## Big Spring \#aily Herald

## $\therefore$ V. Spence Is Appointed City Manager

## President Of Big Spring Refining Company Is Wounded

Recent Victim Of Well Fire Shot In Head Ben Rubinowitz, 31, Walks From Garage Aft
Shot Heard


## Gas Election In

 Ft. Worth Draws Crowds to Polls| Of Oklahoma, Ka Crude to 40 Ce | ansas, North Texas ents Cheers Oil Men |
| :---: | :---: |
|  | rowacruan jus |
| Expression On |  |
| Rate |  |
|  |  |
|  |  |
|  |  |



History Topic Fall Is How In Rotary Club Just No. 6991 Dallas Auditor Invites Public To Inspect Account
three loaves for a bushel


Americans And
British Ready $I_{0}$ Give Germans Aid

Rusk Jury To

Quazter-Inch Rain Received In City; 0'Donnell, Lamesa, Stanton
Sections Reported Good Soakings Decide Owner Of Oil Lease


Hunter Heard In Oil Probe
$\qquad$

> Wants Convention Of Republicans
$\qquad$
$\qquad$


# ANY TIRE manufacturer or dealer who tells A you a "breaker strip" is a "ply"-or that tire performance depends on weight-deceives you. 

## Beware the Man Who Tells You THIS IS A PLY

It is NOT A PLY, it is a breaker strip! The National Better Business Bureau defines a "ply" as follows-
"A ply is one of a number of layers of rubberized cotton fabric, either cord or rubberized cotton fabric, either cord or
square woven, extending from bead to square woven, extending from bead to
bead, and forming the body of the tire."
Four or six plies form the carcass or the body of the tire. If the fabric does NOT extend entirely around the tire from BEAD TO BEAD, IT IS NOT A $\overline{\text { PLY. }}$ The illustration points out the difference between a ply and a breaker strip. It also points out the "beads."

Certain manufacturers and dealers, jealous of Ward's commanding position in the tire industry, have made misleading statements about Ward's tires. They have published and displayed mis leading charts-they have shown sections of obsolete tires-they compare their "second line" tires with our "first line" tires-and now in advertising and selling talks, "breaker strips" are being called "plys." These misleading statements, however, are cleverly worded and the breaker strip is called "a ply under the tread." No twisting of words, however, can turn a BREAKER STRIP into a PLY. Every tire manufacturer and dealer knows
it, AND WE BELIEVE THE CUSTOMER, TOO, it, AND WE BELIEVE THE CUSTOMER, TOO
IS ENTITLED TO KNOW THE FACTS.

## Beware the Man Who Says WEICHT DENOTES SUPERIORITY

Many of our readers are familiar with the advertising which is being published by a certain large tire manufacturer* and his dealers in which his tires are compared to an unidentified mail order tire. Weight has been given prominence as one of the items of comparison. Montgomery Ward \& Co. maintains that weight is not an indication of tire quality.
We recently purchased five of this manufacturer's "first line" tires and five of his "second line" tires. His "first line" tire is more expensive than his "second line" tire. These tires were carefully weighed by Dr. Ellery H. Harvey and the results are shown in the statement at the right. Note that the average weight of this manufacturer's "second line" tire is one pound five ounces heavier than the average weight of his "first line" tire. If weight average weight of his first line tire. denotes superiority, why is his less expensive tire variation in weights in tires of the same quality. Surely this shoyld convince any unbiased person how ridiculous it is to consider weight as an indication of tire quality. Again we say, we believe the customer is entitled to know the facts.
*The name of this manufacturer and the tires referred
to will be given to any appllicants on request.


 4.50-21, They weighed ae follow

 Varintion between
Vightest and heavieut Ah Ellay Al Chorven,

Chicamo, ili.

# Here Is TIIE TRUTHH Ahout Ward's Riversites and Trail blazers! 

The RIVERSIDE is our first quality tire. It is made by one of the largest tire companies in the world. It is built to one of the most stringent sets of specifications in the tire industry. It has been sold by Ward's for 19 years. Millions are in use today. Riversides are backed by a guarantee without limit as to time or mileage. Other famous nationally advertised tires that are equal to Riversides are much higher priced than Riversides.
The table at the right gives you the sizes for size price comparison. Having studied the price comparison with other makes, the only question for you to ask is: "Are Riverside tires really as good as these other tires with which they are compared?" Well, Montgomery Ward \& Co. is one of the largest and oldest merchandise institutions in the world. It is the originator of the "Satisfaction Guaranteed or Your Money Back" guarantee. It depends for its business not only on tires but also on some 40,000 other items of merchandise which it sells to you. Certainly it is reasonable to believe that Ward's is maintaining the truth in making these statements.


FREE MOUNTING SERVICE AT EVERY, WARD STORE

The TRAIL BLAZER is our second quality tire. It:equal to any of the "second line" tires offered by well known tire companies. As you no doubt know, close to $90 \%$ of all newspaper advertising of the big tire companies is devoted to their "gecond line" tires, and it is these tires with which Trail Blazers compare. However, Tral Blazers SEL FOR LESS than other second line tires.
This combination of quality with lowest price which is offered by Ward's seems to have made some of our competitors very envious, so they are making and publishing misteading and incorrect statemenis about mail order tires. But they do not compare their first quality tires with our Riversides and their second quality tires with our Trait Blazers. They know to do so would immediately indicate how muca lower Ward's tires are priced. So they have cunningly priced their "second line" tires at exactly our Riverside prices, and they prine comparison tables which are intended to make people believe that their prices are the same as ours. Well, they are not. The chart at the left is a true comparison, quality for quality, and price for price.

## MONTGOMERY WARD \& COI


(2) 0

Wersemen DATBOOR 3

(1) by daroll Gell OWight


Several Oil Tests Started In Bell County Oil and Gas Showing Re
ported In One of orted In One
Wildeats


 Daiay Reed well. Thoy ppudded in
an eight-1nich hoole Uune and nex
peried to complete the teit late in
July.

 II wer tione the the two atar
 Rotation of Truck

Bandit Dies. $\square$ $5=$ $=5=$


## (V) Venom

CONOCO
GERM PROCESSED
${ }_{-1}^{\text {MOTOR ontwilw }}$ $30^{4}$ Per Quart

 Germ Processed Motor Oil; so rapidly has its use Germ Processed Motor Oil; so rapidly has its use reduction in price from $35 f$ to $30 \%$ per quart effective immediately

To this substantial method of showing our appre-
ands of motorists who have tóme to depend on Conoco Germ Processed Motor Oil as the only
CONTINENTAL OIL COMPANY
 Meets; Ad Valorem
RateIs Not Fixed Enforcement --Not Repeal
 Mother Of Man
Held For Murder Gives Her Version


If you haven't yet entered this contest, don't let doubt or superstition hold you back. The very reason that is preventing you from sending in this coupon is the same reason that is holding everybody else back. It's the very reason why so very few people have entered this contest up to date. You can step in right now, at the last minute, and WIN. Not a prize has been won as yet-and the closing date is midnight; July 25 th. MAIL THE COUPON TODAY.
You Can Win $\$ 1000$ or Any of 50 Prizes!

> And You Can Do It in Less than an Hour's Time!

## What Move Title Is Suggested By the Cartoon Above?

The cartoon you see above represents the title
of a well known motion picture. The correct
title is included in the list of titles printed be-
low the coupon.
The great $\$ 2.500$ Movietest consists of thirty
cartoons similar to this one. With each one is
a list of titles that includes the correct title for
that particular cartoon.

Fifty cash prizes will be awarded contestants submitting ecrrect or nearest correct lists of titles for the thirty cartoons in accordance with the rules. Get the cartoons now. Send in your answers before Saturday, midnight, July 25th and win $\$ 1,000$.
To obtain the complete set of thirty cartoons at once, simply mail or bring the coupon below to our office.

No Tricks! No Catches! No Letter to Write! Neatness Does Not Count!

- MAIL THIS COUPON NOW!

If there's anything about this Contest you do not understand
TELEPHONE THE MOVIETEST EDITOR at 728 or 729

Movietest Editor,
The Big Spring Herald,
Big Spring, Texas.
Please send me without obligation, all 30 cartoons and full details about The Movietest.
Name
Address
City
Telephone Number
....... State ( 2

FIGURES IN GERMANY'S ECONOMIC CRISIS





Tha execution of Dr. Franela
 GOVERNMENT DREDGE ABANDONED

## 



FILM ACTRESS AND HER FIANCE



 Shriners' Queen VALLEE AND BRIDE ON HONEYMOON




Rusy valice devates moat of his time to crooninges roves Phato
 Spanish Air Beauty



 INJURED FLIER RETURNS HOME
Head Of Closed Bank





|  |  |
| :---: | :---: |
| Gllbert M. Fisher Co. |  |
|  |  |




## Do you know....

that medical advice you get from thase who are not physicians is worth about what you generally pay for it?
"Consult Your Physician"


Fall Suits First

One is a pretty suit of
brown crepe with lace brown crepe with lace
blcuse and short coat. -It is lined with eggthell crepe.

$$
\text { SIZE } 18
$$

$\$ 18.75$
ASHION

Mrs. John Clarke Gives
Lovely Paris Honoring

Mrs.J. W. IhLaughlin


[^0]Suit For Dicorce
${ }^{\circ}$ Is Aftermath Of Consul's Arrest

xivisw


[^0]:    Dallas Negroes
    Stage Series 0f
    Shootings, Fights

