## * Itig Spring Daily Herald

## 60 Millions Ordered For Emergency Relief



Empire Southern Offers New Schedule Of Gas Rates For Big Spring Domestic Users Radical Departure From Basis Of Rates Used Gen
ally Proposed By General Manager Coughlin;
Commission Asks For Time To Think Tt Over Lone Star Gas Is Ordered To
Cut Gate Rate $=$

FLOOD HITS MAIN STREET OF DENVER SUBURB


## West Texas To Get Part Of Benefits

 Some Allotments May Be Made This Week; Roads To Be Built Federal nid totaling (stan)- Ident Roosevelt to meet em
ergencies ressulting from
drought, hurricane and gross The president Instructel the director of emergency re-
lief, the Farm Credit Admin
istration, and the public istration, and the publi
works board to cooperate in getting ald to stricken areat
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MARKETS
MARKETS

Made To Issue

Ninth Inning
Rally Beats
Odessa Team
Beats Rice



Felt Much Better
By Taking Cardui

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on ALL TRANS, includiag
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 batista embraces new president Pearson Wins


Johnnie Fischer Medalist Of Amateur Tournament With Record Breaking 141 Score



Off Senators General Crowder Defea









Tomorrow Only

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ON THE AIR
Wednesday
September 13 8 P. M.
"THE FEEL
OF THE
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Revue

Nančy Garner

Lasses and Honey
Ford Orchestra

WFAA
WKY KVOO

## Better Light

## Better Sight!

## $T$ New Style Lamps New Low Prices <br> 

| Torchier Reflector Lamp | $\underset{\substack{\text { Floor } \\ \text { Reflecta }}}{ }$ |
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| \$5.45 | \$8.45 |

TEXAS Fixgictric Service COMPANY


Mr. Man, you may know more about the intricacies of the stock exchange, more of high finance, more of the whys and wherefores of politics, more of this and that

BUT, when it comes to shopping, your wife has prob ably got you beat six ways to the jack-pot.
Now don't let your male egoism get the better of you and just say, "The bl_k she has,"-think about it. After all, women have made it their business to be good, economical shoppers. They have devoted thought and effort to the business "you haven't had time for."

Go to your wife and ask her how she handles this sh opping proposition. She'll tell you, "Well, the first thing, and it's the most important, too, is to read the ads in the Daily Herald."

And then she'll be glad to demonstrate for your ben efit exactly how reading the ads led to economiee and advantages in the purchase of everything from that club steak you liked so well last night to the new dress you've been admiring.

Then, too, she'll probably welcome the opportunity of proving to you that she can save you money and amsure you of better quality by buying your shirts and soeks and such for you after checking the ads. Why not let her try it? She is a real expert at this shopping bus iness. Above all, don't forget to follow her advice when you're shopping for yourself and check the ads in thim paper before you start out to do your buying.

## The Daily herald

## ${ }_{\substack{T_{k} r}}^{T_{k}}$ Love of Eve ${ }_{L \text { mof }}^{\substack{b_{w} \\ \text { daling }}}$



DIANA DANE


ORCHY SMITH
A Decisive Idea
by John C. Terry



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## Linck's



## Rodeo, Races,

## Three More

States Vote Dances Fixed For Week-End


| To End Eighteenth |
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 Ickes Acts To End Price War背, In California $\qquad$

| eenta | Special Legislative Session Opening |
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| Thursday Due To Remove Obstacle |  |
| To Flight Of Blue Eagle Over Texas |  |




## CLEAR LIGHT

 and SHARP OUTLINESTHIEVES work under cover of darkness. Shady characters go about their business in half-light. Honest men walk boldly at midday, for they have nothing to fear

Shoddy merchandise cannot be advertised. It would ruin the reputation of its sponsors. The half-way good is not worth an advertisement in these pages. The merchants of this community and the national manufacturers, who advertise to you, are glad to come out in the open for all to see. So cunfident are they of the quality of their goods, that they are ready to talk to all the people about that quality, staking their business future on the validity of their claims.

You will find their messages helpful, their descriptions of merchandise interesting, their news of style authentic, their prices fair. These days, as never before, your dollars will buy more-more durability, style, comfort, more happiness-if you read and heed the advertisements of reputable advertisern in these pagest


Rev. And Mrs. Shettlesworth Give Luncheon For Officers Of Church


Parent-Teacher Association Council
Elects Mrs. Roy Pearce As Secretary

|  | Rotary Club |
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## As pointed out

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