## Big Syring Daily Herald

Wiley Post On Final Lap of World Flight





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 ${ }^{\text {s }} 600^{00}$ Per Month IN 'FOREIGN' MONEY HAS BEEN BROUGHT TO BIG SPRING bY THE HERALD EACH MONTH SINCE THE FIRST OF THE YEAR!By "Foreign Money" we mean money that is brought from New York, Philadelphia, Detroit, San Francisco, Dallas and other money centers of the country ... money that is new for Big Spring and adds to the cash in circulation. It is money that could not possibly reach Big Spring except through the columns of a daily newspaper. This amount far exceeds the expenditures of the Daily Herald that goes out of Big Spring. Money spent by local people and merchants with the Herald STAYS IN BIG SPRING . . . it is expended for salaries, taxes, local supplies, rent and through many other loc al channels.

PACH TMRME


## MORE THAN ${ }^{\$} 1,450$ Per Month

HAS BEEN PAID EMPLOYEES AS S ALARIES BYTHE DAILY HERALD EACH MONTH SINCE THE FIRST OF THE YEAR!

This money buys wearing apparel, groceries, furniture, automobiles, gasoline and oils, pays rent and utilities, and buys all other necessities and luxuries for Herald employees and their dependents . . . numbering more than thirty. In addition, the Daily Herald provides em ployment that makes spending money, and in some cases contributes to the upkeep of their families, for 26 Big Spring boys who sell papers on the streets and delivers them to the homes of local subscribers
The Daily Herald provides employment for more people, not counting newsboys, in Big Spring than all other advertising mediums and job printing shops combined!

## The Big Spring Daily Herald <br> Wanted, Invited Into, and Paid For By 3,267 Homes In the "Heart of West Texas"




45 INT8
This money buys wearing apparel, groceries furniture automobiles gasoline and oils, pays rent and utilities



Texas Leads In Homicides But
New York Assesses Most Penalties Of Death, Federal Figures Show





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## Now-  <br> PERFORMANCE

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of the biggest thrills of your motoring experience.


WEBB MOTOR CO. Big Spring, Texas

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Dariylana NEW IMPROVED ICE CREAM Retreithy - Puro At The Keadhy Fountalus
$\mathbf{N}^{0}$ man would gamble with the lives of his family! Not intentionally! Yet it's a fact that every day human lives are needlessly sacrificed when weak, thin,
worn tires blow out! Take this warning! Check your tires! If they're worn, don't gamble! Change to new safe Riversides! Do it right now-while prices are low!


No 'matter how you figure it, those last few miles you may get from old tires aren't worth the risk! The odds are against you! New Riversides take the gamble out of driving! They give you greatest possible blowout resistance! They give you positive 2 -way skid protection! Riversides' safety tread wears longer, enables you to stop quicker! Money can't buy finer, safer tires!

## Ward's Unlimited Gusarantee

 For your protection, Ward's famous Riversides are backed by the strongest tire guarantee ever written! Every single Riverside tire is guaranteed to give service that is eatisfactory to you. No time limit! No mileage limit!
## Safety aned Quallty Facts



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Old Tilires Worth Money at Wardle Trade in your old wora tires on brand new safe Riversides! Our tiberal urade-in ailowance for your oid tires meane that you bave more than over on Wards finest quality safety tires

Sape wold Saledy en Tirwell Tirres Ward's Truck Tires with 6 new strength features come in a com-
nete dive range. $30 \times 5$ Mate, 8 Ply ( 10 plies under tread)- $\$ 12.50$, plete ilize range. $30 x 5$ Mate, 8 PH ( 10 plies under tread)- $\$ 12.50$, 56 Mate, 10 Ply ( 12 plies under tread)- $\$ 21.00$. We Gisurnatce To Seve You Mifone!
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Author of "Badfo Elir", -jorene", Eted CHAPTER 32









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PA'S SON-IN-LAW


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A Quick Dive
by John C. Terry


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by Fred Yochet



景
 en in sizes and color. Take Albert M .
Fisher Co's tip, "BUY-AND BUY
NOW,"

AT UNBELIEVABLE LOW PRICES
 DRESSES fOrmerly
$\$ 795$
DRESSES



## Albert M. Fisher Co <br> Phone 400 <br> all sales final

Ritz Presents Kay Francis And Nils Asther With Walter Huston Two Days In "Storm At Daybreak"

Ft Worth And
WTCC Sponsor Trip To Fair

Learn This


With Over Compliments

## Thousands of women have found radiant charm and loveliness by following Dorothy Perkins' rules of beauty <br> At considerable expense we have obtained a personal representative of Dorothy Perkins to explain this scientific method of beauty care to our customers. <br> This beautician will be at our stores July 24th to Aug. st incluave and will give a complete fri individualized treatment to every person making an appointment. <br> Tow will service is complimentary

 You will be amazed at the results.Phons now for an appointment.


## $x_{8}^{217}$

## (dMMivetilips Petroleum Building <br> petroleum Building

Special Attention to Dry Skin oily Skin Sallow Skin Blackheads Lines and
Wrinkles $\underset{\substack{\text { Sagging } \\ \text { Muscles }}}{ }$ Crowfeet Pimples and Double Chin Personalized
Makeup
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'Dad' Joiner's Well Blamed By NR A Problem Of Reviving Oil Industry Section Six Of American Petroleum Institute's Proposed Code Considered Fatal For
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## 135 Boy Scouts To Close <br> Buffalo Trail Council Camp <br> Period Next Wednesday


nor sour cusp Medal Ranking
MotLISON TUNES UP OCEAN PLANE Repeal Means
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## Practical Economy


, center pleces-those pieces so dear to a woman's heart. With an efficient hot water system installed in your them and you will know minutes of your the co wash

## Rival Automatic <br> Water Heater

It is important to have a good water heater. This does not necessarily mean an expensive one. You can get a thorat moderate cost.
Heater-lits awaits you in the Rival Automatic Water up-to-dateneas of thew conveniences-the stamp of water, free flowing -day and night-from every fan, hot Rival Autoniatio Hot Water Service, tester by thousands of successful installations, tested and proved a Rival Automation $\mathbf{W}$. It er is easier to enjoy the luxury of wait a year for ito, for the Heater at once than to avery ord pay for it.


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