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Last week alone, 12,700 people told us

## "Your new Gulf gas is a real value"

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. That's what they are saying about Gulf's latest and greatest achievement . . . That new and better Good Gulf Gasoline!

Try it today. You'll get more power, moremiles andmorevalue foryourmoneyl...Stop whereyou see the "signof the Orange Dise,"
..MOREPOWER

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CROWDS GREET CUBAN PRESIDENT


 Silver Tea Given At Church By Members Of Lucille Reagan Circle Of Baptist W.M.S








## Why Pay More

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## Next to a Camel

## Chevrolet gives most miles per gallon

CHEVROIET No argument about the camel. When
it comes to miles per gallon, there's nothing in all the Gobi desert-or anywhere elsethat can beat him. No argument about the Chevrolet either. It's the most economical form of full-size NRA

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More miles on a tankful of gas. More miles on a filling of oil. More miles without worry and trouble and repair! And they're smoother, safer, more com-
fortable miles, too, due to all these features exclusive to Chevrolet in the low-price field: A cushionbalanced six-cylinder engine. Fisher body. Fisher steel-plus-hardwood construction. Fisher Ventilation Starterator. And many morel
Travel in comfort and save as you go. Save with a new Chevrolet. In addition to being America's most economical car, it's also America's most popular car as well Chevrolet motor comphny, permort, micis andme
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Retail Code Provisions Designed To Quell Extreme Price. Cutters




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## If you pressed your nose against Fifth Avenue shop win-

 dow . . . in New York, the hub of the fashion worldTHESE ARE THE LAST-MINUTE STYLES YOUD SEE! Because Ward's speeds the new fall dreeses to you within SEVEN DAYS! For instance, just popping out of their boxes-are the glamoronen new broad ahoulders-on sleek satins . . . rouph-ish crepes . . . chic tools . . . fascinating failles-that you're sure to see all season! SO outlandishly low priced, clever girls on slim allowances will pounce on two and three at a time! Black and impart fall colors. Miss' sizes. Make Ward's your Fashion Headquarter!Satins. files. canton crepes wools


## MONTGOMERY WARD

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HERALD WANT ADS

## DO THEY PAY?

Twice this week and several times in the last few Weeks, want-ads have been inser a week's insertion only to be cancelled the next day because the DESIR-
ED RESULTS had been secured. ED RESULTS had been secured.
At the present time we are having several calls daily and business bullding space.

If you have auy of the above for rent or lease, then try
HERALD WANT-ADS, where you get the most for the least.

See want-ad column for eatremely reasonable rates!


Call 728 or 729

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## CHAPTER XIII














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DIANA DANE


Courting Lady Luck
by Don Flowers

by John C. Terry


HOMER HOOPEE Trudemank Regitered
Freewheeling, And How!
by Fred Locher



## Steers Meet Lubbock Westerners Tomorrow Night

Bristow Team Continues To Develop Form

Bovine Mentors Hopefully Prepare For Vicious Battle Friday

Expeeting the worst but
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## GILLETTE GUARANTEES

 HIGHEST QUALITY
## at New Low Prices

$\mathrm{A}^{\mathrm{T}}$ their sensational new low Valet AutoStrop blades are guaranreed on a money-back basis. If you are not entirely satisfied, return the package with the unused blades to your dealer ahd he will refund the purchase price.
This simple, straight-forward guarantee is backed by every resource of the Gillette Safety Razor Company. You take no risk. We tell you positively that Gillette quality is supreme and back our statement with an iron clad warranty

## There, is no red

 tape with which you must comply. You are the only judge. We repeatif Gillette quality does not measure up to your full ex. pectations-simply go to your dealer with the unused blades and he'll refund every cent you paid.Today, Gillette

> Gillette, Probak and Valet AutoStrop Blades Now 5 (c25 10 "49
has placed matchless shaving comfort within the reach of practically every man. Immediately following Gillette's spectacular price reduction sales leaped to new heights. Retailers and wholesalers ordered, re-ordered, and ordered again.
Recognizing Gillette quality as unequalled - the shavers of America swept away reserve stocks in all parts of the country and dealers wired,"Out of merchandise. Rush our shipment." Certainly this is a great tribute to our blades.

We pledge a continuance of the quality that has made Gillette the world-wide leader. More than this-we guarantee quality as stated above.

For unequalled shaving comfort and economy use Gillette, Probak or Valet Blades. You get absolute satis faction or your dealer will refund your money. 촉

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