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THERE'S COOL COMFORT IN THESE SUMMER WEIGHT MEN'S TOGS

If there is one thing that tends more to comfort in Watermelon Time it is the right kind of clothes and here we have light weight combined with style and durability. Hart Schaffner & Marx Dixie Weaves—DeLuxe Serges, Tropical Worsteds and Mohairs. COME IN AND HAVE A FIT TODAY

Those Lovely New FALL DRESSES

are coming in on every express—heralding a

Season of Smartness

In tracing the trend of the mode, it is worth your while to come in and see these New Creations of Dress-maker's Art. You'll be both surprised and delighted with the "individuality" that characterizes each model.



NEW FURS

that will be "a thing of beauty and a joy forever"

We invite you to inspect our showing of the New Modes now

1882

J. & W. FISHER

1923

The Store That Quality Built

BOARD VISITS OUR CITY.

(Continued from Page 2)
of the students who will come to Big Spring to attend the Texas Technological College in the event it is located here.
making of the water supply, Mr. [Name] said, "Big Spring gets its water from deep wells, which fact that the quantity will not vary from year to year, as is often the case in other cities where surface water is depended upon. One of the big wells here yields on the average four-hour test 131 gallons per minute. There might be many wells of drought in the vicinity of Big Spring without our water supply being affected in the slightest. Practically all of the water is derived from the outcropping of the Trinity and the body of water under ground is the accumulation of several years, and not the result of recent rainfalls."
Following the chicken barbecue at the locating board boarded the train cars of the Texas & Pacific Railroad. They will be guests for four days of Superintendent [Name], Division of the Texas & Pacific Railroad, who were furnished typewriters and treated with every courtesy Monday by Miss Nell Hatch of the Big Spring Chamber of Commerce. Before leaving the city the newspaper men expressed their appreciation formally to Miss Hatch.
The schedule of the locating board calls for visits to Colorado in the morning and Sweetwater in the afternoon.
The board was much refreshed by its Sunday rest in [Location], and prospects are better for [Location] its grueling itinerary they have been at any time since the trip started. The last two days have been exceptionally cool and this board has enjoyed to the utmost. [Name] in The Dallas News.

lowest insurance ratings in Texas, was visibly demonstrated to the Texas Technological College Locating Board upon its arrival here from Stanton at 3:30, when water from a fire hose shot more than 100 feet in the air. The water comes to Big Spring from the big spring, after which the town was named, by gravity flow. While the demonstration was going on, the fire siren was giving a decoy alarm.
Big Spring is the thirteenth town visited by the board, but Big Spring citizens maintain that this means good luck. Following an inspection of the two sites offered for the college by the citizens of Big Spring, the board was tendered a chicken barbecue on the mountain overlooking the city. A magnificent view was obtained; probably more country was seen at one glance than any yet obtained by the board. The mountain is several hundred feet above the city, and Big Spring presented a beautiful sight, as the sun was setting, from the mountain. Dr. F. M. Bralley, president of the Denton College of Industrial Arts, was an honor guest. All of the waitresses of the occasion were Big Spring young women, who were former students at the college over which he presides.
The business session immediately followed the mountain barbecue and banquet. W. W. Rix, president of the Big Spring Chamber of Commerce, was the principal speaker. E. A. Kelly spoke briefly on the water supply, and Mrs. J. I. McDowell, prominent in Federated Club circles in Texas, told the locating board that the citizens of Big Spring could be relied upon to give the institution their thorough support, and would back up the board of directors and the faculty in their conduct of the college. Mrs. McDowell's father at one time headed the Huntsville Normal. He was the close friend of both Dr. W. B. Bizzell and Dr. Bralley.
The trip during the afternoon included a stop at the United States Experiment Farm. Dr. Bizzell, the head of the system of Texas experi-

mental stations, was familiar with the work at the Big Spring Federal station. President Rix's speech stuck closely to arguments set forth in the brief, which is already in the hands of the board. Big Spring is in the heart of West Texas, he said, and is located practically half way between Fort Worth and El Paso. The town is located 2,482 feet above the sea level. This, he declared, is just right, being neither too high nor too low.
Records covering a 23-year period show that the annual average rainfall is 18.84 inches. He produced a chart which showed upon examination that 75 per cent of annual precipitation occurs during the summer growing season. He declared this important, because most of the crops grown in this section and all of Texas are summer crops, and he points out that the sandy soil absorbs the moisture.
An equable climate was claimed for Big Spring. The annual average snowfall in Big Spring for a 23-year period amounts to 3.6 inches. The town is out of the track of the blizzards. The average date of the last killing frost in the Spring is April 1, and that the average date of the first killing frost in the Fall is Nov. 4. This gives Howard County an average growing season of 217 days. Very little cold weather is experienced in Big Spring before the Fall.
Wind velocity records taken from the United States experiment farm show conclusively that the velocity at this point is lower than of many points in Texas. The average wind velocity over a five-year period is 5.4 miles per hour. Much stress was laid on the health conditions. Big Spring is headquarters of the Texas & Pacific Railroad, shops and division point being located here. Health conditions among the employees of this railroad are splendid.
Excellent drainage in all parts of the city make malaria practically impossible. The water supply of Big Spring is one of its main claims for the Texas Technological College. Mr. Kelley said. Big Spring gets its wa-

ter supply from deep wells, and this insures the quantity will not vary from year to year. The water stratum from which the supply is derived is overlaid with an impervious cap rock formation, preventing contamination from surface runoff.
A report made by Harry O. Duerr, consulting engineer of El Paso, was cited. The water plant is situated about one mile south-west of the southern limits of the city, at an elevation of about 180 feet above the railroad tracks. From all indications, he said, there is perpetual supply of water sufficient for a town many times the size of Big Spring. He found the yield, on test, to be 131 gallons per minute, with a 24-hour draw down. This covered a 24-hour period. The supply of water is such that there might be a long drought in the vicinity of Big Spring, without in any degree affecting the supply of water as practically as the water is derived from the outcropping of the Trinity stone. The body of the water is the accumulation of hundreds of years, and not the result of recent rainfalls.
Big Spring's location on the T. & P. Railroad, the longest trunk line that goes through the territory was commented upon. The possibility of the extension of the Santa Fe Railroad from Sterling to either Lamesa or to Roswell, N. M., was mentioned to show that there is a chance for Big Spring to get an intersecting trunk line, and the local committee argued to the members of the board that the location of the college here would insure this as a practical certainty. Four stage lines, all of them sanctioned by the Government and carrying mails, running out of Big Spring, are other arteries bringing people here. From an agricultural standpoint, Big Spring is located in the center of a large farming district that is being rapidly developed.
Experiments of the Federal station here show that the agricultural resources of the country have, as yet, been hardly touched. This Spring, at least 20,000 acres of new land is being put under cultivation

in the Big Spring region. All of the grain crops, small and large do well in this country, and it was contended that a study of cotton statistics of the country show that this is ultimately to be the greatest cotton producing area in the United States.
The recent statement of Professor T. U. Taylor, dean of the College of Engineering of the University of Texas that the West Texas district produced 1,021,462 bales of cotton in 1922, or 34 per cent of the total crop of the State. At the present rate of development, it is believed that the 1923 crop will add at least 200,000 bales to these figures.
Stock farming is a practical industry, and is widely followed in the Howard County territory. It has proven profitable. All kinds of raw material common to Texas is produced in Howard County, and large quantities of raw materials, such as cotton, hides, wool and mohair which are to be used in experimental work in the technical courses taught at the Texas Technological College, are produced in this country.
Here the committee got on the private cars loaned to them by the courtesy of the Texas and Pacific Railroad. A. E. Pistole, division superintendent, is in charge. They were to go to Colorado tonight.
Miss Nell Hatch, Chamber of Commerce secretary in Big Spring, was exceptionally courteous to newspaper correspondents and the number has now grown to six providing in advance plenty of typewriters for their accommodations. Quick service was given by the Western Union local office here. Silliman Evans in the Fort Worth Star Telegram.
J. L. Park visited the Herald office this week and gave notice that he was entitled to the belt for having had the first ripe water-melons in Howard County this year. He said he had been able to dispense ripe melons since July 10th and had in fact disposed of more than sixty up to July 21st. To prove that they were good ones he sent a dandy melon to the Herald office Monday morning.

Candy Special
Saturday only—35c the pound at the LYRIC CONFECTIONERY.

Nyal's mosquito lotion will make 'em get up and git. Clyde Fox Jewelry & Drug Co.

George Holt and wife of Slaton were here this week spending a few days' vacation with relatives.

Mrs. Beatrice Zachary of Dallas arrived Wednesday for a visit with the family of Dell Hatch.

Mrs. H. A. Elliott and daughters leave the latter part of this week for a visit with friends and relatives at Kansas City, Chicago, and Galveston, Ind.

Mr. and Mrs. Lawrence Gill and daughter of El Paso and Mrs. R. S. Shorte of Fort Stockton were weekend guests of Mr. and Mrs. William Dehlinger.

Do your eyes burn and ache? See Wilke, graduate and registered optician at Clyde Fox Jewelry & Drug Co. 21 years' experience. All work guaranteed, and prices reasonable. Advertisement.

If you want more folks to come to Howard County to make their homes you must let them know what a great country we have and extend them an invitation to come and look at our lands and crops.

Lem McClellan purchased two carloads of yearling steers from Joe and Bernard Fisher Wednesday. These cattle were shipped on the same date to the Ellwood and McClellan ranch in Lubbock County.

H. W. Porch residing north of Big Spring brought in a basket of fine large Howard County peaches for the members of the locating committee of the Texas Technological College who were here Monday and the treat was indeed appreciated.

Candy Special
Saturday only—35c the pound at the LYRIC CONFECTIONERY.

ANNOUNCING OUR CLEAN SWEEP SALE

Beginning Saturday, July 28th—Ending Saturday, August 4th

Sheeting, Domestic and Other Staples at Low Prices

—Now is the time to lay in a good supply of Staple Piece Goods as hundreds of thousands of yards of standard quality staples are marked for this sale at prices that will mean money saved to you. Read these items over carefully.

SHEETING—About six hundred yards of 15 piped sheeting at the following prices:

- 84 Bleached Sheet. 7c
 - 94 Bleached Sheet. 7c
 - 104 Bleached Sheet. 7c
 - 84 Bleached Sheet. 11c
 - 94 Bleached Sheet. 17c
 - 104 Bleached Sheet. 20c
- DOMESTIC**—Five hundred yards of 100% single Home Domestic— you know the quality. Priced special for this sale at..... 16c
- CAMBRIC**—Fine quality soft finish bleached Knicker Cambric— Priced special for this sale at..... 25c
- CANVAS**—High grade thirty six inch Canvas at..... 13c
- SHEETS**—Size 81x90 plain hemmed 15% Wash Sheets. Regular \$1.85 value. This sale at..... \$1.48

Thirty six inch soft finish Festival Nainsook priced special at..... 19c yd.
Thirty six inch Festival Domestic Clean Sweep Sale..... 14c yd.
Twenty five inch Cotton Checks— In small checked, plaids and broken plaid patterns; Clean Sweep Sale..... 10c yd.

PILLOW CASES—Size 42x36 plain hemmed Pepperell Pillow Cases priced special at..... 79c pair

- NAINSOOK**—52% Fruit of the Loom Nainsook at..... 43c
- DOMESTIC**—Thirty six inch Festival bleached Domestic;..... 13c
- DOMESTIC**—Thirty six inch Fruit of the Loom Domestic; 25c value. This Sale..... 19c
- SHEETING**—Thirty six inch unbleached Sheet— good value. 27c grade. This Sale..... 21c
- 27c Unbleached Drill for..... 22c
- 30c Unbleached Drill for..... 24c
- 35c Pillow Tubing for..... 27c
- 40c Pillow Tubing for..... 32c
- 45c Pillow Tubing for..... 38c
- 22 inch Red Star Diaper Cloth— 10 yard bolt for..... \$1.69
- 27 inch Red Star Diaper Cloth— 10 yard bolt for..... \$1.90



Sale of Toilet Articles

- One pound can Violet Talcum; 25c value for..... 17c
- 25c Maxims Talcum.
- Clean Sweep Sale..... 19c
- Pond's Cold Cream and Vanishing Cream;
- 65c Size for..... 48c
- 35c Size for..... 27c
- Dr. Lyon's Tooth Powder; 25c grade for..... 18c
- 25c Listerine Tooth Paste; Clean Sweep Sale..... 20c
- All other Toilet Articles including Marjelle, Djer Kiss and other well known brands of creams, tooth paste, powder, toilet water, perfume, etc., priced at a reduction of TWENTY PER CENT.
- ALL BEADS, EAR DROPS, BRACELETS AND NOVELTY JEWELRY PRICED AT A REDUCTION OF ONE FOURTH.**
- ALL BABY SACQUES, CARRIAGE ROBES, ETC., AT ONE FOURTH OFF.**

—The merchandise offered in this sale is all new, clean, standard quality goods, purchased from the leading manufacturers since the first of the year—no old, shop worn, job lot merchandise will be found in our entire stock. Our desire is to offer our customers fresh new goods each season, not to carry over merchandise from one season to another. That's the reason for this big Clean Sweep Sale—to close out all summer merchandise and make room for the new Fall goods that will begin to arrive in the next week or two as Mr. Fisher is now in New York selecting the newest ideas in ready-to-wear, dry goods and novelties for Fall and Winter.

We don't need to use any big words or high sounding phrases to describe this bargain event. The merchandise and prices will speak for themselves. All we have to ask is come in and take a look—you'll not be disappointed.

NO EXCHANGES—NO MONEY REFUNDED ALL SALE PRICES STRICTLY CASH!



A Sale of Aprons and House Dresses

—Sixty new Aprons are included in this sale at the low price of 88c each. They're of excellent quality percale in light and dark solid color of dotted or figured patterns; all sizes.
—Still another special purchase; fifty pretty House Dresses of standard quality gingham in attractive styles and pretty plaid and checked patterns. They're divided into three groups and priced special at \$1.45, \$1.89 and \$3.45 each.

Clean Sweep Prices on GINGHAM

—Every yard of Gingham in our entire stock is marked for this sale at a very substantial reduction in price. There are twenty-seven to thirty-six inch Kallumie, Red Seal and other standard quality materials; you can buy them now at the following prices:

- 20c Gingham—Clean Sweep Sale..... 15c
- 25c Gingham—Clean Sweep Sale..... 19c
- 35c Gingham—Clean Sweep Sale..... 27c
- 45c Gingham—Clean Sweep Sale..... 36c

Sale of Percale at 9c and 15c

—One lot of twenty-four inch Percale in a big variety of light and dark solid color and fancy patterns; regular 14c grade—Clean Sweep Sale..... 9c
—Several hundred yards of standard quality thirty-six inch Percale in light and dark solid color, striped, dotted or figured patterns; regular 20c grade—Clean Sweep Sale..... 15c
SWEATERS—One lot women's Sweaters in coat or pull-over styles; they're of wool or silk materials. Regular \$2.50 to \$10.95 Sweaters—Clean Sweep Sale..... HALF PRICE
ENTIRE STOCK OF SILK AND WOOL SKIRTS MARKED FOR THIS SALE AT A REDUCTION OF ONE THIRD.

A Sale of Silk Frocks at \$9.95 and \$10.95

There are an even Fifty Dresses in these two lots and every one of them is a real bargain. They were bought at a very special price by Mr. Fisher, who is now in New York, and we're passing the saving in price on to you.
—There are excellent quality solid color crepes; printed crepes in beautiful designs and color combinations; sport Frocks of white and grey or white and rose crepe; crepe and silk lace combinations that are very attractive.
—They are shown in white, navy, black and new shades of tan, brown and grey; straight line or draped styles; some are in the popular pleated styles. See them early Saturday as they won't last long at \$9.95 and \$10.95.

75 WASH FROCKS at \$4.95, \$5.75 and \$8.95

—Another special purchase of new Frocks that were bought at an exceptionally low price to feature in this big Sale. There are Normandy voiles, dotted swisses, solid color voiles, tissue ginghams and fine zephyr ginghams in a beautiful assortment of solid color, plaid, checked and novelty designs.
—Almost any color or combination that you could possibly wish for can be found in this assortment and the size range is complete from 16 to 48. Again we say, they're real bargains at \$4.95, \$5.75 and \$8.95.

ALL REGULAR STOCK DRESSES MARKED AT BIG REDUCTIONS



A Sale of Corsets and Brassieres

—Our entire stock of Modart Corsets are included in this sale at a reduction of twenty per cent; there are Corsets and Corsetlettes that sell regularly for \$3.39 to \$8.50 at... 20 PER CENT OFF
—Model H&W and Natures Rival Brassieres of lace, cotton and silk materials in all the wanted styles; they sell regularly for 59c upward to \$3.49 each—priced for this sale at... 14 OFF

A Clean Sweep of All Wash Fabrics

—A good assortment of Voiles, Tissues, dotted swiss, and batiste in pretty figured checked, plaid or novelty designs; priced for this sale at the following reductions:

- 35c grades for..... 23c
- 49c grades for..... 37c
- 60c-63c grades for..... 48c
- 65c-69c grades for..... 53c
- 79c grades for..... 73c

—Everfast Suiting in pretty solid color patterns; 50c grade—Clean Sweep Sale..... 39c
98c Everfast Poplin for..... 75c
—Nurses linen in blue, rose and yellow; 35c grade for..... 23c
Japanese Kimona crepe in solid colors and fancy patterns:
35c grades for..... 23c
45c grades for..... 33c
ALL STAMPED EMBROIDERY PIECES AT A REDUCTION OF 20 PER CENT.
PACIFIC AND READY-TO-SEW EMBROIDERY PACKAGES AT 14 OFF.

SALE OF TOWELS

—Size 21x42 inch good heavy weight Turk Towels:
Clean Sweep Sale, each..... 47c
—Size 18x36 inch Turk Towels that are excellent values at, pair..... 49c
—Size 18x36 inch heavy weight Bath Towels; Clean Sweep Sale, each..... 37c
—Size 12x20 red bordere Huck Towels priced special at, pair..... 14c
—OUR ENTIRE STOCK OF FANCY BATH MATS AND HUCK OR LINEN TOWELING AT 14 OFF.
—A REDUCTION OF ONE FOURTH ON ALL BED SPREADS.
—ALL WOMEN'S BATHING SUITS AT ONE THIRD OFF.

Clean Sweep of Misses and Childrens Footwear

—\$6.50 Black satin slippers with suede strap and low heels for..... \$5.45
—\$6 Patent slippers with fieldmouse strap and low heels for..... \$4.95
—\$5 Plain patent one-strap slippers with low heels for..... \$4.19
—A few pair \$6.50 white kid and black patent combination slippers for..... \$5.25
SPECIAL—One lot of children's patent Princess Tie Slippers in sizes 8 1/2 to 2. \$4.50 and \$4.85 values—
Clean Sweep Sale..... \$2.35
SPECIAL—One lot of patent Grecian Sandals in sizes 8 1/2 to 1. \$3.25 Values—Clean Sweep Sale..... \$1.65
CHILDREN'S SLIPPERS—Children's strap slippers of white kid or black patent; low heels or spring heels; some in new cut-out styles; all sizes. Priced at the following reductions:
\$2.75 Values—Clean Sweep Sale..... \$1.90
\$3.00 Values—Clean Sweep Sale..... \$2.00
\$3.25 Values—Clean Sweep Sale..... \$2.25
\$3.65 Values—Clean Sweep Sale..... \$2.65
\$4.00 Values—Clean Sweep Sale..... \$2.85
\$4.75 Values—Clean Sweep Sale..... \$3.65
\$5.00 Values—Clean Sweep Sale..... \$3.95
SPECIAL—One lot of black patent children's oxfords—in sizes 5 to 10; \$3 value—Clean Sweep Sale..... \$1.85
INFANTS SLIPPERS of white kid or black patent—
85c Values—Clean Sweep Sale..... 59c
\$1.35 to \$1.50 Values for..... \$1.00
SEE OUR OTHER AD FOR PRICES ON MEN'S AND BOY'S SHOES AND OXFORDS.

SALE OF HOSE

—Gotham, Phoenix and other good quality pure thread silk hose in plain or clocked styles; shown in black, white, brown, and new shades of grey.
\$1.75 Grades—Clean Sweep Sale..... \$1.35
\$2 and \$2.50 Grades for..... \$1.50
\$2.50-\$3 Grades for..... \$1.95
REDUCED PRICES ON ENTIRE STOCK OF INFANTS AND CHILDREN'S SOX AND STOCKINGS.

Clean Sweep Sale of White Goods

—Our entire stock of white lawns, flaxons, batiste, dimity, etc., is included in this sale at the following reductions:

- 18c White Goods for..... 14c
- 22 1/2c White Goods for..... 18c
- 29c White Goods for..... 23c
- 32c-35c White Goods for..... 25c
- 40c White Goods for..... 32c
- 45c-49c White Goods for..... 37c
- 55c White Goods for..... 43c
- 65c White Goods for..... 49c
- 75c White Goods for..... 59c
- 98c White Goods for..... 78c
- \$1.50 White Goods for..... \$1.15
- 45-inch Indian Head; 49c grade—Clean Sweep Sale..... 42c
- 45-inch Linen Sheeting; 62c grade for..... 48c

Reduced Prices on All Silks

—Solid color satins, taffetas, crepe de chines, georgettes, Chantons and other crepes all priced at these reductions:

- \$2.00 Solid color silks..... \$1.50
- \$2.25 Solid color silks..... \$1.69
- \$2.75-\$2.79 Silks for..... \$2.10
- \$3.00 Solid color silks..... \$2.25
- \$3.50-\$3.89 Silks for..... \$2.69
- \$4.15 Solid color silks..... \$3.10
- \$4.89 Solid color silks..... \$3.69

—Fancy Silks that formerly sold for \$1.85 to \$5 yard—
This Sale at..... HALF PRICE

—Gold and silver cloth; \$1.75 grade—Clean Sweep Sale..... \$1.35
ORGANDIE—Forty-four inch imported Organdies in white and colors; 79c grade for..... 59c

SATINE—Daisy Satines and Suesine Silks in white and colors:
35c grades for..... 29c
55c grades for..... 45c
75c grades for..... 60c
89c grades for..... 73c

Underwear at One-Fourth Off

—Our entire stock of women's knit, muslin and silk underwear is included in this sale at a reduction of 1-4; there are union suits, gowns, knickerbockers, teddies, etc., that sell regularly for 59c upward to \$12.50 garment—This Sale at... 14 OFF
KHAKI SUITS—Women's and Children's khaki suits, knickerbockers and middie suits at a reduction of ONE FOURTH.
GLOVES—Women's silk and fabric Gloves in gauntlet and mitten styles at ONE THIRD OFF on all kid Gloves at a reduction of ONE FOURTH.

ONE FOURTH OFF ON ALL LACES AND INSERTIONS.
TWENTY PER CENT OFF ON ALL NOTIONS, PEARL BUTTONS AND FANCY BUTTONS.
TWENTY PER CENT OFF ON SOLID COLOR SATIN BIRTBONS.

FREE! FREE!
—A good Broom will be given with each cash purchase amounting to \$10 OR MORE; only one broom will be given to a customer in any one day and none will be drapped or delivered.

CASH! CASH!
—This sale is for CASH ONLY so please do not ask us to charge anything at sale prices; all merchandise sold on credit will be charged at regular prices. Bring the cash—it will go further.

Albert M. Fisher Co.

BIG SPRING, TEXAS

A Clean Sweep of Men's Clothing and Furnishings



Frat Clothes

ENTIRE STOCK OF SUITS MARKED AT A SUBSTANTIAL REDUCTION OF PRICE

Included in this Clean Sweep Sale are suits from Kuppenheimer, Frat and other good makers and not one single suit in our entire stock has been reserved. There are fine all wool blue and grey serges, solid color or neat striped or checked worsteds, cassimeres and gabardines in striped and novelty mixed patterns. They're in conservative and young men's models and there's hardly a suit in the entire collection that is not of weight and color that can be worn this fall and winter. There's an almost complete range of sizes from 35 to 44; stout, slim and regular models, here's the way they're marked to sell in this sale—

\$27.50 Suits for	\$30.00 Suits for	\$32.50 Suits for
\$20	\$22	\$24
\$35.00 Suits for	\$37.50 Suits for	\$40.00 Suits for
\$26	\$28	\$30
\$45.00 Suits for	\$47.50 Suits for	\$50.00 Suits for
\$32	\$34	\$36

Sale of Light Weight Suits

Two piece Suits of genuine Palm Beach Cloth, Mohair, or Tropical Worsteds in light and dark solid color or neat striped patterns; models for men and young men. All sizes from 35 to 42. Our entire stock is included in this sale at the following reductions:—

\$15-\$16 Suits for	\$18.50 Suits for	\$22.50 Suits for
\$11	\$13	\$16
\$25.00 Suits for	\$37.50 Suits for	
\$18	\$25	

Men's Pants at \$2.35 and \$1.95

Included in these two lots are about forty pair of worsted or cassimere Pants dark colored neat striped patterns; sizes 30 to 38 waist.

LOT ONE—Pants that sold regularly for \$4 and \$4.50, Clean Sweep Sale.....\$2.35

LOT TWO—Pants that sold regularly for \$4 and \$3.50; Clean Sweep Sale.....\$1.95

ALL OTHER DRESS PANTS AT ONE-FOURTH OFF: there are serges, worsteds, cassimeres, Palm Beach cloth and tropical worsteds in solid colors or striped patterns; light and dark colors. Pants that formerly sold for \$5 to \$7.50 pair—this sale at.....1-4 OFF

Every item of Summer Merchandise in our men's department, with the exception of Stetson Hats and Headlight Overalls, is included in this **CLEAN SWEEP SALE** at a reduction in price. And every reduction, regardless of how large or small is AN ACTUAL REDUCTION of the former price of the article.

We want you to visit this store and see for yourself reductions that are most unusual in Big Spring on such merchandise as we offer. We want you to come to this store with the expectation of finding **BAR. GAINS** that are unmatched—you will not be disappointed—Come.

Sale Opens Saturday, July 28th, Closes Aug. 4th

SALE PRICES STRICTLY CASH

Owing to the low prices at which we're offering merchandise in this sale we will be unable to grant the extension of credit to anyone at sale prices, so please bring the cash. All merchandise sold on credit during this sale will be charged at regular prices. No returns or money refunded—each sale must be final.

SOX AND TIES

—Silk and knit Ties in solid colors and a big variety of pretty fancy patterns; four-in-hand and bow ties.

50c Ties—Clean Sweep Sale.....50c

75c Ties—Clean Sweep Sale.....50c

\$1.00 Ties—Clean Sweep Sale.....75c

\$1.25 Ties—Clean Sweep Sale.....90c

\$1.50 Ties—Clean Sweep Sale.....\$1.00

—Interwoven and Phoenix Sox of pure thread silk in black, white and colors.

75c Grades for.....65c

\$1.00 Grades for.....75c

\$1.25 Grades for.....95c

—Interwoven Sox of high grade list in black, white and colors.

40c Grades—Clean Sweep Sale.....35c

—Cotton Sox in black, white and colors—25c Grades for.....19c

Clean Sweep Sale of Work Pants

—Jack Rabbit and McDonald brand work pants of finest quality khaki, full cut and extra well made.

\$2.50 Grade for.....\$1.95

\$3.25 and \$3.50 Grade for.....\$2.50

SPECIAL—One lot of light weight khaki pants that formerly sold for \$1.50 pair—white they last at 95c.

—One lot of medium weight blue denim men's overalls priced special at \$1.10 pair.

—McDonald Overalls of good heavy weight blue or striped denim, \$2.25 grade—Clean Sweep Sale.....\$1.95

SPECIAL—Ten dozen eight ounce red duck pants; full cut and double stitched; priced special at.....\$1.89

—Booger Red Duck Pants at.....\$2.75



Sale of Shirts

—If you need an extra shirt or two, now's the time to buy them as we're offering several hundred high grade shirts at a very substantial reduction in price.

—There are Manhattan, Broadway and other good makes of percale, madras, oxford cloth, English Broadcloth and other high grade materials in collar attached or neckband styles.

—Solid colors and pretty checked and striped patterns; all sizes from 14 to 18. Priced for this sale at the following reductions:

\$2.00 Shirts—Clean Sweep Sale.....\$1.50

\$2.50 Shirts—Clean Sweep Sale.....\$1.75

\$2.75 Shirts—Clean Sweep Sale.....\$1.85

\$3.00 Shirts—Clean Sweep Sale.....\$2.25

\$3.50 Shirts—Clean Sweep Sale.....\$2.45

\$4.00 Shirts—Clean Sweep Sale.....\$2.95

\$4.50 Shirts—Clean Sweep Sale.....\$3.45

\$5.00 Shirts—Clean Sweep Sale.....\$3.75

\$7.50 Shirts—Clean Sweep Sale.....\$5.00

SHIRTS AT 93c and \$1.19

—We have just received twenty dozen new shirts that were bought at way below their regular price by Mr. Fisher, who is now in the eastern market, and we've marked them to sell in this sale at 95c and \$1.19 each—they're real bargains.

—In solid colors or pretty striped patterns; fine percale and madras materials; all sizes.

Blue Work Shirts 65c

—Fifteen dozen work shirts of good quality blue chambray in a complete range of sizes. Priced special at 65c each or two for \$1.25; come early, they won't last long at this price.

—One lot of blue chambray work shirts at 85c.

—Black satine shirts that formerly sold for \$1.25—in this sale at 95c each.

—McDonald Work Shirts of finest quality blue or grey chambray; all sizes from 14 to 18. Regular \$1.25 Shirts in this sale at \$1.05.

25c Leather Palm Canvas Gloves.....25c

65c Black Work Caps.....55c

50c Striped Work Caps.....42c

40c Black Work Caps.....35c

Men's Coveralls

\$4 Headlight Coveralls of knack colored twill—this sale.....\$3.45

\$4.50 Cowden Coveralls of high grade khaki—this sale.....\$3.75

\$3.00 Boys Coveralls for.....\$2.19

\$3.25 Boys Coveralls for.....\$2.35

MAIL ORDERS

—Prompt and careful attention will be given to mail orders; when possible give first and second choice and send check with order or goods will be shipped C. O. D.

SALE OF BOYS SUITS

—Perfection and other good suits of all-wool or wool mixed materials in a variety of dark colored striped or fancy mixed patterns; belted styles. Quite a few of them have two pair of trousers; now is the time to buy your boy a school suit—you'll save One Third.

—Suits that formerly sold for \$6 and upward to \$16.50—

CLEAN SWEEP SALE—ONE THIRD OFF

Boys Pants at 65c and 95c

LOT ONE—Boy's pants that formerly sold for \$1 and \$1.25 pair—

CLEAN SWEEP SALE, 65c

LOT TWO—Boy's pants that formerly sold for \$1.50 and \$1.75 pair—

CLEAN SWEEP SALE, 95c

All \$2.50 Boy's Pants for.....\$1.75

Boys Blouses, Shirts and Underwear

—Boy's Shirts and Blouses of good quality madras or percale materials in solid color or checked and striped patterns; also blue chambray and khaki ones. Entire stock priced at the following reductions:

65c Grades for.....	45c
\$1.00 Grades for.....	75c
\$1.25 Grades for.....	95c
\$1.50 Grades for.....	\$1.15
UNDERWEAR —Hanes union suits made of excellent quality checked dimity in knee length and no sleeve style; all sizes from 28 to 36.	
75c Union Suits— for.....	59c

SALE OF BOYS SHOES

—Boys and youths Shoes of black or brown calf leathers in several different styles; there's a complete range of sizes. All included in this sale at the following reductions—

\$2.50 Grades for.....	\$1.75
\$3.75 Grades for.....	\$1.90
\$5.00 Grades for.....	\$2.15
\$6.50 Grades for.....	\$2.55
\$8.00 Grades for.....	\$2.95
\$12.50 Grades for.....	\$3.15
\$15.00 Grades for.....	\$3.35

ENTIRE STOCK OF BOYS AND YOUTHS OXFORDS AT ONE HALF PRICE

Boys Overalls at 95c a pair

—They're made of good quality blue denim and are extra well made. Come in all sizes from 8 to 16 years. Priced special at.....95c

\$1.50 Boys Overalls at.....\$1.19

\$1.50 Boys Overalls at.....\$1.27

\$1.50 Khaki Coveralls at.....85c

\$1.50 Khaki Coveralls at.....\$1.23

\$1.85 Khaki Coveralls at.....\$1.35

FREE! FREE!

—A good Broom given free with each purchase amounting to \$10 or MORE. Only one Broom will be given to a customer in any one day and none will be wrapped or delivered.

Clean Sweep Sale of Men's Shoes and Oxfords

—Included in this Clean Sweep Sale are nearly two hundred pairs of Florsheim, Stetson and other good make shoes and oxfords. They're in straight lasts, English lasts, medium round toe and wide toe styles and are of black and brown kid, calf and gunmetal leathers. Priced at the following reductions for this sale:

\$4.00 Grades for.....	\$2.95	\$ 6.50 Grades for.....	\$4.65
\$4.50 Grades for.....	\$3.25	\$ 7.00 Grades for.....	\$4.95
\$5.00 Grades for.....	\$3.65	\$ 7.50 Grades for.....	\$5.65
\$5.50 Grades for.....	\$3.95	\$10.00 Grades for.....	\$7.85
\$6.00 Grades for.....	\$4.35	\$11.00 Grades for.....	\$8.25
	\$12.50 and \$13.50 Grades for.....		\$9.25

\$4.25 WORK SHOES FOR \$3.19

—Fifty pairs of men's dark brown calf Work Shoes in Munson last with good weight all-leather soles and rubber heels; all sizes from 6 to 11; regular \$4.25 Shoe—

Clean Sweep Sale.....\$3.19

SALE OF HATS & CAPS

—Stetson and other dress hats in a good assortment of styles and colors; \$3.50 to \$10 hats. This sale at.....1-4 OFF

—One lot of big shape white hats in straight or rolled brim styles:

\$4.50 Grades for.....	\$2.95
\$6.00 Grades for.....	\$4.65

ENTIRE STOCK OF MEN'S STRAW HATS AT ONE-HALF PRICE

CAPS—Men's and boys Dress Caps in a big variety of attractive patterns and colors; 50c to \$3 Caps—This Sale at.....1-4 OFF

Sale of TRUNKS & BAGS

—Neverbreak Wardrobe, Dress or Steamer Trunks of three-piece veneer with fibre coverings; \$6 to \$52.50 Trunks—

This Sale at.....20 Per Cent OFF

—Fibre, cane or genuine leather Suit Cases and Hand Bags at 20 per cent OFF.

ALL MEN'S SUSPENDERS AND SUPPORTERS AT 20 PER CENT OFF

25c Soft Collars for.....19c

35c Soft Collars for.....29c

50c Soft Collars for.....43c

20 Laundered Collars.....17c



Mens Union Suits at 65c

—Twenty five dozen men's union suits made of good quality checked dimity in knee length, no-sleeve style are offered in this sale at 65c suit or two suits for \$1.25; all sizes from 36 to 46.

—Vassar Union Suits of light weight materials in knee length, no-sleeve styles at the following reductions:

\$1.00 Grades for.....	79c
\$1.50 Grades for.....	\$1.15
\$2.00 Grades for.....	\$1.45
\$2.50 Grades for.....	\$1.75
\$1.25 Knit Union Suits.....	95c
\$1.75 Knit Union Suits.....	\$1.35
\$2.00 Knit Union Suits.....	\$1.50

Albert M. Fisher Company
BIG SPRING, TEXAS

Campbell
BE IN BIG SPRING
SATURDAY
 Eye, Ear, Nose and
 Throat and Fit Glasses.
 Candy Special
 Saturday only—35c the pound at
 LYRIC CONFECTIONERY.
 Helen was a business visitor
 Tuesday.
 Pure pork sausage
 Company.
 Tilton of Aspermont was a
 here this week.
 SUITS AND CAPS...
 HINGHAM & PHILIPS.
 veal loaf fresh every
 a pound or two for that
 Pool-Reed Co.
 Helen Hatch returned Tues-
 day from a several weeks' visit
 relatives at Fort Worth, Lorena
 county.
 Tut necklace, ear screws
 jewelry cases in the most beauti-
 ful. Clyde Fox Jewelry &
 Co.
 Middleton after enjoying a
 week's vacation, reported for
 duty at the West Texas National
 College Wednesday.
 carry daily a complete line of
 and vegetables. You pay no
 and get prompt delivery.
 Pool-Reed Company.
 Clayton returned Tuesday
 visit in Fort Worth. He said
 should not talk about hot
 unless they visit Fort Worth
 other points east.
 do Pool-Reed Co. sell so
 and have the expense of de-
 caying. Because their volume is so
 they don't need much profit to
 money. Have you noticed the
 service Pool-Reed Co. give
 customers.—advertisement.
 D. Forehand of Travis Coun-
 ty this week after a ten days'
 at the ranch home of his cousin
 Cobb in Glasscock County. Mr.
 Cobb is seeking a new location
 and is indeed most favorably im-
 pressed with the Howard and Glass-
 cock counties.
 Candy Special
 Saturday only—35c the pound at
 LYRIC CONFECTIONERY.

Tech College to Serve Southwest
 Wherever in West Texas the Technological College may be located by the board named for that duty, and whose members now are touring the western part of the State, the institution will be made one of the greatest schools of technology in the United States, comparable to the Massachusetts Institute of Technology, Georgia Tech and other colleges of this sort, John W. Carpenter of Dallas, a member of the board of directors of the Texas Technological School, said Monday, in discussing its location and educational objectives.
 "While the purpose is to locate the school in West Texas, it will be vastly more than a West Texas or even a Texas school," Mr. Carpenter said. "It will afford technological educational advantages to the young men of Texas, of course, but its field will not be limited by the confines of the State. It will serve Oklahoma, Arkansas, Louisiana and other states of the South and Southwest, and eventually will, we confidently believe, draw students from the North, East and West.
 "There are many reasons why this will be possible and desirable. In a West Texas location the school will have a particularly favorable climatic situation, and the boys from the New England States or from any other part of the United States will find in the atmosphere of the plain health and vigor as well as opportunity to there acquire qualification as engineers and technicians. Texas is the greatest state in the Union, with an unusual diversification of interests and of opportunities. Within this State alone will be found place for the services of the trained men who graduate from Texas Technological College. We are developing the textile industry, with its requirement of technically trained men, and expect to see the time come when New England will send its youth to Texas for first-hand education in cotton and woolen mill technique.
 "In the development of electric light and power and railway systems another field for engineers is to be found in Texas and in other Southwestern States. Water power enterprises, reclamation and irrigation projects also offer opportunity not merely for employment, but for the intensive study here in Texas of the problems involved in comprehensive technological training. The board of directors realize and appreciate the value of those conditions, and will endeavor to create in the Texas Technological College an institution not merely adapted to the needs of this state, but one that will be of practical service to the entire country, comparable with others of the great American schools of this type." Mr. Carpenter said that it was not

L. E. COLEMAN
 ELECTRIC & PLUMBING CO.
 Housewiring and Supplies
 First Class Plumbing Work —
 all kind of supplies
 L. E. Coleman, Manager
 Phone 51 Big Spring, Texas

expected to have the school completed before September of 1925, since many details, including that of location, are yet to be worked out, but with \$1,000,000 available for buildings and equipment it is expected to provide facilities for an adequate institution at the outset, with preconceived plans for its gradual expansion as conditions may warrant.
 While no consideration has as yet been given by the directors to the choice of a president for the new school, a number of Texas educators have been recommended for the position of president of the Texas Technological College. Among these are: N. R. Crozier, assistant superintendent of schools, Dallas; B. B. Cobb, superintendent of schools, Waco; F. E. Giescke, dean of engineering, University of Texas, Austin; J. Thomas Davis, dean of Tarleton College, Stephenville, Texas; J. W. Cantwell, superintendent of schools, Wichita Falls and former president of Oklahoma A. & M. College; R. L. Marquis, president Southwest Texas Normal College, Alpine; Clarence Ousley, Fort Worth; C. D. Judd of the College of Industrial Arts, Denton; J. A. Hill, president of the West Texas Normal, Canyon City; S. H. Whitley, president pro tem, East Texas Normal College, Commerce; and T. U. Taylor, dean of the University of Texas, Austin.
 Thirty-seven cities are seeking the location of the school, with Midland, visited by the locating board Saturday and Sunday, as the westernmost of these. The board of directors, who will have charge of the school and direct its affairs after its location, are: Amon G. Carter, president, Fort Worth; C. W. Meadows, secretary, Waco; former Gov. W. P. Hobby, Beaumont; John W. Carpenter, Dallas; R. A. Underwood, Plainville; Mrs. Charles DeGroff, El Paso; Clifford P. Jones, Spur; J. S. Nunn, Amarillo, and Mrs. F. N. Drane, Corsicana.

Candy Special
 Saturday only—35c the pound at
 the LYRIC CONFECTIONERY.
 Some people are successful in life because they always go more than half way to meet what is coming toward them.
 Gus Thomas and children left Monday morning for a visit with relatives in Alabama. They made the trip via automobile.

New York Bargain House

SWINGS INTO ACTION A GIGANTIC

WHALE OF A SALE

Starting Friday, July 27th

AT 9:00 A. M.

Entire \$30,000 stock of everything to wear for everybody is tagged and marked in plain figures at prices that bring the crowds out like a distillery on fire. Be here Friday, Saturday. Tell your friends about it. Come back every day for

14 Big Selling Days

Special features Friday and Saturday. Be sure and see our windows. Sale in complete charge of

"Mayfield System" of Memphis Tenn.

NEW YORK

Bargain House

BIG SPRING, TEXAS



The John Deere Corn Binder

THE WORLD'S BEST BINDER

Saves the row crops every year

We are closing out what we have FOR LESS THAN COST! Write or phone.

RIX FURNITURE AND UNDERTAKING CO.
 THE HOUSE OF SATISFACTION
 BIG SPRING LIBBOCK

LAMESA TAHOKA

West Texas Club Picnic
 On July 21st at 6:30 o'clock the members of the West Texas Club (more than fifty in number) of the North Texas State Teachers' College at Denton, Texas, met on the campus. From there they paraded to Highland Park to enjoy a melon feast and a general good time.
 The West Texas Club has the reputation of being one of the "liveliest" of the clubs in the college. Everyone enjoyed to the fullest extent the ice-cold melon and the old-fashioned games.
 Nine-thirty came too soon and after giving fifteen rabs for West Texas and singing the following club song we reluctantly disbanded:
 "I'm a little prairie flower,
 Growing wilder every hour,
 No one cares to play with me,
 I'm as wild as I can be,
 I'm as wild as I can be,
 Tura, Tura, Tura, Lee!"
 A Howard County Member

Concrete Sidewalks and Curbing
 Now is the season to have concrete sidewalks and curbing constructed. Will be pleased to furnish you estimates on this work.
 JIM WINSLOW. Phone 306.

\$5.00 Reward
 I will pay \$5.00 reward for information leading to the arrest of boys who stole coils from automobiles near the Methodist Church last Sunday morning. Phone 193 advertisement.

24-HOUR SERVICE
 Night, as well as day service at the Bankhead Garage. '1-1'

Homan and Lees have put in a new gasoline reservoir and visible pump at their drive-in filling station opposite the Lyric Theatre and are enabled to render prompt service to an additional number. Three automobiles can now drive in at the same time at this station and be given prompt service.

Attorney General Daugherty paid \$1,922,639 of the people's money to hiring extra deputy marshals during the first six months of the shopmen's strike. No evidence was adduced to show that the people received any benefit from this reckless expenditure of public funds. Labor.

The Red Star Stage

Daily Except Sunday Between
**Big Spring, Sterling City
 San Angelo**

Make the Trip in a Buick Six
JAMES L. MAULDIN Big Spring, Tex.
 Phone 413

Service and Satisfaction

are assured patrons of this garage

FREE AIR AND WATER

We have just installed new pump and equipment, and sell that GOOD GULF GASOLINE and LUBE, TIRES and TUBES and AUTO ACCESSORIES. Adequate storage space and expert repair work. We repair all makes of cars and we keep efficiency up and expenses down.

BLANKS GARAGE

405 Main St. Phone 120 Big Spring, Tex.

Unique Style Show in "Ford Age"
 Styles in Ford cars certainly have changed.
 You'll be convinced of that when you see "The Ford Age," the screen story of the world's greatest automobile manufacturing institution which will be presented by the Ford Motion Picture Laboratory at the Lyric Theatre Thursday afternoon, August 2nd, 3 to 5 p. m.
 The Ford style show opens by showing Henry Ford driving the first car he manufactured. Then along comes model 1904, 1915, 1917-1919 and finely the attractive and refined Ford cars of 1923 for which the demand is so great that the company's manufacturing schedule of \$500 a day is unable to keep pace with it.
 Free admission, complimentary Stokes Motor Company.

Just phone us that steak or roast order. We guarantee the quality to please you. Pool-Reed Co.

Miss Saylors candy. It speaks more than mere words. Cunningham & Philips.

Sweet sleep mosquito lotion... Cunningham & Philips.

Miss Anahell Cook will leave tomorrow for Lamesa to visit relatives.

Lemon clay. Clears the complexion... Cunningham & Philips.

Jim M. Chase returned Wednesday from a business trip to Fort Worth.

Rubber sponges. Try washing your car with one... Cunningham & Philips.

Miss Anna Aguel returned Wednesday from a visit with G. H. Spazenberg and family at Austin.

See your Dentist twice a year and then see our Dental supplies... Cunningham & Philips.

Civil Wason and Lester Fisher left last Sunday for Tulsa, Okla., in charge of a shipment of cattle.

Candy Special
 Saturday only—35c the pound at
 the LYRIC CONFECTIONERY.

The Big Spring Herald

XIX NO. 45.

Big Spring, Texas, Friday, July 27, 1923

By Jordan & Hayden

First State Bank

Guaranty Fund Bank
Big Spring, Texas

Statement of the Condition as Reported to the State Bank Commissioner at the Close of Business June 30, 1923

RESOURCES	LIABILITIES
Loans and Discounts . . . \$459,378.55	Capital \$ 35,000.00
Other Real Estate 14,828.00	Certified Surplus Earned . . . 33,000.00
Livestock 7,296.50	Undivided Profits 26,449.49
Banking House and Fixtures . . 9,000.00	Dividend, June 30, 1923 3,500.00
Int. & Assts. in Guaranty Fund 19,887.46	Borrowed Money NONE
CASH 75,804.79	DEPOSITS 486,245.81
\$586,195.30	\$586,195.30

Deposit Your Money Where You Can Get Accommodations When You Need Them. We are prepared at All Times to Grant Our Customers Accommodations.

The confidence of the people in any Bank is shown by their patronage and said confidence is shown in our Bank as we have the largest number of depositors, also largest amount of individual deposits of any Bank in Howard County.

For Safety and Service Do Your Banking Business With Us.

We Pay 4 Per Cent Interest on Time Deposits
Call and see our Safety Deposit Boxes

The Psychology of Success
Mr. Editor:
May we speak briefly, on the psychology of states? Knowing the pressure of your journal for space, I will handle a big subject, briefly. To treat this disease of communities and states I will have to expose the disease. As I have lived longer in Colorado than elsewhere, I will draw most of my illustrations from here. Our faults and our virtues are pretty much the same as are common to most states. Our great natural resources, soil, climate, etc., are wonderful and in spite of our faults we have accomplished much but with our great opportunities and resources, we have fallen short of marvelous things we should have accomplished. Fifty years ago a man gave of his time and fortune to build a railroad across the mountainous part of Colorado. No great undertaking, expense, or hardship has ever been encountered anywhere. That such a task was undertaken by an individual and that without subsidy is wonderful indeed. Mr. Moffat, the builder, died, possibly ahead of his natural time and comparatively bankrupt. It was soon seen that a more direct route, where they had gone around a high mountain or two, was needed. We held an election to offer a loan from Denver to carry on the work. The loan was voted, after the election an attorney read the constitution and decided the loan was illegal. Why he didn't read it before I do not know. The Legislature met and made it legal for the state or Denver to aid such an enterprise. Another election was held and a section of the state and certain selfish railroads killed the proposed loan. Then some near-sighted individuals of small business calibre with a desire to oppose or obstruct this great forward move took action and defeated our aims. Now we had to go to the Supreme Court at Washington and pass through another long time-killing process to remove this hindrance. Finally we got a favorable decision. Now another expensive election. This proposed tunnel or tunnels are to be six miles in length entering even a better section of our great natural resources. Now in contradistinction to all of this let us look at Los Angeles. A few of the progressive citizens saw they needed more water, and with scarcely a dissenting voice or one obstruction they went to work and built an aqueduct, eighteen feet in diameter and two hundred and fifty miles long. In this illustration we see the effect of good psychology, business efficiency and cooperation. Hold this thought please. With the California spirit of harmony, pull together, cooperation and boost the Moffat Tunnel would have been started the same year it was decided to be a necessity. It would only have been chores before breakfast. We were not asked for a gift or subsidy, but a loan to build the tunnel. Each person could have with profit given same as a gift. Until recently a new political party was hardly inaugurated until condemnation or obstruction began. Some newspapers found more pleasure in fighting and in inharmony than in upbuilding. When residing in Fort Worth, Texas, there was rivalry between Fort Worth and Dallas; Dallas was using a good Chamber of Commerce, Fort Worth was using Trinity mud and hot air ink; the Fort finally came to its own and itself. I sent a story to some leading Nashville papers recently, telling them of how we discovered gas in Tennessee years ago when I was a boy, while drilling a church well. Where there is gas there is usually oil. We withdrew our drill, some said we had struck hell, plugged the hole and went away and not even the little country newspaper ever heard about it. It seems that the papers consulted Dunn and Bradstreet, and said not well rated so we cannot use the story. I cited the place and reputable people living there now for proof. So Tennessee has gas and she don't know it; and maybe oil. The late John Braun said that "in west Tennessee, there was too much sunshine and in east Tennessee, too much moonshine." St. Louis one time lagged behind the rest of the country in hotels. Some opposed building any more, a wise planner and builder showed them that it would aid present hotels to build and popularize hotels. I could cite illustrations all over the country, but as I have said before,

SIMMONS COLLEGE

Jefferson D. Sandefer, LL. D., President
Abilene, Texas

The Thirty-second Annual Session Begins Sept. 13th

The aim of the College is to train the Head, the Heart, the Hand. Courses are offered leading to a recognized Bachelor of Arts degree. Household Arts are required of women graduates. The most beautiful building in the southwest is devoted exclusively to the Fine Arts. A well equipped gymnasium with swimming pool for physical training. Simmons participates in Intercollegiate Press, Athletic, Debating and Oratorical activities.

Write for catalogue and information to
T. N. CARSWELL, A. B., Registrar



She Is Not for Sale

That's the way a lot of families feel about good old Bossy. She has been a faithful friend of the family, giving all the milk they could use and even some for the neighbors.

Of course you always think that you feed her well, but do you? Just plenty of feed does not always mean proper feeding. Good old Bossie must have a ration that she can really turn into milk.

Cow Chow produces more milk and more butter fat because it contains elements that are deficient in the average ration. It keeps cows from robbing their bodies for milk-making nutrients and lengthens the milking period. By feeding Cow Chow you not only produce more pounds of milk, but you keep your cow in better condition.

Just try Cow Chow for a month, feed it as directed, and watch the difference.



JOE B. NEEL

Transfer and Feed
Office Phone 79 Res. Phone 97

I will use Colorado more in my illustrations, even though I make it the goat, as I am more familiar with conditions here.

We have many healing springs, but like nearly all other places over the country, they are in private hands and the water God gave His unfortunate afflicted children is well charged for in some places. Watering places are not as well kept up as they should be nor well advertised.

We, like California, should have many tourists the year round. Our winters though cold are winters of dry air and full of sunshine, free from the heavy vapor laden at-mosphere of lower altitudes. What we need is more winter amusements and more advertising. So say nearly all the tourists and so say we.

Our great resources, soil, climate, scenery, etc., are marvelous and our geographical position offers the coast advantages of California, yet California leads. Colorado and the world in the number of tourists and California is the only spot in the whole world, so far as I can learn, that did not have a great slump after the war.

They were overrun by labor as so many working men wanted to take advantage of her opportunities, her great business life, climate, etc.

The difference in California and the rest of the world is her psychology principally.

It is a matter of custom and sentiment among her educators, press and individuals, to encourage optimism. Boost, boost, don't knock, and visitors are immediately set right if they begin their pessimism. The spirit of concentration and cooperation also prevails.

Psychology as a science of mind, as a means of increasing its functioning and applied to business, industrialism, health, etc., is fine. As a religion it is a delusion and will not stand the judgment. California is full of psychologists, so that state stands as a beacon light to the whole world and says by her acts, her deeds, her achievements, "Men quit you, be strong." She gives her citizens just consideration as against most states which give the flotsam and jetsam element first chance.

A goodly percent of our population roam and live like tramps and gypsies.

We need an educational campaign on psychology and all around success. It is too much for the publication of the country to carry all of this alone. This means a heavy advertising campaign by the cities, states and nation.

Yours for Psychology.
JOE

Pipes: Smoke one of our new kind. . . . Cunningham & Phillips.

Worry abides only with those who recognize it.

"Feeling Fine!"

"I was pale and thin, hardly able to go," says Mrs. Bessie Gordon, of Central, S. C. "I would suffer, when I stood on my feet, with bearing-down pains in my sides and the lower part of my body. I did not rest well and didn't want anything to eat. My color was bad and I felt miserable. A friend of mine told me of

CARDUI

The Woman's Tonic

and I then remembered my mother used to take it. . . . After the first bottle I was better. I began to loosen up and I regained my strength and good, healthy color. I am feeling fine. I took twelve bottles (of Cardui) and haven't had a bit of trouble since."

Thousands of other women have had similar experiences in the use of Cardui, which has brought relief where other medicines had failed.

If you suffer from female ailments, take Cardui. It is a woman's medicine. It may be just what you need.

At your druggist's or dealer's.

Cunningham & Phillips.

PARTNERS IN PROSPERITY

Several years ago Fresno, California was a dead little village. The farms in the country around about were plastered with mortgages. The farmers were discouraged with low prices. Many of them could not make ends meet so they moved away, leaving their hopes dead and their dreams in ashes.

Then a genius came along and spoke the simple gospel of co-operative marketing. The movement grew and grew until today Fresno is the richest town of its population in the country. Good roads everywhere run to fine farms where there are trees, good automobiles, plenty of implements and substantial barns. Farmers own the farms and they are out of debt, with money in the bank. The village of Fresno has grown into a good-sized town. Business is good and everybody is prosperous, contented and happy.

The point is that business men are partners with the farmers in bad times as well as in good times. The prosperity of business men in an agricultural community depends on the buying power of the farmers. For this simple reason, business men of Texas can not raise a hand to hinder the onward march of the co-operative marketing movement.

The farmer as a rule has been forced to sell his crop in a hurry and at a time when the market was glutted. Within a few months his entire production has passed out of his hands, although a year is needed to consume it. His crop has been little more than offset to debts contracted to make it. The farmer's bills come due in the fall. The merchant who supplied him also finds his bills coming due at the same time. There is a call to pay up all down the line from the manufacturer and the city bank to the farmer. No matter what condition the market is in, the farmer has to sell and pay up.

This system forces the farmer to take less for his crop than it is really worth. His buying power is cut that much. Then the merchant sells less goods, for the farmer has less money to buy them with. The country banks lose both ways because the farmer and the merchant deposit less.

This system of bad marketing makes the farmer a weak buyer, a weak borrower and a weak depositor.

The system of co-operative marketing is changing this situation. The farmer's non-perishable products, like cotton and wheat, are assembled in quantity, graded, warehoused and insured, pledged as collateral for loans and marketed in an orderly manner through the year. His perishable crops, like melons, are graded and sent into the markets where there is a demand for them. As a result the price is stabilized at a profit level, the growers receive more money for their crops and they have more money to deposit in the banks and to spend with the merchants. The farmers are more prosperous and the business men are also more prosperous. The opportunity of business men to increase their own prosperity knocks at their door.

PHONE 389 FOR PURE MILK

We can now supply you with pure milk from tested cows. To further insure absolute purity we have installed a Clarifier which removes all foreign matter from the milk. Get pure milk. From now on our price is 7 cents per pint and 12 1-2 cents per quart. THE BIG SPRING DAIRY COMPANY. J. T. Parrish, Proprietor.

THE BEST OF EVERYTHING

The best law—The Golden Rule.
The best education—Self knowledge.
The best science—Extracting sunshine from a rainy day.
The best mathematics—Multiplying the joys and dividing the sorrows of others.
The best art—Painting a smile upon the brow of a child.
The best music—The laughter of happy children.—Sovereign Visitor.



Nobody Hits Taxes When They're Down

There isn't any tax on wearing proper looking clothing. Let us

CLEAN AND PRESS

your suits.

Long experience has taught us just what kind of treatment is needed to clean each kind of fabric and to remove each kind of stain.

HARRY LEES

ANYTHING IN TAILORING
Phone 420 — 114 Main Street

Suits Made to Measure

Dry Cleaning and Pressing

Notice to Farmers

McCormick and Deering Row Binders at \$185.00 at our warehouse or \$200.00 if delivered and put up anywhere within twenty-five miles of Big Spring

SEE US AT ONCE

Big Spring Hardware Co.

BIG SPRING, TEXAS

FLOOR COVERINGS

We can furnish you the best in floor coverings at reasonable prices. We especially wish you to call and examine our Gold Seal Congoleum art squares 9X12 and our line of Axminster Rugs. W. R. Purser & Sons.

Notice to School Patrons

All persons wishing to transfer their children from one school district to another in Howard County, must do so before the first day of August. See me at once if you wish to make such transfers.

JAMES T. BROOKS,
County Superintendent.

Pancho Villa Quits the Stage

Pancho Villa, Mexican bandit chieftain, who became an international character, following his spectacular raid on Columbus, N. M., was ambushed and killed near his ranch near Cantillo, Mexico, last week.

INVESTIGATE A REAL OIL STOVE

We want you to call at our store and permit us to show you the merits of our Buck's Giant Oil Stove. These are four burner stoves and they make good. Call and see them or phone 111. W. R. Purser & Sons

The members of the Texas Tech-

ological locating committee will have a huge sigh of relief on the evening of August 7th for on that date they should complete their marathon inspection trip and will have been "on the go" for twenty-five days and will have visited the thirty seven towns and cities seeking the location of the college.

Have you noticed Sparenberg lately? Well she is growing right along. The new bank there helps the looks of things as it is a modern building and indicates that the bank thinks the city is going to grow since they are several yards removed from all the rest of the town. News, Lamesa.

While crops in our county may be somewhat later than they were at this time last year, it's a cinch that they didn't have the fine season in the ground we now have and which will cause crops to grow like Jack's famous bean stalk.

Flash lights and repairs. Cunningham & Philips.

Women Admitted to Luncheon Club

Stanton, Texas, July 22.—At the regular meeting of the Martin County Luncheon club Friday night the constitution of the club was amended making women eligible to membership in the organization. A membership drive is now in progress and it is expected to double the membership of the club. The Martin County Luncheon club functions as a commercial organization and was brought into existence to advertise the resources and assist in the development of Martin County.

Hemstitching 7 1-2 Cents Per Yard.

Am prepared to do hemstitching for 7 1-2 cents per yard and guarantee work to be satisfactory in every way. Workroom opposite postoffice - open from 8 a. m. to 6 p. m. Phone 290. Mrs. Chas Eberley. 40-tf.

Eat at the Best Place

Shorty Baird's is the best place to get what you want to eat, prepared the way you like it. Chili and Short Orders always. Tap. Bar Chocolate and Candies. Cigars and Tobacco on sale. Come and see us. 29-tf

Fine Lots for Sale.

Better secure a resident lot in College Heights before the locating committee announces the Texas Tech is to be placed in Big Spring. A word to the wise is sufficient. See me at once. J. F. HAIR. 39-tf

Bring your auto work to the BANKHEAD GARAGE, where only first class workmen will work on your car. All work guaranteed. Try us. 23-tf.

CEDAR CHESTS

We have cedar chests to meet every requirement and at prices from \$4.50 to \$35.00. If interested see us. W. R. Purser & Sons.

Furniture For Sale

Dining room table and chairs, and some rocking chairs for sale. Also, a New Perfection Oil Stove. See Miss Atwood, 401 E. Nolan St. It-pd.

MUNROE'S DRINKS INCREASE THE DRINK BUSINESS "THERE'S A REASON" CUNNINGHAM & PHILIPS.

Herald want ads get fine results.

BIG SPRING HERALD

BY JORDAN & HAYDEN



\$2.00 A YEAR IN COUNTY
\$2.50 A YEAR OUTSIDE COUNTY

Entered as second class matter at the Postoffice, Big Spring, Texas, under Act of Congress, Mar. 8, 1897.

Big Spring, Friday, July 27, 1923.

Control of Webworm and Cotton Leaf Worm

(By R. R. Reppert, Entomologist)

The webworm has been unusually destructive to cotton in the south part of the state this season, and now reports of extensive damage from this insect are reaching us from the northern and eastern counties. These worms feed in the fall on careless weeds and other weeds pass the winter as partly grown worms, and complete their growth in the spring, changing finally to moths that lay eggs, and so multiply. Two such generations are usually passed on weeds in the early spring, the third brood often appearing to destroy cotton, especially in seasons and sections where for some reason weeds are abundant. These statements suggest the most practical means of control—that of fall plowing, with disking or harrowing in winter and early spring to keep down weed growth until the cotton is planted.

Another pest that should be carefully watched is the cotton leaf worm. This begins its depredations usually towards the Mexican border, increasing in numbers with successive generations and pushing northward to the counties of north Texas as the season advances. As a usual thing, heavy infestation occurs so late in the season that the crop is not extensively damaged. Last year, however, it appeared late in July and required extensive control measures. This year it has already done extensive damage in the Rio Grande Valley, and reports have come of its presence in different parts of the Coast section, the apparent infestation even extending to the Oklahoma border. While as yet not appearing as serious outside of the valley section, it is believed that extensive damage may be expected with the next brood, to appear by July 15th in the Coast counties, and probably about the last of July in north Texas.

Control of Leaf Worm — When the insect appears in destructive numbers, dusting with the proper arsenical will control it. Dry arsenate of lead is best, and should be applied at the rate of about three pounds per acre. There is little danger of burning the foliage with this poison. Paris green applied in dust form is effective, but is apt to burn the foliage, and only about one and a half pounds per acre should be used. Further, it should always be diluted with about two parts of air slaked lime to one part of the poison. London purple is also quite apt to burn, but if no other poison is available, might be used with great caution, in the same way as advised for Paris green. London purple is also of very variable composition, and for this reason the results are often not what could be desired. White arsenic is very unsafe to use on account of the danger of burning. Calcium arsenate may be used at the rate of about five pounds per acre, undiluted. Our advice is to use lead arsenate or calcium arsenate as long as these are obtainable, and to avoid all other arsenicals except as a last resort, and then to use them only in combination with air slaked lime, and with extreme caution.

Apply these poisons by means of two cheese-cloth bags tied to opposite ends of a pole so that each bag hangs over a row. Carry this on horse back along two rows, beating the pole with a stick to shake the poison out of the bags and over the plants. Manipulate so as to apply the amount per acre advised. If a dusting machine is available, the operation will be simplified. Dusting should preferably be done while the dew is on, so that the poison will readily adhere to the foliage.

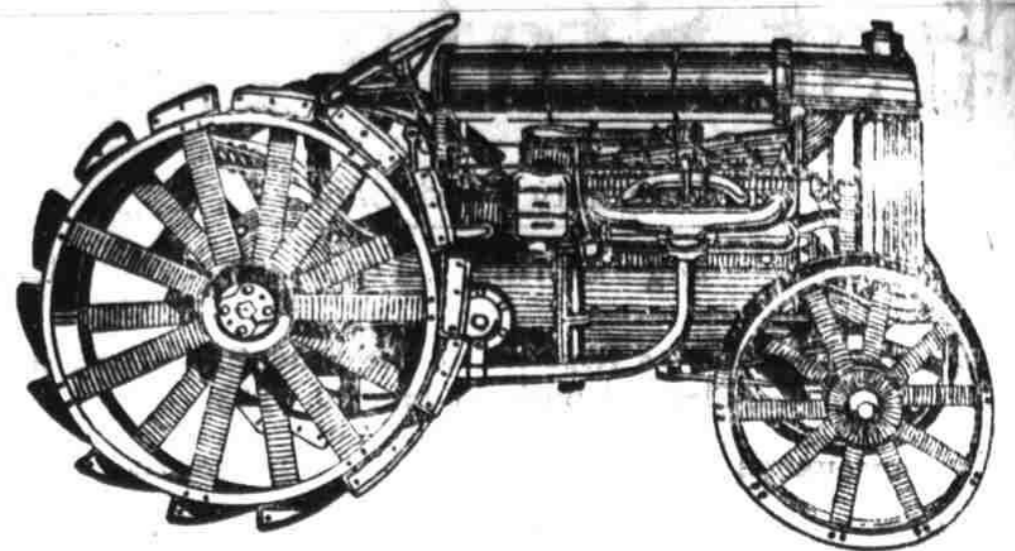
The amounts of poison per acre recommended are for cotton about eighteen inches high. For larger cotton the amount should be increased accordingly.

The same poisons as advised for the control of the leaf worm, in the same amounts, and applied in the same way, will control the leaf worm at this season, though with this insect the action is slower.

Mr. and Mrs. P. F. Cantrell returned Sunday from a visit with relatives at Stamford. Mr. Cantrell states that his sister, who has been seriously ill at Stamford for some weeks past appeared to be somewhat improved.

Fordson

TRADE MARK



Every bolt and bar made of the toughest steel that science can produce; every piece of metal put there for a special purpose with ample reserve strength to withstand the most unusual strain; and every drop of kerosene that goes into the tank transformed into power—that is the Fordson Tractor.

Whether it is required to drag the implements of agriculture across the fields or to turn the wheels of stationary machines, the Fordson will do all that is claimed for it and more.

We will gladly demonstrate to you this the most powerful tractor for its size on the market.

Stokes Motor Co.

4th and Main St.

Big Spring, Texas

Kill your red ants with carbon... Cunningham & Philips.

Mrs. John Pike and daughter, Dorothy, left Monday morning for a month's visit with relatives at Ranger.

LEGEARS STOCK FOOD... COME IN AND WE WILL TELL YOU ABOUT IT... CUNNINGHAM & PHILIPS.

W. S. Davies left Monday evening for Childress, Texas, to accept a position with the Fort Worth and Denver Ry.

T. E. Jordan and family and Miss Helen Hayden returned last Saturday evening from a two weeks' visit at Christoval.

Mr. and Mrs. J. W. Haggard of Durham, Texas, was here last week for a visit with Mrs. Haggard's mother, Mrs. J. M. Hull.

Mr. and Mrs. Walter Sullivan started to Sterling City last Saturday but turned back when they found many cars stuck in the mud this side of Sterling.

The rains came just in time to make the melon crop in our county and from now on we can enjoy home grown melons that can't be surpassed in flavor.

Mrs. E. E. Green and daughters, Elizabeth and Ernestine, of Rosebud, Texas, arrived Saturday for a two weeks' visit with her parents, Mr. and Mrs. D. F. Painter.

There are only a few spots in Howard County that failed to get some of the fine rains last Saturday. The eastern and southern portions received the heaviest rainfall.

Mrs. John P. Watkins returned Sunday evening from a several weeks' visit with relatives at Los Angeles, California. Mr. Watkins met her at El Paso and accompanied her to this city.

Mr. and Mrs. T. E. O'Keefe and daughter, Miss Irene, after a visit with relatives in this city, left Tuesday for Hurley, N. M. They purchased an automobile while here and made the return trip to Hurley via auto.

Bob Dorward was in Monday from his home in the northern part of the county and reports crop conditions in his section exceptionally good. He states that the fine rains of last Saturday have practically insured fine crops for the Luther community.



The care of the depositors should be

Safety of the Bank

The first care of the bank should be

Safety of Depositors

It is our care for the safety of depositors that has earned the confidence of those whose first care is

SAFETY!

Resources More Than \$800,000.00

Under Federal Supervision

U. S. Depository

First Nat'l. Bank

The Old Reliable

Auto Chamois... Cunningham & Philips.

A. C. Bass of Coahoma was a business visitor here Tuesday.

When you think you are too old to learn it is time to begin.

Fine box stationery for one dollar... Cunningham & Philips.

Fame comes to many people, but it remains only as long as it is deserved.

Razors and blades... Cunningham & Philips.

Any man can be brave when there is no danger ahead.

Many people reach the top only real ones stay there.

"BIG SPRING" PENNANTS CUNNINGHAM & PHILIPS.

Mr. and Mrs. Noisy... tended the barbecue at Sterling last Saturday.

