## Good Evenina!

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Boys Beggíng For Men To Lead Their Troops



## American Birth Rate Going Down Rapidly

## Marvin Jones To Seek PWA Grant For School Here

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| Hogs, Bear, Panther <br>  |  |
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Police Cars Crash Patrolman Killed

Record Crowid Expecied At Lection Meet

Fox Will Have Busy Sunday At Baptist Church

Lewis Elected CIO President

Rain Follows
Local Duster



## Germany Calls Home Nazi Envoy To U. S.

Roosevelt Will Ask For 9,280 War Planes 'Uncle Bud' Takes Three

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## I Saw

Jewish Abortion Approved By Nazis

Mrs. John Bull Can Now Wear Silk Hose And Use Lipstick

Two Killed When Bomber Crashes
bage
Mrs. Fãulknèr
Hostess Ai Club
Bridge-Breakfast
 yantam




Justa Bridge Club Members Have Party In Holiday Motif

Two Prizes In Golf
Aworded At Weekly
Lodies Day Play



IE YOU FEEL SUNK
 Kitchen Shower
Given Âs Honor
To Miss Harris





Tomorrow is the last day!


Two Special Groups of Ladies'

## SHOES

Drastically Rediced!

Rice O'Teills

## \$5

Naturalizers. .Johansens, e \$3.85
Murfee's, Inc.

Temple Docior Wins Award At Werical Meet



Mainly About Foothall Team People $\approx=5^{2}=$ Seeks $^{\prime}$ Good Old



SHUTDOWN


Mickey And Donold Get Italian Okay

## STRAIGIT STRARBOI BOURBKE WHISNK <br> 100 PROOF

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President Extends Visilors' Permils

House Painter Faces Gallows

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hesault on perions lawfully Therein victims were Thomas Dupont,
Ti, and hils sister, Miss Jennue Du-
pont, 54 .

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SAVE! SAVE! SAVE! ON M $\$ 15$ ro $\$ 50$ NGES o Discount on all Refrigerato
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Noris Bor Jews From "Public" Parks German Coods


Compromise
Predicted On Offices Bill
WASHINGTON, Nov. 18 (PP
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that friends and foes of the admi stration's government reorganizat
int might try to work out a comp
mise measure in the next session Interested administration officials
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re provided for the creation of ne cepartments.
public works.
Vardenberg asserted there easi
 HUSBAND THRILLED


NEW CONCENTRATED SUPER SUDS GIVES 60\% MORE SUDS!


Lane Will Be Chunking On Sore Ankles



Texas Tech Will Play New Mexico


| Automobile cut down roun |  |
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| Financing |  |
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Masonics Can Win District Tille Tonight


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Barker Picks TCU, SMU, Notre Dame, Duke, Pitt

## Wellingion And McLean To Battle For Title Tonight

|  | Sports Roundup |  |
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## STRANGER IN TOWN

## T

 HE lamps on the main street outside have just turned on and the clock in the hotel lobhy says Iive minutes after six. A man steps oui of the elevator; he tights a cigarefte and walks slowly toward the dining reom.
## He is a traveling salesman; a stranger in fown.

The siranger slops at the newsstand. He slaps a nickel on the counler and picks up an out-of-iown paper. Turaing away, he starts to read it, walking to the dining room.

Suddenly the stranger stops short. He frowns. Then he walks back to the newsstand and buys the latest exifion of the Pampa News. He fakes it to the dinner table with him, leaving the out of town paper with his hat on the rack oulside. The News came from the press a bare hour ago; the out of town paper is iwelve hours old.

TONIGHT this homely little drama will be reenacted in hundreds of cities and towns all over the United States. It will happen in Oklahoma City, Dallas, Houston and Oshkosh. It will happen in Augusta, "Maine, and in Augusta, Georgia. Go into nearly any hotel lobby, nearly any reilroad station and you will see it happen. It's as sure as sunset or high tide - the manifestation of the twicedaily craving called news-hunger!

News-hunger is the thing that makes millions of people get $u p$ in the morning. News-hunger makes the bus ride home endurable for just as many millions every night. To satisfy it women will go late to the movies and men will paddle across northern lakes in a squall to reach the post office . . . and the mail edition - - on the other side. It makes an empty newsstand as great a tragedy as an empty refrigerator. News-hunger is shared by banker and bootblack, prize fighter and professor, and the food it craves . . . the news of the day . . . is the one thing all civilized humanity can talk about in common.

For everybody who can read reads the news! Oswald K. Citizen may have a thousand books in his library or he may have one . . and that one the telephone directory but he reads some newspaper at least once a day. He may own a sixteen-tube radio, a fotur-tube cracker box, or none at all . . . he may subscribe to a dozen magazines, to three, gr to not a single one . . . but it's dollars to doughnuts that part of his hard-earned income goes to buy at least one newspaper every day in the week and probably Sunday, too!

"All I know is what I read in the newspapers," said Will Rogers and it's probably the phrase that will endear him longest to America; it struck a familiar chord in the hearts of millions.

Everybody reads the newspaper. There's so much, so awfully much, to read! Just the weather report, for instance. Remember fhose scorching days a few weeks ago? And how you couldn't wait to pick up the paper to see if a break was coming? And the football news! Hasn't it been a grand and glorious escape from business froubles, tex worries and the thousand and one things that plague you every day? What would you do without your newspaper? What would you do without the unrolling drama of a war-tense Europe, without the Roving Reporier, Rodney Dutcher or Lil' Abner? You'd get along, of course; but life wouldn't be very exciting. And there are millions like you, mister!

Everybody reads the newspaper. Reads it excitedly, eagerly, with a thrill! That, incidentally, is why newspaper advertising packs such a wallop! That's why it outpulls every other kind. Everybody reads news. . . everybody wants news . . . and advertising is news, too! A newspaper reader is alert, keyed-up to get the most out of advertising just because he is reading his newspaper. He's not chewing his nails off deep in a magazine mystery serial, oblivious to everything but a bloody corpse. He's not wading wearily through a mass of broadsides and brochures looking for a personal letter from his pal in Clinton, Iowa. He is avidly intent on the news in his newspaper advertising: What is it? How much does it cost! Where can I buy it?

He likes newspaper advertising and looks upon it as one of the many fine services his newspaper performs.

Finally, let's remember this! Advertising is simply selling and must always be hometown selling . . . . local selling. People do not buy cars, shoes or tuna fish at a factory a thousand miles away. They buy them from a local dealer. Selling is always local . . . and newspaper advertising outpulls any other kind because it is local, too
because it can be keyed to local conditions, local interests, local buying-power and local taste.

That's why America is primarily a newspaper market. It is, in fact, a super-market of local newspaper markets, populated by folks who buy almost everything they wear, eat and use through advertisements in local newspapers. If you are a national advertiser aiming for larger volume you must recognize what local advertisers have long ago realized: that you need local newspaper pulling power to deliver your inportant message to these people. Without it, your product will remain a stranger in town.
3.016. Employed Buring Octoher By Plains WPA aee erayation, 2990 cubbe frat of One of the mapor wPa projects jeat complete city street paving pre thens of has resulted ine wor atreais diding
ness
to embark upon theses new im Texas Veterinary School Ranked A Second In U. S.



 Aggies To Name Town Officials coutize statroin. Nov. 18 .
 Those nominated at the meet






The Birmingham-Southern freshman football team at Birmingham, Ala., decided it, wasn't getting
enough recognition, merely serving as cannon fodder for the varsity, so the frosh took drastic steps
to gain some attention. Resilt: those glistening objects you see in the above huddle arentt egsa, put
Whisky--and Taxes---Go Up in Flames

Brandeis Marks 82d Birthday Quietly


> Whisky--and Taxes---Go Up in Flames
U. S. May Supply

## Goats With Coats





Pupils Use Textrile panhandie, Nov. 18-Puole



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Shamrock Red Cross
Seeks 250 Members

## Farce Presented By McLean Students

White Deer PTAT0 Study High School



## MASS MEETING FOR PAMPA

 Sunday, Nou. 20, 2:00 p.m. DR. FOX SPEAKS"The Imperiled Liberties Of Our Nation FOUR TIMES
10:00 A. M. "THE WAY OF SALVATION" 10:50 A. M. "HEAVENLY WITNESSES" Do the loved ones in heaven know, hear and se
2:30 P. M. "THE IMPERILED LIBERTHES OF OUR NATION"
A prophetic and patriotic inferpretation
and presentation of the "signs of the
7:30 P. M. "PRISONERS OF HOPE"
and food for the soul!

## The First Baptist Church

## HARRIFood TOR

 PRICES EFFECTIVE FRL., SAT., MON. GLADIOLA FLOUR ${ }^{\text {Hesshers }}$ $\begin{array}{rr}\text { Fruit Cocktail } \\ 2 & 236 \\ \text { For }\end{array}$ Flour Ever
Guoronted 48 Lbs. $\$ 1.35 ;$

WORTH'S MAPLE SYRUP Flour Cinition


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Thanksyiving Turkeys For Sale .. Section 38

AUTO
ROANS

## Refinameing <br> - ADVENGONE - PAYMENTS

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Daughter Of Texas Judge Becomes Sensational Hit In Broadway Revue


KPDNRadio Programs



Mooney, 21 Years In Prison, May See Freedom Under New Governor



REX ${ }^{\text {© Fri. - Sat. }}$


Chapt. 10 "Wial Bill Hetoke" SUN., MON., TUES.

## "Whind Bocros



LEW AYRES
Lyme CARVER

## CROWN <br> Today \& Saturday 

- Aleo

Zorro Rides Again"
selected Shorts

- SUNDAY SCHOOL LESSON


 Soul And Body To

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$\qquad$ we wated for thee: the coirre remembrance of thee" (Lsatiah (26:Among the eitations which com
prise the lesson-sermon is the







TODAY'S MIRACLE



IT WILI PAY YOII TO SHOP OUR SAT. and MON. SPPCIATS Mr. and Mrs. H. H. Hesto ILLTO GROCERY Borger Highway
e 1908 We Deliver Ample Parking Space

## CROWN

COMING SUNDAY

## Jackie COOPER



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