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Dr. J.C. Hardy Heads Texas Baptist Body
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Highway No. 9 Rotary Club Deal Held Up HearsHall




## Barisdall May

Purchase Lion Oil Property



93 Barrels In Hour Flow Of Lawson's Test

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In This County


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## EXPERIENCE



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## NEWS OF THE DAYOIN PICTURES <br> ohio stait passes the buck in selecting homecoming queen




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ANNOUNCEMENTS



| FINANCIAL |
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| Money to Loan |


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Three Letter Men Form Nucleus

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and

D.A.R. Spe?kèr Saýs Communism Spread In Texas University



| NOTICE! |
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| Buick-Oakland-Pontiac Owners |
| Phillips Super-Service Station |



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## Exchange



WOODWARD COFFEE
Attorneysat-Laic
General Practice In All
her beilding Phone 501

It is in these homes that the vast majority of Big Spring's "buying decisions" are made, whether the purchase be one directly concerning every member of the family or an individual purchase by an individual member of that family
You as a merchant should therefore, be sure that your "store news" is being placed in the hands of ALL of these potential buyers BEFORE these family "buying decisions" have been reached To do so ecofomically

> HERALD

