# THE BIG SpRING DAILY HERALD 



Dickens 'Tale Of Two Cities' Headlines Ritz Program Today Ronald Coiman Sta
of Outstanding


I'VE COMPARED THIS RADIO WITH $\$ 75$
AND \$9O SETS! THIS HAS METAL TUBES
AND GETS EUROPE BETTERI

## Sale!

7.TUBE
RADIOS
$\mathbf{\$ 5 1 9 5}$

Compare This CONSOLE with Nationally Advertised Sets at 575 to 590

What an opportunity! World program finger-tipe-with the sid of Genoine
Metal Tubes! See. these 1936 deluxe Metal Tubest' See. these this sale!
radion! Buy now during thel

- High Fidelilit! Ganvine Metof Tubeel - Giester Powert for Long-Distancel Adiont Dial With Miaronter Juning noed by RCA and Hoseltine


Compare This MANTEL with Nationally Advertised Sets ot $\$ 55$ to $\$ 701$
39.95

B


Jane Withêrs IsFeatured In Film At Queen


Pay on Wards Budget Plan-Out of Inceme

221 West 3rd St.

## MONTGOMARY WARD

west 3ral St. Exhibition And Flights A
Scheduled For Wednes

Byrd's Plane Will Be Here



8 HOUR KODAK SERVICE
 Drice
THURMANS studio
Nortik Oppoate courthone

Court Order Delays Chain Store License
 Scheduled For Wedne
day And Thursday $\qquad$State DistrictsOrganized ForLiquor Control
$\pm=2=$
$\pm=2$
State's General
F'und Improved
01 Magic Program Is
มะ ..... $=5=$$=$

RITZ SUNDAY-
MONDAY

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LYRIC

ELIZABETH ALLAN EDNA MAY OLIVER BASIL RATHBONE

A Metro-Goldwyn-Mayer Picture
8

ADDED
"Mickey's Fire Brigade" Paramount News

Gloriously alive
...The magnificence of romance! . A glorious film reproduction of an

| Dynamite! To ous intrigues in the colorfal |  |
| :---: | :---: |
|  |  |
|  |  |



Lume
res
Metro News, "Honey Land"

Metro



# RULES COMMITTEE RECOMMENDS CHANGES 



## SOCIETY

Informal Reception Compliments Visiting President Of Howard Payne


## DAY and NIGHT ENSEMBLE

|  |  |
| :---: | :---: |
|  | Evening in Pauis suruut-ar moin Romioe and glamour from this bottie of Evening in Paris Petfume-knowa the world over as the fragrance of romance. <br> Evening in Pauis FACE POWDER. Always a love- lier complexion fromthis full-sixe box of triple silk-sifted Evening |
| ALL 3 <br> for ' 1.10 <br> the price of the powder olene! <br> BOURJOIS |  |
| CuIVivis | (inchilili S |



Federated Clubs Plan A Special Day Centennial To Be Them
Of Many Unique




Local Bridge Players To Enter Fifth
World Bridge Olympic Tuesday



## SOCIAL CALENDAR




## There Is Only One Way Open To The Merchant-INCREASED VOLUME IN 1936


#### Abstract

Merchants and Department Store Executives should not have to be told that the only sure way they can improve their profits for 1936 is to INCREASE THEIR VOLUME. But the fact remains the many merchants sit at their desk looking out the window thinking of the 'old days' of the twenties-when they should be planning sales promotions and merchandising events which will get their volume up to where their increasing overhead will be taken care of by increased sales.


Kenneth Collins, vice-president and advertising manager of Gimble Brothers, New York, told the National Retail Dry Goods 'Association the other day that merchants had better get back to the advertising ideas of "John Wanamaker, Marshall Field, and others who operated their successful businesses upon the old fashfoned theory that on a given day a given dollar volume was necessarv for the store and that it was up to the store to buy that much business or quit.
"After all," he said, "when a store has a fixed expense, or a rising one: when a store has a statio zary gross markup of profit, it cannot be criticized for taking a gamble with extra advertising in an effort to raise its volume of business. And I don't call it gambling in the sense of trying to draw to an inside straight or hoping to fill out a four-card flush. For since general business is improving everywhere, it simply means that since the mass of people are beginning to spend more money, a store is guilty of criminal inaction if it doesn't try to tell people more facts about more things for sale."

In West Texas we have every reason to expect many people to buy many things they have not purchased before in a number of years. Here are some of the favorable factors which will spell increased sales for West Texas stores:

## 1. 10-Cent Cotton

## 2. 31-Cent Wool

## 3. Higher Cattle Prices

 4. Big Feed Carry-over 5. Higher Prices for Sheep 6. Bright Agriculture OutlookOn top of this is the immediate payment of the soldier bonus which will bring $41 / 2$ millions of new dollars into this section between now and the first of July.

But overshadowing all these elements is the threat of inflation-which is so obvious that only those who refuse to believe anything but hind-sight, can fail to see it.

Coupled to the national budget for 1936-37 of 6 billion dollars must now be added 2 billions for the bonus and an additional two billions for work relief or public works. This is 10 BILLION DOLLARS. This is about the total of the Allied Debt to this country. This is as much as our government spent in the war year of 1917. This is a sum that is unheard of before. Regardless of your economic ideas it means turnover. It means business. It means somedav a lot of people are going to wake up and be among the class who just missed the boat.

And when it comes to sales promotion, the constantly increasing circulation of the Herald offers to those who have something to sell the greatest medium in the history of their business.

## 1928 Was the Year to Sell.......... 1936 Is the Year to Buy!


#### Abstract

Mr. Merchant you can turn the heat on sales or someone will turn the heat on you. Let our advertising department help you carry the mes sage of new merchandise to your old customrs and to the new-comers to the Big Spring area who never heard of your store.


> The Big Spring Herald Daily -- Sunday -- Weekly


## HERALD WANT-ADS PAY

One insertion: 8 c line, 5 line minimum. Each successive insertion: 4 c line. Weekly rate: $\$ 1$ for 5 line minimum; $3 c$ per line per issue, over 5 lines. Monthly rate: $\$ 1$ per line, no change in copy. Readers: 10c per line, per issue. Card of thanks, 5 c per line. Ten point light face type as double rate. Capital letter lines double regular rate.

## CLOSING HOURS

## Week Days Week Day <br> $11 \mathrm{~A} . \mathrm{M}$. $4 \mathrm{P}, \mathrm{M}$.

No advertisement accepted on an "until forbid" order. A specific number of insertions must be given.
All want-ads payable in advance or after first insertion.
Telephone 728 or 729

POLITICAL
ANNOUNCEMENT
ANNOUNCEMENTS The Daily Herald will make
the folloting charges for volitical announcements:
District Offices... $\$ 25.00$ County Offices.. $\$ 15.00$
Precinct Offices.. $\$ 5.00$ Precinct Offices. $\$ 5.00$
The Daily Herald is auth The Daily Herald is auth-
orized to announce the for-
lowing candidacies, subject t. the action of the Democratir
primaries in July, 1935: JESS SLAUGHTER For County Judge:
H. R. DEBENPOR J. S. GARLINGTON
CHARLIE SULLIVAN For County Treasure
E. G. TOWLER For Couaty Clerk:
R. LEE WARREN For District Clerk:
HUGH DUBBERLY
JACK EDWARDS HUGH DUBBERL For County Attorney:
WALTON MORRISON
W WILBURN BARCUS For Commissioner Pet. No FRANK HODNETY
REECE N. ADAMS
J. E. (ED) BROWN. $\frac{\text { J. E. (ED) BROWN. }}{\text { For Commissioner Pet. No. } 2}$ ARVIE E. WALKER
AREL A. W. THOMPSON
S. I. (SAM) CAUBLE For Commissioner Pet. No. 3
J. S. WINSLOW
H. H. (HUB) RUTHER$\frac{\text { FORD }}{\text { For Commissioner Precinet 4- }}$ T. J. (TOM) McKINNE J. L. NIX
S. L. (ROY) LOC
J. W. WOOTEN
EARL HULL For Constable Precinct 1:
J. F. (JIM) CRENSHAW For Justice of Peace Pct. 1:
J. H. (DAD) HEFLEY or District Attorney
70th Judicial District ANIOOUNCEMENTS



New Desensisizer Ends Fear Of

## 'Tortune Tool'-Dentis's Drill

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$\qquad$ Special Lecture $\approx=$ Will Be Given At Catholic Church

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## Special Sunday Dinner

 Turkey, Chicken or Duck (With All the Trimmings) $50 c$ C-L-U-B C-A-F-E
## "BELIEVE IT OR NOT"

## ROBERT L. RIPLEY

Days - Wednesday, Tuursday, Friday, Saturday
PEOPJLE FROM ALL PAETA OF THE WORLD
OVER 2 MILLION PAID Admissions at the Chicago Worlds Fair

GARY BLDG., 213 MAIN

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P-R-I-N-T-I-N-G dorban a 118 W. Finut so
3uat Fumbe

TEXANS, DO YOU KNOW THAT. FROM TEXARKANA IT
IS FARTHER TO EL PASO THAN TO CHICACO, AND FROM NEW YORK. TO CHICAGO BY RNLL IS 200 MLES SHORTER THAN FROM TEXLINE TO POINT ISABEL?
OUR VAST STATE, THAT THE WEST


Nsus Engraving A'S SON-IN-LAW

Success
by Wellingto


DIANA DANE
Trademark Res. Applitice For



Ladies' Man

by Don Flowers



HOMER HOOPEE Trademark Mege Applite For
No Spik Eengleesh
by Fred Locker



Charming Spring Dresses

 7.50 to 16.95
 SPRING HATS
 J\&W Fisher Dep’t Store


Winkler'Strike Opens Area; Pay Encounte ed Between Ector Pools; Howard Co. Registers Five Completions Reg


Save on Bedroom Suites


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\begin{gathered}
\text { SAVE } \\
\text { AT } \\
\text { BARROW'S }
\end{gathered} \quad 3050
$$





Save on Living Room Suites
 room quile quity


Save on Dining Room Suites
 $\substack{\text { SAVE } \\ \text { BARROW'S }}$$\quad 4950$ BARROW FURNITURE CO.
 $z==-=$ Still Active








 The FLORENTINE FLORENTINE


The ZEV



Glbert M. Fisher Co.

## They're Here!_The New

KNOX HATS FOR MEN


KNOX VAGABOND PRINCE
 and

KNOX FIFTH AVE, SPECIAL


Amort M. Eisher Co

