# French Fliers Establish Distance Record 

NRA Organization Meeting Tonight


## General And



JonesTo Open Headquarters In Ft. Worth


Death Takes
Mrs. Haller


## Miners Fail To Return In Pennsylvania



 500 Hear Wise
Sunday Night $\frac{2}{252}$

| Big Spring |
| :---: |
| NRA |
| Honor Roll |







## IN MOVE TO END COAL STRIKE



Fourteen Slayings Reported In Kentucky Mountains Communities After Primary Voting Saturday
Chiropractic Society Meets Here Sunday


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 FLIERS OFF ON RETURN TRIP TO ITALY


 3. BATTLES TO STOP WAVE OF KIDNAPINGS









Mre
Almee Semple, Mephersan Hutton, enroute to California trom
 MEETS WITH STEEL WORKERS

 reses Photo) PAID TO REDUCE COTTON A CREAGE


CIRCUS MAN TO SEEK DIVORCE

 prikerts in pennsylvania coal strike zone


A truck load of atriking mine piokets are ehown blocking a roadd near star Junction in the heart of the
 NEW NAVY BLIMP READY FOR FIRST TRIAL FLIGHT


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BARROW BROTHERS BATTLE PO:






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$\qquad$ Mr. and Mra, Jease Maxwoll



 by Wellington



Mistaken Identity
by Don Flowers

by John C. Terry


HUMER HOOPEE

## adeanark Regiatered

Just A Matter Of Minutes
by Fred Incerar



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## ANNOUNCEMENTS





Big Spring, Bolstered By Jordan, Gives Midland Tennis Team Beating


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| Miss Tate Is $=$ Married Here |
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| $=$ Two Offices |
| Robbed Her |

Robbed Here


Personally

## Speaking

## minn





## Nine





Horn-Hansen Store
At Lamesa Burns

TUESDAY at beth stomes campretios PORK \& BEANS Absentee Voting On Pro Issues, Except Local Option, Starts



Dry Speaker Fails To Appear In City
 A croowded. which milled around the A Crowd which milled Around the
cour houme for some time Jotur





Read Herald Wount Aid

## ADVERTISEMENTS

Make The Pennies Bigger

WHEN James Buchanan was President and tall beaver hats were fa vogue; when gentlemen wore broad cavats and ladies wore hoop alirts, the pennies they tossed to children were as big as quarters. But the eart wheel coppers your grandfather got for keeping his lace collar clean were not as big in buying power as the pennies of today.

[^0]


[^0]:    A penny then might buy a pastry, or ten of them take one to the Fair, but your great-aunt and great-unele couldn't have gone to a movie at any price.

    Sxxty years ago the ladies could go shopping for dry goods and buy silks that would make you green with eavy, linens that were linens and broadcolths that begkar description. But what their favorite store did not have they usually got along without.

    You can pick up your dally newspeper and in fifteen minutes you can know what the different shops are offering in fabrics, patterns, virieties and qualities that great-grandmother never dreamed coald be gathered together under any conditions.

    Times have changed, and so have merchandise and business methods. One of the Influences that has helped to bring about so-much of changes that has helped to multiply opportunities and lncrease the spending alae of our pennles is advertislog.

    Every merchant, every manufacturer knows that adverthing masterially reduces eelling costs by lnereasing the demand for and dintriltution of the products of hundreds of thousands of millis, Indeed, many of the things we count today as necesalties or slimple luxuries could not be made and sold at their reasonable prices exoept as advertishog has created : broad market for them, maldag millions of sales at ititle priees and litio profits,

