Widening Of Demo Party Rift Seen

and

Firms Grouped
For Taxing

$$
\begin{aligned}
& \text { Levies Would Be } \\
& \text { Different For }
\end{aligned}
$$



Foreigners To Subject To

Holiday Costs Nation TEXAS COUNT 27 WEEKEND
FATALITIES FATALITIES





Greene Renamed As C.C Manager


## CONFERENCE

 ON MUSEUM TONIGHT```
                    MACHADO FREE
                    OF CHARGES IN CUBA
``` ess m




Youth Fatally Injured In Gun Mishap
Penalties


\[
\begin{aligned}
& \text { Rifle Accidentally } \\
& \text { Đisetarged-Whrite }
\end{aligned}
\]
\[
\begin{aligned}
& \text { 9isctiargert } \\
& \text { Lads Humt }
\end{aligned}
\] if MRS. GOMEZ WILL
OPPOSE DIVORCE
\(\qquad\) and
minup op pumov securits.

Diamond Smuggling Ring Broken
After Seven Years' Activity
\(5=5\)
minm
Ford OpeningInstructionSchool Here
Meclanics, Ohber Ser

\section*{THE WORLD OF WOMEN}


\section*{Would You Buy It AGAIN?}

All merchants-nearly everybody who makes a living by selling something - can be divided into two distinct groups:

GROUP ONE: The merchant whose goods give so little value that'he, like the old-time vendor of gold-bricks, cannot expect "repeat" orders. He must make all his profits from the first (and only) sale. Then he must seek buyers not yet familiar with his goods or reputation

GROUP TWO: The merchant whose goods are sold in the hope of winning the purchaser's continued patronage. He can expect only a moderate profit. Thus, one sale per person is not enough. Each article must be good enough to make the buyer want to buy it again.

The merchants who advertise in this paper belong in Group Two. They could not stay in business unless they earned "repeat" orders - unless they gave you honest value for every dollar you'spend with them.

That is why every article they seH you must be so thor oughly satisfactory that you would later answer "yes" to this, the most important question a merchant can ask a customer: "Would you buy it again?"

\section*{The Daily Herald}


Oil field COMMUNITIES
Mr. and Mry. H. A. Morris and
children of Medinin, Kansas, arriv- throughout the room. Those pr



A Three Days' Cough
Is Your Danger Signal


\section*{}
, Hongwarr Sheets \(84^{\circ}\)





\(\qquad\)


\section*{The Ambassador To Britain}

That was true enough, back in the days when Finley
Peter Dunne's famous creature said it. It was a peacefult
world then, or seemed to be, and there was not the occasion
for an ambassador to figure as prominently as he may in these troubled times. Mr. Dooley's remark hasn't nea
Certainly it, is not true of Joseph P. Kennedy, who is
slated to be the ambassador to Great Britain. He has been
very useful indeed at home. He is being appointed to the
Court of St. James because the administration realizes the
need of a shrewd, strong figure at that post.
The post is nominally the most important-in the diploma-
tic service. Actually, it has not called for as high a de
gree of ability as some others in lesser places. One of it
chief requiremenis in the past

ity. Our ambassador to Great Britain can depend on hish there are many occasions that demand "front" and a fam
liarity with social usages, and the post must be filled wit
\(\qquad\)
able as Kennedy to the post if it did not feel the need of an
exceptionally strong man there, He can do the honors
Han handsomely, so far as social and oratorical talents are con-
cerned, but he is a much more positive charater and a much
more efficient one than most of his predecessors. This appointment, and several other recent ones invol ing European capitals, suggest strongly that the administr
tion intends to keep in yery close touch with European a
fairs for a while, and that the men named to Europeanem-
bassies are those whose usefulness has boen proven. The
is nothing whatever of Mr. Dooley's usefulness about an an

\section*{+ Man About Manhattan *}

NEW YORK-Parties of four who plan to spend Ne count on shusking out anything from \(\$ 50\) to \(\$ 100\). Ther
are a few places advertised at \(\$ 5\) to \(\$ 7.50\) a plate, but
majority are \(\$ 10\) and \(\$ 15\) a plate. One that I know of ha announced its tariff at \(\$ 25\).
This seems an exceptional fee for dancing several hou True, you get dinner, a 15 cent paper hat, a lot of confetti,
and music, plus the, tumult of a noisy, carefree cro sd , but you can get this any other night for less than a third th Drinks are always extra, and at 60 cents to \(\$ 1\) a throw
it doesn't take four people long to run through a \(\$ 20\) bill.
Wine Wines and champagne will come from \(\$ 5\) to \(\$ 15\) a bottle. and your weekly salary sails right out the window. seldom larger than your living room. About 14 by 16 feet your shoulderpads.
\[
\begin{aligned}
& \text { It's getting so now a body doesn't know which way to } \\
& \text { corn. For instance, Mr. Waltee Winchell, the Broadway } \\
& \text { columnist, had this to say the other day: } \\
& \text { "Freddie Bartholomenew, whose soprano voice hasn't } \\
& \text { changed yet, sounds like a grown woman via the networks!" }
\end{aligned}
\]


\section*{DARE TODREAMTA}

\[
\begin{aligned}
& \text { crack in his voice becomes discernible, } \\
& \text { Whither, Freddie, high C or bass? }
\end{aligned}
\]

\footnotetext{
dust on the floor. We often wondered where all the saw
dust came from, sawmills being a rarity on the island, unt
Ganzi, whose Palm restaurant on 2nd avenue is a'sawduste
explained: There's a Pellow
ness of delivering sawdust in
trade route and retails jt at 50 cents' a potato sack. He cal
However, he doesn't have to import it or sweep up a saw-
from the liners that dock in East River. These big freight-
ors line their holds with sawdust because it makes good
sulation for the shipment of fruit and produce. He start out with a pusheart and now has half a dozen trueks.
}



\[
\begin{aligned}
& \text { Then along comes Miss Louella Parsons, the Hollywoo } \\
& \text { aith this announcement: }
\end{aligned}
\]
\[
\begin{aligned}
& \text { "Freddie Bartholomew's voice is changing and they a } \\
& \text { in a panic at Metro-Goldwyn-Mayer. for 'Boystown' is set }
\end{aligned}
\]


\section*{}


\section*{\(\qquad\)}
景


\section*{E/i}
\[
\begin{aligned}
& \text { go into production next month. Personally, I think } \\
& \text { would be charming to let Freddie play his part even if }
\end{aligned}
\]
\(\qquad\)

 U.S. Funds Permanent, Indepen-
dent Bureau Favored
By Wheeler
Washington, Dec. 27 (R) Uncle Sam And Mexico Unite For Drive Against Border Smugglers Of Liquor And Narcotics

\begin{tabular}{|c|}
\hline \multirow[t]{4}{*}{\begin{tabular}{l}
DELINQUENCIES ON HOME LOANS ARE REDUCED
\(\qquad\) tion, reviewing its activities for the last year, reported today that de678,140 . \\
On Inst January 1, the agency said, principai and interes totaled \(\$ 108\) 204,058. It now stands at \(\$ 99,525\), to about \(1,000,000\) home owners in
\(\qquad\) \\
PHONE 109 HOOVER printina \(\mathbf{C O}\). 206 E. 4th Street
\end{tabular}} \\
\hline \\
\hline \\
\hline \\
\hline
\end{tabular}
 "We Never Close"
G. C. DUNHAM, Prop.

\section*{Thos. \\ J.}

\section*{Coffee}

Attorney-at-Law
General Practice In All
 FTBMER
HONE 501

\section*{BROOKS LITTLE}

\author{
ATTORNEYS-AT-LAW
} State Nat'l. Bank Bldg. Phone 393

yin hox
ROOT BEER "The Health Drink" 510 East Third St.

\section*{TUNE IN}

RBST
1500 KILOCYCLES
The Daily Herald Station

Two Weeks To Normalev

by Wellington




\section*{}



STARTING TOMORROW


LYRIC
TODAY LAST TIMES


QUEEN
theday last tmes

Final Tribute Paid

Mattson Case Yet Unsolved
\[
\begin{aligned}
& \text { G-Men Still At Work } \\
& \text { On First Anniver- } \\
& \text { sary Of Kidnaping. }
\end{aligned}
\]


CHRISTMAS TREE
FIRE KILLS TWO






Mrs. Shipp Of ckery Diss


\section*{Your Last Chance This Year To Save!}


Regular \$1.98 Wash Dresses. . \(\$ 1.69\)
Women's Amarosa Slips.......98c
All Wool Barrel Sweaters. ......88c
Pull-0ver Sweaters.......... \(\$ 1.29\)
Attractive Coat Sweaters....S1.49
Women's Reg. S1. 98 Blouses. . \(\$ 1.33\)
Hand Bags, values to \(\$ 1.49 \ldots . . .89 \mathrm{c}\)
Children's Flannel Pajamas. ...66c
Men's Fancy Rayon Socks, 4 pr 50c
Men's Belt Sets
.79c
Men's Heavy Work Shoes.... \(\$ 1.79\)
Women's Shoes .............. \(\$ 1.83\)
81×99 Guaranteed Bed Sheets. . 84 c
39-Inch Unbleached Muslin, yd \(61 / 2 c\)
Reg: \$1.50 Colonial Bed Spreads \$1
Women's Flannel Gowns. . . . . 5fc
Women's Pure Silk Stockings 59c Women's Rayon Panties ...... 16c Children's Wash Dresses. . .... 88 c Infant's Tuck-Stitch Panties. \(881 / 2 \mathrm{c}\)```

