## Zig Syring Zaily Herald

 J. S. Cosden Buys Company Properties Senate Passes Employment Relief Bill Famous Oil Man's Bid Only One Made At Receiver's Sale

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Situation In Schools Topic Before Club



## East Texas Potential <br> Test Again Postponed



## Forty-Five Merchants Guests Of Butler Brothers Executives Here Tuesday In Merchandising Session

Mrs. Lindy Is Object Of New Plot For Cash
Forty-Five Merchants Guests Of
Butler Brothers Executives Here
Tuesday In Merchandising Session
 Boy Is Held$=2$
 In Washington


## HotelClerk Held Up By Two Gunmen


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infuential Jeyjavorable. Report
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## Held Here Tuesday Morning

 His Start In Oklahoma, Starts On Path

To Another Comeback


House Begins Debate On Bill For New Board $=$


First Garden
Contest Ends
At Convention
$\frac{\text { PAGE Two }}{\text { Big Spring Daily Herald }}$


The Roosevelt Family
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The family has some higho The family has ome hilgh stan
ards to to upolot, and the nadvidu
members are

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 oon, Allan. Two of the former white House pets, Pat and Weesile, ar

Local Trio Attends Inauguration
Dr. And Mrs. Collins And Mrs. Handley Shake Hands With Vice.President Garner On Washington Trip
 dvertising ageney when his father invited, them to meet his wife. They Church where Weathon and Fais



 or in the Weat. imaton for 25 yexposition and Fat




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## GLASSES <br> That Suit Your Ejes Are a Pleasure

## Wednesday Specia:

At Penney's

## 9-4 Unbleached Muslin

Although we have a large
stok of this fine quality Un
bleached Muslin, we suggest
that you shop early in the
moruing to be assured of g
thing all that you noed.

DEPARTMENTHESORE


## Bi

Birdie Baileys In
Celebration of

Dinner For Men To

| Dinner For Men To Be Given By Women Of St. Mary's Church Of St. Mary | QUTEEN |
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|  | WORKERS |
|  | Tomorrow- Thursay |
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| Federation Thanks |  |
| Public For Patronage Of Quilt, Rug Show | ersonally |
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Installation of
officers Held
By Auxiliary

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| Philips Super Service |
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Luckies are distinctive in character

## . unique in mildness

The wide world over, people want a cigarette that has character . .
and mildness . . Thar's why th and mildness . . . Thar's why they
choose Luckies.
The "Cream of the Crop"-in chose four words, you have the
reason for Luckies' character $=$ a
character that sets them apart from all other cigarettes. The choicest tobaccoss are aged and mellowed for nearly three years,$\ldots$ and then Theasted" for true mildness. For these two reasons-Character and
Mildness - "Luckies Please!"

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Member Shot Down

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## HANDLE WITH

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## Luckies Pleasel

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## NEWS OF THE DAY IN PICTURES


 wasters

Secretary of State



DIANA DANE
Call Of The Wild
by Don Flowers


SCORCHY SMITH Trademark Rep intered

## A Pirate Treasure Chest

by John C. Terry
 HOMER HOOPEE

A Slight Interruption
by Fred Locher

## 


 FELT HATS
 We have snap brims and
curled brims. High crowas and low crowns. Light Lustrous rayon linings. And whatr's more they're made of choice fur felt-which means bey'll keep their shape bet er and wear longer than the average hat at this price.

MONTGOMERY WARD \& CO.

## ? <br> 

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spaaker Henry $T$. Rainey (loft), Rep. Henry P. Steagall (oenter) and
Senator Thomas p, Gore aro shown leaving
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Enforcement
-Not Repeal

## A true stor ofon old

## By Mrs. W. M. Baines In a hut, in a remote par

 In \& hut, In \& remote part of asouthern city, ant a woman whoue
colthes wer worn wat patched
Three slender, pinctededfaced chil Three slender, pinchededfaced
dren thod at her knee. The
tre family bore evidence of m
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 STORAGE TRANSFER

## TEAM WORK OF

 ALL KINDSJoe B. Neel

## Woodward Coffee

 Attorneys-at-LaneGeneral Practice In All
Courts Courts


## "They say"

## KILLED BRUTUS

Brutus was a good dog, the friendly, tail-wagging, smiling kind of dog. Wanting to be petted he jumped upon the lady, who was frightened. The person she told this to said Brutus had jumped and snapped. The next person had said Brutus was frothing at the mouth. Some boys saw Brutus and threw stones. Brutus ran. "Mad dog! Mad dog!" the boys cried. Brutus was cornered and shot.

From gossip to scandal is a short step, and heaven help the person or thing against whom the public mind is poisoned.

Successful merchants and manufacturers are those who realize the mischief that can be created by "They say." These business men, determined to say the truth themselves, about their own merchandise and service employ advertising to protect themselves and the public from half truths, from falsehoods and from the common garden variety of ignorance that works havoc among the very best of intentions.

These merchants and manufacturers are under no delusions. They know they cannot tell untruths about their products and get away with it because there is nothing that will bring ruin so fast and sure as to turn the bright, white light of publicity on inferior wares or unsatsfactory service.

Advertising forces manufacturers to compete for your trade and your dollars. It compels the offering of better merchandise, better service, fair prices. You can trust the advertisements in this paper

