## Wig Spring Daily Herald

## Cotton Growers T $\$ 21,134$ Reduction Made In City's Annual Budget

Unwarranted Discrimination In Oil Prices For West Texas Pointed Out By Operators; 50-Cent Top Merited

RevisionsFor


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Friends Fear Oil
Man Is Kidnaped

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For. Conference

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House Guests of Mrs.
Jimmie Mason Honorees At Two Social Events
O. C. D.'s Have
Four Tables

Of Players
Hostesese Mother anul Sister, Anita, a Recent nombid Brid
ter, Mise Nell




Advance Fall Fashions


| Side-Lights $\ln$ <br> City Of Paris |
| :---: |

Mrs. Keating Hostess To Bridge Club $\underset{\text { Bites Make High Mrs }}{\text { Inkman }}$ Bies Make Ifigh

Mre. Fred Keating was houtite - the membere of the puentidey




Cactus Club Has Lovely Party At Mrs. Parks'Home





## Public Records

Miss. A.M. Ripps

## Becomes Member

 Of '31 BridgeRight Furniture Solves Corner Problem




## ACROSS THE STREET, YET MILES AWAY


"There they are, thousands of customers daily going in and out, but as far as we're concerned they might as well be miles away.
"Jim, we've got to face the truth. There's nothing wrong with the customers. We're to blame. Ever since we cut down on our advertising, we've been cutting down on our number of customers. They're going over there, Jim, where they're invited every day."

Yes, customers are busy everywhere looking for goods to replace the worn out or depreciated things which they passed up in 1930. And 1931 is a, replacement year, o recovery year, and
people are buying in ever increasing volume, because they have to:
But they are careful in their buying. They want to leairn about the goods they soon will own. They scan the advertising pages more closely than ever before. In thousands of homes tonight men and women are desiding what they are going to buy tomorrow, and where.

Are you "in on" these home conferences? Do you have a representative-an advertisement-to tell how you can serve? Will they come to your store, or go across the street, or down in the next block, to a competitor who is adequately telling his story in advertising?

## BIG SPRING DAILY HERALD

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Farmers Refued



Bleeding Sore Gums
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 Coahoma REGLAR FELLERS
by Gene Byrnes

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| Austin. |


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PA'SSON-IN-LAW




DIANA DANE The Deep Stuff
by Don Flowers



ANNOUNCEMENTS
Business Services

## \#omani, Cotumn


Money to Loan
FINANCIAL
 COLLINS \& GARRETT
LOANS AND INSURANCE

## FOR SALE

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New College Entrance Plan In 3-Year Test With 70 Students MAJOR LEAGUE
LEADERS

Personally Four Finalists Of Past Due To Speaking :. Figure In National Amateur

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\begin{aligned}
& \text { Kinsman Of Loeal } \\
& \text { Man Pul Wheel On } \\
& \text { Plane In Flight }
\end{aligned}
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Gee High Player in Bowling Maich



Trustees


Unemployed In
Second Meeting



AUTO SUPPLY \& REPAIR CO. Across From Montgomery Ward Store on West Third
ALemite-ING Coatz No More Than Ordinary Greasing

## ${ }^{\text {panath }}$ WASH FROCKS

for
Autumn Days
ncluding Black and
$\$ 1.95$
and $\$ 3.95$
Nily button ef dresses give these nee
style appeal you
just can't resist. We
wat you to see

The

New High Prices Assured For CrudeSays Journal In Issuing Production Report For Week NECKWEAR Both inpories and domen
 ors and stylish fancy pat terns. There are just 100 of these ties, at value,
from $\$ 1$ to $\$ 2.50$. 68c

3 for 82
Glbert M. Fisher Co.
New York Bank Urges Depositor: To Spend Mor

"I HAD NO MORE PAIN"

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Road, Berlite
Irdia E. Pichham's
vegetable compount
MELLINGER'S Vister Mellinger
MAIN AT THIRD

Olmstead Pacifies Workers As Ranch Circus Ends Trip
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TEXAS OIL NOTES
Bt DALLAS, AUE. 20 (UP)-Bun
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"I'm older than you think I am . . .


