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award of $\$ 4,500$. (Asociatod Press Photo)

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## (144) <br> SAFETYGRAMS <br> 

Driver Responsibility



"I won't tolerate inefficiency in my business nor in my automobile. I own
an expensive car and naturally I take the best care of it. That's why I use Mobilgas and Mobiloil exclusively . and nothing else. I know I can depend upon these products to deliver the fine porformance: I paid for when I bought my car."

Every day wise motorists

## are changing to

## Mobilgas

医 - Móbiloil MAGNOLIA ANO SATIONLLENSAsk For Magnolia Products At The Following:

## L. A. ROGERS

MagNolis wholesale agent

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# Hère Is What 25c Will Buy 

## In Burr's Lingerie Department!

We'll just hot you didn't have any idea of all the wonderfut lingerie bargains you could get at Burr's for only $25 \mathrm{e}-$ a quarter! Here are some of our outstanding 25

## Pique-Stripe

Rayon "Undies"
Bloomers
Panties
Step-ins
Gandees

They're so attractive, these dainty "Bligue-stripe" rayon
undies. You'll be more than pleasel who the values, because thec3 garments will give yeu tize utmost in satis factory service! Guaranteed FLLI CUT and well-made

Chalk-Finish Rayon "Undies"

EXTRA SIZE "UNDIES"
A siramanainy yom mot


## $25 c$

"Kick-Away" Bloomers and Panties There's no garment better for active
young girls. Has patented Saddle-
crotch.

Children's Pique-Stripe Slips Especially economical for school wear:
Made of fine rayon. Full cut.

Children's Chalk-Rayon Combination A full cut, well made combination for
School Girls. With drop-seat.


Come to Burr's to Get Your

## Silk Hosiery

in the New Fall Shades!
$\pm 59_{\mathrm{pr}}^{\mathrm{c}}$
Yes, Burr's have them. . all the new Fall Hosiery col-
ors in a complete range. Pure silk, first quality, full
fashioned. New "Ringless" Hosiery 89 pr . 4
复
SCHOOL HOSIERY


Boys' Golf Hose



- $114-17$ n. 8ncoud


"SAVED AT LAST," CRY OF MORRO CASTLE SURVIVORS



AIRVIEW OF BURNING LINER





Member Of Morro Castle Crew Saved

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## SPORT

 LINES


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## -Pictares

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## Lamesa Club

 Backs Down
## rount Now Mexion Tam



The Sterer will blast the id
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Lamesa Golden Tornadoes.
Arrangenents were complet-
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Lamesa had backed out.

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Alomzo Tura, former San Angelo
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Honest Battery Service


Crosley Auto Radio


Willard
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Expert Ignition
Work-


## Phillips Super Service

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WW HAT you hear and what you read W about a car should be considered before you buy-but one ride is worth you gat nothing but on the road place to test Chevrolet Knee-Action place to test Chevrolet Knee-Action
is a stretch of bumpy road, where is a stretch of bumpy road, where
you can see for yourself what a big difference KneeaAction makes in riding comfort. Chevrolet welcomes this fair and thorough test because it will acquaint you not only with the Knee-Action ride, but with all the other features that Chevrolet owners like-the smooth, economical, valve-in-head engine that gives you more


## is worth

a

## thousand words

speed than you will ever care to use: the positive, cable-controlled brake that aresafe and reliablein any weather the handsome finish and the momince of bodies by Fisher, and the added of bodier of Fibher Ventilation comfort or Fidher Veailation. Fe Chrolet dealer and ship Test by driving a Knee-Action Chevrolet as you would drive your own ear. Chevrolet is satisfied to let you and the ride decide which car is the best for you.
CHEVROLET MOTOR CO, DEFROIT, MiCH.


Knee Action CHEVROLET CARTER CHEVROLET COMPANY

Big Spring, Texas


HERALD WANT-ADS PAY
One insertlon: 8 c line, 5 line minimum.
Pech sucecenive Insertion: to line.
Weelcly rate: \$\$1 for 5 tine minimum; So per line per Monthly rate \$1 per line, change in copy allowed weekly.
Readers: 100 per line, per insue.
Cand of Thaniks: So per line.
Ten point light face type as double rate.
Capital letter lines double regular price. CLOSING HQURS
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Saturdays $\ldots, \ldots, \ldots, \ldots, \ldots$. $\mathbf{P}$. $\mathbf{M}$. No advertisement accepted on an "until forbli" order. A specific number of insertions must be given.
Afl want-ads payable in advance or after first inser-
Hon.

## UNNOUNCEMENTS

Lost and Found
 $\frac{\text { Phone ene for reward. }}{8}$ Woman's Column




FOR SALE

| 22 | Livestock |
| :---: | :---: |



## FOR RENT

32 Apartments 3


| $35 \quad$ Rooms \& Board 35 |
| :---: |
| Book \& Board. 505 Lancaster. |
| WANT TO RENT |





## 





## Millions of Visitors Will Leave Millions of Dollars in Texas



Texans will show their State! Visitors will show their interest, admiration, respect for its history and confidence in its future. Some will become citizens, others will leave with a heart full of love for Texas, and admiration for its citizenship.

Statistics show that the influx of visitors alone warrant the statement that the project will show a profit. It is expected that $\mathbf{2 0 , 0 0 0}, 000$ outside visitors will be attracted to Texas. A conservative estimate of their expenditures is $\mathbf{8 6 4 0 , 0 0 0}, 000$. Probbably $\mathbf{\$ 2 5 , 0 0 0 , 0 0 0}$ in gasoline tax will be collected. Thus the State will receive 2 very large margin of profit on whatever invéstment is made in the Centennial.

Interest yourself in this coming celebration. From a patriotic standpoint your interest is challenged, and from the standpoint of personal interest you are now called upon to do your part.

## Texas Centeninial Conmmission

Publicity Committeo

# A Brand New SEASON 

SEPTEMBER marks the opening of a brand-new season in this business of running one's life. Back home-back to work-back to school. Timo to take stock of most everything, len't it? What's needed for the house, for the children, for yourself? . . . At least a dozen spending decisions to be made very soon.

How about chooning a school for the youngsters? (it's not too late even now.) And school equipment, too-pen-and-pencil set, typewriter? Then don't forget new linens and towels for the house-and bathroom supplies, of course. Perhaps the pantry wants restocking. And you are goling to redecorate at least one room, aren't you?

[^0]


175 Million Dollars Paid to Texas People

$5{ }^{\top}$ hr legal reserve life insurance companies of Texas have paid to Texas people $\$ 175,000,000.00$ in cash . . . as death claims, surrender values, endowments and annuities. The amount so paid out increases each year. Such payments in 1933 amounted to $\$ 20,000,000.00$.

These Texas companies make it easy and convenient for the people of Texas to practice thrift and thereby provide for their own future needs. That the people of Texas appreciate this service is evidenced by the fact that $1,200,000$ are policyholders, owning insurance in the amount of $\$ 1,150,000,000.00$.
Texas legal reserve life insurance companies have assets of $\$ 184,000,000.00$ so invested as to safeguard the interests of policyholders as well as to contribute largely to the progress of Texas.
When you buy life insurance in a Texas legal reserve company you become a participant in the program to make Texas a better state in which to live and make a living.

## Texas Life Conyention

REPRESENTING TEXAS
LEGAL RESERVE LIFE INSURANCE COMPANIES


## Announcements

 Hesis mesing The wwin clibrate
ne mirthday of one of thelr mem-
tee

 Members of the Legion Auxiliary
will meet hhis evening at the home
of Mrat R. H . Miller. Dorcas Circle Devotes
Afternoon To Sew Afternoon To Sewing






## Impressions Of Texas Methodist Centennial

 To Be Given By Women
 THURMAN
Shoe Shop
304 Expert Shoe Rebullding,
Quality Firat-Service Always




## Take a Good Look at a HUMBLE STATION



LL service stations are not alike. Humble Stations, for example, have been expertly designed to offer you complete and efficient service. They are kept clean and neat as a new pin; they are regularly inspected with the thoroughgoing methods of a good housekeeper. 20 20 Still, we want to know what you -the practical buyer-think. So we extend this open invitation: stop and inspect a Humble Station. Then send us your opinion. It is our desire to please you, and to please you we must know what you want. We invite criticism, we invite suggestion; the door is open to both.

Th \& dumble oil \& refining company


This coupon will bring you prompt and full information on routes to any part of the United States, Cánada, or Mexico, without cost or obligation.
HUMBLE TOURING SERVICE
Humble Buildino, Houston, Texas
Gentlomem; I am planning to travel by automobile to places to see en route.

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Cry a 5 Tina


[^0]:    Whatever your needs, the advertising pages of this newspaper win help you decide wisely and spend wisely. You can depend on advertised goods and services , . . for if they didn't represent pretty worth-whllo values, the sponsors couldn't keep on advertislug and selithg! Read all the sales messages in thls newspaper. They have something worth-whille to say to you.

