepted on an "until forbid" order
A specific number of insertions must be given. A specific number of insertions must be given.
All want-ads payable in advance or after first irser All. W
tion.

Telephone 728 or 729

- announcements - real estate



VACATION CASH


satisfactokx sebicice
SECURTTY FINANCE COMPANY

## THE WORLD WITH A FENCE AN AN





## Cactus Club

Receives Two
$2=5=$
$5=5$

## A Mexiean ubed bye $M$ when the





[^0]:    4 Mecobrr Mesular Marmall trietore
    Bec-Drr Mesular Yarmall Tructorn

[^1]:    3 a. m.-Disturbance in room 871 . Heard young gir
    scream, pleading with her father not to hurt her mother
    Entered and found man who gave his name as Enicred and found man who gave his name as
    woman whom he claimed to be his wife. With them was
    liwe girl about six years old. The man and woman both
    wanted to tall with me aloge wanted to talk with me alone. After leaving, I listened and
    overlieard their conversation. The man evidently wante
    to
    $\qquad$ While I was in the room, the child told me her father
    waried to shoot her mother. The man did not have a gun she, took from her mother to keep her mother from hurtin be of little value. I, doubt had a fur coat which I judged to Outside, 1 heard them arguing and discussing a "deal
    which they had put over in was obviousty over a division of money. They argumen also
    of another "terrible messs" in which they had recently bee the man and woman apparently were afraid each would
    ay the other to the pollice. The night telephone operareceived. It has been arranegd to stall them if they
    pgt to check out during the nlght, Failing in this, pla out them through the usual police routine the street
    $\qquad$
    $\qquad$
    ote: This police, from the journal of a great metropoli-
    tel wais handed me by the manager himiseff in pay-
    in wager loat on a ball game. Althouge it containg

