# The Big Spring Daily Herald 

# Undeclared War Starts In Ethiopia 



1700 Reported PURL DENIES Slain As Planes LOBBY CHARGE $=\underset{y y y y}{*}$

PAGE Two

JONES TO






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## Enjoy AIRCCONDTIONED Cuxumy

Delightful Temperature the Year Around ON ALL PRINCIPAL "T AND P" TRAINS


## SOCIETY

| -Philathea Class Plans For Hallowe'en Festival To Be Held Last Week In October |  |
| :---: | :---: |
| Mrs. Traey Roberts And New Corps Of Offi cers Installed By The Pastors; Group Captains Are Named |  |
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A Bountiful Selection of the Finest Fall Goods


## BED SPREADS

Heavy cotton - Bed Spreads that are assortment of colors for you
to select from $\mathbf{\$ 1 . 0 0}$
LARGE TURKISH


15c


PART WOOL BLANKETS



YARD GOODS FOR FALL DRESS PRINTS
In new shades, 36 inches wide and fast
DRESS PRINTS
Big assortment of dress prints in florals,
stripes, plaids and checks. They are excep. stripes plaids and checess. They are excep-
tionially good and will never fade PRINTED SHKS
Large group of printed silks and rayons, also
lingerie crepes. Just a big assortment gotten lingerie crepes. Just a big assortm
together to give you a real value.

COTTON SUITINGS
Heather cotton suitings, a pattern suitable for any type of gar
Truly a Burr Value
ALL REMNANTS MUST GO At $1 / 2$ Price HICKORY DUCK
8 oz. Grade A Old Hiekory Duck and plenty 17 C
of it
BROADCLOTH SHIRTING Striped Broadcloth Shirtings fully a yard wide and guaranteed fast colors


## KNITTED SW AGGER JACKET M WILL TURN AUTUMN'S CHILL <br> 

Mrs. Eubank Miss Mary Settles Becories Entertàns Bride Of M. Everts Of Lamesa ForSister ${ }^{\text {Four }}$ Hostesses Give Humorcus Bri tal



Shower Complimenting Prosnective Bride Tuesday Miss Mary Settles became the bride of Milton Ever of
Lamesi in a ring ceremony at the First. Metiocist par onage Wednesday evening at 8 o'clock. C. A. Btcktey, p priou







 Mrs. Charles Koberg Bluebonnet Hostess




Wednesday Dinner Bridge
Club To Become Tuesday Club


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Le. Bleu, J. H. Kirkpatrick and
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## P

## erpetual puzzles

These puzzles "we have married aré disturbingly feminine. They sit across the table from us and smile riddles. They treat us like spoiled children, and yet like kings. They ferret out our secret poker games-and collect! They devastate our reasoned actions by a caprice and we love it.

How do these wives of ours manage to keep so young, so attractive, so full of life? Well, for one thing, they have learned that the advertising pages are their willing servants. Here they read of an appliance that turns mornings of drudgery into hours of leisure. There is a cosmetic blended to fit the skin like a glove. Or a new recipe to tempt your appetite.

Right now, your wife is busy with fall buying. And she lets the advertisements shoulder part of the task. They bring her good news about fall gowns and gloves, blankets, perhaps a fire screen, new slippers for you, a sweater for Junior . . . She reads the advertisements carefully and they save her ttime, trouble, worry-and money.

MORNING STAR

(WHERE ROTTERDAM LINER REEFED


by wellington



## DAILY CROSSWORD PUZZLE






HOMER HOOPEE
What! She Doesn't Know Homer?
by Fred Locker


## HERALD WANT-ADS PAY

One inserfion: 80 line, 5 the ninimur
Fach succenalve insertion: 40 tine.
 Monthly rate. $\$ 1$ per line.
Readers: 10 c per line, per issu
Card of Thanks: 5 c per line.
Ten point light face type as double rate.
Capital letter lines double regular price.
CLOSING HOURS
Week days
No advertiscment accepted on an "until forbid" A specific number of insertions must be given. tion. Talephone 728 or 729



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|  | es for |
|  moder |  |
|  |  |
| SMALL frame houne and lot; 805 East. 14th St. Phone 797. |  |
|  | Farms \& Ranches |
| EIGHTY acres, well improved; located in one of best fasmingcommunities in Howard county; 6 miles from Big Spring; priced Cook, Lester Flisher Bldg., Big Spring. |  |


 From Rooseveltae win win



## OIL NOTES

Personally Speaking
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## When the easiest way

 is the best way...There are no two ways about it! Certainly the easiest way to get the most for your every dollar you spend is to buy products that you know about through the advertisements in your daily paper. You don't have to go out and look for buying opportunities. The advertisements bring them to you. And all you need/do is consider the facts, compare values and decide on the soap or the sedan that best fits your judgment and your pocketbook.

Certainly the best way of making your money go farthest is to buy merchandise of proved value. Advertised merchandise. Merchandise that is bought and used by many people. Merchandise that must be superiatively good enough for its maker to keep calling it to the attention of people day after day and year after year.

This is the service-of convenience and profit-that the advertisements offer you every day. It will pay you to read them regularly and take advantage of everything they can do for you.


