## zuq Spoing Daily Herala

## FLOOD AGAIN THREATENS BRADY BIG SPRING FIREMAN TRAIN CRASH VICTIM

Texas And Pacific Threatens Removal Three Trains ${ }^{B u s i n e s s ~ S e c t i o n ~ S u f f e r s ~}$

Fare Slashing Hearing Opens Protest Filed


## = Conch River

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Airmail History To Be
Written As First Ship
Takes Off For Atlant



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Fleet Commander
 Spread Tracks At Eagle Ford

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|  |  | As River Overflows Second Time, Plaza Is Threatened Report From Melvin Says. Water Still Rising, Slight

Recession Reported




 Rain General Over This
County
Nest Texas Group mixamo

Protests "Unfair" An



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## RANGER

VICTORY
WEEK-END

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B Eleven In Feature Conflict, Christians To Meet Aggies Have Arkansas On Schedul
Baylor Game Holds WeekEnd SpotlightH148,Loboes, Herd To Clash Friday Strength In Bre
Atracts Much Attention

Wild Rioting






LIKE a man blindfolded is the person who makes a purchase without the knowledge that comes from reading advertisements. Perhaps he will be lucky, and stumble upon the best value for his money, but the chances are against him. 'Advertising is the guiding star to sane and economical buying. Whoever shuts his eyes to its light is contriving to his own misfortunge.
*. The merchant who advertises is dominated by a desire to let people know what they may expect in his shop and from his merchandise. Publicity is his god. The more the public knows about his store the better he is satisfied. He believes in his wares, brings them out into the light of day and backs them with his name and reputation. He is proud of his store and his goods and his salespeople, and he can't heln proclaiming it to the world.

Success in merchandising is not an accident. Prosperous businesses don't just happen, Topsy-like. They are the result of serious', untiring application and a sincere ambition to give the public the best the market will supply at the lowest price consistent with quality. .
. $e a d$ the advertisements!

## When a merchant advertises in The Herald

 he has openly declared himself to the buying public, he has gone on record and he knows full well that 15,000 people stand witness, to the manner that his claims are fulfilled. .- There is something open and above board about advertising, a straightforwardness that begets confidence. 'Advertising is like sunlight. It is health to all that is goodand an agency of destruction to all that is unsound and unworthy. It is used with enthusiasm by those who have nothing to conceal; it is shunned by those who have something to hide.
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| Relative' Held After Nacogdoches Man Shöt | (ermanent Wavece |
| :---: | :---: |
|  |  |
|  |  |
| No Substitute for your Sweetheart |  |
|  | -Wrte the name on the ballot November 4 |

HILBURN HOTEL
Room and Board
sts so per week

A Sutring Romance by a Noted Author


LIIE ELISMORE'S dream of romance was shattered almost a before it began, but from this ROY tragic tangle emerged a finer VICKERS love, bound by ties which were destined to dely odversity.

Starts Thursday, October 16


GLASSFS

 | $\substack{\text { Dr. Amos R } \\ \text { R Wood } \\ \text { 117 East Third Street }}$ |
| :---: |
| BUSINESS |

## DIRECTORY

 BROOKSand WOODWARD Attorneys-At-Law
General Practice in all fisher bldg.

DR. brittie s. COX Cuirupractor



## dRS, ELIINGTON AND

 hentistDENTISTS
Petroleum Bldg
Phone 281
B. A. REAGAN

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## EVȨRYDAY QUESTIONS

Dr. S. ${ }^{\text {A Parkes Cadman }}$






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 PA'S SON-IN-LAW



Out Of The Depths


by WELIINGTON


Right About Face
by GENE BYRNES




by JULIAN OLLENDORFF

The Feeling Is Mutual


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