Given Oxygen


## 

What Is Your News I. Q.?

Native Of Greec
Cafe Operator
Here, Succumbs Here, Succumbs



##  <br>  

Chiang Calls For A Showdown On British Assistance

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## FOREST FIRES THREATEN A NEW AREA

| France Torn <br> By Strikes <br>  |
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MARTIN VOTES ON ROAD BONDS SATURDAY


Town Being
Evacuated

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ransportation shing and air
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coast and elsewhere. Trains:
and buses ran behind sched-
utomobile clubs received thou-
ds of calls from drivers need

## SOCIETY CLUB ACTIVITIES THE WORLD OF WOMEN




WE CAN SHOW YOU

3
NEW WAYS TO GET MORE FOR YOUR MONEY!


## PRICES!

## KEISLING MOTOR CO.

CHÛRCHES Party Honoring Harmony Club Is Given Recently



Music Institute ${ }^{\text {T }}$ To Open Nov. 8 At Auditorium The Three-Day Frre To Public






The Choice of Millions KС baגIIGG POWDer

Manufactured by baking powder Specialists Manufactured by baking powder Speciallists
who make nothing but balring powder
under supervision of expert chemists.
Same Price Today as ${ }^{18}$ Years Ago 25 ounces tor 250
A full ${ }^{15} 5$
Highest Quality - Always Dependable

## MILLIONS OF POUNDS HAVE BEE USED BY OUR GOVERNMENT

war pensions haye COST NATION OVER 23 BLLLONS
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How To Relieve Misery of Your



SHORT TALKS ON ADVERTISING
Prepared by the Bureau of Research and Education, Advertising Federation of America

## More For Your Money

## Num ber 4

Money is important only for what you can buy with the wait you buy isimpor-
tant only for the satisfaction
gives you. And greater satisfaction is the only thing that is important in getting more for your

That is why the ervice of advertising is so helpful. Merchants and manuractirs, but in the long run no advertising can be successful unless it helps the consumer to get more for his money. The most important business job that each of us has to do,
next to earning an income, is to buy the best pessible living which that income can af-
ford.

Wherever we go, at any time of day or night, we constantly see and hear many offers its wares, presenting an enormous how window of everything that money can buy. Nothing is overlooked. Beans, movies, garters, automobiles, oranges, refrigerarespondence courses. You decide what you want and spend your money accordingly. Advertising gives you a world's fair in motion, a continuous parade of merchandise. The more you see or it the more you know know how to make your material life a hap-

By serving the interests of consumers everywhere, advertising does a very imporwhich the huge quantity of goods produced todiy can rapidly be moved to market. Ad-
vertising is the most economical and most
efficient part of the selling process and if it slip back to a much slower pace with a far smaller volume of goods to divide among

Without this modern high-speed market ing machinery Fords, Chevrolets, and because fewer would be made. The same is frue of fountain pens, radio sets, and frozen tion to advertising. Thus advertising with all its helpful information, costs the consumer nothing, and brings many articles

Advertising has also put identifying trade-marks on food, clothing, and nearly everything else you buy, standardizing the
product of each advertiser. If you like a certain brand you buy it again, and if you don't like it you avoid it-the trade-mark tells the tale and advertising puts the trade-mark on the goods. If you want to know what you're gettung you buy a well-advertised product, confidence.
Because there is so much advertising in ple in the world on what there is to buy and where to buy it. Because advertising is an cheaper and the country is more thinga ous. Because advertising identifies prodtheir quality.
rs in therising is one of our greatest helpmore for our money.


Drama Of The Forests Told In Picture
'Valley Of The Giants
Featured Friday And
Saturday AI Ritz

## "Valley of th


Our Odessa friends，excited more at the present time
over the Bronchos＇ $7-0$ victory over the than over the prospect 3－AA，are quite confident of the fact that the District Four champion，whether it be Od
all tied for the top is ell tied for the top，is cal
champion in the bidist back up their beliefs．
force from back east． Sweetwater Mustast．The Buccos，in blazing away at the Sweetwater Mustangs with all their gung yesterday，looked
about the class of Texas high school football．
Your observer was on the sidel fracas in Odesesa Turkey tay，was hardly tmpressed by bye the
performance of either team．How Bowie ever succeeded performance of eltuer
in
icfeating Austin hig
school an school，an outfit that hurdled
Cdessa， 39.0 ，is just one of
those mysteries that will nev－ Frog－Pony Tilt er be solved．
The Bears boast a line that looks fairly good on the de－
fense because it is taught fense
mass tackling，a back labeled
T．Hernandez who is a bette T．Hernandez who is a better
chunker than Tommy Chad－ wick of the Colorado Wolves
or Amos Gray of the Angelo or Amosts，nothing else．
Oidese Servedsa，which truly d handicapped by in inries all season，could not at any set
time put a representative eleven on the field．They
could not hope to cope with
Ereck or any other West Texas power．Joe Coleman
has turned in a wonderful job as mentor of the Wild Hosses
but must wait even if his
team is declared the Border team is declared the Border
champion．He does not have
＂it．＂



| Is Headline Attraction Pitt Opposes Duke； Marquette Marquett |
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Only 3 Games Left On Card




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Playground $\mathrm{T}_{0}$ Open Monday

Malone Plans Basketball
Leagues


Nebraska And
Tigers Win
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 Tully Leader
In Lion Win

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HP Jackets Are Again Titlists
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Bowie Victim Of Odessa Broncs

Jack Callon In Scoring Jaunt n 3rd Period ank hart
DESSA，Nov．25－A des ESSA，Nov．25－－A des－

TROJAN＇S 42－7 WIN OVER UCLA

| IS BOWL BID | only 30 miles apart，entered into ihe figuilng． |
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## WACO，WICHITA FALLS，BOWIE AND SWEETWATER UPSET IN HI TILTIS




## BEST <br> LONG <br> RUN

 Your MARATHON deoler knows ex－ aetly the grade of MARATHON Oi your ceer needs for cold weether．For hree－liowing，fuli－bodied，long－lastil，chaoge to MARATHON，

U.S. Exports

Show A Gain

Imports, However Down 6 Pct. Dur- ing October

WASBINGTON, Nov. 25 (AP) -
Untted Statan merehandiee exportn
during Oatober tincroaned 13
cent while tmporta hinceaned per
six
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tobacco and rult
Driod frult rexports or more than
100,000,000 pounds were the Inrgest

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## LIFES T00 SHORT

to spend it in scurrying from store to store . . . counter
to counter . . . squandering precious time . . . energy
and money . . .ruining your sweet disposition . . . looking for

## BARGAINS

Intelligent shoppers know better. They seat themselves in comfortable chairs . . . open up their newspapers look over the advertisements . . . go directly to the store the counter . . . where bargains are on sale.

READ THE ADVERTISEMENTS - SAVE TIME, MONEY, AND ENERGY!


## LYRIC

 Today \& Tomorrow

Wild Bill Hickok No. 5
WAYNE MORRIS
CLAIRE TREVOR
Plus:
©FRANK MCHUGH - ALAN HALE 4

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mount
$\underset{\substack{\text { mount } \\ \text { News }}}{\substack{\text { Pa } \\ \text { N }}}$
Popular
Science
"Party
A MOVIE CONTEST PICTURE
SATURDAY MIDNIGHT MATINEE


A Movie Contest Picture


Big Livestock Show Opens
Tex Trumps Two-Timing Land-Grabbers TEX RITTER In

## "Where the

Buffalo Roam"

Fighting Devil Dogs No. 3
Saturday Midnight Matinee
ISHARPSHCOTEBS

O'Daniel Has Praise For Valley Sector
Harlingen, Nov. 25 (P)-De
veloment in the Rio grande val ley beaked in the pralse of Gov Eleet w. poe O'Daniel today. Thit the duty of ditiznen and your marvelous dovelopment here FATHER COUGHLIN



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You do not have to pay cash In order to obtain one of these KROEHLER living room suites and a beautiful wrist watch. Make a small down payment now and pay the balance in easy monthly payments.


 Monopoly To Start Soon

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## gressmen and government officiala,

Wrist Watches FREE with the purchase of sorry KROEHLER suitz

They're going fast and our quantity is limited! Come in tomorrow for that new 1939 KROEHLER suite and get your nationally advertised Waltham watch FREE. No red tape or strings attached to this amazing offer. Your watch is here waiting for you, attractively pagked in a handsome gift box. Guaranteed 9 jewels with 14 -K yellow rolled gold plate case.

 national Livestock exposition.
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