## Conclave Opens

Industrial Union Leader Proposes
$\boldsymbol{A}$ Program Of 'Rational Procedure And Orderly Conduct' For Body PITTSBURGH,

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the fanfare of ba
vention of C.I.O.
industrial unioni
industrial union
For several

## ers massed in th C.I.O. chairman.

Are Here Again
Arinued and wa
grinned and waved his enthusiastic. followers to their seats,
In his opening address, broken frequently by tumultous
applause, Lewis said the C.I.O., in its first step toward th
GOP's Due To
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In Statute
Wagner Labor
Control Acts
First On

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Weather

LEGALLY 'DEAD', MAN BROUGHT BACK TO LIFE BY FINGERPRINTS


Japs Stand By Order Closing Yangtze To Foreign Vessels downtown canvass for the RED CROSS SLATED TUESDAY

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| LEGALLY DEAD, MAN BRRRNT |  |  |

Reference To
Britishers

## Protested



Decree Added Restriction On Hebrews

Stork Exchangs Pre vente vherir Sell.

BERLIN, Nov. 14 (AP)-
Minister of Education Rern Minister of Nov. 14 (ducation Bern--
hard Rust today expelled hard Rust today expelled
Jewish students rom ani unf
versities versities. technical schoolis
and othe institutions of
higher ther higher learning in the latest
move toward, separation of
Jews and Germans
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## 23 PERCENT OFF

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| \$595 | You Save |

0 With Indian Tribes Of Texas


Dr. Green Dentist

## YOU GET

More Features - More News - More Services

## ONE FULL YEAR

Act Today... Regular Rate $\$ 7.80$

Local News
All the important happenings in Big Spring, Howard County and West Texas; oll, farm and livestock reports; sports, local and foreign; news of Interest to women - EVERY DAY!
"Listen, Mr. B. Spring, We're Leaving-For Wa. ner


You'd Better Take Advantage Of......
The

## Daily Herald's

Annual Fall Bargain Offer SUBSCRIBE NOW! ${ }^{\text {and }}$ SAVE $\$ 1.85$

## Delivered By Carrier. AILY and SUNDAY <br> Delivered By Carrier. DAILY and SUNDAY



## Features

Dally comic strips (eight-page color section on Sunday), cartoons; daily cross word puzzle; Broadway and Movieland doings; an interesting serial story regularly; radio programs and news!
 No other paper can bring you a full report of all state, national and world-wide news...plus all the news that happens at home!

## Don't Wait

MAIL COUPON TODAY

CLIP THIS COUPON AND MAIL TODAY
Big Spring Daily Herald Big Spring, Texas
Enclosed Please Find \$5.95 For My Subscripthon for 1 Year.
NAME

## ADDRESS

DELIVERED ANY WHERE IN BIG SPRING BY CARRIER

## SOCIETY

CLUB ACTIVITIE
$\therefore-:$ THE WORLD OF WOMEN


PLASTIC CREAM Keeping Your Feet Down Is Only


## CONCERT TONIGHT



Dorothy E. Ford


High School Auditorium 8 P. M. Auspices Music Study Club Of Big Spring
Admission
Adults 75 c
Students 35 c


## SHORT TALKS ON ADVERTISING

Prepared by the
Bureau of Research and Education, Advertising Federation of America

## SELLING BETTER LIVING

Catholic Mission Climaxed With A Special Service




CALENDAR


CHLDPs study club to mee

DR. C. C. CARTER

Num ber 2

Calvin Coolidge once related that whe he was a boy in the hills of Vermont the only merchanuse he his horizon was broadened by the advertising of things that appealed to youth With his desires aroused for the interesting and better things in life, he strove to obtain hem. Asserting that navertising perform plained "It is essential in the first instance oproduce good merchandise is thit." Jas

Mhis, in a nut-shell, is the service of ad vertising. As Calvin Coolidge implied, the
most useful household appliance, the long st-wearing rubber tire, or the best mouse trap in the world will never be popular
hidden from the public. We cannot hav desires for things we do not know about. No motorist was concerned about having kneedvantages through advertising. Yet it rep resents a marked improvement in riding comfort.

A century ago it took a long time to in roduce any improvement in the way of liv more, who installed the first bathtub in the White House in 1850 , failed to make people bathtub-conscious. Fifty years later it still was an uncommon thing to have a bathtub In the home. The invention was there but
people did not care about it-not until ad vertising got on the job and sold bathtubs. vertising got on the job and sold bathtubs
Then everybody wanted them, and today no
home is complete without one.

Only a short time ago our bathroom were ugly as could be. Somehow, no one
thought of making them beautiful But when manufacturers began to advertise artistic tile. tinted bathtubs, and beautiful plumbing fixtures, everybody realized how
much pleasanter life can be with beauty in

Our parents and grandparents were well satisfied with the heavy staple food of thei ime but we have learned to demand a bal erals and a goodly assortment of light salads and tasty desserts, to say nothing of out-of season vegetables and fruits. Our food its have been changed by advertising. Where do you suppose the radio indus-
try would be if manufacturers had not ad try would be if manufacturers had not ad-
vertised their receiving sets? Only fifteen years ago home radios were practically unknown. Few people cared about radio or
thought it would ever amount to much. But he infant industry embarked on a tre nendous advertising campign, through and in a miraculously short time radio set were introduced into four out of five homes in the land.
It is the same with many other articles. Millions brush their teeth because advertis ng sold them toothpaste, and many chil-
dren have been persuaded by advertising to wash their necks and eat their spinach. Better living comes not merely through natural desires, but through education, and
advertising is one of the strongest forces in public education. Advertising is the salesman for better living.


JACK ANDTHE BEANSTALK hadn't a thing on


# ASSOCIATED PRESS 





AS LONG AS THERE'S A WAR, It might as well be a comfortable war, declded mem
bers of a Japanese sconting detachment in China, as they rigged up bamboo parasols (with leaf (20) PACIFIC PARADISE has alums, admits Chatrman
Charles J. Pietsch (left) of the Hawain housing nuthority, as he Charles J . Pietsch (left) of the Hawaii housing authority, as he
signed a contact with Administrator Nathan Straus for Hawatilab
slum clearance projects totalling more than a millon dollar.


NEW YEAR NEW Y Yesponsiblity to brings added responsibblity to Sir Herbert
Emerson (above who or Jan
1, 1939, assumes office as high der protection of the League of
Nations. His task will be under




THACHER GETS A BREAK if Echool 51 kindergarlen



CWHERE WAS I betore thig faterrupton? ponders John



CALLING ONAKING, the sultan of Dely, a Dutch possesion, and his son, wore Gis, ceremonnial gart for the ir visit
with King Farouk of Ezypt. There might be an tiea or beach




WITH 'SERUM HORSE,' King mim, that elecht yearg age




## THE SPORTS PARADE

## . STANDINGS

Hey, look this way. Did you see where Hal Sayles, the Abilene Reporter sports reporter, picked our Lefty Bethell
asa half back on his 1983 allwestern Oil Belt fotball team.
Hal Hal says of Harold: "Lefty Bethell is the speediest back in
the loop. He also is some shakes at mowing down offenders with terrific blocks. The
off a mostt deceptive pass."





AS ZONTINI STARTS OUT

 THIS SECTOR IS PROPOSED

| $\begin{aligned} & \text { Coahoma Coach } \\ & \text { May Soon Call } \\ & \text { Meeting } \end{aligned}$ | RICE AND SMU STAND IN WAY OF TCU; PONIES FACE BEARS |
| :---: | :---: |
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|  |  |

S'West Games Top Week's Grid Card

## By huGh S. FULLERTON NEW YORK, Nov. 1

| NEW YORK, Nov. 14 (AP) - There's a lull in the football storm this week, just before the final Thankseiving |  |
| :---: | :---: |
| Day blast, and the teams th aspirations over the past wee to keep them another week. |  |
|  |  |
|  |  |
| tied 13-13 by Kansas State, and Santa Clara, ntpped $7-0$ by |  |
| St. Mary's, were removedfrom the list of undefeatedand untied "major" teamsover the weekend |  |
|  |  |
|  |  |
|  |  |
| Enst - Georgetown, Villanova |  |
| Mld-West-Notre Dame, |  |
| homn, We |  |
| South-Tennessee, Duke (also |  |
| unncored-on). - Texan Chrietion |  |
|  |  |
| Far West-Utah (Hed twice). |  |
| All but Tennessee and Western |  |
| Reserve play next Saturday, but |  |
|  |  |
| mighty opponents will be fdle that no clear picture of the national it |  |
|  |  |
| Ue situation will emerge untin atter Thanknsiving. Up for definite tie. |  |
| cision, however, are the Big Ten and Big Six conference champion |  |
|  |  |
| ahips and the deadlocked Pacific |  |
| Const race may be settled. <br> Elis-Tide Collide |  |
|  |  |
| Harvard game, which bears only | Cagle B |
| upon the Big Thre titie, 19 thinweek's eastorn hendliner. Plts |  |
|  |  |
| Panthers thke on an necient ene--my, Penn State. Army returns to |  |
|  |  |
| major action against Princoton. |  |
| From the national viewpoint. |  |
| Northwestrm-Notre |  |
| big kame in the midwest but thebaitle between Wisconsin and |  |
|  |  |
| Minnesota is the Big Ten hendiln- |  |
| Mr. With the conforence grisoln | John Henry Lewis, Hight-heays- |
| tie. If they tie, Ohio State, vic-torious over ullinols 32 H , can take |  |
|  |  |
|  |  |
|  |  |

Denton 11 To
Invade Lions'
Lair Saturday
Eagles Still Have
Chance To Grab
Lone Star Flag
Gratbing the spotught in the
Tone Star conference gridiron race
this week is the annual grudge bat-. He between the annual grudge both Texan Eagies
and the East Texus Lona and the East Texas Llons at Com-
merce Esaturday afternoon.
The outcome of the Eagle-Lion
and
Ansen

$\qquad$
vawix
$=4 x^{2025}$
$\qquad$
$\qquad$
$\qquad$
San Jose Atop Grid Ladder

DUKE AND TENN. SHOULD MEET FOR DECIDING DIXIE BATTLE

Gaels Defeat Santa Clara




## MR. AND MRS.

The Art Of Neatness

DO YOU SCRUB THEM GOOD
NO, NOT ALWAYS,



Pinch Hitter
by Don Flowers

by Noel Sicklet


## PAGE ETGBT


QUEEN



| (ContInued From Pago 1) |  |
| :---: | :---: |
| the weatthent Jows of Bertin, | Livestoc |
| payable today to repair a angry done to Jewinh mhops by | Fo |
| crowde in a wave of violence last Thuraday. | T worth, |
| Thene bilus were In additton |  |
| d, | bdading around 25 |
| oon) pennity decreed upon Jewn in general for the Alaytig in | er on cown; neveral londa, stock |
| Faris of Ernst Vom Raft, em- |  |
| ry by a Jowleh | Hoga 700 ; top 7.80 , |
| youth who once lived in | 7.70; good to choice $175-270$ lb, 7.65 |
|  | 7.80 ; good to chote $150-170$ lb. 7.25 |
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| nonstrations. |  |
| Ing repentment inapired |  |
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| mail order, commenton and handi- | Co |
| bu |  |
| Male Jews |  |
|  | NEW YORE Nov, 14 |
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| boen jailed were released, if they | hh Low |
| Others wh |  |
| er the werken |  |
| Ser the weeken |  |
| ${ }^{\text {andsiy }}$ | $\mathrm{Ma}_{\mathrm{Ma}}$ |
| Friends advised | J1y.............. $8.25 \quad 8.200^{8.23}$ |
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|  | middling 9.36. |
| ${ }_{\text {did }}$ | Wall St |
| e Jewish problem would be |  |
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| soctal workera at a bariey and beef atew dinner for the winter religf | taking reverses today and. |
| fund, "in | individual strength amonk |
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| ernment gave | ${ }^{\text {tape }}$ behin |
| Indication how it would | Slow deatio |
| the staggering | aguin quickened an further |
| eighth of the total of the ess mited wealth of Jws in Ger | ings hit the llat after noon. |
| many, Including Austria and | Liquidat |
| deternland | Tranafers approximated 1,600,000 |
| fort |  |
| .080) are |  |
| the |  |
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| - | ROAD WORK |
| y will have to be |  |
| sold to satisty the demands. The | Surfacing of the 1.25 mile |
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| MPENSATION SUI | tions would begin Tuesday |
| IIEARD IN COURT | ing. He sald that traffic over the |
|  | stadium had benefitted the base. |
| J. N. BrL | MEETI |
| as nnd T | Resular monthry |
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| eet aside. while Allied Underwt |  |
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| Brooks and Litlo and |  |
| Coffee of Big S |  |
| he award |  |
| was chosen | there wit be a joint meeting with |
| During the noon hour, a divorce | similar organizations within |
| was granted to Braden King from | nssocintion. |
|  |  |
|  |  |
| San Antonio where she will visit | ents, Mr. and Mrs. G. W. Sikes, has |

Safety

McDougall's Body Sent To New York For Interment


## Beware The Cough <br> From a common cold That Hangs 0n



## MERCHANDISE

## that gets your vote

John Murphy is an honest public servant. He is a fight er against corruption and waste. No unscrupulous privilege seekers can bribe him. His record is clean... he gets your vote.

Like the politician, a product should be accepted on the basis of service . . . and ability to satisfy your needs. If its record is good you can buy with confidence.

This newspaper faithfully prints the record of service of the politician. It also prints the important news about the things you buy for yourself and your home. Thinking about new rugs, covers for the automobile, or perhaps a new oil burner? Read the advertisements! Then you will be able to buy wisely for the same reason that you vote wisely.

