## Big Syring Daily Herald

## Cotton Acreage Reduction Plan Goes Over

 June Cotton Consumption Hits Record696,472 Bales Used By Mills ReportShows Highest Volume In Histo
Of Burean's Reports



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| $\begin{array}{\|c\|c} \text { Highway No. } 9 \text { Given Preference In } \\ \text { Howard County Over No. } 1 \text { Route } \\ \text { By Action Of State Commissioners } \end{array}$ |  |  |
| :---: | :---: | :---: |
| Bank Cashier | $\pm{ }^{2}$ |  |
| Kills Robber, | き, = = |  |
|  |  |  |






> In Home Owners*
Corporation Office


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October Futures. Reaches 11.80,
December 11.98 On New Orleans

## NEW YORK STIRRED BY KIDNAPING:



Process Tax
 AtSmackover Sheet of Flames Spread
From Crose Oil From Crose 0
Refinery

Exchange Early Friday Afternoon S

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108Degrees

## ReachedHere

New Year's $\overline{\text { Record Marked }}$ Up Shortly After Noon Friday

esident 0, A.C.C,
To Speak Here


## The Weather

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## Bright Spots

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## THIS RED TAPE SIMPLIFIES THINGS! <br> 

GREATEST SHOWMAN


True Economy
by Don Flowers

by Wellington


ORIY SM

## News!



by Fred Locher

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and


AT END OF ANOTHER RECORD DASH

 PARKER wins clay courts title


 GHICAGO POLICE SLAYERS CAUGHT

thirty freight cars pile up in derailment

 wore scattered over the right oftway. No one wao in jured. (Atsociated Prest, Photes


## HOME FROM WHICH YOUNG O'CONNELL WAS KIDNAPED

LINDBERGHS CHART NORTHERN AIR ROUTES








WHITE HOUSE DOG HAS OPERATION


HERALD WANT－ADS PAY


## ANNOUNCEMENTS <br> T

Factor Tells OwnStory Of Confinement Machine Guns Used In E




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| BIG SPRING LAUNDRY CO． PHONE 17 | Secret Service Guards Three Roosevelt Tots |
| :---: | :---: |
| GEPAIRING d．L． <br> Webb Motor Co． |  |
|  |  |
| Order Good，Clean Printing－ And Get 1 ！ HOOVER＇S PRINTING Fh． 5 sos Rumands sig Sprime |  |

FAMILY OF KIDNAPED MAN ASKS POLICE TO WITHDRAW
＂The Merry Millmaids＂To Be Given Tonight On Methodist Lawn By Young People＇s Choir

Forty Concessions At A Century

## Of Progress Owned By Gangsters

Bona a nivour



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 Nom and oosevelt Tots
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$=\frac{\text { bule }}{\text { Bre }}$


## THE ROMANS

## had a phrase for it－

 every－dey lnowledge，born of dear－bought expertence． his judgment was poor，til was his hard luck fing to＂let your eyes be your market，＂ or on dissatisfled customers．＂CAVEAT EMPTOR，＂meaning＂Let the buyer beware＂This whert used as a blt of balm to ease the anclent consclences；nor，yet，was it phecarded in the booths and stalls of the mariket－place．It was a pleee of

A shopheeper knew wittle about the souree of hits merehanallse：This tunle he bought from a trader，who sald it eame from Byzantlume， 80 he sold it as the latest Byzantian style．The trader told hime the dye was pure Tyrian－It wouldn＇t fade．So he sold th as Tyriaa dyed．Bat the buyer lonew the responsibility was his own．If he gueseed wrongty，or

Today，fortunately，there are anfer guldes thap the blankict－whern

These guldes are the newspaper advertisementa．Ih thls newspaper， they are a dally catalog of the best，values in town－algned by responsible firms．If the goods are not all that Is clalmed for thems thelv aponsors would need to＂beware＂．For ne bualpess can thrive on a one－thme sale，

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[^0]:    A signed advertisement is，In a way，the a promissory note．The ad－ vertiser has made a statement，and affixed his slgnature as a sign of good tailth．

    So，read the advertisements before you start out oa a baylag－trip． Make this a dally habtt，and see how much you aave ．．．．In time，to temper，in money，In shoe－leathen．

