# Dirigible Akron Crashes, 76 Aboard

# East Texas May Be Shut Down

CANADIAN BASKETBALL TEAM ON ILL-FATED PLANE



Members of the Winnipeg Tollers, Canadian amateur basketball champions, are shown as they were shotographed in Omaha a few days before the crash of the tri-motored airplane near Neodesha, Kas. Left to right: front row: George Wilson, manager; Andy Brown, Mugh Penwarden, Al Silverthorne, Col. A. C. Samson, all injured. Back row: Lauder Phillips, Injured; Mike Shea, killed; Bruce Dodds, injured; Joe Dodds, killed; Ian Wooley, captain, injured; J. V. Belford and A. A. Schabinger, not in plane at time of crash. (Associated Press Photo)

# Whirligig

Written by a group of the best informed newspapermen of Washington and New York. Opinions expressed are those of the writers and should not be interpreted as reflecting the editorial policy of this newspa-

their books. They run their busi-services during the meeting which ness as they jolly well please and file no reports shywhere. Their next week, would be changed beconstant plea has been that they ginning Tuesday from 7:45 to 8 p. are not a bank.

The evidence will show that there o'clock.

Two Millions Spent Bennially For Maintenance of Lobbyits In Austin Control Plant Power and the gas according to the law of the provided as a first provided as a first

### NEWS BEIIIND THE NEWS: Relief Conference To Be Held In City **During Convention**

Lawrence Westbrook, director of federal relief work in Texas, noti-fled officials of the Chamber of Commerce that he would preside over a regional meeting of all committees in this section charged with distribution of R.F.C. money. Westbrook said the meeting would be held sometime during the West Texas Chamber of Commerce convention here May 11, 12, 13.

All committees in this region will be summoned to the confab, he indicated.

Within City

Postal Receipts Exceed

Figure For March Of

Last Year

Big Spring got a new deal in building furing the month of

March Sees **New Building** Within City



Hint Let Out

At Hearing By Commission

Would Stop Production Pending Issuance Of New Orders

AUSTIN (AP)—Hints that the East Texas oil field might be shut down for a few days pending promulgation of new proration order for that area were given as the railroad commission continued a statewide proration hearing Tues-

W.T.C.C. Plans To Be Started This Evening

Several dozen men will meet with the board of directors of the Big Spring Chamber of Commerce this evening begin-ning at 7:45 o'clock to discuss plans for the West Texas Chamber of Commerce conven-

tion.

Officials of the local chamber and Maury Hopkins, assistant manager of the W. T. C. C. and manager of the convention were very anxious that a full attendance of directors and others be had. Important plans will be started and some of the committees to work in the convention will be appointed,

359 Ballots Cast Here At 3 O'Clock

WACO (UP)—President M. H., Cahill of the Missouri-Kansas-Tex, Cahill of the Missouri-Kansas-Texin as lines was here today to witness return of 250 men to its shops. The Williams announced today, shops had been closed since March last year when a force was maintained for a 10-day period.

will inaugurate service April 11 will in a cover a new passenger and express line between New Oriesas and Laredo, Tex., President Harry P. Williams announced today.

Stops will be made at Patterson, La., Houston and San Antonio, on daily schedules.

PRESIDENT'S AIDES RELAX A BIT



After weeks of unceasing work, the three secretaries of President Roosevelt took a moment to relax—and pose for this picture. Left to right: Louis Howe, Steve Early and Marvin McIntyre. (Associated Press Photo)

# **New Wildcat** Is Under Way

Sudderth And Morris Spud In On C. D. Read Section 47

Section 47

Besides substantial prizes, winners in the contests will have their pictures published in many of the outstanding state papers.

Essay and speeches, which must county one and one-half miles north of nearest production in the Denman-Dodge pool and on the C. D. Read land.

The test was spudded Sunday. It is located 330 feet east and 660 feet north of the southwest corner of section 47, block 30, Terras & Passes.

WASHINGTON
By Faul Mallon

Morgan—
The disp-fyed purpose behind this investigation of J. P. Morgan is to put him and the other private bankers ander some kind of control.

That is the order passed down to the Sermon Topic dentially from the White House itself. The investigators are going after evidence with a vengeance All they have to favore is that the Morgans have a bank. They are going to show that you must have a blainne of something like a militure, compared that, Congress will pass a law putting this free hand style of banking under federal supervision.

Up to now the Morgans and the others nivel been run like exclusive of Serling City, added much to theirs have been run like exclusive of Serling City, added much to they are now only to God. No examiners, as they joily well these services during the meeting which meets as they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a they joily well these services during the meeting which meets a support of the summand the control, he indicated 30 O'Clock and the test was appuded Sunday, the submitted of the bouldness of the beauting the fact of the best time of the bound the control, he indicated 30 O'Clock and the control of the summand to the control of the summand to the control of the summand the control of the summand to the control of the summand to the control of the meeting the fact of the first quarter at the court of the summand to the control of the meeting the fact of the fir D. Read land.

The test was spudded Sunday. It is located 330 feet east and 660 feet in orth of the southwest corner of section 47, block 30, Texas & Pacific railway company survey. It was spudded with a machine which will be replaced by a standard rig when 15 1-2 inch casing is set.

Gibson and Johnson had what many believed might have been shot into a commercial well in 1929 on the same section of land. Sudderth and Morris, local operators, have 640 acres under lease.

Essay, Speaking Contest Entries Now Being Taken

Students in the Big Spring chools may enter the essay and extemporaneous speaking contest on "Who Prfits Most From Delinqu-ent School Taxes" by applying at the chamber of commerce offices

# Preparations For Speaking

Invitations To Enter Boys

been asked to enter a studen speaker in the Annual My Home as Chamber of Commerce in Big Spring, May 11, 12, and 13. The entiry blank and rules of the

# Only Four Rescued After · Giant Craft Drops Into Sea In Storm Off Jersey

Admiral Moffett Among Missing; Second Officer Tells Of Catastrophe; Small Dirigible Crashes While Hunting Wreackage

NEW YORK (AP)—The navy dirigible Akron, caught in a violent electrical storm, fell into the sea with 76 men aboard 20 miles east of the Jersey coast at Barnegat short-

ly after midnight Monday. Eight hours later the wreckage was sighted 25 miles east of Atlantic City.

Four were rescued, one of whom died. They were taken aboard the German tanker Phoebus soon after the Admiral William A. Moffett, chief of the navy's aero-CONGRESSMAN SAYS "WON'T BE ANY MORE"

WASHINGTON (AP)—Chairman Vinson of the house naval committee said Tuesday "there won't be any more big airships built. We have built three and lost two.

nautical division, was among the missing, as were Co mander F. T. Berry, commander of the naval air station; Commander H. B. Ceci, also of the aeronautics bureau, and Col. A. F. Masury of the Ordnana Reserve Corps, United

Lieutenant Commander H. V. Wiley, second in con

mand of the Akron, was among those saved.

Richard Deal, M. E. Erwin, Robert W. Copeland and Wiley were picked up by the Phoebus which was attracted to the scene by what it thought was flares. Copeland died shortly after being taken aboard. Deal was taken to a hospital as soon as the Coast Guard destroyer Tucker arrived at Brooklyn. His injuries were slight.

Airplane and ship rescue efforts were hampered

DIRIGIBLE, HUNTING WRECKAGE, CRASHES

BEACH HAVEN, N. J. (AP)—The naval semi-dirigible "J-3," out of Lakehurst naval air station in search of the Akron wreckage, crashed into the sea 1,000 yards from shore Tuesday afternoon. Fate of its crew was not immediately determined.

throughout the day by poor visibility and a fying ceiling

throughout the day by poor visibility and a fiving ceiling close to the sea level.

The number believed drowned-makes the disaster the worst in the history of lighter-than-air flying craft.

A naval court of inquiry was assured and congressional investigation seemed probable.

The Asbury Park coast guard station reported receiving the Akron's SOS signals. The air was filled with static and the signals were not heard elsewhere. The German tanker Phoebus saw the flare in the darkness.

Contest Made

NEW YORK (AP)—A message signed 'Wiley,' who we second in command and one of four rescued, stating the the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after seal in cearly in the night the message said:

"Surrounded by lightning at light (presumably Barneg light). Night atmosphere very turbulent. Ran east cour until about 11 p. m. then crossed to west at midnight. She began to descend rapidly from flying altitude of 16,000 fee Droped ballast. Entirely surrounded by lightning. About 12:03 a. m. ship began to descend rapidly. Three minutes in the naval dirigible Akron crashed about six minutes after light treatment of the weather and properties of the mossage said:

"Surrounded by lightning at light (presumably Barneg light). Night atmosphere very turbulent. Ran east cour until about 11 p. m. then crossed to west at midnight. She began to descend rapidly from flying altitude of 16,000 fee Droped ballast. Entirely surrounded by lightning. About 12:03 a. m. ship began to descend rapidly. Three minutes is the resemble in center of storm. Ship began to shift about 11 p. m. then crossed to west at midnight. She began to descend rapidly from flying altitude of 16,000 fee light in the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible Akron crashed about six minutes after the naval dirigible akron schools from C. M. Caldwell, chairly away.

ed San Antonio and cut in a southwesterly direction.

Confronted with bumpy westbar
it turned to follow the Hig SpringSan Antonio airways beacons. Over
San Angelo it encountered a terrific thunderstorm that lashed a. the
giant craft. Hinding rain punctuated with violent displays of lightening added to worries.

Here radio operators could hear
the ship's operators calling, dalling

TEMPERATURES

WASHINGTON (AP) --WASHINGTON (AF)—
Story of a five-hour search in
lifeboats for survivors of the
Akron disaster was told in
terse language of the sea by
Captain Dalldorf, master of
the German tanker Phoebus,
in a message to the vessel's
owners intercepted by the
navy department.
It was to the Standard
Shipping Company, New

York, Dalldorf said two (Continued On Page Pive)

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ONE NIGHT ALONE ... TOGETHER!

Big Spring Dally Herald

Life Is Pleasant In Small Town

When Louis T. Stone, the newspaper writer whose freakish, Mun-chausen-like little "nature stories" ade Winsted, Conn., famous all over the country, died the other day, it was revealed that here had been one man to whom the fame and fortune offered by the big city

ere no attraction whatever. Stone, it seems, had been offered jobs frequently on metropolitan papers. But he had always refused, preferring to stick in Winsted, and remarking. "I'm just a small town man—I'd get lost down there."

"So hearing about Kellogg's All-Bran thought I would get a box, which I did. That was six months ago, haven't been without it at home, and when I go to sea a box of Kellogg's All-Bran is always with me."—George D. Darrugh, 1914 82nd Avenue, Oakland, California.

Tests show ALL-BRAN contains so things for common constipa-ont "Bulk" to exercise the inten-nes; vitamin B to help tone the itestinal tract. ALL-BRAN also applies iron for the blood.

The "bulk" in ALL-BRAN is much like that of lettuce. Inside the body, it forms a soft mass, which gently clears the intestines of wastes.

How much pleasanter this is than taking pills and drugs—so often harmful. Two tablespoonfuls of ALL-BRAN-daily will correct most types of constipation. If not relieved this way, see your doctor.

Get the red-and-green pack-at your greer's. Made by ogg in Battle Creek.

SCENE OF KANSAS PLANE CRASH WHICH KILLED SIX





Mr. and Mrs. Russell Burke are the parents of a seven and three-quarters pound baby girl who arrived this morning at 6:30. The young lady's name it Betty Jean.

CADDICC All Page 1.

CARRIES ALL-BRAN

ON EVERY VOYAGE

Seaman Finds This Delicious

Cereal Relieves Constipation

Mr. Darragh:

Here is an unsolicited letter from Mr. Darragh:

"The been going to sea for the branch past fourteen years. Every trip, I made everything safe before the underwent severe headaches, ner-wouness, and sleeplesanes. Tried all sorts of remedies, and received only temporary relief.

Work points and three-wound baby girl who arrived this morning at 6:30. The floods of live branch, and the following form the first bioseoms of U. spring, typifies the resurrection. The members of St. Thomas Catholic Altar Society met at the rectory Monday afternoon in a business meeting. Much of the time was spent in working out plans for the order of the ark and kept all within secure and aste. We are kept by the ominipotent power of Jehovah. Like the occupants of the ark we will be kept through lis divine power. As Noah trusted the divine power. As Noah trusted the divine power. As Noah trusted the divine power and aste. We are lead to the ark and beat upon our Saviour, but he withstood past fourteen years. Every trip, I made everything safe before the underwent severe headaches, ner-work for remedies, and received only temporary relief.

Work product the safe feated; au mobile it can be founded to suit the center of the measures. Food, Fancy Work at the center of the measures of St. Thomas Catholic Altar Society met at the rectory Monday afternoon in a business meeting. Much of the time was spent in working out plans for the correct of the ark and kept all within secure and aste. We are kept by the own will also display fancy work for sale. The hall will be power As Noah trusted the divine power. As Noah trusted the divine power As Noah trusted the divine power. As Noah trusted the divine power as the complete of the ark and kept all within secure and aste. We are kept by the own trusted the constitution of the plan of God so we must trusted the constitution of the plan of God so we must trusted the constitution of the plan of

READ IT MR. **BUSINESS-MAN** 

> It offers you many opportunities to buy and to sell... to in-crease business and to obtain new customers.

HERALD DAILY

G. A.'s Give Program

Hotel McCoy



READ IT MRS. HOME-MAKER

> It's the best place to find unusual bargains . . and the best place to dispose of unwanted things.

DAILY HERALD WANT ADS

Indiana—Hôpes to reduce prop-erty tax later by \$12,000,000 through adopted levies on beer, incomes, in-tangibles and automobile drivers'

itemses.

Minnesota—Two-mill reductions on property tax effected; salary cuts, reduced appropriation expected to result in additional savings. A pending bill provides a maximum io-mill assessment for all purposes.

Minsouri—Reduced property valuations to save about \$5,000,000 in taxes.

taxes.

Kansas to Lower Valuation

Kansas—Auto fees out in half,
poll tax repealed and State Tax

Commission has been asked by

Legislature to slice property and
improvement valuations about 20

per cent

per cent.
Oregon—Two per cent sales tax, subejet to referendum, and increased income taxes approved to replace property tax. Six million cut from biennial budget.

Colorado, Wyoming and Arizona

—Tax reductions expected because
of lowered appropriations but tax

boards and commissions will not meet for several months. New Mexico—Tax rate unchanged but appropriations and assessed valuations have been reduced about 10 per cent. New taxes on sales, net business incomes and oil.

Nebraska—State Assessors revaluating property with indications of 25 per cent reduction; salary reductions, income taxes and other revenue and saving bills being considered.

Three New Members Received Into First Christian W.M.S.

"Destnation Unknown" Starting Tomorrow

QUEEN

Roland YOUNG

Genevieve TOBIN



EVERYONE It's full of opportu-nities — THRIFTY that make ones your dollars go a

long way

them

them. HERALD

and USE



You want character as well as mildness in a cigarette...Luckies have both!

Everywhere you go-at cosmopolitan Havana as in our own homeland - discriminating smokers prefer Luckies. Why?

For one thing, because of their fine, fragrant Turkish and domestic tobaccos-carefully selected, perfectly

blended. People the world over want a cigarette that has Character.

Second, and all important, because these fine to baccos are "Toasted"—that scientific process which creates true mildness. For these two reasons—character and mildness—"Luckies Please!"

CIGARETTES because It's toasted"

oath is not to take a chance constitution. It is to sup-t. We have too much legta-by propagands and clamor." in Coolidge.

er-drinking makes men stu lazy and incapable—Blemark

The American people have nev-yet taken a step backward— I's what repeal would be."—Dr. Parkes Cadman.

in the rear of his shop and in the rear of his shop and inshed products in the show one. The saloon-keeper kept cools in the show window and finished product in the rear Why?—National Advocate.

are is the House of God and a name of God we again lift up manners. We have the vision or millions of comrades in expered cities and in remote dips — literally millions of an are than fifteen millions, if it is the recent election by any test can be considered a late, as we think it cannot be the ready to go to the last little. date, as we think it cannot be, the ready to go to the last little which our cause if we be given rights accorded to citizens in making of even minor laws, shall fight for fairly organized centions; and then for contious expression; and then for al decisions — not covenants evil or terms of betrayal of est cause for "sieces of silver" appropriate resort will be bluema, the field of blood." Design to march in any procession includes the Brewers' Wagon sing to march in any procession at includes the Brewers' Wagon the the Hig Horses, or the more structive automobile truck, we affirm our purpose to follow the sariot of Christ in which the lag of all good life rides forward, His conquest of our dear land, a world recreated unto sobriety. His idealism and His grace."—shop Edwin Holt Hughes.

EVE JUST BEGIN TO FIGHT me: The Wearing of the Green)
Annie Durham Methvin
comrades dear, 'tis sad to hear
the news on every hand—

the news on every hand—
y're trying to repeal the law—
he dry law of the land.
are fighting prohibition with
im, unholy might,
anding men and women, too,
a challenge to the fight.
our country should restore the
trade in alcohol again,
'tid bring back'all the sorrows
at cace followed in its train,
cre would be no more protection
then for childhood's helpless
woe,

women's bearts would break

smite;
shovah leads our army, and—
we've just begun to fight."
Then the foe can stop the singing
birds from singing in the sky—
ad when the love of home and
land in patriot hearts shall

MY WALKER MAY MARRY NNES, Franca 43-Former or Walker of New York and

**BIG SPRING** LAUNDRY CO. PHONE 17

BATTERY AND BODY REPAIRING Webb Motor Co.

DR. W. B. MARDY PHONE 366

Auto Electric & **Battery Service** 305 West 3rd St.

guipped to give Honest, able and Dependable Seron all makes of automostarers, Generators, are and Magnetoes using the parts, work guaran Distilled water and led drinking water, and led drinking water.

Six Killed In Tragic Plunge Of Ship Carrying Team



This, Olika the owner of the base, the piles and copied were both controlled outsight and several hours assessed seam, were panned in the worker of gaussia of the property of

**Motor Fuel** 

Alcohol In Leavenworth Bank Held Up; Bandits

Believed Caught

KANSAS, CITY (A9-Four men

Failure; Two

Humble To Drill South

Offset Llano, Which

Also Locates No. 2

The failure of Southern Oil Corporation's No. 1 Williams, one mile east and slightly south of

CLEANING AND PRESSING Prompt and Courteous Service

HARRY LEES

DELCO BATTERIES and Service Parts

**FLEW'S** 

Master Dyer and Clean Phone 420

More Staked

once more as in the long ago.

comrade dear, we will not fear though traitors would betray; every hand a patriot band is rousing to the fray.

cy are sending forth a challenge that each craven soul will and Wheat Market

LEAVENWORTH, Kansas (49)—

Five bandits held up the First National bank here Monday and escaped with between four and five thousand dollars as a special of ficer and an employe of another bank fired into their automobile. And Wheat Market Objective

hen the foe can stop the singing birds from singing in the sky—d when the love of home and land in patriot hearts shall die—die—we'll yield the Flag of Freedom to the tramp of alien feet. It if that day we'll fight and pray, advance, and not retreat. Contributed by the Local Chapter Contributed C Of The W.C.T.U.)

BEER IN WHITE HOUSE
WASHINGTON (P)—Mrs. FrankD. Roosevelt Monday Issued a

Local Chapter of alcohol in the 17,0000,000 gallons of fuel used annually would mean a market for approximately 680,000,000 bushels of corn or 750,000,000 bushels of wheat. Put another way, it would give an avenue for consumption of 25 per cent of the corn crop, or present cent of the

Experiments in use of the com-NNES, France (49—Former or Walker of New York and bile are being made in Illindix Compton, actress, called at ecity hall Monday and received formation about marriage regulations here.

Experiments in use of the computer of the computer of the computer of the computer of the use of all computers. The suggestion is being studied by experts of the United States Department of Agriculture. Secretary Wallace made reference to the plan in his defense Coahoma, and the staking of a loof the pending farm relief bill, but cation by Humble in the west end it is considered evident that any of the Edwards pool were among progress toward transferring 10 per oil developments last week in Howcent of the gasoline market from the oil industry to agriculture would bring opposition from oil men.

The Bershers Plan

ard and Glasscock counties.

The Southern Oil Corporation test was abandoned at 3,094 feet with the hole full of water. The first water was encountered at

Under the Bershers plan, every 2,812 feet. The wildcat was drilled gallon of motor fuel sold in the 430 feet from the north line and gainon of motor fuel sold in the say feet from the north line and United States, whether produced 330 feet from the west line of from domestic or foreign oil, would the south 123 acres of the west be required to contain at least 10 half of section 43, block 30, town-per cent of alcohol manufactured ship 1 north, T&P Ry, survey. from agricultural products. The largest consumption would be of corn and a relatively small part of the wheat crop. Indeed, there might be no consumption of wheat unless there were a heavy overproduction.

production.

The scheme is new in the United
States, but the alcohol-gasoline
mixtures have been used abroad for considerable time, for the two-fold purpose of reducing farm sur-pluses and cutting the high cost of gasoline. France and Germany have both been so using their surpluses of wheat, which is said to have contributed measurably to the price of \$1.38 per bushel in France

Springe For All Make Cara Senuine Buick-Pontiac-Oak-land Parts and Service.

SERVICE STATIONS Phillips Super Service 3rd & Golfas

the southeast corner of the section.

The southeast corner of the section.

The southeast corner of the section or deeds of trust scheduled for Tuesday in Texas counties passed the house Monday. The bill received enough votes in each house were burned or injured Monday in an explosion at the home of John Dechiro. A sidewall of the house was blown out. Steam ex-were taken to the Bryan hospital.

Speaking FORT WORTH UP-Pour ment leaviler. company in an automobile held up a grocery

Mrs. W. R. Douglass is sick, suf-

Mrs. W. H. Buchanan accompanied the Rev. and Mrs. R. E. Day and Mrs. Morris Day on a trip to Abilens Monday. They all went to wait relatives there.

Mrs. George Garrette returned rom Abilene Monday,

Mrs. George Garrette has as guests her mother, Mrs. Kean and friends, Mrs. Henry Sales St. and daughter, Mrs. Russell Sanford, of

Ruth Class Elects New Officers At Class Meet

The Ruth Class of the First Bap-tist Sunday school elected officers Sunday to look after the affairs of the class.

Mrs. J. C. Loper was re-elected

They relieve and prevent periodic pain and associated disorders. No narcotics. Not just a pain killer but a modern medicine which acts upon the CAUSE of your trouble. Per-sistent use brings permanent relief. Sold by all druggists.

Personally three miles south of the e

coper with \$15. They were all to have been the same wi

HEAR



J. D. HARVEY

of Colorado

Revival Meeting

At The

Church Of Christ Fourteenth & Main Sts.

SERVICES DAILY 10 a.m. 8 p. m.

Congregational Singing Led By TED NORTON Sterling City



# icknamed! that's what happened

HE contest for a name and slogans for Conoco's new gasoline is over. The winning name and slogans have been selected and awards made to the contestants listed here.

More than half a million good friends tried sincerely to help us, and we are grateful to all of them for the names and slogans sent us, each of which had a careful reading and consideration.

Even though we have selected and paid for a splendid name, we find we cannot use it or any of the many hundreds of good names submitted.

Here is what happened:

Personality always wins a "nickname." We never thought of that in our anxiety to get a good name for an outstanding gasoline. Bronze was used as a color to make this new gasoline distinctive and to protect our customers. It was liked by everybody -they, you, everybody called it Conoco Bronze. So, try as we might, we couldn't change now. It will always be known as Conoco Bronze. It had too much personality to avoid this popularity rating-"nicknamed"!

Therefore, conforming with contest rules, we are using a name of our own creation, the name used in all the contest advertisements-"Conoco Bronze"-even though it is not the name for which we paid \$5,000.

Each user of Conoco Bronze gets a perpetual prize of instant starting, lightning pick-up, greater mileage and power-for it is a great gasoline.

A PERFECT RUNNING MATE FOR CONOCO GERM PROCESSED MOTOR OIL THE MOTOR OIL WITH THE 'HIDDEN QUART' THAT NEVER DRAINS AWAY

Name and Slogan Winners

GRAND PRIZE FOR WINNING NAME, \$5,000 Lloyd Ward, Parowan, Utah

Slogan Prizes: I PRIZE OF \$1,000

I PRIZE OF \$750 I PRIZE OF \$500 I PRIZE OF \$250

5 PRIZES OF \$100 EACH

10 PRIZES OF \$75 EACH wright, Jorome, Ariz. 222 W. 19th Sc., Norfolk, Vz. n, Harcourt, Iowa ney, Jr., 625 N. 13th Sc., Fort Dodge, Is.

10 PRIZES OF \$50 EACH 10 PRILES OF 350 EACH
Morrs, 7047 Horner, 8t. Louis, Mo.,
12, 206 Cannon Lane, Louisville, Kr.,
206 Wost Baker Street, Flint, Migh.,
mmel, 727 Third Avenue Far, Kalispell, Mont.
vol., 135 East 55th Street, Minnespoolis, Minn.,
100, 100 Philower, Tulay, Okla.
100, 100 Philower, Tulay, Okla.
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100 15 PRIZES OF \$25 EACH

15 PRIZES OF \$25 EACH

G. B. Boone, 132½, East 12th St., Dallas, Terast
and Multhauser, 210 Hilliside Ave., Eagenteeville, N. C.,
Koether, 2438 Callow Ave., Baltimore, Md.,
P. White, 1454 Sted Ave., Planting, N. Y.,
G. L. Williams, Round Hill, Va.
its J. Streak, R. Z. Plasting, Mch., Milwauker, Wie.
J. St. Parack, R. Z. Plasting, Mch., Milwauker, Wie.
J. H. Palmer, 1022 North 6th St., Fora Smith, Adk.,
Frank A. Lewis, Center, Colo.,
Rich, 1347 High St., Denvey, Colo.,
W. A. Boyel, Louiseans, Mo.
F. Schembeld, 122 Fifth St., Lewiscon, Maho
Grace Ferebec, Oceans, Va.
St. A. Allen, Mr. Pleasand Are., Usingston, N. Y.
alloud A. Shaw, 20 Fora Office Place, ball Lake Guy, Urch.

15 PRIZES OF \$15 EACH
ocd, 6 Downer Piace, Ausora, III.
Messer, 3237 Ausora St., IZ Prace, Texast
ab, Carolina City, Kan.
nerguise, Rt. 1. Westly, Mont.
hair, 515 First Street East, Resandup, Mont.
implort, 13-66 Fath Ave., Raime, Wis.
res., Provell, Wyo.
E. Borgeois, Cobden, III.
telent, 721 Louis Ave., Chicago, III.
refuer, Deport, Texas
Culty, Spiner, Code Read, Baltimost, Md.
inger, Ophics endoord Read, Baltimost, Md.
long, Chicago, Nr. M.

IS PRIZES OF \$10 EACH 613 West First St., Kewaner, Rf. nes, 600 Fast Green St., Climton, Mo

soft tendries of hair agains, her buying steel. People were be-cheek into a tight curl. The heat ginning to build again and indushad brought color into her cheeks, iry was getting under v y It meant that times would be better before long now.

CHAPTER XXV

That had age to therefore over the first state of the control of the

An Automatic Alibi



Life's Darkest Moment

by Wellington

# "I'll say it is! And the best He stayed for half an hour and seal I've had in weeks. Say, then, remembering Janet had mid

It's Your Guess

Testifies In Court



Yes, the gent behind the fake whiskers is Babe Ruth, who came to be in this garb when the New York Yankees played the House of David team in an exhibition game. The Yanks won, 5 to 3. (Associated Press Photo)

Killed In Crash



pilot of the plane which crashed near Neodosha Kas, was one of six to die from rejuries in the oils hap. (Associated Press Photo)



Helen Huffman, 18-year-old Sun day school teacher of Muncie, Ind. to testify against the Rev G. Lem uel Conway, suspended pastor ac cused of attempted criminal as sault. (Associated Press Photo)

Urged As Envoy



Savarat have urged appointment of Alvin Owsley of Dallas, Tex., chin by to Canada, (Associa









DIANA DANE

OH HELLO DOOLEY.

SEE, I'M GLAD YOU CAME! WILL YOU CALL ME A TAM!! HAVE TO MEET MRS. VAN GUNCE

Trademark Reg. Applied For U.S. Patent Office







by Don Flowers

SCORCHY SMITH

CAN NOTHING STOP

A Plunge For Life

Bon Voyage





HOMER HOOPEE

Trademark Registered U. S. Patent Office WELL IF THIS GUY DID THE JOB

HE MUST BE A MAGICIAN - I DONT

HELLO - WHAT'S THIS

FIND NO PEARLS OR

WHAT DID

HIS NAME

WAS ?

YOU SAY

Out Of The Frying Pan

HIS NAME IS

HE'S A GUEST OF

THE HOTEL !! )





Linck's

WEDNESDAY

Special On Our

Lima Beans

Michigan's

Vote Is For

Eighty Six Of 100 Votes In State Convention Tagged Wet

Pro Repeal

### HERALD WANT-ADS PAY

Nockly rate: \$1 for 5 line minimum anue, over 5 lines. Monthly rate: \$1 per line, change in copy allow

Readers: 10c per line. Card of Thanks: 5c per line Ten point light face type as double rate. **CLOSING HOURS** 

Some government investigator

### ANNOUNCEMENTS

THE office of Temple Trust Company is now located in room 201
Lester Fisher Building, Phone
1218. Temple Trust Company, by
R. L. Cook.

Lester Fisher Building, Phone land Mitchell around six million dellars. The security offered declined rapidly in value, To bolster it Mitchell had to offer a first morphone lais. R. L. Cook.

8 Business Services

1 Have moved my office from 306 it Mitchell had to offer a first morphone lais. R. L. Cook.

201. Lester Fisher Building. Phone lais. R. L. Cook.

8 Business Services

1 Have moved my office from 306 it Mitchell had to offer a first morphone lais. The security entity is morphone and mo

LINE.

FOUR - room furnished duplex apartment; bath; garage, Rates reasonable. Located 1711 Scurry, apply there. Zeb Womack.

### Classified Display

USED CAR BARGAINS

Ford 4-door Ford Standard Coupe Chevrolet coupe -Chevrolet 4-door 187" Ford truck 131" Ford truck

We invite you to see these cars and compare the prices with similar cars elsewhere.

BIG SPRING MOTOR CO. Phone 636 Main at Fourth

## Political Announcements

FOR CITY COMMISSIONER
J. W. ALLEN
LEO NALL

T. J. A. ROBINSON J. L. WEBB H. HINMAN

### WHIRLIGIG-

(CONTINUED FROM PAGE 1)

the investigators are toying with. They want to show the Morgan profits. They are want to check up on the data offered by Senator Norris charging that the Morgan House has its finger in 2,242 different corporations through interlocking directorates.

According to Norris and Morgan directorates at on the boards of 219 other banks; 642 miscellaneous corporations; 215 insurance com-

porations; 215 insurance com-lies; 425 manufacturing and sing corporations; 423 transpor-ton companies and 318 public

tilities.

Curb Exchanges. There is plenty of talk about withdrawing while a to what the investigators are a little capital is left.

A sad hidden yarn lies behind

DOWNHEARTED? NOT AT ALL!



So say Kiki Cuyler and his wife as they muster up a pair of grins after the famous Chicago Cub outfielder was sent to a hospital in Hollywood, Cal., after breaking his right leg while stealing second base in an exhibition game. (Associated Press Photo)

ROOL, board, personal laundry, \$6 and \$7 week \$06 Gregg, Ph 1031

ROOL board, personal laundry, \$6 and \$7 week \$06 Gregg, Ph 1031

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ROOL board, personal laundry, \$6 and \$7 week \$10 ments.

For the same reasons neither connection with new securities is sues. That's the place where most of the dirty work in the past came in. If bankers had to pay "expenses" out of their own pockets or accounts for them there might be fewer bribes to "persuade" corporations or foreign governments.

Notes—

Davis was attorney for the Morporations or foreign governments.

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Takes no provision for publication of "expense accounts" in connection with new securities is sues. That's the place where most of the dirty work in the past came in. If bankers had to pay "expenses" out of their own pockets or accounts for them there might be fewer bribes to "persuade" corporations or foreign governments.

Notes—

Davis was attorney for the Morporation for publication of "expense accounts" in to destroyed Tucker. Two lifeboats searched from 1 and the place where most of the dirty work in the past came in. If bankers had to pay "expenses" out of their own pockets or accounts for them there might be fewer bribes to "persuade" corporations or foreign governments.

To destroyed Tucker. Two lifeboats searched from 1 and the province in the place of accounts in the past came Davis was attorney for the Mor- porations or foreign governments

He uses the Commerce Department as a headquurters since his row with Republican holdovers at

With a jinx already stamped on

San Diego. Just as it sermed

the tiny specks slipped, and plung-ed to death on the field below. Mo-

and dropped to destruction. While

women screamed and mer. wept the lone dot clutched at his rope

A month afterward, the pride of the United States navy sourced back across West Texas in calm summer skies. It roared over this

city without a semblence of the struggle it had made on its trip to

Both the Akron and the Shen-

ly flesh into Heaven, and we de Question 2 is based on Articl

are tragical bits of aeronau-

denoah passed over Big Spring on

hatch, unharmed.

transcontinental

the Treasury . . . There is no legal question of the authority of Congress to take jurisdiction over private banks because of the inter-The Liggett receivership is dirquestion of the authority of Congress to take jurisdiction over private banks because of the interstate commerce character of their business. There is a big practical question of whether Davis will be able to talk the Senators out of their purpose.

Congressman

The Liggett receivership is directly all large ground crew had the craft under control, it boiled heaven-ward won until customers stopped buying shaving cream and lip sticks because they had no cash.

While thousands gasped one of the tiny specks allipped, and plunged to death on the field below. More than the propose of the congressman and the craft under control, it boiled heaven-ward the character of their purpose.

While thousands gasped one of the tiny specks allipped, and plunged to death on the field below. More than the control of the character of their ward carrying three men dangling on a guy rope.

While thousands gasped one of the character of their ward carrying three men dangling on a guy rope. be able to talk the Senators out of their purpose . . . Congressman Goas of Connecticut will be a can-

didate for the senate next time if

NEW YORK

Stock Exchange-

Hit ler's official newspaper Voel-Walcott does not choose to run for re-election. They can indict II amounces that the suggestion of Mitchell—they can prosecute Harriman—but when they start to regulate J. B. Morsen and Co. They have a controlled the start of regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to regulate J. B. Morsen and Co. They have a controlled the start to result the start late J. P. Morgan and Co., you will man leaders. know the New Deal has arrived.

### NEW DEAL

Stock Exchange authorities are God," said the speaker.

"Everybody can not have money,
onsidering pulling an Aldrich. A "Everybody can not have money, (CONTINUED PRUM PAGE 1)

considering pulling an Aldrich. A
"Everybody can not have money,
strong faction favors going to
washington with a draft of legislation to regulate themselves. The
not based on love but upon the lation to regulate themselves. The draft would accord closely with the President's ideas. Higherups figure they would be better off if they take the initiative instead of waiting for the sword to fall.

There would be a diplomatic problem in persuading Richard Whitney to eat his words. Whitney to eat his words. Whitney to eat his words. Whitney to eat his words with the exchange can manage its own affairs best and he is a strong-minded gentleman. But if sentiment for an about-face keeps on we can join his church or get refused in the result of the first family. He did not tell how and Teachings of the Church aeronaudites that the proposition that might upon the proposition that might made right total history, victims of the elements.

Miu-Week Lenten Service At St. Mary's Church The mew kingdom or family of God knows no race, no nationality, no sate or bondage or freedom, no saint Mary's Episcopal Church will begin Wednesday night at 8 o'clock. The lectures are on the Ways and Teachings of the Church. Carellon that might made right total history, victims of the elements.

(CONTINUED FROM PAGE 1)

It would be just fine if you could a plan that would be supply and demand balanced at all times, and at the same time be impregnable to those who sought to use such a plan to take being appertaining to the Pederal Blue Sky Law bit the supplies of the supple of the Articles of Religion of the Anticles of Relig

April 30 Is Last Day For Seeking Loan

Farmers Given Final Directions By Federal Field Supervisor

John S. Andrews, field supervisor or the southwestern crop produc-ion loan office, emphasizes in a tatement that April 30 will absostatement that April 30 will absolutely be the last day for farmers to apply for government loans for crop production purposes, and farmers who still wish to apply for loans may apply to State National Bank here to have their applications properly made out. The law forbids any charge being made for help in the preparation of the loan applications, but such fees as that of a notary are allowed.

A loan may not be approved for

A loan may not be approved for the amount applied for, and if it is reduced, the proper reduction will be made on the forms filled out at the time the application is ade. In the event the loan is not Business Services. Services and morigane was recently find.

Business Services. Services and the service of the services of th approved, the note and mortgage will be returned to the applicant, the application and voucher being

A TRIO OF SWIMMING STARS

DETROIT. (AP—At least eighty-six of possible 100 votes in Michi-gan's special state conventior next These three lads were among the leading reformers in the national A. A. U. men's ewimming championships (ew York, Left to right: Leonard Spence, who defended his 220-ya. breaststroke title; Rainh Fianagan, crack 500 yard swimmer, and Walter Spence, who wen the 100-yard dash championship. (Associated Press Photo) the eighteenth amendmen'
This became certain Tuesday as
additional returns from Monday's
referendum showed an overwheim
ing strength by anti-prohibition

Texas Tech Has One Open Date On Gird Card

LUBBOCK—Coach Pete Caw-thon announces the football sched-ule for the Texas Tech Matadors

Oct. 7-Open. Oct. 14-University of Ar

Oct. 20-Louisiana Polyi Oct. 28-Sc

Thanksgiving-Ka

# FOUND

somewhere in the shopping center:

One purseful of opportunities

THE opportunities, to which we refer, are the daily bargains to be found in every shopping area. Some people find them quite by chance . . . stumble over them blindly . . , and acquire them with astonishment. Others never seem to be in the right store at the right time: If there's a 25% marked-down sale of shoes at Smith's, they are buying at Brown & Co. . . . If a grocer three blocks away is clearing out his canned goods at half price, they are at the corner store making routine purchases.

But—there are some people who always find these opportunities. Their money buys them more—and better-merchandise than their neighbors'. Why? Not through good luck, you may be sure; but simply because these people read the advertisements in their daily newspapers.

This advertising is NEWS. It tells WHAT . . . It shows WHERE. Those who read it every day are informed. They save themselves time, trouble, and DOL-LARS . . . And their homes are always up-to-date, their clothes stylish .. . their meals fresh with seasonal variety . . . all through the opportunities that advertising gives them.

Read the advertising in your daily newspaper.

### District School Meet Soon To Be Held In Abilene

The district 8 Interscholastic League meet will be held in Abilene April 7-8 and 14-15 according to announcements received here.

The tennis tournament will be held on Simmons University Courts on Friday and Saturday, April 7 and 8. Tennis contestants will report on the University courts not later than 10 o'clocks Friday morning, April 7, where play will begin immediately.

Coach Wayne Mathews has en-

Coach Wayne Mathews has en Coach Wayne Mathews has entered three players in tennis, two boys and one girl. Harry Jordan and Joe Davis will team together in the boys division, while Doris Smith will attempt to uphold the feminine section. Big Spring will not have an entry in the girls doubles. Doris was eliminated in the second round at the district meet last year.

Mathews expects Jordan and Day vis to go places this year, providing Joe doesn't break another leg. Harty and Joe have shown spiendid form this season, and /ith plenty of practice in high winds, they will

enter the meet as favorites.

The literary, track and field events will be held April 14-15. Only first and second place winners from each county in each track and field events, Class A and Class B, will be permitted to compete in the district meet, due to the fact that there are sixteen units in Disrict

A new event, high school boys and girls' junior declamation has been added this year. There will be a javelin throw held as usual, and to the discomfort of several district officials, there will not be a 440 yard relay. No substitution will be allowed in individual ev-

TRANSFER TEAM WORK OF ALL KINDS

Joe B. Neel

### Early Bird Orchestra Coming Here Friday Evening



dimmle defferies, master of ceremonies during the breakfast hour concert of the Early Birds, over WFAA, Dallas, gave up a career as a funny man in the movies for the microphone of radio. The Early Bird orchestra, which will lead a show at the municipal auditorium here Friday evening of this week under auspices of the Kiwanis club, for benefit of its work among underprivileged children, is shown in the picture above. The "rotund razzeur of radio," as one of his admirers has dubbed him, came to Dallas four years ago on a visit. He was in the movies then. But the giare of the kleig lights did not blind Ston-Fiction—An Naw Deal by Stuart Chase, The March of Democracy, Vol. 2. And Geography by Hendrik Van Loon.

Mortgage Relief Message Is Sei Message Is Sei Message Is Sei Mendrik Van Loon.

To Legisland

from the south and west lines of ents, however a substitution may section 16, block 43, township 2 be made to fill a vacancy on a south, T. & P. Ry. Co. survey. Sand.

squarter of section 35, block 43, ahead.

Standoling Oil & Gas Co. and others' No. 1 Elliott F. Cowden, north offset to L. C. Harrison and others' No. 1 F. V. Addis estate, north offset to L. C. Harrison and others' No. 1 F. V. Addis estate, al, Palo Pinto; Union Central Life pool, was reported to be coring and the opening of Ector county's third pool, was reported to be coring and reaming alternately below 3,760 feet in lime. In mid-week it drilled plug at 3,739 feet, where 8 1-4-inch

TRANSFER

Michigan (agreed motion). Stephens.

Cases to be submitted April 7.

IB33: The First National bank of al First Insurance company vs. Jack Jones, Jones, The Texas & Pacific Railway company vs. Ida Inez Short, executor, Howard.

BIG SPRING

TARGET CLUB



DR. AMOS R. WOOD Optometrist

# **Higher Courts**

330 feet from the south line and 1,330 feet from the west line of section 26, block 43, township 2 south, T. & P. Ry. Co. survey.

WILBURN BARCUS Attorney-at-law NOW LOCATED Room 10—West Texas National Bank Bidg.

fey, appellant's motion for rehear ing and to certify: Magnolia Petroleum company vs. Grady Guffey, ap-pellee' motion for rehearing; H. J.

Three New Tests

Assured In Ector

With two tests drilling. Ector will have three more active oil operations.

With tree oil pools, soon will have three more active oil operations.

First Turner, Jr., and others are moving in materials for No. 1-A data, in the northwest corner of the south half of the northeast quarter of section 35, block 43, township 2 south, T. & P. Ry. Co. and others are south, T. & P. Ry. Co. and others are south, T. & P. Ry. Co. and others are south half of the northeast quarter of section 35, block 43, township 2 south, T. & P. Ry. Co. and others no. 1 Elliott F. Cowden.

In Civil Appeals:

EASTLAND—The following proceedings were had in the 11th court of civil appeals:

EASTLAND—The following proceedings were had in the 11th court of civil appeals:

EASTLAND—The following proceedings were had in the 11th court of civil appeals:

Affirmed: Burch Investment company vs. John Hassen, Steph-motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S. Jarnigan, et al. appellee's motion for rehearing; G. F. Davis vs. G. S.

309 Runnels Open 7 A. M. To 11 P. M.

Official Ft. Pistol Range Ft. Target Range Spot Shooting Still Targets

No Membership Fees

### Baby Daughter Of Martin County Couple

### Message Is Sent To Legislators

WASHINGTON (A) - President Buried Here Sunday gress Monday enactment of legisla-

# Best Sellers Week Ending April 1 ATLANTA Feltone-South Mona Nickers by Bioclar Lewis and An American Citt by Tiffany Thayer: Non-felton-Looking For-ward by Franklin D. Rousevelt, Contract Bridge Blus Look by Elystone-Bounder of Democracy, Vol. 2, by James T. Adams. BOSTON: Fletion—Jenny Wren by E. H. Toung, The Enchanted Winter by Martin Hare, and Hardy of Democracy, Vol. 2, and British Agent by R. H. Bruce Lockhart. CHICAGO:—Fiction—Lockhart. DALLAS: Fletion—Initiation of the Bright of the Company Service Monday afternoon to heigh the Hurrican Roar by Rose Wilder British, and British Agent by R. H. Bruce Lockhart. DALLAS: Fletion—Initiation of the Bright of the Company Service Monday afternoon to heigh the South of the Grant British and Hills and the South of the South of the Company Service and the South of South of the South of South

Each day during April the Chevrolet Motor Co. will award a brand new 1933 Chevrolet Six. Each winner has his choice of any passenger car model manufactured by Chevrolet, equipped with 5 wire wheels, bumpers, spare tire and tube.

Contestants do not have to buy anything to enter contest. Merely call on us, fill out an entry blank-take a demonstration ride-and then write on back of entry blank the reason or reasons why you like Chevrolet.

Carter Chevrolet Co.

MAGNOLIA FOUNDERS' MONTH

Petroleum Paves the Way for

The March of Transportation



T is a far cry from the first ox-drawn sledge to the fast, luxurious transportation of today. In between has been a long era of slow horse-drawn land conveyances and wind-blown boats. It remained for petroleum, discovered in 1859, to completely revolutionize transportation within one brief lifetime. Petroleum has made it possible to build small, compact motors of tremendous horsepower. Petroleum has permitted man to overcome the devastating friction of metal parts moving at fearful speeds. Petroleum, in no small way, has been responsible for today's automobile, airplane, street car, railroad and steamship.

When the founders of the Magnolia Petroleum Company purchased the first oil in Texas at Corsicana in 1896, and two years later established the first refinery in the Southwest, they released a source of potential motivo power great enough to supply the world's transportation with gasoline, motor oil and grease,

Today, you find Magnolia Stations and Dealers everywhere in the Southwest waiting to smooth your journey with Mobilgas, Mobilgas Ethyl and Mobiloil . . . the culmination of more than thirty-five years in the refining business. Drive in and enjoy these up-to-the-minute petroleum products.

# Company

Producers, Refiners, Marketers of MOBILGAS . . MOBILGAS ETHYL . . MOBILOIL . . and a complete line of automotive and industrial petroleum products.

LISTEN IN every Inday eight at \$130 o'clock to Edwin C. Hill and "TriE INSIDE STORY over Redio Scotona ETSA, KTRH, ERLD, ZOMA, KIRA and WACO.

AND DEALERS IN TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA AND NEW MEXICO

11-10-MT

When she goes shopping—whether for a bottle of ketchup or for a pearl necklace—she challenges each product with a "Who goes there?" And if it has the password of advertised excellence she makes her purchase without hesitation. The advertisements in this paper are a safe guide to buying. Read them every day. Keep in touch with the

"WHO GOES THERE?"

says the wise shopper

Challenge of the sentry on guard, abrupt and imperative in the dark. "Advance and give the countersign!"

thing offered for sale is subject to suspicion unless it

bears the countersign—the familiar trade-mark—the

name of a manufacturer or merchant whom she knows.

From them she determines values, and decides what she

will buy and where. She knows that advertised goods

are safe goods, backed by the reputation of the maker

and the merchant.

Every day she studies the advertising columns.

To the woman in the home, alertly watchful over her household budget, passwords are important. Every-

latest news of price, style and quality. Then buy with the assurance that you will get your money's worth.