## Big Spring Zlaily Heralf

## vol. 4-No. 104 <br> BIG SRRIING, TEXAS, WEDNRBDAY EVENING, JANUARY 13, 1932

## Tornado Claims Eleven Lives, 150 Injured






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Seventy-Six Attend Luncheon Of Business Men's Club; Sim O'Neal And C. P. Rogers Deliver Talks<br> Rotary Club

Visits Farm Superintendent Keating Is
Host At Luncheon Tuedy


Barking Dog Saves Boys From Blaze


 TEL Mémbers In Jolly Party Mrs. J. C, Hurt Hostess
Assisted By Mrs. R. Assisted By Mr
V. Jones $= \pm$

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## CERTIFIED <br> BARGAINS

Appear On
Page 3
P.-T.A. Council
To City Schools


## Arms Conference Success Hinges



## Annual Bank

Sessions Held
Lists of Officers And Di-
reotors Practically

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Louis Talley On United States, Lord Cecil of Great Britain Says In Interview


Wesley Memorial W.M.S.
Continues Its Studie

AT NATURE'S DRINKING FOUNTAIN


## Mississippi, Alabama Hit By Twisters

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## Citizen

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Training School


## To Start Monday

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You Can't Miss

## FRIDAY - JAN. 15TH

 in the Settles Ballroom9 to 12:30

A well-known orchestra, which is just passi hrough Big Spring, has been secured to furnish the musiothe Name?-well, that's a secret-but you'll love the
rythm, the songs, the harmony and their costumes.

Settles Hotel

STAINLESS
${ }_{20} /{ }^{\text {coicos}} \mathrm{VICRS}$

## If babies came...wrapped in Cellophane!

If Baby Bill or Baby Jane Came tightly wrapped in Cellophane,
Dust- and moisture-proof at birth, Would that affect the baby's worth?

You know your pleasure and your pride Depend upon the thing inside, And Cellophane has never yet Made up for lack in cigarette!

Tho' OLD GOLDS
come in Cellophane
It isn't that which makes us vain It's prime tobaceo, sun-caressed That gives their smooth and honeyed zest.

SMOKE PURE.TOBACCO OLD GOLDS

[No "artificial flavors" to seratch the throat or taiat the breath ... Not a cough in a carload!]

## EAR'S B00TERY

100 Pairs Shoes

## 초ㄴㅜㅜ 5195

## Hosiery Special

 indes in fine quality silk hosiery. In bwoCertified groups. 19c-79c

LLYWOOD SHOPPE
Closing Out Our Entire Stock Kiddies Dresses
 9c-29c-69e
Nurses Uniforms

P. McDonald \& Co.

Schloss Bros. Suits
In momm nutb $\$ 29.50$ $\$ 50$ a Herald Cergain for only $\$ 34.50$
Other Men's Suits
of of other well
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ibson Printing Co. Four
loodstock Typewriters


VEBB MOTOR CO.
${ }^{48}$


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1932 License Pald

> This is a sincere effort to meet depressed poelettbooks with money saving values. Nearly every item has been cut from $25 \%$ to $50 \%$ below the price it has been previously offered. All items listed are REAL values.

Thursday is bargain shopping day. With the cooperation of Big Spring firms and the Daily Herald there will be outstanding values listed on this page every week. Buy them THURSDAY ONLY at the prices offered. Regular prices on these items will prevail again on Friday.

## JOSEPHEEN SHOP <br> In The Douglass Hotel Bidg. <br> Real Coat Values  <br> Spring Dresses  <br> Silk Underwear 

## J. \& W. FISHER

${ }^{807}$ Main $\quad$ Ine. 307 Matin
We have listed below a few of the bargains which
we are offering for Thursany. Many other items
 too numerous to mention will be on display for your
inspection. Shop here for your every day needs. Your dollar
will go further now than at any time in the last will go further
twenty years.


Members of the Daily Herald Staff have examined the merchandise and services offered and certify the prices to offer exceptional values as listed. You can buy with confidence. Out of the many listed you can save many dollars by going shopping tomorrow. Read this page carefully every week.

## L. C. BURR \& CO.

115-17 E. Second
Men's Oxfords


Boys' Pants
2axiews ai $69 c$
Children's Dresses yizizise 59c

Huckabee Cash Grocery

Pineapple . . 2 cans . . . 25c
No. 2 Cans sliced

Pickles . . . qt. . ...... 21c

The Fashion

Wool Suits, Knit Suits, Wool Dresses, $\$ 8.95$ to $\$ 12.75$ values
$\$ 5.00$
Silk Dresses, Dark, Colors, , Satin Crepe, Georgette, $\$ 16.75, \$ 18.75, \$ 22.50$ values
$\$ 10.75$

Peek, w. c. Lanreace, and w. w. Social Hour Club |Mra. Service Visitór


# Super-Savings <br> Hot Shots Tomorrow 15 FIRMS COOPERATE TO HELP YOU SAVE! <br> Bargains 

## MAURICE SHOPPE <br> Women's Hats <br> Smart stylese in suede and suece cloth in all winter col. ${ }^{\text {orar. }}$, They mell regulerry for

## Women's Shoes

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| Silk Dresses |  |
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Elmo Wasson
Thursday Specials!
One special lot of
Men's
socks
( 8 pair-
pair- $\$ 1.10$ )
50c

## One Lot Pajamas

$\$ 2.50$ and $\$ 3.00$
values ...a......
$\$ 1.95$
'Men's Wear of Character'

HOKUS POKUS


## BIG SPRING HERALD

Classified Ads
FOUR DAYS FOR THE PRICE OF
THREE DAYS
We will run all ads taken on Thursday for
days at the price you would regulary
pay for 3 insertions. Ads must not be
over 25 words to get the four deys ruit
only

## 80 c

Phone 728 or 729


## The Herald's All-Star Page Of Comics And Features




