

NEW PARTY LINE-UP IS FORESEEN

Result Of Roosevelt's Outspoken Bid To 'Liberals'

By KIRKE L. SIMPSON WASHINGTON, June 25 (AP)—President Roosevelt's rallying cry to "liberals" over the country, regardless of party lines, heralded another advance toward some form of party realignment by 1940.

While the fighting character of the Friday night presidential chat with the "real rulers of this country" was not expected in the "New Deal eyes" than return to power of democrats openly hostile to or rendering only lip service to New Deal objectives.

A Liberal Party In the light of that Roosevelt speech, and of the probable nature of the many others he has arranged to deliver within the next three weeks, the fighting for control of the democratic party in 1940 was no more than started.

No less bluntly the president disclosed and waved aside harmony and go-slow councils among his own "associates." Whether that refers to the practical political advice of such aides as Postmaster General Farley, or to the reputed insistence by Vice President Garner on a halt in the onward march of the New Deal reforms is not clear.

But it does emphasize the mood in which the president is personally joining battle to rally voter support to his cause.

North Dakotans To Ballot Tuesday

BISMARCK, N. D., June 25 (AP)—A five-year fight between Gov. William Langer and U. S. Senator Gerald P. Nye, two nationally prominent North Dakotans seeking the republican senatorial nomination, will go before the North Dakota voters in Tuesday's primary election.

Tossing national issues aside, the former friends have fought on state issues.

CARS DERAILED

GUYMON, Okla., June 25 (AP)—Nine cars of a Rock Island freight train were derailed on the main line between Guymon and Liberal Kas., at 5:20 p. m. today. No injuries were reported.

D. P. Bissell, Rock Island agent here, estimated traffic would be held up about eight hours. He said the derailed train was carrying a spill rail on a bridge across Beaver creek, about six miles north of Guymon.

REVIEWING THE BIG SPRING WEEK

BY JOE PICKLE

We've gone to talking in big figures around here. Since announcement was made of a \$225,000 PWA grant for waterworks improvements and county officials disclosed an application for \$135,000 to be used in construction of a new courthouse, mention of a paltry few thousands for this or that fails to arch a single eyebrow.

The \$225,000 grant for the waterworks improvement is the "bird in the hand," and therefore is most important at the moment. The grant is outgrowth of an application on the Moss Spring dam project, but according to information now, it may be used in any manner to better the water supply so long as the city puts up an amount of around \$75,000.

Should a dam be erected on the Concho river, as officials hope, the half-million city-PWA money would serve to finance pipelines and other equipment.

Speculation began all over again last week when County Judge Charles Sullivan announced that application had been made for \$135,000 from PWA which would amount to 45 per cent of the cost of a new courthouse. More interesting was the proposal to sell the north half of the courthouse square to finance the county's portion of the cost. This not only sounds feasible, but is practical and logical.

See THE WEEK, Page 3, Col. 3

Steel Price-And-Wage Developments Serve As A Market Spur; Prices Up \$10 To \$20 For Week

By CLAUDE A. JAGGER AP Financial Editor

NEW YORK, June 25—Possibility of a wage readjustment in steel was injected into the business recovery picture today as the stock market surged upward for the sixth successive day, completing a week of rising prices unparalleled in recent Wall street history.

Conflict of opinion between the New Deal and important sectors of business management over the proper wage policy to spur recovery was noted.

1—United States Steel Corp. issued a statement today that none of its officials "has given any assurances" sweeping price reductions in its products announced yesterday would not be followed by wage cuts.

2—In his "fireside chat" last night President Roosevelt called for a united stand by capital and labor to resist wage slashing, approved U. S. Steel's price reduction, and added he was "gratified to know" it involved no wage cut. A White House secretary explained today the president was guided by news reports in his assumption wage adjustments would not follow.

Stock market traders began bidding up steel and other industrial shares after financial news tickers carried the corporation statement. Advances of \$1 to more than \$4 a share were numerous at the finish, making many extreme gains for the week of \$10 to \$20. Trading for the two-hour session swelled to 1,161,700 shares, approximately 10 times the sluggish volume of last Saturday.

How much the market was guided by the wage matter was of course something which could not be gauged accurately. The administration has repeatedly cast a critical eye upon the steel price structure, wondering why quotations up to yesterday were maintained above 1929 levels, in a period of slump, while prices of farm products and other sensitive commodities came down. Lower prices, administration circles said, should increase the volume of business sufficiently to permit maintenance of wage rates.

In Washington, the administration's monopoly investigators indicated that the controversy will be thoroughly aired when public hearings begin next September. Observers felt the steel wage matter was virtually important in its possible implications for industry generally. Regardless of the wage problem, Wall street analysts were optimistic over the prospect the lowered prices would give a fillip to steel buying. Users have been reluctant to buy for some time, they said, in view of indications the price structure might give way.

The fresh upward thrust given the stock market caused many to rub their eyes in astonishment as they viewed the extent of the week's climb. The Associated Press average of 60 stocks—30 industrials, 15 rails and 15 utilities—advanced \$1 today to 445.5, the highest since March 1, and within \$2.40 of the 1938 high. It rose this week \$6.80, or more than 17 per cent. Statisticians estimated that close to \$5,000,000,000 had been added since last Saturday to the total quoted value of all shares listed in the stock exchange.

What gave the market such an enormous upturn in such a short time was still a subject of conjecture. The favorite explanation remained that the market had been waiting so long for signs of a turn in the business trend that once traders began to spot the hopeful signs, buyers quickly stampeded. Prices rose so fast, according to this theory, because the amount of stock offered was in comparison with the buying volume.

EXCHANGE OF THREATS REVIVES WAR SCARE

TWO ATTORNEYS SLAIN IN COURTROOM



Train Crash Fatal To One

13 Injured As Crack Passenger And CCC Train Collide

INGOMAR, Mont., June 25 (AP)—A head-on collision between the "Olympian," pride of the Chicago, Milwaukee, St. Paul and Pacific Railroad, and a CCC train killed a CCC youth and injured 13 other persons a mile west of Ingomar today.

Last Sunday, when the Olympian crashed through a bridge into a flooded creek approximately 47 persons lost their lives.

(At Miles City railroad officials reported 44 bodies had been recovered from last Sunday's wreck, and three persons known to have been on the train were still missing. Bodies of three women, they said, remained unidentified.)

The dead CCC enrollee was identified as Robert Eckert of Portageville, N. Y., a worker in the CCC mess car.

Railroad officials said the collision occurred when the west-bound Olympian ran through orders to meet the east-bound CCC train at Ingomar.

Both locomotives were badly damaged. The Olympian's coaches were derailed and the CCC train went down an embankment.

IS ARRAIGNED ON ROBBERY CHARGE

DALLAS, June 25 (AP)—Jack Winn, erstwhile companion of the fugitive Floyd Hamilton, pleaded not guilty today when he was arraigned before U. S. Commissioner John Davis on a charge of bank robbery at Bradley, Ark., June 9.

Officers said he would be removed to Texarkana for trial. Commissioner Davis fixed bond at \$2,000.

Officers here said Winn, in a written statement, said he remained in an automobile while Hamilton and Ted Walters, fugitives from the Montague county jail, held up the Bradley bank.

TWO-YEAR-OLD BOY VICTIM OF CRASH

DALLAS, June 25 (AP)—A two-year-old boy was killed and two other children were believed to be dying tonight after an automobile collision here.

The dead child was Les Irving Jr. Melinda Jefferson, 4, and Deloise Jefferson, 7, sisters, were in critical condition with head and internal injuries.



Surrounded by investigators checking over the scene, the bodies of R. D. McLaughlin (on floor) and J. Irving Hancock (in chair at extreme left), attorneys slain in a Los Angeles courtroom, are shown a few minutes after the shooting. Arthur Emil Hansen, 35, (pictured below) was charged as the killer.

The 'Biggest Show' Folds

Labor-Beset Ringling Circus Quitting The Road

SCRANTON, Pa., June 25 (AP)—John Ringling North, head of the Ringling, Barnum and Bailey circus, and Ralph Whitehead, head of the American Federation of Actors, tonight signed an agreement for the return of the circus to its winter quarters at Sarasota, Fla.

The signing of the agreement officially ended the summer tour of the circus which was halted abruptly last Wednesday when 1,600 workmen went on strike rather than accept a proposed 25 per cent reduction in wages.

Spokesmen for the union said the circus was released to go to its winter quarters "as soon as possible." Plans were made for packing the big tent and animals on south-bound trains, probably tomorrow.

Weather

WEST TEXAS—Partly cloudy, thunder-showers in south, cooler in southeast portion Sunday; Monday partly cloudy, warmer in the Panhandle.

EAST TEXAS—Cloudy, thunder-showers in north and west, cooler in northeast and southwest portions Sunday; Monday partly cloudy.

PWA Aiding Industries

New Allotments Mean Expenditures For Materials

WASHINGTON, June 25 (AP)—Public Works officials smiled broadly today at the week's gain in stock market quotations and pointed without comment to \$322,000,000 of PWA orders moving into the heavy industries.

That amount of basic construction materials, they said, would be required by the \$440,585,029 of non-federal projects allotted during the last three days and one of the largest orders he ever has placed, would be used on work-in-progress projects to keep an average of 2,800,000 enrollees at work.

PWA, heading toward \$600,000,000 of construction, announced grants totaling \$49,052,950 for 265 federal projects and allotments of \$4,238,280 in grants and \$24,000 in loans for 22 other non-federal projects.

Today's allotment brought the total number of new projects to 2,042 at an estimated construction cost of \$499,056,339.

MAN IS ACCUSED OF MURDER TO WHICH YOUTH CONFESSED

SOUTH PARIS, Me., June 25 (AP)—Defense counsel won an extended trial date today for Francis M. Carroll, 45, World War veteran accused of a brutal murder for which schoolboy Paul N. Dwyer, 18, now serves life imprisonment.

Clyde H. Chapman, one of Carroll's counsel, was granted until July 25 to prepare the defense to a grand jury indictment charging Carroll slew Dr. James G. Littlefield, 67, of South Paris.

Chapman requested the time extension because, he said, when he entered the case Carroll, a church deacon, was under \$50,000 bail on a morals charge involving his oldest daughter, Barbara, 18, once an intimate friend of Dwyer. But with return of the murder indictment more time would be needed, he said.

Fear, or a quiescent desire, or both, officers indicated today, apparently prompted Dwyer to plead guilty to the aged physician's slaying Oct. 13 at his November trial and without information Special State Prosecutor Ralph M. Ingalls described as "detrimental" to Carroll's future.

It was this knowledge, contained in letters reportedly written to Dwyer by Barbara Carroll that provided the motive for murder when Dr. Littlefield became aware of their contents, said investigating officers.

Dwyer also confessed he strangled the doctor's wife, Mrs. Lydia Littlefield, 63, but no mention of her death entered the current proceedings. But a further check was being made on Dwyer's claim he killed the woman two days after her husband's death.

Dwyer's six-state "death tour" with the bodies of the couple ended in North Arlington, N. J., Oct. 18 when he fell asleep at the wheel of the car.

Warning Given Of Reprisals For Bombings

Loyalists Talk Of Action, Il Duce Quickly Answers

By the Associated Press Europe was plunged into a new war scare tonight by Spanish government threats of bombing reprisals against Italy and a quick warning from Rome that Italy would meet such reprisals by wiping Spanish government cities off the map.

The scare started by disclosure the Spanish government at Barcelona had threatened to bomb "Italian-dominated" towns in the Balearic Islands, just off Spain's east coast.

It was heightened by reports from sources close to the French foreign office that the Barcelona government also had threatened to bomb cities of "those foreign countries" sharing responsibility of bombing of Spanish civilian centers.

Destruction of Cities Then tonight, creating fear among French and British diplomats that a general European conflict might break out, Premier Benito Mussolini of Italy notified France his warplanes would destroy government Spain if Spanish planes should bomb Italian cities.

Il Duce's declaration came after the Spanish ambassadors in London and Paris had said their governments were planning reprisals against foreign nations whose planes they accused of "massacres" among civilians in government Spain.

Barcelona authorities have insisted that both Italian and German fliers have taken part in bombings of civilians behind their lines.

Even today, reports came from Madrid of an estimated 100 were killed and 230 injured in a swift 15-minute raid by insurgent bombers in the Spanish government port of Alicante. Seventy buildings were destroyed when the raiders dropped 50 explosive and incendiary bombs.

See WAR SCARE, Page 3, Col. 1

Sweetwater Man Is Found Dead In Submerged Car

SNYDER, June 25 (AP)—John M. Wilson, 44, Sweetwater insurance man, was found dead in a partly submerged automobile four miles southeast of Snyder on highway seven today.

A rain Friday night had filled a 12-foot creek near the road. A passing motorist found the body. A deep gash on the side of the head caused death, according to the coroner's verdict. Investigators believed Wilson was blinded by the rain and had run off the road near a bridge.

Search Is Pressed In Rough Mountains For Young McCormick

Skilled Cliff Scalers Take Up The Hunt As Body Of Mountain Climber's Companion Found

ALBUQUERQUE, N. M., June 25 (AP)—Darkness called a halt tonight to the search of Sandia Peak's rugged slopes for Medill McCormick, 21-year-old heir to the McCormick publishing fortune, who has been missing since Wednesday on a mountain climbing expedition.

Like birds of ill omen, lazy buzzards wheeled slowly in the darkening sky as the last of the scores of searchers wended a slow way down the treacherous cliffs, on which young McCormick's climbing companion was dashed to death.

Only a handful of forest service rangers remained in the mountains over night, and Governor Clyde Tingley ordered the hunt resumed tomorrow with the first daylight. Supplies were trucked into the base camp tonight in readiness for tomorrow's activities.

As the second day of intensive search came to a close, none was able to hazard a guess as to the fate of young McCormick. Most, however, held to the belief his body was caught in a high crevice of the 6,000-foot peak.

Skilled mountain climbers flew in by plane from Colorado late today to search almost inaccessible crevices and sloping ledges which might hold young McCormick, for whose life little hope remained.

Friend's Body Found The battered body of Richard Whitmer, McCormick's climbing companion, was brought into Albuquerque from the mountains 20 miles northeast of Albuquerque. It was found under the towering rock face of a cliff known as "The Shield," near the summit of the peak.

Seven veteran climbers were concentrated on the peak late in the day as Gov. Clyde Tingley and Mrs. Ruth Hanna McCormick Simms, who personally directed the search, refused to permit the inexperienced to dare the sheer heights.

Mrs. Simms, stoic but with dwindling hopes, stayed at the search base in Juan Tabo canyon at the foot of the mountains.

Though her associates were convinced young McCormick was dead, Mrs. Simms throughout the long, discouraging hours in the sun-baked mountains, steadily clung to the hope her son was caught in some crevice and was still alive.

Crop Outlook Is Improved

Steady Showers Of Great Benefit To Much Of Area

Howard county today has infinitely better cotton crop prospects than a week ago.

Rains of Friday night and Saturday morning blanketed the county, as well as most of West Texas yet fell so that it was beneficial except in the excess of two inches, it fell either in brisk drizzles or intermittent showers. The hard wind and dashing downpours which have visited the county during late May and June hit only in a few places.

Rain was hard enough a few miles north of Concho to partly wash some fields. Creeks northeast of there were sent on a rampage.

Cotton producers Saturday reported little damage and said that the rain had made tiny cotton stand out and washed the crust off that about to come up. They feared only a stiff wind before they have time to scratch or stir the soil.

Weeds have taken a new lease on life over the county and will have to be fought diligently. However, producers were confident that they would be able to handle the situation nicely with knife and hoe. And if the cotton does well to this stage, the odds are all in favor of another good start even in the face of a real late start.

CITY WATER PROJECT TO BE AIRED

Outline Of Plan For Concho Reservoir Due Tuesday

A broad program whereby the city of Big Spring can establish its water supply on a larger, permanent basis, through cooperation with the war department on contemplated flood control projects on the Concho river, and through use of money proffered by the PWA will be outlined by City Manager E. V. Spence before the commission Tuesday evening.

Spence returned late Friday from Austin and Galveston, where he conferred with representatives of agencies interested in the water program. He reported he received assurances of wholehearted cooperation from all, including war department engineers at Galveston, the state board of water engineers and officials of the state planning board at Austin.

FWA Funds A new development in connection with the Concho reservoir project—one which the war department is furthering—is the announcement last week that PWA had allotted \$225,000 as a grant for the city to use for water improvements. This, of course, would have to be matched with \$275,000 raised locally, making a possible \$500,000 for use in development of the water system.

Spence indicated that if the Concho reservoir plans developed, a larger sum might be entailed, both locally and from the government.

Surveys Complete The war department has completed surveys on a series of dams on the North Concho, and engineers indicated to Spence, would go to work first on a reservoir north of Sterling City which Big Spring could use as a source of supply. Plans on this lake call for a drainage area of 600 square miles and water would be available for municipal use sufficient for a city of 75,000. In developing its part in the program, the city has been granted access to all war department files, Spence said. He plans to put before the commission a recommendation to proceed toward cooperation in the Concho reservoir project, revamping the PWA allotment plans whereby that money could be used for auxiliary items, such as a pipeline, filtration plant, booster stations, etc.

Further development on the entire water program is expected next weekend, when O. E. Meisner, geologist in charge of the U. S. Geological survey, will be here with other USGS men for a survey of the work. The USGS last year made a survey of ground water possibilities in the Big Spring area, and a report on the work is due soon.

With Meisner will be Penn Livingston, who directed the local survey, and Messrs. Bennett and White, both USGS officials. The party will be here July 2-4, making Big Spring one of only two stops in Texas on an official visit to the state.

On the Concho undertaking Spence has been in contact with Col. E. B. Benson, district engineer for the war department at Galveston; Capt. B. C. Clark, chief engineer; and J. A. Cotton, engineer in charge of the Concho survey in the San Angelo area.

Spence expressed gratification at the "fine response all departments have shown us in our water problem. We have launched an undertaking," he continued, "that is absolutely of top importance to Big Spring and with the coordination of all agencies, there is every reason to believe that we can carry to completion a great water program that will meet Big Spring's needs for years to come."

35 Candidates Pay Their Fee

Other Political Rallies Slated For The Week

The die was cast Saturday when all of 35 candidates filing for 15 county and precinct offices paid their ballot fees totaling \$875.

L. S. Patterson, secretary of the county democratic executive committee, announced later Saturday that not one of the candidates filing had failed to post his fee before deadline time.

With the field definitely settled, candidates will dig into their campaigns with more fervor Monday, looking to the first democratic primary on July 23, now less than a month away.

Monday evening at Elbow school, the series of political rallies over the county will be resumed before a crowd that promises to be the largest of the current campaign. It is to be a county affair for the home demonstration clubs, Madison E. Smith, in charge of the speaking, announced.

By Tuesday evening candidates must have filed their first expense accounts with the county clerk.

Wednesday the battle of words will center at Vincent and at Re-Bar on Friday.

A week from today (July 3) absentee voting for the first primary will start, and because of the keen interest in elections, from the governor to county and due to the recent vote registration, balloting is expected to establish a new figure in the county.

Brief Bits Of News

EASTLAND, June 25 (AP)—The chamber of commerce, believing "it's high time that Eastland be recognized again as the capital of the horned toad world," challenged the owner of the winner of the Coalingo, Calif., horned toad derby to enter "the biggest event of its kind" here July 4.

Secretary H. J. Tanner said at least 500 loads would be entered in the event here.

POPULAR BLUFF, Mo., June 25 (AP)—A pain in the neck bothered Leo Howard, 26-year-old farmer, five weeks after he fell while working at his home.

Doctors at a hospital here, where he came today for treatment, discovered he had suffered a broken neck.

OFFICERS ON HAND NEWARK, N. J., June 25 (AP)—Norman Thomas, the country's No. 1 socialist and victim of a rotten egg bombardment when he visited Newark three weeks ago, spoke for an hour late today at a peaceful, police-guarded rally in a park dedicated to George Washington.

Mindful of the June 4 riot in nearby Military park, more than a hundred officers were on the scene.

WAR ON CHOLERA SHANGHAI, June 25 (AP)—Using literally gallons of serum, authorities have inoculated more than a million persons against cholera in Shanghai's International settlement and French concession within the past two months.

TO REUNION HUGO, Okla., June 25 (AP)—Turner Hall, 95-year-old Hugo Negro and former slave, will leave Monday to attend the reunion of the "Blue and Gray" at Gettysburg, Pa., June 27-July 6 although he was not called in the Civil War.

"Uncle Turner," who was born in Rankin county, North Carolina, said he belonged to the "family firm of General Nathan E. Forrest," acting as an orderly during the war.

NEW PRESIDENT DUBLIN, June 25 (AP)—Prime Minister Eamon de Valera today saluted President Douglas Hyde with the confident prediction all Ireland would come "under your sway."

The scholarly, 78-year-old Hyde formally became first president of Ireland under the new constitution in a brilliant ceremony in the gold and cream great hall of Dublin castle.

TWO ARE KILLED WICHITA, Kan., June 25 (AP)—Bullets snuffed out the lives of Gerald P. Madison, 62, Wichita truck driver, and his 45-year-old estranged wife, Mable, in a shooting affray recorded by police late today as "murder" and "suicide."

JOBLESS PAYMENTS WASHINGTON, June 25 (AP)—The social security board reported today unemployment benefits paid to insured jobless persons in 24 states and the District of Columbia totaled \$24,105,943 in May.

Bette Davis Has New Dramatic Role In Film Story Of The Old South, 'Jezebel'

Henry Fonda, George Brent Cast With Her In Feature Now At Ritz

The romantic melodrama of old New Orleans, "Jezebel," the much talked of Bette Davis opus, comes to the Ritz theatre today and continues through Monday.

Long recognized as one of the better emotional actresses of Hollywood Miss Davis has rare opportunity to add to her long list of acting laurels and, at the same time, help Warner Brothers beat a rival studio's picture of similar setting "Gone With The Wind" to the wire.

Bette here is assisted by such capable performers as Henry Fonda, George Brent, Richard Cromwell, Donald Crisp, Fay Bainter and Margaret Lindsay. "Jezebel" is a picturization of a stage hit by Owen Davis, Sr.

Cast as Julie, a glamorous siren of New Orleans Miss Davis is about to break the ties with her fiancé, played by Fonda, who tries to tame her.

Fonda takes her to a ball when Julie tells him he is afraid that some one may insult her and make him fight a duel for her sake. Julie acts with high disdain when the crowd at the ball ridicules a red dress which she is wearing. Fonda comes to her rescue and makes her dance in spite of her whispered pleadings and inwardly she thrills to him but, at the same time, plans to make him submit to her desires.

As Fonda departs, however, he tells her he is about to leave for good, she strikes him across the face in a fit of anger. He does leave and, upon returning at the end of the year, brings with him a Yankee wife. Julie fights for control upon learning of this and silently vows to win back Fonda's love.

Openly she makes love to him and, although almost won over, he at last repulses her.

Infuriated, Julie begins to scheme and stir dissension between Fonda's wife and Buck Cantrell (George Brent). When an abolition argument is at white heat, Fonda is called to the scene where an epidemic of yellow fever rages. As he rides away his brother (Cromwell) challenges Buck to a duel and Buck, upon accepting, is felled with a mortal blow. Before dying, however, he blames Julie for the trouble and she is pronounced as a "Jezebel."

Determined to repent when she learns that Fonda has the dreaded fever she goes to him and offers her services as a nurse. A dramatic ending shows Julie, risking her own life, to save his, abolishing forever the dread name of "Jezebel."

Here, closed securely by mountains impenetrable to the uninitiated, is a setting of indescribable beauty and serenity, peopled by members of the strangest cult of modern times. Romance and adventure fall to the bewildered kidnap victims, and soon, all but one surrender to the utter contentment and rare loveliness that is Shangri-La.

The personalities involved in the production of "Lost Horizon" give this picture a distinguished advantage. On the technical side, there are Frank Capra and Robert Riskin, director and writer of such prize-winning films as "Mr. Deeds Goes to Town," "It Happened One Night" and "Lady for a Day"; James Hilton, author of the original novel, who also wrote "Goodbye Mr. Chips"; Joseph Walker, noted photographer of Capra's greatest successes; Harrison Forman, American explorer and author, who acted as advisor on the Tibetan phases of the film; and Dimitri Tiomkin, internationally known composer, who wrote the musical score.

By special arrangement, pictures of the Louis-Schmeling championship fight will be an added attraction on the Ritz theatre's program Friday and Saturday of this week, the management announced Saturday.

The film naturally is brief, since Louis retained his title with a series of terrific punches lasting no longer than two minutes and four seconds, but it is an action-packed reel.

Some sports writers who witnessed the sensational Louis victory and the films later have declared the reel to be the best fight film yet made. It reveals in detail the series of fast punches with which the negro put the German challenger away for keeps.

70 LICENSES
Only 70 drivers licenses were issued in this district the past week, figures released by the drivers license division of the highway patrol showed Saturday. Licenses were granted to 43 operators and 27 chauffeurs. One operator was refused.

Mrs. W. A. Sheets, who has been in a Fort Worth hospital for two months, was brought here several days ago by her husband and son, Ralph. Her condition is much better.

Rose Small of Hobbs has recently moved to Big Spring and is employed by the Barnhill bakery.

'Lost Horizon' Returns To The Queen

Ronald Colman Star Of Frank Capra Production

One of the important pictures of the past season is Frank Capra's "Lost Horizon," which returns to Big Spring for showings at the Queen today and Monday.

Starring Ronald Colman, and featuring Edward Everett Horton, H. B. Warner, Jane Wyatt, Margo, John Howard, Thomas Mitchell, Isabel Jewell, Sam Jaffe in the much discussed High Lama role, the picture is an adaptation by Robert Riskin of James Hilton's celebrated novel of the same name.

Briefly, the story of "Lost Horizon" concerns five persons who are kidnapped in an airplane in China, and flown deep into the heart of Forbidden Tibet. Picked up by a caravan headed by a mystic and elderly Chinese, they are escorted to what is perhaps the most unusual place on the face of the earth—the lamassary of Shangri-La.

Here, closed securely by mountains impenetrable to the uninitiated, is a setting of indescribable beauty and serenity, peopled by members of the strangest cult of modern times. Romance and adventure fall to the bewildered kidnap victims, and soon, all but one surrender to the utter contentment and rare loveliness that is Shangri-La.

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Louis-Schmeling Fight Pictures To Be At Ritz

By special arrangement, pictures of the Louis-Schmeling championship fight will be an added attraction on the Ritz theatre's program Friday and Saturday of this week, the management announced Saturday.

The film naturally is brief, since Louis retained his title with a series of terrific punches lasting no longer than two minutes and four seconds, but it is an action-packed reel.

Some sports writers who witnessed the sensational Louis victory and the films later have declared the reel to be the best fight film yet made. It reveals in detail the series of fast punches with which the negro put the German challenger away for keeps.

70 LICENSES
Only 70 drivers licenses were issued in this district the past week, figures released by the drivers license division of the highway patrol showed Saturday. Licenses were granted to 43 operators and 27 chauffeurs. One operator was refused.

Mrs. W. A. Sheets, who has been in a Fort Worth hospital for two months, was brought here several days ago by her husband and son, Ralph. Her condition is much better.

Rose Small of Hobbs has recently moved to Big Spring and is employed by the Barnhill bakery.

Stevenson Opposed To One-House Legislature



COKE STEVENSON

Coke Stevenson of Junction, candidate for lieutenant governor, was in Big Spring Friday afternoon contacting friends in the interest of his candidacy. He was en route to Aspermont where he addressed a crowd at the Golden Jubilee celebration this afternoon.

The former speaker of the house, only man in Texas history to serve two consecutive terms as house leader, told friends here that he is vigorously opposed to the proposed plan for a unicameral legislature in Texas. Stevenson said if the unicameral legislature is adopted in Texas, more than 200 counties will never again have a voice in state government.

"Taxation without representation and government by special interests will prevail under a one-house legislature," he said.

Stevenson is the author of the state auditor's law, the state budget law and the bill providing for the payment of county highway bonds out of the gasoline tax. This last measure, he said, has saved Texas taxpayers \$40,000,000 since becoming effective in 1933.

BEER FAVORED
IRVING, June 25 (UP)—This Dallas county municipality voted today to retain legalized sale of beer, 440 to 308.

TUNE IN KBST 1500 KILOCYCLES

- Sunday Morning-Afternoon
- 10:30 Jimmie Grier.
- 10:45 Ferdinand Strack.
- 11:00 Morning Service.
- 12:00 Master Singers.
- 12:15 Benny Goodman.
- 12:30 Charm Cycle.
- 12:45 Assembly of God.
- 1:00 Sunday School Program.
- 1:30 Voice of the Bible.
- 2:00 Rosario Bourdon.
- 2:30 Tommie Tucker.
- 3:00 Good Afternoon.
- Sunday Evening
- 5:00 Sunday Song Service.
- 5:30 Hal Grayson.
- 6:00 Rhythm and Romance.
- 6:30 Melodeers.
- 6:45 Nathaniel Shilkret.
- 7:00 Piano Novelties.
- 7:15 Dixie Jugglers.
- 7:30 Studio Party.
- 8:00 Goodnight.
- Monday Morning
- 7:00 Musical Clock.
- 7:30 What Happened Last Night.
- 7:45 Just About Time.
- 8:00 Devotional.
- 8:15 Morning Concert.
- 8:30 Musical Newy.
- 8:45 Playboys.
- 9:00 Frank Traumbauer.
- 9:15 Hollywood Brevities.
- 9:30 On The Mall.
- 9:55 Newscast.
- 10:00 Old Family Almanac.
- 10:05 Rainbow Trio.
- 10:15 Piano Impression.
- 10:30 Variety Program.
- 10:45 Singing Stars.
- 10:55 Newscast.
- 11:00 Farm and Ranch Hour.
- 11:15 Eddie Fitzpatrick.
- 11:30 Western Melodeers.
- Monday Afternoon
- 12:00 Benny Goodman.
- 12:15 Curbetone Reporter.
- 12:45 Eb and Zeb.
- 1:00 Singing Stars.
- 1:15 Music Graphs.
- 1:30 Half and Half.
- 2:00 Newscast.
- 2:05 Serenade Espagnol.
- 2:30 The Old Refrains.
- 2:45 Aloha Land.
- 3:00 Newscast.
- 3:05 Matinee Melodies.
- 3:30 Sketches In Ivory.
- 3:45 WPA Program.
- 4:00 Harmony Hall.
- 4:15 Art of Composition.
- 4:30 Home Folks.
- 4:45 Jane Marie Tingle.
- Monday Evening
- 5:00 Ace Williams.
- 5:15 Charlie Johnson.
- 5:45 There Was A Time When.
- 6:00 Music By Cugat.
- 6:15 Newscast.
- 6:30 Variety Program.
- 6:45 Baseball Scores.
- 7:00 Eventide Echoes.
- 7:15 Pinto Pete.
- 7:30 Green Hut Serenade.
- 7:45 Dance Hour.
- 8:00 Super Supper Swing Session.
- 8:30 Sweet and Swing.
- 9:00 Goodnight.

HOUSTON AGAIN IS BUILDING LEADER

By the Associated Press
Houston topped Texas cities reporting building permits for the past week. The report by cities, for the week and total for the year:

City	Week	Year
Houston	335,190	\$13,364,695
Austin	109,219	2,868,062
Dallas	88,960	4,270,472
Wichita Falls	63,975	381,755
Fort Worth	63,058	3,127,037
San Antonio	60,929	1,960,536
Midland	50,750	651,750
Corpus Christi	29,350	1,553,490
Lubbock	22,806	1,213,622
Galveston	20,404	1,311,630
Big Spring	13,992	262,205
Tyler	9,854	726,575
Corstiana	962	59,728

LYRIC TODAY TOMORROW

HERE'S HEIDI...THE SWEETEST LITTLE GIRL IN ALL SWITZERLAND!

Shirley Temple in "HEIDI" JEAN HERSHOLT

PLUS: "SOUL OF A HEEL"

Shirley Star Of Picture At Lyric

Appears Today And Monday In Popular Story Of 'Heidi'

The beloved story of Heidi and all the colorful folk who lived and laughed and loved high up in the Swiss Alps, has been made into one of the most delightful of Shirley Temple's pictures. The little star appears in "Heidi" in a return showing at the Lyric theatre today and Monday.

Bringing love to hearts filled with hate, and a twinkle to eyes filled with tears, "Heidi" tells of an abandoned mountain-top exile, brilliantly portrayed by Jean Harsholt, reclaimed from his fierce hatred of the world, of a young girl who finds the strength and courage to walk again, and of the little heroine who brings everyone new zest for life.

Arthur Treacher and Helen Westley play prominent roles in the story, and Pauline Moore, Thomas Beck, Mary Nash, Sidney Blackmer, Mady Christians and Sig Rumann are also featured in the cast.

Written into the transcribed screen play by Walter Ferris and Julien Josephson are two dance sequences that present the first star of the screen at her greatest. "In Our Little Wooden Shoes," the specially composed song by Lew Pollack and Sidney D. Mitenoff, gives Shirley a gay and charming interlude in the warmly dramatic story.

It was in "Wee Willie Winkie" that she made her first attempt at a straight dramatic role, an attempt so successful that Darryl F. Zanuck, Twentieth Century-Fox production chief, decided to make "Heidi" in the big-picture tradition set by the Kipling classic.

"Heidi" has sold millions of copies and is on the prescribed reading lists of schools all over the world. Ideally cast and gloriously played, it makes a picture that its many readers long have hoped to see.

Grant Sought For School Project At Stanton

STANTON, June 25 (Sp)—The Stanton public school system will ask government assistance in making improvements on the school buildings, it was revealed this week. Members of the Stanton school board were called in a special session to discuss the possibility of getting a PWA grant of \$22,500 for much needed repairs and improvements at the school plant. Most pressing are repairs at the grammar school building, which was erected in 1923. Other improvements would include facilities for the high school home economics department and the band. Tentative plans also include a new gymnasium for physical education and health training, a unit required by state law. At the present time, there is no gymnasium in the school.

LEFEVRES HAVE SON

Born to Mr. and Mrs. R. C. Lefevre at Bivings hospital Friday afternoon at 3:15, a son. Mother and child are doing well. Mr. and Mrs. Lefevre reside at 603 Douglas street.

BIRTH ANNOUNCED

Born to Mr. and Mrs. M. J. Stratton, 1901 Rannels street, at Bivings hospital Friday morning, a daughter.

Special Cars To Gettysburg Are Available To Vets; But They're Likely To Be Sparsely Occupied

Some special cars to Gettysburg will pull out of Big Spring Monday—but they likely will be unoccupied for several miles. Texas & Pacific offices here have been instructed to attach special Pullmans to trains departing Monday, to accommodate veterans of the Civil War who will journey to the famed battlefield for the reunion of the Blue and the Gray, June 26-July 4. One car will be attached to the Sunshine Special, leaving here at 8 a. m. Monday; another will be on Train No. 4, departing at 4:50 p. m. The cars will go straight through to Gettysburg, arriving there on Wednesday after a trip by way of St. Louis.

QUEEN TODAY TOMORROW

Frank Capra's mightiest Production! RONALD COLMAN in "LOST HORIZON" Plus: JANE WYATT JOHN HOWARD Pathe News "A Star Is Hatched"

IN DRAMA OF THE OLD SOUTH



Henry Fonda and Bette Davis as they appear in Southern characterizations of the picture, "Jezebel," a sort of "Gone With The Wind" version of New Orleans in the early days which is at the Ritz today and Monday. Miss Davis, given the starring title role, appears as the tempestuous Southern belle who causes a great deal of grief for other principals in the story.

'Sunday Song Service' And 'Studio Party' Among Features On Today's Broadcasts By Local Station

"The Sunday Song Service" to be heard this afternoon at 5:00 o'clock will present such outstanding talent as John Seagle, Richard Leibert, organist; and the Trinity Choir. Mr. Seagle will sing "Oh Zion Haste," "Abide With Me" and "When He Cometh."

The transcribed "Studio Party" to be aired at 7:30 o'clock this evening offers thirty minutes of variety. Fields and Hall Mountaineers, Dolly Dawn, Betsy White, the Buccaneers and the Ranch Boys may be heard.

Another in the transcribed series of "Dramas of Life" will be on the air Monday at 1 o'clock. This program appears over KBST every Monday and Friday and each presentation packs a wallop. Don't miss the third episode Monday.

Monday evening at 6:50 o'clock, Ike Benson and his orchestra will present twenty-five minutes of dance music from the Crawford hotel studios. For your favorite dance melodies tune in and enjoy the sweet swing of Ike Benson's orchestra.

The Monday evening hour at 7:15 o'clock sends Pinto Pete and the Ranch Boys out your way once again. The Ranch Boys will sing "She'll Be Coming Round the Mountain When She Comes," "Pretty Quadroon" and "Rovin' Gambler." The boys will all play the "Boosters Club March" and Pinto Pete comes through again with "I'll Take You Home Again, Kathleen."

According to present plans, a bond election for \$27,500 will be held at an early date, to provide the necessary 55 per cent of the funds which must be furnished by the local district to offset the 45 per cent grant by the federal government. A total expenditure of \$50,000 is figured to be the minimum amount necessary to complete the modernization program.

Expenses of the veterans making the trip—most notable of any of the ex-service men of 1861-65—are being paid by the government. Attendants will be furnished, provisions made in event of sickness or other mishap. It's a long trip for the veterans who reside in Texas. And, Saturday afternoon, the local T&P office had received no inquiries about the journey. Word came from Abilene that some veterans may board the cars there—one from McCaulley, one from Stamford, one from Winters. But the cars likely will be so much "dead haul" out of Big Spring.

Movie Player At S'water Festivity

Bruce Cabot Will Crown Winner Of Beauty Revue

SWEETWATER, June 25—Bruce Cabot, Hollywood movie star, is expected to crown the "Goddess of West Texas" at the conclusion of the beauty revue here July 15, it was announced today by the Sweetwater Board of City Development, sponsoring organization.

Cabot is planning to fly to Texas for the coronation ceremonies. Entries in this regional beauty contest had reached 15 Friday and the number is expected to exceed 40 by the closing date next week. Towns already accepting the invitation to have sponsors: Anson, Fort Worth, Mineral Wells, Graham, Breckenridge, Stamford, Abilene, Colorado, Big Spring, Eastland and Roscoe.

Representatives named to date are: Miss Billy Nat Phifer, Anson; Miss Virginia Kennedy, Rotam; Miss Wynona Keller, Snyder; Miss Bertie Ward, Crane; and Miss Eddy Gene Cole, Midland.

Winner of the revue is to be given a beautiful loving cup and a week's all-expense trip to Galveston. Second and third place winners are to get cash awards.

The local revue to select "Miss Sweetwater" is to be held the evening of July 14 and the winner is to be crowned by Hon. Harry Hines of Wichita Falls, member of the Texas highway commission. She is to serve as hostess to the visiting girls and is not to be eligible to compete for the regional contest, but will accompany the Goddess to Galveston.

Between 10,000 and 15,000 people are expected to witness the two revues, to be followed by the Gulf AAU annual swimming and diving meet here July 16 and 17.

BLANKENSHIP WILL BE ON PROGRAM AT TEACHERS MEETING

Supt. W. C. Blankenship of the Big Spring schools has accepted an invitation to make an address before the Guidance section of the Texas State Teachers association, when that organization holds a convention in Dallas next November 24-26.

Superintendent Blankenship was asked to make a talk on the new curriculum methods employed by the local schools, and will speak on "Vocational Guidance Through Diversified Occupations." He received an invitation to appear on the program from Joseph U. Yarbrough, chairman of the Guidance section.

Former Governor, 99
CARSON CITY, Nev. (UP)—Roswell K. Colcord, believed to be the oldest ex-governor and the oldest Mason in the United States, has celebrated his 99th birthday here.

PAUL MOSS FOR DISTRICT JUDGE

31 years in civil, trial and appellate practice. In Texian Who's Who. Admitted, U. S. Supreme Court. (Political Advertising Paid For By Paul Moss)

IT'S A GOOD OLD BIG SPRING CUSTOM

To entertain her visitors in a royal manner...it's here you see real West Texas hospitality demonstrated.

Walker's Pharmacy Joins in Welcoming You to the Cowboy Reunion and Rodeo July 2-3-4

MAKE OUR STORE YOUR HEADQUARTERS
Excellent and Courteous Fountain Service... And A Complete...
PRESCRIPTION DEPT!
WALKER'S PHARMACY

RITZ TODAY TOMORROW

War Scare

(Continued from page 1)

bombs before government aircraft could chase them away.

The casualties included many women and children standing in food lines when the sudden attack started. Ruins were searched for other possible victims.

Germany, as well as Italy, was reported to have informed both the British and French foreign offices that it would consider Barcelona's threatened air raids an act of war and would feel free to send armies to "clean up" government Spain.

Premier Mussolini's warning was given to the French foreign office by the Italian charge d'affaires, Renato Prunas, who said the first Spanish government bombs dropped on Italy would open war.

He said the Italian army and navy quickly would follow the fascist airplanes and utterly destroy government Spain.

Diplomats expressed fear open warfare between government Spain and the totalitarian states would bring a general European conflict. Some said they believed the Spanish threat was an "act of desperation." They said the action of France in closing the frontier to Spain to transportation of war supplies to the Spanish government made the war materials situation critical for Barcelona.

They pointed out that 17 merchant ships, mostly British, had been sunk in the government's Mediterranean ports in the last few weeks by insurgent aviators with-

out a protest from Britain. This fact, coupled with a rise in insurance rates on merchant ships of from 15 to 25 per cent, they declared, makes it increasingly difficult for the Spanish government to receive supplies by sea.

Diplomats said they feared the Barcelona government might seek to provoke a general European war in case the situation of its armies became hopeless before the insurgent armies.

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SCHOOLS RECEIVE TRANSPORTATION AID

Last of the county's transportation aid, amounting to \$1,673, has been received, Anne Martin, county superintendent, said Saturday. Regarding bus routes of the various school districts, she reported no changes. Only one new bus—that of the Coahoma independent school district—is contemplated and a route will be compiled later for it.

BUSINESS VISITOR

Leland L. Martin, superintendent of the Forsan schools, was here on business Saturday. Martin is doing work toward his masters degree at Texas Tech this summer.

The Week

(Continued from page 1)

cal. The judge and other officials are to be commended in seeking an opportunity to build a new courthouse at little or no cost to the county. Now is the only time any of us will live to see a similar opportunity.

There appeared a ray of sunshine on the business horizon during the past week. Farmers got their cotton seed in the ground and then the stock market waxed strong for concerted advance. Businessmen, noticing this, were cheered. For some reason, suddenly the talk began to go around that "we are coming out of it now."

Truth of the matter is that Big Spring was never really hard hit, although things have been slower than expected. For that reason, "recovery" here will be rapid. Items like three new houses by one firm and five by another will serve to quicken the pace.

Farmers may have preferred to have received their rain a couple of weeks later, but the precipitation of Thursday evening and Friday night was generally so ideal that in the end it will prove very beneficial. At this time it can be reported that crop prospects, barring an abnormally early frost, are good, this is especially so since the insect menace has temporarily abated. Concerning grasshoppers, the tale comes out of the Panhandle that a big jumbo staggered into a drugstore and ordered a "couple of shots of arsenic. Well, these farmers have made a dopehead out of me."

The fifth annual rodeo celebration is now less than a week away and indications are that a record crowd will be here for the three-day event. Getting off to an early start as it does, the Big Spring show is to be the focal point for holiday entertainment in West Texas. It's not too late to drop a line to your friends, urging them to visit in Big Spring on one of the three days, July 2-4.

First reading of the city's "cow" ordinance was calm and peaceful. The second one Tuesday evening hardly promises to be that. When details of the proposed ordinance to restrict the keeping of livestock within the city limits became known, those who have cows in their backyard lots started descending on the city hall. Some of them wanted to sign or circulate petitions. Others left their names as being opposed. Others promised to appear before the commission at the second hearing.

SCOUT COUNCIL TO CONVENE MONDAY

Executive board of the Buffalo Trail council will convene here for its regular quarterly meeting Monday at 7 p. m. in the Settles hotel. Several pressing matters are to come before the board, it was announced. Charles Paxton, Sweetwater, president, will preside over the session. Al Stiles, Sweetwater, area executive, and Ed McCurtain, Big Spring, field executive, will be here for the meeting.

Public Records

New Cars
M. H. Bennett, Chrysler sedan.
E. J. McCarty, Ford coupe.

Want The Old Courthouse Replaced? Public Reaction To PWA Grant-Property Sale Idea Is Pro And Con



Mail Delivery 'Here To Stay'

Steady increase of patrons along the new motorized free mail delivery routes Saturday gave foundation for the belief that the service "is here to stay."

Postmaster Nat Shick, returning from a fortnight in Mineral Wells, said that after conferring with Assistant Postmaster Elmer Boatler and the two carriers, he was "delighted with the progress."

Carriers were bringing in an average of half a dozen new addresses changes every day, pushing the total patrons toward the necessary 85 per cent required for continuation. "The way it looks," commented Shick, "is that the service is here to stay. If people will cooperate further by erecting mail boxes at the curb and notifying the office to change address for delivery at their homes, it will become a permanent part of our service here."

NO ACTION YET ON U. T. PRESIDENCY

AUSTIN, June 25 (AP)—Choice of a new president for the University of Texas was as much of a mystery as ever upon conclusion here today of a meeting of the board of regents.

Leo C. Haynes, board secretary, said the matter was not discussed and there was no indication when it would be acted upon. The selection has been before the board since the death of Dr. H. Y. Benedict more than a year ago.

The regents accepted a bequest valued at approximately \$1,000,000 for the College of Mines at El Paso, the residue of the estate of the late Frank B. Cotton of Boston.

Desperate Fight For Yangtze Area

SHANGHAI, June 26 (Sunday) (AP)—Chinese and Japanese forces fought desperately today for mastery of the Yangtze river valley about 200 miles downstream from Hankow, the provisional capital.

Bloody battles were reported on the south bank at Shiangkewchang, 20 miles below the Chinese-defended boom at Matowchen.

This barrier of sunken boats, timbers, rocks and concrete was the first barrier to Japanese gunboats pointing the river offensive against Hankow.

Japanese infantrymen thrust overland to assist in the river offensive.

Chinese declared the Yangtze offensive had been halted. Shore batteries aided by fast Chinese bombing planes were said to have driven the attacking gunboats down river.

RODEO ADVERTISED IN RADIO PROGRAM

Word of the approaching Big Spring Cowboy Reunion and Rodeo here July 2-4 went out over the air Saturday night from WBAP in Fort Worth.

Featured on a quarter-hour program over the station were the West Texans, unit name for Mrs. R. E. Elount, Mrs. Willard Read and Ruby Bell, famed Big Spring trio. The three were heard in several close harmony numbers.

The trio flew to Fort Worth Saturday afternoon with Dr. P. W. Malone, who spoke in behalf of the rodeo attraction in a brief talk.

Others who went by car to Fort Worth for the broadcast were J. H. Greene, chamber of commerce manager, Jess Slaughter and Mrs. Anne Houser, accompanist. Mrs. Malone was in the party going by plane.

SEEKS ROCKEFELLER ASSISTANCE ON THE BIG BEND PARK

WASHINGTON, June 25 (AP)—Representative Thomason (D-Tex) said today he hoped to interest the Rockefeller Foundation in the proposed Big Bend National Park in Texas.

Thomason returned from New York where he conferred with officials of the foundation. He said he had not asked for any specific contribution but hoped to secure the "interest and cooperation" of the foundation, which contributed \$5,000,000 to the great Smoky Mountains National Park in North Carolina and Tennessee.

Congress provided for creation of the Big Bend Park several years ago, contingent upon the land being donated. Thomason said efforts were being made to raise money by public subscription in Texas to buy the land.

The "new courthouse" is edging out the weather as a topic of conversation in town and around the county.

Only since Thursday, when County Judge Charlie Sullivan disclosed plans for a new county building has the matter become fodder for public discussion. However, it has at once become an item of prime interest.

Public opinion, as expressed in stores and on the streets, and in comments to the county officials generally favored the set-up under which a \$300,000 building might be erected at little or no cost to the county. This, the judge explained, could be made possible by a \$135,000 PWA grant, now applied for, and the selling of the north half of the courthouse square for the major portion of the county's share of \$165,000.

While a few didn't take to the idea of a new courthouse, a larger number questioned or expressed opposition to selling the north half of the square to finance the county's portion of the expense. Some of this opposition was attributed to a few merchants or property owners in the neighborhood of the square.

From the rural area, residents indicated approval, while a good percentage of them were reluctant to see any of the county's "front yard" relinquished.

Judge Sullivan said that he had heard many people express opinions on the project, and only two were against it outright. Those conferring to him, he said, were largely in favor of selling the north half of the property.

If it becomes apparent within the next week that the people approve of the new courthouse idea, Judge Sullivan may inspect some of the newer county plants in other sections of the state. If and when PWA gives approval to the county's application, action toward taking advantage of the grant would be prompt, he assumed.

PUBLICITY GOING OUT FOR LEGION CONCLAVE HERE

Big Spring legionnaires opened up with heavy artillery of advance publicity the past week to advertise the regional American Legion convention here July 9-10, sending out information to more than 1,200 members in West Texas.

Three different types of letters went out to the ex-servicemen, urging them not to miss the meeting; that is, expected to draw around 1,000 legionnaires and auxiliary members here for the two-day stand.

During the week there will be several meetings by committees in charge of various arrangement details. Grover Dunham, general chairman, said that plans were shaping up satisfactorily and Cliff Wiley, in charge of publicity and advertising, predicted a record attendance from the territory between Mineral Wells and El Paso and Dalhart and Del Rio.

Visiting Crowds At The Museum On Increase

The museum will be represented in the parade next Saturday afternoon, directors of the organization announced Saturday after a called meeting Friday.

A truck and needed equipment will be furnished by S. P. Jones Lumber company.

A report to the board showed that the number of visitors registering at the museum continues to remain at a high level. One visiting woman, amazed at the popularity of the museum and learning of its origin, vowed to return to her community and interest young people's clubs in starting a similar venture.

Directors learned that material for reconditioning the museum building has arrived and work on improving the quarters in the city park will start soon.

Among out of town visitors registering during the past two weeks were: Mrs. M. C. Bradshaw, Midland, and son, M. C. Bradshaw, Jr., Philadelphia, Pa.; Mrs. W. D. McCarty and Thelma Hughes, Lubbock; Mrs. P. H. Miller, Spur; W. C. Terrell, Bakersfield, Calif.; Mr. and Mrs. Roy Cuthbert and Mrs. B. F. Andrews, Baird; Mr. and Mrs. Moss Rowe, Wichita Falls; Mrs. Odie Rowe, Conway, Ark.; Mr. and Mrs. Sam Danby and Fannie Mae Russell, Dallas; Eleanor Finley and Mary Key Wood Julian, Tusculum, Ala.; Mrs. R. M. Julian and Mrs. W. W. Hatcher, Colorado; Mrs. Betty Jordan and Mrs. Carl

LAVENDER IN FRONT

DALLAS, June 25 (AP)—Firing a sub-par 69 in the afternoon 15 holes of the fourteenth annual Texas public links tournament being held at Tenison park, Dennis Lavender, of Dallas, defending champion, went into the lead after finishing the morning round with a 74, one over regulation figure, for a total of 142.

Gordon Young, also of Dallas, trailed only one stroke behind with 143.

STILL LEADING

CINCINNATI, June 25 (AP)—Henry Picard eased up a little today from the hot pace he set earlier in the \$5,000 Goodall Invitational tournament on the Kenwood course but maintained a five-point lead over Lawson Little, his nearest threat at the end of 90 of the 126 scheduled holes of play.

McNeil, Meridian; Mr. and Mrs. Jack Seal, Roswell, N. M.; Mrs. Fred Farrar, Chillicothe; Mr. and Mrs. J. W. Guest, Los Angeles, Calif.; Mrs. Nick Onston, Houston; Mr. and Mrs. Clarence Wsde, Snyder; and Fred H. Farrar, Hoistington, Kas.

Ice Cold Melons
Fresh Twice Weekly
Popular Prices
SOUTHERN ICE RETAIL STATION
901 Main St.



Cunningham & Philips congratulate The Herald and its staff and

hope that they will get "Bigger and Bigger" as the years go by— We think we have a good "Daily Herald"



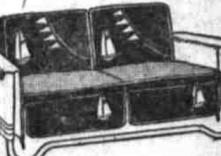
Clearance VALUES!



RUGS
9 x 12
AXMINSTER
Super Quality
\$24.95 up

9x12 Apartment
Rugs .. \$12.95
Felt Base
Rugs \$4.95 up

Close Out
Porch Gliders



Gliders \$24.50
\$37.50 Values
Gliders \$20.00
\$29.50 Values

These Gliders are in beautiful colored canvas. Cushion back with coil springs.

Porch Chairs
Each . . . \$1.09

WELCOME!



—Visitors, Friends and Cowboys to this Big Spring Rodeo July 2-3-4



Maple — Porch
Rockers . \$3.75
and
\$4.50



BED, SPRING
and MATTRESS
\$14.20

JWELROD FURNITURE
102 MAIN ST.

LOVE ON THE RANGE



BY NELSON C. NYE

When Blur Ankrum rode into Peso Pinto his one desire was to keep out of trouble. He didn't dream he would be dragged into a net of adventure, mystery and intrigue—all because of a girl.

STARTING JULY 1
IN THIS PAPER

DINE IN—



Sunday Special
CHICKEN
DINNER 50c

Settles Hotel ... Coffee Shop

Completely Air-Conditioned
Plan Now to Attend the Big Spring
Cowboy Reunion and Rodeo
July 2-3-4

THE SPORTS PARADE

BY HANK HART

The grapevine tells us that all is not well in Clovis despite the new financial arrangements. . . . It seems that the influential parties are too influential. . . . When Clarence Trantham stopped Jake Suytar, Midland first sacker, in Friday's game it was the first time in 28 games that gangling custodian had gone hitless. . . . The Big Spring Barons have hit more triples this season than they have home runs. . . . We should know later in the week whether the deal League President Milton Price has been trying to swing has swung. . . . That was the business whereby Price was trying to cajole a Texas League team into a working agreement with the Big Spring outfit. . . . Billy Capps, the Baron third sacker who was injured when Jordan, Clovis third sacker, slid into him the other day at Clovis, will be out for more than two weeks. . . . It was Capps' glove hand that got the misery. . . . Incidentally, Billy hails from the same neck of the woods that the Halliburton ball club does. . . . He's from Comanche, Okla., just a hoop and a holler from Duncan. . . . Bobby Decker can lay claim to being the league's leading thief of the WT-NM loop but his handle isn't as popular as that of Ned Pettigrew's, and they're both recognized as specialists of a similar trade. . . . Maybe Pettigrew's mistakes are unintentional but the grandstands don't think so. . . . He beat this same Decker out of a base hit in Friday's affair on an unquestionable play at first, then turned right around and embarrassed Hank Henderson at the far corner when he called a Midland base runner safe. . . . Now is that cricket? . . .

John Soden's full moniker is John Leonard Winfield Soden but the Baron righthander likes to emphasize only the front label. . . . Johnny ranks fifth among the leading "striker-outers" of the league. . . . Jerry Blanchard of Lubbock is first, Marshall Scott of Hobbs second, C. Needham of Hobbs third and Cliff Neighbors of Midland fourth. . . . Recreation Director H. F. Malone may invite the San Angelo city softball champs to town July 3 to play an all-star aggregation of this city. . . . Condolences to Collier Parris, ace Lubbock scribe, who was laid low with an attack of appendicitis last week. . . .

Why do the so-called "sports experts" of this vicinity ignore the feats of Big Spring's Doug Jones, one of the ten best amateur golfers in the state of Texas. . . . Dilly Davis' real name is Sterling Davis which doesn't make him any better wrestler. . . . Pictures of the Max Schmeling-Joe Louis fight will be flashed at the Elks theatre Friday and Saturday, July 1 and 2. . . . The kaye will be shown in slow motion. . . . When the back nine of the Muny golf course is opened today a dream of more than three years will be realized. . . . Harold Akey's brother, Charlie Akey, who was pro at the course before Harold took over, did some preliminary work over the spacious hills south of the clubhouse but abandoned the work when he accepted a job with the Lubbock CC. . . .

Thixton's Motorcycle Show To Begin Today With Dress Parade

An attractive list of prizes will be offered the winners in Cecil Thixton's AMA contests on the Mall place south of town this afternoon, an event which has attracted riders from cities throughout this sector of the country. . . . The cyclists congregated for the first time last night with a barbecue at the city park. . . . The program was to get underway at high noon today with a dress parade through downtown Big Spring and from there the grounds for the various events, scheduled to begin at 2:30 p. m. . . . To the nearest dressed male rider in the parade will go an AMA bronze trophy, to the woman an attractive prize. . . . Plenty of Events . . . Contests planned by Thixton include a TT "45" lap race, TT "80" 10-lap race, with the winners in

those races meeting in an open race over 15 laps; a potato race for the women; a dig out race for all contestants, a slow mass race and broad jumping. . . . Several of the riders will also be featured in various stunts. . . . Candidates for public office have been invited to be on hand to further their campaign. . . . An allotted time has been set aside for any political rallies. . . . Merchants donating awards include: Anderson's Music company, Harley Davidson's shoppe, Preach Martin's service station, Standard Super Service stations, Iva's Jewelry, Wats' Jewelry, La Mode, Toby's Army store, United, Elliott, Big Spring Hardware, Levine's, C.C. Hardware, Elmo Wasson's, Cunningham & Phillips, Mellinger's, Biles & Long, Frost's and Firestone Service station.

CARDS OPPOSE BARONS IN TWIN BILL TODAY

Jordan And Burrus In Tennis Finals Today

DOUG JONES MOVES INTO LAST ROUND OF BROWNWOOD GOLF MEET, OPPOSES HAMMETT

Schedule Adopted

Second half schedule for the Industrial softball league, which got underway last Thursday with two games, will close August 15, Recreation Director H. F. Malone, who made out the schedule, announced.

Rules adopted for the last half include: First games scheduled for 7:15. Teams not ready to play by 7:30 shall forfeit game. The first scheduled game not finished by 9 shall be called at that time by the umpire in charge (an inning in play at that time shall be completed) and the team ahead shall be declared the winner of that game.

Thursday, June 23—Conoco vs. Lone Star; Devils vs. West Side. Monday, June 27—Davidson vs. B. S. Motor; Conoco vs. Devils. Tuesday, June 28—Lone Star vs. West Side; Davidson vs. T. & P. Thursday, June 30—Conoco vs. West Side; Lone Star vs. B. S. Motor.

Monday, July 4—Open. Tuesday, July 5—Devils vs. T. & P.; Conoco vs. Davidson. Thursday, July 7—Lone Star vs. Devils; B. S. Motor vs. T. & P. Monday, July 11—Conoco vs. B. S. Motor; Lone Star vs. Davidson. Tuesday, July 12—West Side vs. T. & P.; Devils vs. Davidson.

Thursday, July 14—Conoco vs. T. & P.; West Side vs. B. S. Motor. Monday, July 18—Lone Star vs. T. & P.; Devils vs. B. S. Motor. Tuesday, July 19—West Side vs. Davidson. Thursday, July 21—West Side vs. Devils; Lone Star vs. Conoco. Monday, July 25—Devils vs. Conoco; B. S. Motor vs. Davidson. Tuesday, July 26—T. & P. vs. Davidson; West Side vs. Lone Star. Thursday, July 28—B. S. Motor vs. Lone Star; West Side vs. Conoco.

Monday, Aug. 1—Davidson vs. Conoco; T. & P. vs. Devils. Tuesday, Aug. 2—T. & P. vs. B. S. Motor; Devils vs. Lone Star. Thursday, Aug. 4—Davidson vs. Lone Star; B. S. Motor vs. Conoco. Monday, Aug. 8—Davidson vs. Devils; T. & P. vs. West Side. Tuesday, Aug. 9—B. S. Motor vs. West Side; T. & P. vs. Conoco. Thursday, Aug. 11—B. S. Motor vs. Devils. Monday, Aug. 15—T. & P. vs. Lone Star; Davidson vs. West Side.

Trounces J. C. Southworth, One Up

BROWNWOOD, June 25 (AP)—J. T. Hammett, Abilene city and Sweetwater invitation champion, and Doug Jones of Big Spring will meet tomorrow in the 26-hole finals of the Brownwood country club invitation.

In semi-finals today, Hammett trimmed Gene Darby of Brownwood, 5 and 4, and Jones eliminated J. C. Southworth of Sweetwater, 1 up.

In quarter-finals, Hammett beat Roy Sherrill of Temple, 6 and 5; Jones trimmed Dr. H. E. Arvin, Brownwood, 2 up; Southworth won over Houston Cole, Hanger, 3 and 2, and Darby over Norman Rowland, Fort Worth, 4 and 3.

MUNY BACK NINE OPENS

The official opening of the back nine holes of the municipal golf course, one of the sportiest grass greened layouts in the Southwest, takes place this morning.

A blind bogie tournament will be staged through the day with any player eligible to compete and a prize will be given to the low scorer of the day's play.

The back nine layout is somewhat shorter than the front nine although it boasts both the longest and shortest holes of the entire course. Compared to the 5,227 total yardage of the front nine, the back nine stretches only 3,063 yards.

No. 13, at 537 yards, is the longest hole of the entire 18 while No. 15 is the shortest at 125 yards.

THE STANDINGS

WT-NM League
BIG SPRING 2, Midland 4, Lubbock 5, Wink 1, Clovis 6, Hobbs 2.

American League
New York 9, Detroit 2, Washington 9, St. Louis 12, Philadelphia 7, Cincinnati 6.

STANDINGS
WT-NM League
TEAM— W. L. Pct.
Lubbock 36 24 . 600
Wink 29 28 . 509
Clovis 30 30 . 500
Midland 29 491
Hobbs 32 475
BIG-SPRING 26 33 . 441

American League
TEAM— W. L. Pct.
Cleveland 37 21 . 638
New York 33 25 . 569
Boston 32 30 . 516
Detroit 32 31 . 508
Washington 26 30 . 464
Philadelphia 20 38 . 377
St. Louis 19 36 . 345

National League
TEAM— W. L. Pct.
New York 35 24 . 593
Cincinnati 34 24 . 579
Chicago 35 28 . 574
Pittsburgh 31 24 . 564
Boston 27 27 . 500
St. Louis 26 31 . 458
Brooklyn 24 35 . 407
Philadelphia 15 37 . 288

SCHEDULE
WT-NM League
Midland at Big Spring (2).
Wink at Lubbock.
Hobbs at Clovis.

PLAYS MEDICOS
Ben Daniel will take his softball team, the Anderson Devils, to Sweetwater Wednesday where they are scheduled to oppose the Magnolia Medicos, ace city league team of that city on the Major league diamond with game time at 5:15 p. m.

AT HOUSTON
Okla. City . . . 000 000 000 0-0 7 0
Houston 000 000 000 0-0 6 1
(Game called end eleventh permit Oklahoma City catch train).
Brillheart, Moore and Friar; Winford and Healy.

Motorcycle RACES TODAY (SUNDAY) June 26th

Race Track 2 1-2 Miles South of Big Spring On San Angelo Highway.

10.... Thrilling Events.... 10

Best Motorcycle Racers Of Southwest Will Perform 2:00 P. M. — Admission 15c & 25c — 2:00 P. M.

Redhead Winner

WIMBLEDON, Eng., June 25 (AP)—Defeated and defenses for thirty desperate minutes, Helen Wills Miller, blistered the South African star's backhand with hard spinning drives and won out at 5-6, 6-4.

This was the feature of a day which saw these developments: 1—Infuriated Roderich Menzel, gigantic third-seeded Czech, march off the court and default his match with Scottish Don MacPhail because of an ankle injury.

2—Gen. Makko of Los Angeles, in faultless form, carry Henry Wilfred (Bunny) Austin deep into the fifth set before going down.

3—Kuo Sin Kie, eighth seeded Chinese, outstroked and exhausted, suffer elimination at the hands of the Czech, Frantisek Cejnar.

Easy Winner
Thus at the end of the first week of play, red-headed Don Budge, easy victor over Ronald Shays of Great Britain, 6-3, 6-4, 6-1, alone remained to carry the United States' colors against seven other survivors in men's singles.

Mrs. Moody alone had reached the last eight. A round behind were Helen Jacobs, Alice Marble, Mrs. Sarah Paulfrey Fabryan and Dorothy May Bundy.

Menzel had asked postponement, but was turned down.

"We always reach the quarter-finals by Saturday night," he was told. "If your match is postponed and your opponent happens to win he then will have to play a much harder schedule than the other quarter-finalists in order to catch up."

Menzel, who could scarcely put any weight at all on his left foot, won the first set, 8-6, but when MacPhail carried the second set to duce and then won it, 9-7, Menzel gave up.

"I do not understand how it is possible for some players to get matches postponed while others can't," Menzel said afterwards.

The week Miss Jacobs fought in the clubhouse and tournament officials approved postponement of the match she had scheduled that day.)

Miss Jacobs beat Freda James of England in singles, 6-4, 6-2, but she was too weak to stand and her Santa Monica, Calif., partner were eliminated in the second round by Valeria Scott and Joan Saunders of England, 6-3, 6-4.

Owen Anderson of Los Angeles and his English partner, Rita Jarvis, were eliminated in the third round of mixed doubles by A. D. Russell and Miss James, 6-3, 4-6, 6-1.

Budge was incomparable and the longer the tournament lasts the stronger becomes the conviction that the United States can carry off all four titles.

Sainmen Meet Colorado For SB Advantage

Locals Play Final Match Away From Home

Pacing the Sand Belt golf league by two points, the Big Spring mashie welders will attempt a "grand slam" at Colorado today when they play their last match on foreign soil this season.

Captain Sammy Sain will be without the services of Doug Jones, the No. 1 player, who is competing in the Brownwood invitational tournament. D. P. Watt will probably substitute for the absentee.

The locals will play their "crucial" match with Midland, second place team, July 10 on home grounds, then close out the season against Stanton July 17.

Other Sand Belt matches scheduled today will pit Crane against Stanton at Stanton and Midland against Odessa at Midland.

Tech Star Wins All Sets In March Into Finale; H. C. Cops Tough One

Texas Tech's 1938 net captain, Harry Jordan, and a local ace, H. C. Burrus, advanced into the finals of the city tennis tournament on the Muny courts Saturday afternoon and will meet for the championship vacated by Joe Davis at 3 p. m. today.

Jordan, opposing George Tillinghast, had an easy time in the semi-finals. He swept the local veteran away, 6-1, 6-1, to win his sixth straight set in competition here. Earlier in the day he had triumphed over T. J. Turner, 6-4, 6-2.

The little blond eased by Lawrence Pressley in his first round match Friday, 6-0, 6-1, without extending his game.

Burrus had plenty of trouble in his semi-final match with the third seeded player, Marvin House, Jr., dropping the first set, 5-7, to the local high school No. One man, but he leveled down and closed out to win the last two sets, 6-2, 6-2. After drawing a first round bye, Burrus moved into the semifinals with a 6-3, 7-5 win over Lewis Coffee. H. C. had been unseeded.

Also In Doubles
The ex-Steer end also will have a hand in final doubles play this afternoon at 5:30 o'clock. Teamed with House, the pair made short work of Jimmy Myers and J. W. Elrod, the first seeded crew, winning, 6-3, 6-1.

They will oppose Jimmy Brigham and Jordan, who advanced with a 6-3, 7-5 triumph over Tillinghast and T. J. Turner.

Biggest surprise of first round singles play Friday was Tillinghast's two set victory over the second seeded J. W. Elrod. Elrod went down 4-6, 6-3, as Tillinghast was showing rare form.

Other first round matches included a victory for Turner over Preston Sleigh, 6-4, 6-2, and Coffee's conquest of Addison Cotton, 6-1, 6-1.

Leader Slumps Again In WT Bat Race

Hobbs Gardener Is Still Far In Lead, However

Thanks to some lusty hitting by the team as a whole, the Hobbs Boosters are now leading the league in team hitting. George Donaldson, Hobbs outfielder, dropped 28 points and ended up hitting .472, but Stevens of Lubbock also slumped, falling to .350. Suytar of Midland, Carr and Stevens of Lubbock are tied for home runs with 19. Donaldson replaces McDonald of Clovis in runs batted in, with 69. Averages through games of June 19 (Hobbs-Wink doubleheader not included) follow:

Club	Batting	AB	R	H	RBI	Pct.
Hobbs	200	450	617	242	307	.307
Lubbock	208	497	630	426	302	.302
Clovis	207	432	586	362	284	.284
Midland	1910	372	501	308	292	.292
B'Spring	1927	357	486	320	252	.252
Wink	1803	327	404	268	224	.224

Individual Batting
AB R H RBI Pct.
Donaldson, H. . . . 214 69 101 69 .472
Stevens, L. 229 55 87 65 .380
Rabe, H. 168 34 61 30 .363
Loken, H. 233 45 83 27 .356
Smy's, H. 231 56 82 56 .355
Gedzius, L. 212 78 75 52 .354
Saporito, BS 196 49 61 37 .308
Stasey, BS 37 9 11 11 .297
Capps, BS 56 15 16 15 .286
Berndt, BS 159 31 45 40 .284
Seigbert, BS 204 34 55 29 .270
Decker, BS 234 50 62 34 .265
Harkey, BS 170 44 48 6 .283
Henderson, BS 147 29 35 30 .238
Jacot, BS 43 8 10 5 .233
Hobson, BS 199 48 45 34 .226
Soden, BS 39 2 7 6 .179

Softball Game Is Postponed

A softball game between the Methodists and East Fourth Baptists Friday night on the Muny diamond was called at the end of the fourth inning due to rain with the Methodists leading, 6-5.

The two teams will probably meet either Monday or Wednesday evening of this week.

The Methodists are scheduled to oppose the First Baptists for the championship of the Church softball loop next Friday night.

Signs Maxie Baer

NEW YORK, June 24 (AP)—Discarding for the time being at least the recuperating claims of Max Schmeling for a return "rubber" match with Joe Louis, negro heavyweight champion, Promoter Mike Jacobs today took definite steps to rebuild Max Baer as the next title challenger.

Shifting his base of operations from the Hippodrome to his New Jersey estate, Jacobs came to terms with Baer and the Californian's manager, Ancil Hoffman, on a contract giving the promoter a three-year exclusive right to control Baer's flaic services.

AT SHREVEPORT
Tulsa 001 100 208-7 14 0
Shreveport 002 001 001-6 8 3
Stein, Moore and Sussel; Elvira, Wagner and Stephenson.

Davis Stalks Ace Freeman's Path At AC

Dilly Davis will attempt to redeem himself in the main event of the Big Spring Athletic club's three bout wrestling program Tuesday night when he stalks to the ring with New York's ace Freeman who has rejoined the West Texas circuit.

Freeman will be remembered as that little lad who was a sub-par defensive wrestler but no great shakes as an all-conquering hero. He is said to be improved from his form of a year ago which is okum-dokem with the local bleachers, especially if he has improved enough to whip the daylight out of Davis who has never been any too popular here.

Blacksmith Pedigo, who played and lost in the main go on last week's card, argues with Kay Don, the Hollywood maniac, who used to call himself Don Hill. Hill put upon a rare show here last Tuesday upon being informed of his disqualification in a match with Davis. Whether that brought about the change in his name is not known.

Jack Hagen locks arms with Gust Johnson in the 20-minute opener which should be all right with the local followers. The Louisiana lumberman has always been popular in local quarters.

Ruffing Paces Yanks To Win

Detroit Beaten, 9-3, But Gothamites Lose Joe Gordon

DETROIT, June 25 (AP)—The New York Yankees finally clicked in both pitching and hitting at the same time today and trampled the Tigers 9 to 3.

Big Red Ruffing snapped the Tigers' four-game winning streak with an eight-inning performance, while his mates crashed 14 hits off Roxie Lawson and three other Detroit flingers. Included in the assault were Bill Dickey's 11th homer of the season and Joe DiMaggio's tenth.

The win enabled the Yanks to boost their hold on second-place in the American league to half-a-game over the idle Boston Red Sox, and raised them to within four games of the pace-setting Cleveland Indians, who were also idle.

Although they won the ball game, the Yanks lost their rookie second baseman, Joe Gordon, who was struck on the head by a ball thrown by Catcher Rudy York in the eighth inning. York tried to pick him off first, and Gordon, in diving back to the bag was hit on the back of the head. He was taken to a hospital for an x-ray examination.

From a Detroit point of view, the only nice feature of the game was Charley Gehringer's ninth homer of the year.

New York . . . 120 005 100-9 14 1
Detroit 100 100 100-3 8 2

Ruffing and Dickey; Lawson, Poffenberger, Coffman, Auker and York.

22 PRIZES ARE GIVEN WINNERS IN CONTESTS

The city recreation department's awards in its pet and doll show Friday were given to 11 youngsters who had entered pets and to 11 girls whose dolls were on parade.

In the pet contest staged on the ABC playground prizes were given to Don Richardson, Jim Rose, Lawrence Read, Eddie Kohanek, Horton Redwine, Holly Bird, Billie Bob Redwine, "Peanut" Hull and Oscar Redwine. Tommy Rose, another winner, was given two awards.

A doll show was also staged at the ABC grounds in connection with the pet show and prizes were given to Claudine Bird, Myrtle Dynes, Laurel Sines, Ola Mae McDaniel, Johnnie Nell Turner, Maudie Read and Ollie Atkinson.

North Ward doll show awards went to Patty McDonald, Nettie Engle, Berna Dene Shortes and Shirley Bettes.

DRILL MONDAY

Director Forrest McDuffie has requested that all youngsters who wish to try out for the American Legion Jr. baseball team either register with him or leave their names at the sports desk of The Daily Herald.

The team will probably hold another workout in Baron park Monday.

Johnny Soden, Pat Stasey To Throw

Locals Lose 4-2 Decision To Nelson Saturday

Determined to even matters with the Midland Cardinals, Big Spring's slipping Barons go out against the Withers team for a twin bill this afternoon. The first game is slated to get underway at 3 p. m.

The locals will depend upon Johnny Soden, the hard luck righthander, in the opener, while Pat Stasey will try to take care of matters in the seven inning aftermath.

The count slipped to two-nothing in Saturday afternoon's drab affair when Marvin Keller faltered in the late stages and allowed the black shirts from the west to slip through and score a 4-2 victory Friday the Barons were beaten, 6-2.

Tightens Up
Frank Nelson, on the rubber for the Midlanders, had his troubles in the early innings but he was alright in the pinches and grew stronger as the game progressed. He hit the Big Springers in four hits, two of which came in the fourth frame when the Barons scored both their runs to take a short lived lead.

Ballinger tallied for the Cards in the seventh to start the fatal fireworks, Barnhill tied the count in the eighth and Suytar and Beers came home in the ninth to "put the game on ice."

The Barons seeped through for their runs when Al Sweet and Harry Siebert combined with Bobby Decker in the fourth to produce. Decker walked to start the frame and came through with his 30th base steal of the year a month later and went to third on Ballinger's wild throw to set up a potential run. He came home on Sweet's two base lick and Sweet, in turn, came home when Siebert drove one into deep center field for half the route.

Box score:
MIDLAND— AB R H PO A E
Barnhill, 2b 3 1 0 1 4 4
Guinn, 3b 4 0 1 0 6 4
Cabe, 1b 4 0 0 1 0 4
Suytar, 1b 4 1 2 13 0 0
Ballinger, c 3 1 1 5 0 0
Morris, lf 3 0 1 4 0 4
Beers, rf 4 1 1 2 1 0
Nutt, ss 3 0 1 1 6 4
Keller, p 2 0 0 2 2 1

Totals 30 4 7 27 13 1

BIG SPRING— AB R H PO A E
Harkey, m 4 0 0 1 0 4
Decker, ar 3 1 1 2 3 0
Stasey, rf 4 0 0 1 0 0
Stewart, cf 4 0 0 1 0 4
Sweet, 2b 4 1 1 3 1 0
Saporito, lf 2 0 0 3 0 4
Siebert, 1b 2 0 1 13 0 1
Henderson, 3b 3 0 0 3 4 4
Berndt, c 3 0 1 4 4 0
Keller, p 2 0 0 4 4 4

Totals 27 2 4 27 15 1

Midland 000 000 112-4
Big Spring 000 200 000-1

Summary — Doubles, Siebert; Sweet, Suytar; runs batted in, Siebert, Sweet, Beers; Garbe; Nutt; earned runs, Midland 3, Big Spring 2; left on base, Midland 4, Big Spring 4; stolen bases, Decker, Barnhill, Morris; caught stealing, Morris (by Berndt), Garbe (by Berndt), Ballinger (by Berndt); double plays, Nutt to Barnhill to Suytar, Nelson to Nutt to Suytar; sacrifices, Keller, Siebert; struck out, Nelson 4, Keller 3; walks, Nelson 4, Keller 4; umpires, Pettigrew and Rowland; time, 1:45.

SWEETWATER IS FOE OF OILERS

FORSAN, June 25—The Forsan Continental Oilers will seek a victory over the Sweetwater Mustangs this afternoon in Sweetwater and will depend upon Maxie Beard to lead them to victory.

Beard last Tuesday was shelled from the mound by the Halliburton Cementers in a game played at Big Spring but hopes to do better today.

Jake Hanna, the veteran righthander, was slated to twirl for the Ponies.

ALWAYS GOOD

FRESH AT YOUR GROCERS

Mellinger's Men's Store

Pre-Holiday SPECIAL FREE!

\$4 Pair Sport Shoes

With each spring or summer suit of clothes with two pairs of trousers at regular selling price.

\$25.00 up

FREE!

\$5 Pair Sport Shoes

With each HART SCHAFFNER & MARX Spring and Summer suit of clothes with two pairs of trousers.

Tom Sawyer Suit for Boys

A rack full of Tom Sawyer suits for boys, mostly white, long or short pants, sizes 4 to 12, to close out

Greatly Reduced

Mellinger's Men's Store

BIG SPRING'S LARGEST STORE FOR MEN AND BOYS

Motorcycle RACES TODAY (SUNDAY) June 26th

Race Track 2 1-2 Miles South of Big Spring On San Angelo Highway.

10.... Thrilling Events.... 10

Best Motorcycle Racers Of Southwest Will Perform 2:00 P. M. — Admission 15c & 25c — 2:00 P. M.



ALWAYS GOOD

FRESH AT YOUR GROCERS



Society

THE WORLD OF WOMEN

Fashions

Shower Is Given For Miss Heyes

Bride-Elect Of Rev. Henckell Is Complimented
Lou Heyes of Colorado, bride-elect of the Rev. P. Walter Henckell of Big Spring, has been complimented with a number of parties since the announcement of her engagement several weeks ago.

Roses And Ivy
Roses and ivy were twined over a miniature white trellis and under the trellis was a gate by which stood a tiny bride and groom.

On each end of the table stood two pink tapers in silver holders. The tapers were tied with pink, scarlet and silver ribbons, the ends of which extended down to the table and were tied with bows to the cloth.

Frances Lupton greeted guests at the door and in the receiving line were Mrs. Lupton, Miss Heyes and the honoree's mother, Mrs. J. W. Heyes.

Toasts Given
Registrations were in a bride's book presided over by Erdine Morgan. Two accordion numbers were played by Nina Lura Smith and Mabel Majors gave "Superstitions for the Wedding."

A toast to the bride-elect was given by Ellen Jameson, one to the bridegroom-elect by Elizabeth Grantland and one to the girls left behind by Mary Elizabeth Fidgeon.

Included in the house party were Rebecca Smoot, Mary Belle Brennand, Nina Lura Smith, Mary Elizabeth Fidgeon, Erdine Morgan, Ellen Jameson, Mabel Majors, Elizabeth Grantland and Mabel Ernest Cooper.

About 35 guests called.

Various States To Claim Attention Of Sub-Debs On Trips

Sub-Debs met with Emily Stalcup Saturday afternoon and discussed their plans for a summer vacation. The meeting was opened by a group singing the club song followed by the reading of a Sub-Deb column in a current periodical.

Each girl told of her plans for a vacation which included a trip to Denver by the hostess August 1, a journey to Canada by DeAlva McAllister beginning Friday or Saturday, and a motor trip to Florida by Billie Bess Shive in August.

Betty Lee Eddy plans to go to Ruidoso July 5, Dorothy Rea Wilkinson to Oklahoma August 1, and Wanda McQuain to San Antonio the middle of July.

Kansas will claim the attention of Joan James and Joelle Tompkins is going to New Mexico in July. Mary Nell Edwards will be in Fort Worth the last of July and Marguerite Reed and Maurine Rowe plan to be in Denton July 10.

Attend Picnic At Park

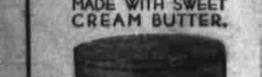
FORSAN, June 25—Included in a picnic crowd at the city park in Big Spring Thursday evening were Mr. and Mrs. C. B. Ramsey and children, Mr. and Mrs. W. A. Majors, Mr. and Mrs. J. L. Roberts and children, Mr. and Mrs. B. Yates, Miss Lois Harrison, Miss Louise Noble, and Miss Veda Faye Ramsower.

ALL THREE CUNNINGHAM & PHILLIPS STORES

Crisp-Delicious Kings

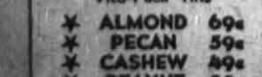
NUT BRITTLES

MADE WITH SWEET CREAM BUTTER.



Kept FRESH in Sealed Vita-Pack Tins

- * ALMOND 69c
* PECAN 59c
* CASHEW 49c
* PEANUT 39c



306 Main St. Big Spring

Vacationists And Weekend Visitors Here

PLAIDS AND STRIPES FOR SPORTS

BRIDLE PATH PLAIDS—Ready for a brisk canter at sun-up is this riding coat of shadow-plaid wool tweed worn with cavalry twill breeches. Its colors are brown and beige. It goes to ride with a mannish white shirt and wood-brown tie.



H. D. Club Party Given In Hart Phillips' Home

Giant Zinnias Form Background For '42' Games

Giant zinnias of various colors formed the floral background for a party given by Mrs. Hart Phillips, Jr., for members of the Overton Home Demonstration club and their husbands Friday evening.

After an evening of forty-two, Mrs. O. K. Williams was presented a prize for winning high score and James Harold Craig received high for the men.

Mr. and Mrs. Henderson Entertain Bridge Club

STANTON, June 24 (Spl) — Mr. and Mrs. Bryan Henderson were hosts Thursday night for a delightful party entertaining members and guests of the Thursday Night Bridge club. The affair was given in the form of a lawn party, at the home of Mrs. H. Hamilton.

After the games, plates consisting of sandwiches, pickles and olives, cakes and fruit punch were served to Mr. and Mrs. Ray Simpson, Mr. and Mrs. Poe Woodard, Mr. and Mrs. Calvin Jones, Mr. and Mrs. Arlo Forrest, Mr. and Mrs. George Bond, Mr. and Mrs. Morgan Hall, Mr. and Mrs. Jim Tom, Mrs. Elizabeth Graves, Mrs. Phil Berry, Mrs. James Jones, and the host and hostess.



FOR THE FASHION FORE-FRONT—This is the way you may look on the links—trimly tailored in blue and white awning striped cotton. It has the pockets and ease-in-action skirt that golfers like. Notice the golfer's gloves with open knuckles. The sports hat is of blue felt.

Girls Go To Thomas Ranch For An Outing
Ella Ruth Thomas entertained six girls with an outing at her ranch home in the Moore community Thursday and Friday. The girls hiked out, spent the night and returned home Friday night.

Present were Rebecca and Peggy Thomas, Doris and Janet Bankson, Emma Ruth Stripling and Ethel Hooser.

People Throng City For The Week-End While Equally As Many Natives Go Other Places For Vacations

This week brought an avalanche of vacationists and weekend visitors to Big Spring with almost as many individuals and families of the city leaving for other places to spend from two days to two weeks.

Quite a number left on their vacations this week but the majority of people leaving planned only short trips to neighboring cities and towns.

Ruth and Sue Walters are expected home the first of the week from Anderson, Ind., and East Liverpool, Ohio, where they have been visiting for three weeks.

Mr. and Mrs. F. M. Arrington and children, Nell Rose and Jimmy, plan to leave Tuesday for a three-weeks trip to Hattiesburg and Laurel, Miss., their former home.

Mrs. R. Hammond and niece, Freddie Rea Haner of Dallas, Mrs. B. A. Zimmerman and daughter, Billie Ruth, and Mrs. O. Nelson of Lodge Grass, Mont., arrived Saturday afternoon for a visit with Mrs. Viola Bowles. Mrs. Hammond and Mrs. Zimmerman are sisters of Mrs. Bowles.

Burke Summers and son, Burke, Jr., left Saturday for San Antonio to visit with Summers' sister, Mrs. R. C. Houser. Burke, Jr., is to remain for a longer visit.

Mr. and Mrs. C. B. Sullivan and daughter, Lynelle, have returned from an extended trip to Oklahoma and Kansas where they visited relatives and friends.

Mr. and Mrs. E. Edie Burke left Sunday morning for Chicago where they are to make their home. Burke will be in charge of the midwestern district of Michigan Steel Castings company. They have lived in Big Spring for the past two years.

Mrs. Bruce Frazier, who has been on a vacation trip to Hillsboro,

has returned home and will resume her voice and piano lessons this week.

Mr. and Mrs. Tommy Neel and daughter, Patricia, are leaving for Weatherford for a five months' visit.

Mr. and Mrs. Roy Tidwell left this weekend for a ten-day visit in Raton, N. M., and Colorado Springs, Colo.

Miss Elsie Laugh and Mrs. A. T. Jones of Abilene are weekend guests of Mr. and Mrs. H. W. Wooten.

Mrs. Freeman Davis of Abilene, who spent the week as a guest of Mrs. George Garrett, returned home Sunday.

Mr. and Mrs. Porter McCarroll of Comanche, Tex., are here for a three-day visit with Mrs. McCarroll's sister, Mrs. P. A. Ward.

Mr. and Mrs. L. C. Smith and daughter, Elaine, are guests of their daughter, Mrs. C. L. Watson.

Mr. and Mrs. Bob Parks have gone for a stay in Hot Springs, Ark.

Peter Gantz of Los Angeles and student of University of Southern California, arrived in Big Spring recently and is to work in the oil fields during the summer.

Mrs. Elmo Wasson, who has been in Robstown visiting her parents for a week, is expected to remain for three more weeks.

Mrs. H. C. Hamilton is in Sweetwater visiting her mother, Mrs. Johnson.

Miss Ruby Stice of Gainesville is a guest of her brother and wife, Mr. and Mrs. Roy Stice and Mrs. O. T. Arnold.

Mrs. Jim Terry and family are spending the weekend in Monahans with Mrs. J. A. Casey.

Mr. and Mrs. Joe Austin and baby, Betty Jo, will move Sunday to Mount Pleasant to make their home. Austin has been employed by the R. B. George Machinery company.

Mrs. F. O. Allen and Mrs. Bill Bert spent Friday visiting in O'Donnell.

Mrs. J. T. Allen, who has been in Hot Springs, Ark., for her health, is reported to be improving but will not be able to return home until after July 10.

Mr. and Mrs. Adolph Swartz left Friday afternoon for Los Angeles and other California points, where they will spend several weeks vacationing. They made the trip by automobile.

Lloyd Wasson, I. E. Wasson and Lewis Rix are on a 10-day vacation trip to Santa Fe and Albuquerque, N. M.

Mrs. Lloyd Wasson and daughter, Sue Caroline, are visiting relatives at Hale Center.

Mr. and Mrs. Paul Patterson of Coahoma were guests this week of Mr. and Mrs. A. C. Bass.

Mrs. M. H. Bennett is in San Antonio this weekend and plans to return home via a girls' camp near Kerrville where her daughter, Louise Ann Bennett, is enrolled.

Mrs. O. W. Morokō of Waco is a guest this week of her friend, Mrs. Jake Bishop.

Mrs. L. C. Vann returned Friday from Plainville where she has been at the bedside of her father, E. A. Young.

Mrs. Melvin Tucker and two children of Hillsboro are guests of Mrs. Tucker's mother, Mrs. C. S. Kyle.

Mr. and Mrs. M. H. O'Daniel of Coahoma, parents of Mrs. A. C. Bass of Big Spring, are spending ten days in Mineral Wells.

Mrs. Frank Wasson of Pasadena, Calif., is here for a week with her sister, Mrs. S. M. Barbee.

Mrs. J. P. Kenney and Mrs. C. D. Read left this weekend for a ten-day visit to Brady and San Antonio.

Mr. and Mrs. Ebb Hatch left Sunday for several days visit in Dallas and Fort Worth.

Juanita Cook is spending a few days visiting in Dallas.

Mr. and Mrs. H. G. Hill and family are to be in Dallas for a number of days visiting.

Melba Adams and Clarence Whittington were guests of Mr. and Mrs. C. E. Roach in Jal, N. M., recently.

Gerald Faine Roach of Jal, N. M., is a guest of his grandmother, Mrs. G. E. Tumbison.

Mr. and Mrs. R. L. Burgin and daughters, Mozella and Margaret, and nephew, Thomas Ray Chapman, of Globe, Ark., are guests in the home of Mrs. Oscar Redwine. Mrs. Burgin is a sister of Mrs. Redwine.

Affair Is Given For New Bride

Mrs. Roy Stice Is Honoree At Reception-Shower

Mrs. Roy A. Stice, formerly Ruth Arnold of Big Spring, was entertained recently at the home of Mrs. T. M. Collins, 906 Scurry, with a reception-shower.

Punch was served from a lovely antique cut glass punch bowl placed on a lace covered table by Mrs. A. R. Collins and Mrs. J. E. Collins assisted by Julia Johnson and Winifred Sherrod.

White cakes decorated with tiny pink hearts were served with the punch. Favors of miniature cupid were given to the guests.

A profusion of bluebells and fern were used for decorations throughout the home.

The bride's book, a gift from the hostess, was presided over by Miss Ruby Stice of Gainesville, sister of bridegroom.

The honoree was seated at a table where all of the gifts were unwrapped.

The hostess was assisted in receiving the guests by Mrs. O. T. Arnold, mother of the bride, and Mrs. C. S. Kyle.

Guest List
Registering were Mrs. K. S. Beckett, Mrs. D. C. Sadler, Mrs. Grady Acuff, Mrs. B. Fox, Mrs. J. R. Manion, Mrs. Ray Lawrence, Mrs. Dan W. Seale, Mrs. Ray Simmons, Mrs. Melvin Tucker, Mrs. Frank Wilson, Mrs. Ida Collins, Mrs. John Whitmore, Mrs. Gibbs, Mrs. Loy Acuff, Mrs. Dee Foster, Mrs. R. D. Jones, Mrs. John Parish, Mrs. Estah Williams, Mrs. C. B. Johnson, Mrs. Westmoreland and Mrs. Emma Miller.

Misses Ann Martin, Junia Johnson, Janice Jacobs, Ruby Stice, Camille Koberg, Barbara Collins, Winifred Sherrod and Buna Edwards.

Sending Gifts
Sending gifts were Mrs. E. L. Deason, Mrs. Eddie Adams, Mrs. Granville Glenn, Mrs. Cora Tyler, Mrs. J. M. Johnson, Mrs. J. H. Johnson, Mrs. Macie McTier, Mrs. W. V. Rose, Mrs. John Hood, Mrs. J. B. Shultz, Mrs. Frank Sholtz, Mrs. W. H. Power, Mrs. Martelle McDonald, Mrs. Lucille Harvey, Mrs. Fred Rhodes, Mrs. J. F. Skalky, Mrs. S. E. Smith, Mrs. Mamie Acuff and Mrs. Homer Johnson.

Misses Lillian Rhotan, Winnie Dell Rhotan, Lendora Rose, Inna Deason and Anna Pauline Jacobs.

Chattergrams

By Jeané Suits

I've heard of women keeping house in a trailer, tent, boat and car but this week presented something new in household activities.

A woman kept house in a baby-buggy on a 2,000 mile jaunt with her husband and baby in search of a job. If you ask this department, keeping house in such congested quarters was a job within itself without looking farther.

Like any other wife who keeps house, especially natives of the West Texas sandstorm area, her "feet hurt her right smartly," the husband said. The average woman walks from 5 to 8 miles every day in keeping up her household duties. Practically the only difference between the baby buggy housekeeper and most wives, as far as distance is concerned, is that one traveled straight and the other in a circle.

Placards, advertisements "paid by a friend", your-vote-and-influence cards, souvenirs, back slapping and hand shaking, fur and agita speeches are with the public again. It's vote-getting time in Texas and every candidate from constable to governor is gunning for your vote.

A campaign helps everybody but the defeated candidate and deceives the voter who is promised everything from a new car for himself and bicycles for the youngsters to more power in the home at less cost. Newspapers, printing companies, radios, hotels, service stations, railroads, airlines and speaking committees of various conventions find campaign years "duck soup."

Newspapers, radios and printers get a boost through the advertising, printing of ballots and cards — the hotels profit on delegations and good-willers — railroads, airlines and service stations provide transportation and program committees get the service of a speaker free of charge — they don't even have to pay for the transportation.

I hope every man saw an article in a recent pictorial magazine about a girl who PACKED 20 dress changes in a medium sized weekend bag—and wore them after she got there. For generations, men have commented, cussed and eried over the amount of luggage women take on trips. I would just like for it to get around that the modern American girl can travel light!

Barbecue Tuesday

Members of the Child's Study club are to entertain their husbands with a chicken barbecue Tuesday evening at the home of Mrs. Laronne Lloyd. Previously it was announced that the barbecue would be at the park.

RECENT BRIDE IN BIG SPRING



Two brides who have recently moved to Big Spring to make their homes are Mrs. Carl Blalock (left) and Mrs. Milton Walker. Mrs. Blalock is the former Annette Bond of Abilene. She was graduated from Hardin-Simmons university in 1934 and taught history in the Abilene schools since 1937. Blalock is one of the managers of the Bollinger Grocery company. Mrs. O. R. Bollinger recently complimented the bride with a tea.

Before her marriage in Mount Pleasant, Mrs. Walker was Lela Cargile, daughter of Mr. and Mrs. L. M. Cargile. She is a Baylor university graduate and taught school at Mount Pleasant. Walker is a bookkeeper at Burton-Lingo.

Fourth Of July Motif Used By Hostess In Club Entertainment GETS DEGREE

Hostess to the Cactus club, Mrs. Herbert Whitney, selected a 4th of July motif Friday evening when she entertained with a dinner and bridge on the mezzanine floor of the Settles hotel.

Roses, daisies and dahlias formed an attractive centerpiece for the dinner table and the Independence Day colors were carried out in the menu and bridge table appointments.

Prizes uniquely wrapped in the red, white and blue, were presented to C. E. Hahn and Roy Reeder who won high score.

Guests were Mr. and Mrs. Hahn, Mr. and Mrs. Boyd McDaniels, Mr. and Mrs. Hal C. Farley, Mr. and Mrs. L. R. Kuykendall, Mr. and Mrs. R. E. Lee, Mr. and Mrs. Reeder, Mr. and Mrs. Lindsey Marchbanks, Mr. and Mrs. Alton Underwood, Mrs. Virginia Wear, Roland Schwarzenbach and Mr. and Mrs. Whitney.

Hardin-Simmons To Select A Summer Queen Next Week

ABILENE, June 26 — A blonde and two brunettes, favorites in a primary election, are candidates in next Wednesday's final election to name a summer queen at Hardin-Simmons university.

Ranking leaders in a field of nine beauty nominees, Doris Surles, Cicco; Mildred King, Abilene; and Nan Painter, Suphur Springs, Ark., qualified for the finals. Miss Painter is a blonde.

Forrest Wade Tippen, Abilene, editor of the H-SU Bronco, campus yearbook, is election director. The queen will be crowned at an early July coronation, and will have a full page photograph included in the Bronco's beauty section.

Miss Hazel Howell, Breckenridge, was summer queen of 1937. Other beauty candidates, nominated in the primary by the students, included Mary Ruth Rasco, Sweetwater; Jane Gracey, Roscoe; Ella Wilson Lanier, Haskell; Charlotte Collins and Mary Lou Ashburn, Abilene; and Norman Talmadge Bedsole, Longview.

Mrs. F. A. Maddocks of Corpus Christi and daughter, Joyce, are guests of Mrs. E. O. Hicks.

MANDARIN NAILS

Oriental Symbol of Aristocracy

It is now possible for you to have those long, jewel-like nails you have admired on smart women.

Another amazing contribution to encourage strong, thick nails.

Juliette Marglen NAIL-O-WAX CLEAR

Especially created for brittle, extremely dry nails. So simple to apply even children can use it. Its colorless clarity when on the nails also makes its use possible to men. Perfect for those in a constant rush, for its simplicity of application and rapid drying qualities.

COMPLETE SET of Nail-O-Wax Clear, Wax-O-Namel, and Nail-O-Wax Remover \$1.25



CUNNINGHAM AND PHILLIPS FRIENDLY DRUG STORES

Society

THE WORLD OF WOMEN

Fashions

NEWS NOTES FROM THE

OIL FIELD COMMUNITIES

Mrs. Charlie Long was injured Thursday evening when the lights on the automobile in which she was riding went out and the machine struck a cattle guard.

Mr. and Mrs. Bob Kneer returned here last week from a vacation trip to Illinois, where they visited his father, John Kneer, and sister, Mrs. F. E. Steinman.

Mr. and Mrs. D. A. Heatherington and children recently returned from Strawn where they visited their parents.

Mr. and Mrs. E. D. Tucker and daughter, Betty Jean, returned to their home here Thursday from their vacation trip to East Texas.

Miss Mary Ellen Butler, daughter of Mr. and Mrs. O. S. Butler, returned to her home last week from Hamlin and Abilene.

C. C. Smith plans to leave here this week for Abilene to visit his sister, Mrs. D. T. Langster.

Minister F. B. Shepherd of Bryan arrived here Friday evening to preach for a revival meeting at the Church of Christ for two weeks.

Mrs. S. R. Pentico, mother of Mrs. H. L. Hayes, arrived here Friday from Whittier, Calif., for a visit with her daughter and son-in-law.

Mrs. E. T. Branham of Ballinger is visiting her son and daughter-in-law, Mr. and Mrs. E. T. Branham, Jr.

Mrs. J. M. Hayes, mother of Mr. H. L. Hayes and Mrs. O. L. Bradham, arrived here from Corsicana to visit her children for several weeks.

Marriage Of Couple May 26 Announced

Mary Marie Briant, daughter of W. E. Briant of Waxahachie, and Darold F. Wilson, brother of Mrs. Thomas E. Pierce of Big Spring, announced their marriage this week which took place May 26 at Barstow.

The bride is a graduate of the Cisco high school and Texas State College for Women and has taught homemaking in the Monahan school for the past three years.

Big Spring Couple Marry At Stanton

Miss Cleo Davidson and Alec Author of Big Spring were married at Stanton by a Baptist minister Thursday. They were accompanied by the bride's sister, Mrs. Paul Bishop.

Mrs. Scudday Hostess

FORSAN, June 25—Mrs. W. O. Scudday was hostess to the Happy Nine Bridge club Thursday afternoon naming Mrs. M. M. Hines as guest of honor.

RETURN HOME

Mr. and Mrs. Rudolph F. Davis returned Friday from Mansfield where they were called a week ago when Mrs. Davis' father, R. N. Hart, was fatally injured by a hit and run driver.

NEWS ITEMS ABOUT STANTON PEOPLE

STANTON, June 25—Mr. and Mrs. Charles Eberhart had as their guests this week, W. P. Glisson and daughter, Miss Forest Lynn of Jackson, Tenn., Hall Simmons of Fort Worth and Miss Margaret Baird of Dallas.

Mrs. Mary A. Brandell and son, J. C. Brandell, and R. F. Holder have returned to their home in Alegany, N. Y., after a visit with Mrs. Brandell's son, Mr. and Mrs. D. F. Brandell, of Stanton.

Turner Vance was here the first of this week from his home in Refugio, visiting his father, Dr. J. R. Vance.

Guy Elland, Gordon Stone, James Jones and Phil Berry took a few days vacation this week to go on a fishing trip to Paint Rock, on the Concho river.

Mr. and Mrs. Elmer Lay Powell plan to spend the weekend in Colorado visiting his parents, Mr. and Mrs. Lay Powell.

Mrs. S. W. Pratt, of Commerce, is here visiting her mother, Mrs. T. S. Crowder.

STRONG STAFF DIRECTING ACTIVITIES AT CAMP MARY WHITE IN NEW MEXICO

Mrs. Seth E. Parsons has completed the seven day pre-camp training course offered at Camp Mary White for counselors who will direct camp activities for the next six weeks.

As usual the camp has a strong line-up of unit heads. The unit system of living at camp is one of Camp Mary White's features.

The present staff is one of the strongest in the twelve years of camp. It includes Miss Olga Weed, Austin, who has studied dramatics in eastern camps.

Active Sports

Camp Mary White has always been noted for a regime of active sports, notably horseback riding.

CALENDAR Of Tomorrow's Meetings

Monday

WESLEY MEMORIAL W.M.S. to have social at home of Mrs. J. I. Lowe, 1201 Wood St., at 2:30 o'clock.

PRESBYTERIAN Auxiliary meets at the church at 4 o'clock for monthly business session.

FIRST METHODIST MISSIONARY Society to meet at 3 o'clock in church parlor for monthly social. Circle two is to be hostess.

FIRST BAPTIST CIRCLES all meet at the church for business session and missionary program under the direction of the Mary Willis circle, 3 o'clock.

SUNBEAMS OF First Baptist are to convene at the church at 3 o'clock with Mrs. Martelle McDonald in charge.

V.F.W. AUXILIARY meets with Mrs. C. G. Barnett, 906 E. 6th, at 8 o'clock p. m.

BACK FROM NEBRASKA

Dr. C. C. Carter has returned from a two week's visit in Nebraska, where he visited with his sister. While there, his two sons, Morris and Miles, came to be with him.

FUNDS GRANTED FOR PRISON REPAIRS

WASHINGTON, June 25 (AP) — Justice department officials said today the Public Works Administration has allotted \$14,085,000 to the federal bureau of prisons for the repair and construction of federal penal and correctional institutions.

ANOTHER MAN SHOT IN LABOR DISPUTE

NEW ORLEANS, June 25 (AP) — Another man was shot today in the C.I.O.-A.F. of L. labor dispute and police shortly afterwards raided C.I.O. headquarters for the second time in two days.

YOUTH VICTIM OF OIL FIELD MISHAP

SHAWNEE, Okla., June 25 (AP) — The body of J. Frank Cummings, 20-year-old University of Oklahoma student who died here today of injuries suffered June 14 in an oil field accident, will be sent to Alvarado, Texas, home of the youth's parents, Dr. and Mrs. W. J. Cummings, for burial.

Approximately ONE Out Of Every TEN Cars In Howard County Is Now Equipped With—

Grant Piston Rings

REASONS: Better Motor Performance, Longer Life Ring Jobs, Less Cylinder Wall Wear, Oil Pumping Eliminated, Patronize the Repair Shops that Recommend Them.

C. B. FAUGHT, Distributor Phone 728

Economy, New Industries And Soil Conservation Thompson's Goals

Gubernatorial Candidate Stresses Three Planks In Platform In Luncheon Address In B'Spring

No new taxes— Soil conservation by law on a scope comparable to that of oil conservation.

Encouragement of new industries for Texas, to contribute to employment in Texas and to pay taxes in Texas.

These were the three main points in his platform, hammered home in brisk, western-like fashion Saturday by Col. Ernest O. Thompson as he brought his candidacy to Big Spring.

Light Rates Reduced In Two Towns

New Schedules Are Filed By TES In Stanton, Odessa

STANTON, June 25 (Sp.)—A general reduction of electric rates to residential and commercial customers, to go into effect with billings as of July 1, was filed with the city council of Stanton this week by the Texas Electric Service company.

The new rate represents a simplified structure, the room count on residential schedules having been eliminated.

Odessa, June 25—An agreement was reached by the Odessa city council and the Texas Electric Service company this week whereby the company will institute a new rate schedule representing an estimated \$23,000 annual saving to consumers of electricity in Odessa.

The city, in its controversy with the company over rates, previously had moved toward application of a PWA grant for a municipal power plant.

Oil Industry Helped

"My idea as railroad commissioner has been to benefit Texas," Thompson told his crowd. "The railroad commission has found out how to prevent waste. Oil recovery has increased, the price structure has been stabilized. The state has prospered as the oil industry has prospered."

"What's been done for the oil industry is what I intend to do for agriculture. Our most valuable resource is the soil, and conservation of that resource is essential. We must conserve the terrific waste of soil. A conservation act is the answer."

It was on the subject of encouraging new industries for Texas that Thompson reached the climax of his talk. Applause was frequent as he told of needs to bring processing plants to the state where raw materials are produced.

The Amarilloan concluded his 45-minute talk with a pledge for enactment of a fair trade act. He hit at foreign-owned chains, and said that protection of independent stores was vital to the independence of future generations of the state.

Thompson came here from Midland and Odessa, went on for other talks at Colorado, Sweetwater and San Angelo. His speech here, he said, was the 25th of his campaign.

He was introduced by Dr. E. O. Ellington. The Thompson forces in Howard county are headed by J. Gordon Bristow and Sam Goldman.

SON IS BORN Born to Mr. and Mrs. R. E. Ross of Coahoma, at Blivings hospital Thursday evening, a son. Mother and child are doing nicely.

SPECIAL! 3-Pc. Set. Elmo BEAUTY ESSENTIALS. MARGO MASQUE, TEXTURE CREAM, ULTRA CLEANSING CREAM. \$1.00 COMPLETE. REGULAR \$2 VALUE.

Elmo BEAUTY ESSENTIALS. MARGO MASQUE, TEXTURE CREAM, ULTRA CLEANSING CREAM. \$1.00 COMPLETE. REGULAR \$2 VALUE.

COLLINS BROS. Cut Rate Drug. BROOKS and LITTLE ATTORNEYS-AT-LAW. State Nat'l. Bank Bldg. Phone 393.

Ernest Thompson For Governor. Against Tax Increases. Organized Labor. War On Unemployment. Higher Prices for Farm Products. Political Advertising Paid For By HOWARD COUNTY THOMPSON CLUB. J. G. Bristow, Chairman.



Ernest Thompson For Governor. Against Tax Increases. Organized Labor. War On Unemployment. Higher Prices for Farm Products. Political Advertising Paid For By HOWARD COUNTY THOMPSON CLUB. J. G. Bristow, Chairman.

Lodge Drill Team Attends District Meeting At Abilene

Drill team of the Big Spring chapter of the Royal Neighbor's lodge attended an east district meeting of the organization in Abilene Friday.

Honored On Birthday

FORSAN, June 25—Little Connie Elrae Scudday, daughter of Mr. and Mrs. W. K. Scudday, was honored on her second birthday with a party at her home Friday evening.

RE-ELECT C. V. TERRELL RAILROAD COMMISSIONER

RE-ELECT C. V. TERRELL RAILROAD COMMISSIONER. Democratic Primary July 23, 1938. The need for continuing the services of an experienced man of the Railroad Commission of Texas, should insure the re-election of C. V. TERRELL, its present Chairman. His policy of oil and gas conservation has added millions of dollars to the permanent school funds, and should not be disturbed. His successful efforts for lower freight rates on livestock, cotton, and other commodities have greatly benefited Texas. Thousands have profited from his orders lowering gas rates to the consumer. His honesty and efficiency in office are unquestioned. His devotion to the cause of Texas education has characterized his entire public career. 100% in favor of organized labor. (Political Advertising) Paid For By HOWARD COUNTY TERRELL CLUB M. S. GOLDMAN, Chairman.



TIRE PRICES Take A Tumble! IN THIS SPECIAL SELLING EVENT

15 To 40% Allowance For Your Old Tires On New, Genuine

Seiberling Tires

WHEN YOU BUY HERE YOU GET THE BEST — DON'T BE FOOLED BY LOW GRADE TIRES.

USE SEIBERLINGS! On Your Car, Truck Or Trailer

DON'T BUY A SINGLE TIRE UNTIL YOU HAVE OUR PRICES. SHOOKS PRICES MEAN DOLLARS IN YOUR POCKET

BIG SPRING'S LEADING TIRE STORE

SHOOK TIRE CO.

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TO THE BIG SPRING DAILY HERALD ON ITS 10TH ANNIVERSARY CONGRATULATIONS

While greater strides of progress have been made and the frontier has given way to modern methods there is still pioneering to be done—pioneering in new fields of industry; new social and political problems. We must pull and work together . . . for a greater state, county and city.

T. E. JORDAN & CO. "Printers For Particular People For 35 Years" 113 West First Street Phone 480

National Farm Leaders At Short Course

Adult Section To Meet At A. & M. July 13-15

COLLEGE STATION, June 2 (AP)—National agriculture leaders will speak July 13-15 at the adult section of the farmers short course at Texas A. and M. college, which for the first time will be divided into two sections. Boys and girls will meet here July 6-8 and the adults July 13-15.

As a preview, C. W. Warburton of Washington, D. C., director of extension service for the entire country, will speak to Texas extension workers in the Kyle Field stadium, Tuesday night, July 12. The motion picture truck used by the Louisiana state university extension service has been loaned to A. and M. and will be used to show pictures and provide music.

The short course will open formally Wednesday morning when Dr. T. O. Walton, president of A. and M., welcomes visitors to the campus and introduces Hon. Harry Brown, Washington, D. C., assistant secretary of agriculture, who will deliver the keynote address. Miss Mildred Horton, vice-director, Texas extension service, will preside at the Thursday general assembly and present Mrs. Mattie Lloyd Wooten, dean of women, Texas State College for Women, Denton. The same evening at the stadium M. M. Harris, editor of the San Antonio Express, will speak on the people's library movement.

Rep. Kleberg To Speak
Jack Shelton, vice-director of the Texas extension service, will be in charge of the final day program Friday. Speaker at the morning general meeting will be Richard Kleberg of Corpus Christi, member of the house of representatives.

After the general assembly each morning the men and women will divide into groups for study of their problems. Wednesday meetings for men will deal mainly with soil conservation and live-stock problems. Members of commission courts will explain the system of terracing with county-owned equipment. C. E. Bowles, extension cooperative marketing specialist will be in charge of the men's discussions.

Cotton problem discussions will occupy the second day. Several cotton farmers will read reports on growing one-variety cotton. P. K. Norris of Washington, D. C., U. S. D. A. bureau of agricultural economics, will discuss foreign cotton markets and Burris Jackson of Hillsboro, chairman of the Texas Cotton Improvement Committee also will speak.

Other Speakers
The economic situation facing Texas agriculture will be discussed the final day. Featured speakers will include E. J. Kyle, dean of the A. and M. school of agriculture, and J. R. McCrary of Calvert, president of the Texas Cooperative council.

Solution of consumer problems will feature the women's short course program with Mrs. Isla Mae Chapman, home industries specialist of the Texas extension service, in charge.

With the increased distribution of electric power by the Rural Electrification administration, the problems of its employment in the home will form the basis of several talks for the women. How to buy so that the housewife will get the most for her money will be discussed in another series of talks by extension specialists.

Other leaders in women's work who will assist Mrs. Chapman include: Dr. Jessie Whitacre, chief of the rural home research, Texas agricultural experiment station; Prof. Mozelle Craddock, institutional home economics, Texas Tech, Lubbock; Paul Goesser of Chicago, Ill., national meat and livestock board; and Miss Ethie Eagleton of the history department, North Texas Agricultural college, Arlington.

PRINTING

T. E. JORDAN & CO.
113 W. FIRST ST.
JUST PHONE 488

Train - Plane - Bus Schedules

T&P Trains—Eastbound		Depart	
No. 2	7:40 p. m.	8:00 a. m.	
No. 4	1:05 p. m.		
No. 6	11:10 p. m.	11:30 p. m.	
T&P Trains—Westbound		Depart	
No. 11	9:30 p. m.	9:15 p. m.	
No. 7	7:10 a. m.	7:40 a. m.	
No. 3	4:10 p. m.		
Buses—Eastbound		Depart	
3:45 a. m.		3:53 a. m.	
6:30 a. m.		6:38 a. m.	
9:30 a. m.		9:43 a. m.	
3:23 p. m.		3:33 p. m.	
9:53 p. m.		9:58 p. m.	
Buses—Westbound		Depart	
12:30 a. m.		12:13 a. m.	
3:50 a. m.		3:58 a. m.	
9:30 a. m.		9:38 a. m.	
2:35 p. m.		2:38 p. m.	
7:13 p. m.		7:49 p. m.	
Buses—Northbound		Depart	
10:45 a. m.		7:15 a. m.	
8:00 p. m.		3:30 p. m.	
10:15 p. m.		7:15 p. m.	
Buses—Southbound		Depart	
10:30 a. m.		7:40 a. m.	
9:30 p. m.		10:45 a. m.	
11:00 p. m.		8:00 p. m.	
Planes—Westbound		Depart	
9:00 p. m.		9:05 p. m.	
Planes—Eastbound		Depart	
4:25 p. m.		4:35 p. m.	

Albert M. Fisher
Co.

Here It Is!

The Event You've Waited For

Half-Yearly Sale

Women's Summer Shoe Fashions
Broken sizes in whites, blacks, browns and combinations.
Values to 7.50

1.90

Friendly Sport Shoes for Men
Entire stock summer sports. Whites and combinations excluding ventilated.
5.00 Values

3.90

A. B. C. Batiste and Dimities
All fast colors in summer sheers.
29c Values

23^c yd.

Special Lot Women's Dresses
Such values will probably be gone the opening hour.
To Clear

3.

Children's Slippers
Broken styles but most all sizes represented.
Values to 3.95

1.90

Women's Dresses
A valuable collection that will round out a well planned summer wardrobe.
Values to 17.75

7.

Lot Men's Suits
Carry-overs but exceptional values.
Values to 29.50

10.

Boy's Kaynee Wash Suits
Included are De Luxe Suits for fall wear. Ages 4 to 8.
Values to 2.95

1.

Please!
No Returns
No Exchanges
No Phone Orders
All Sales Final



Men's Suits

Summer tropicals — Compared to winter suits they're practical nothing to wear at all.

\$25 Values	19.75
27.50 Values	21.75
29.50 Values	23.75
\$35 Values	27.75
39.50 Values	31.75

FREE ALTERATIONS

Men's STRAWS

\$2 Values	1.60
2.50 Values	2.00
2.95 Values	2.35
3.50 Values	2.80
3.95 Values	3.15
\$5 Values	3.95

Boys' Sport Shirts

1.00 Values	79c
1.25 Values	1.19

Men's - Boys' Wash PANTS

1.50 Values	1.19
\$1 - 2.50 Values	1.59
2.95 to 3.95 Values	2.59

Men's Gladstones

6.50 Values	6.25
10.00 Values	7.50
15.00 Values	11.25

Yard Goods

Fast Color Sheers and Prints	
A.B.C. Batiste and Dimities	23 ^c yd.
29c Values	
Shantung and Printed Swiss	33 ^c yd.
39c Values	
Gallant Swiss Don Derry Prints.	57 ^c yd.
79c Values	
Kaytong Linen Finish — Spun Rayon Prints, Silk, Silk Rayon and Rayon	79 ^c yd.
Values to 1.29	

PURSES

Fabrics, Leathers, Patents	
1.95 Values	\$1
2.95 Values	\$2
3.95 - 4.95 Values	\$3

Doe Skin Gloves

Broken sizes ... All in spring and summer shades.
Values to 2.95.... 1.39

Women's Belts

Entire Stock, Choice At

1/2 Price

Entire Stock of Women's Shoes

All Spring and Summer Styles



All Red Cross Shoes
6.50 Values
4.90

Broken Lots of \$6 and 7.50 Values 3.90

Whites and Others In summer styles \$6 and 7.50 Values 4.90

Mid-summer styles Whites & Patents Johansen 7.50 vala 5.90

Women's - Coats - Suits - Dresses

DRESSES

Three Groups

Values to 17.75	7.	Values to 17.75
Values to 22.50	11.	Values to 22.50
Values to \$35	17.	Values to \$35

Coats and Suits

Many Rothmoor and Snyder Knits Included

Coats and suits you'll need for summer travel... coats and suits you'll need next fall... these are the weights worn the greatest part of the year in Texas. These values are incontestable, and selections at sale prices will not again be this complete.

Values to 27.50	12.	Values to 27.50
Values to 39.50	20.	Values to 39.50

Women's Hats

Wide selection women's and entire stock children's hats. Clearance at	1.00
Summer Straws Values to 4.95	1.95
Summer Straws Values to 10.00	2.95
Knox Panamas and Leghorns Values to 8.75	3.95



In A.M.F. Co. clearances, customers find a different type of merchandise from that offered in average Clearance. Here there is no BAD merchandise in Bad taste whether you spend much or little. We recommend this Half-Yearly Sale to the people who appreciate merchandise of quality at tremendous savings... wearing apparel to fill out the season at home... to those who plan travel wardrobes... to parents with sons and daughters going away to school next fall. This Clearance Sale brings radical reductions in merchandise to cover every need and for all members of the family. This is not a store wide sale, some lines reserved.

'BIGGER AND BETTER' RODEO TO OPEN HERE NEXT WEEKEND

Gala Parade Will Launch Festivities

Many Firms, Organizations To Have Entries In Review

A colorful parade, planned to be the longest and most spectacular exhibition held in the history of the town, is set for the opening performance of the fifth annual Cowboy Reunion and Rodeo here July 2-3-4, Burke Summers, general parade chairman, announces.

Four Bands

At the present time 21 business firms and individuals have filed intentions to enter decorated floats in the commercial division and seven clubs have sent in applications for the non-commercial group. Three bands, Stanton, Lamesa and Colorado, are to compete for prizes offered in the band division and the Big Spring band will march. Separate awards are to be given the first, second and third best riders of a bicycle division.

Progress of the parade is to be followed by an announcer from KBST and there will be four separate sets of judges in a reviewer's stand for each of the four divisions in which prizes are being offered—commercial and non-commercial floats and band and bicycle.

Prizes

First, second and third winners of each of the two float divisions and band section are to receive \$25, \$15 and \$10. The bicycle section is to be sponsored by the Firestone company which is offering three prizes for the skill of the rider and attractiveness of the bicycle. First prize will be a high and low speed gear installed, a speedometer for second place and an electric horn and light for third place.

The bicycle section is to be led off by the king and queen of the bike riding on a tandem, and followed by a group of the Sub-Deb and Bachelor's club. Any one wishing to enter the contest must register at the Firestone store.

Big Spring band is to also play in the parade but will be non-competitive. Excellency of music and marching are the points for consideration in band judging.

Route To Be Fixed

A definite route has not been mapped out for the parade which begins at 12:45 p. m. on July 2, but tentative arrangements have been made in regard to the divisions.

Two motor officers and two state highway patrolmen are to lead off followed by a band. The reunion colors will be carried by four riders with a guard on either side followed by cowboys and cowgirls riding four abreast.

The second division will carry the American Legion colors, a band and several decorated official cars. Commercial and non-commercial floats with a band between the two is to appear in the third division. In this section also will be the bicycles.

Application Blank

Summers states that there is no entrance fee for the parade in any of the four divisions but contestants must fill out an application blank in order to receive a number designating their places in the parade. Any business organization, band or individual is invited to enter and may do so by calling either the chamber of commerce office or Burke Summers at Barrow Furniture company.

Firms already having filed intention to enter commercial division are Barrow Furniture, Hulls Potato Chip, Cloudside club, Empire Southern Service, KBST, Lone Star Chevrolet, Carole Hereford Farm, Westerman Drug, Collins Drug, Joe Millaway, Courtney Service, Cecil Thixton, Floyd Bomar's Cassdena, J. C. Penney, Taylor Electric, Wacker's, Dr. Marie West, Coca Cola, Orange-Kist Bottling company, Rig Cafe of Coahoma, and Firestone Service stores.

Non-commercial group includes American Legion Auxiliary, Lions club, A.B.C. club, Garden club, Bachelor's club, Salvation Army and Howard County Museum.

CARNETT SUPPLYING SOUND EQUIPMENT

Sound equipment for this year's rodeo is to be furnished by the Carnett radio store, rodeo officials have announced.

The rodeo grounds will be wired especially to give the clearest tones over the amplifying system to all parts of the grounds.

PRICES REDUCED FOR 1938 SHOW

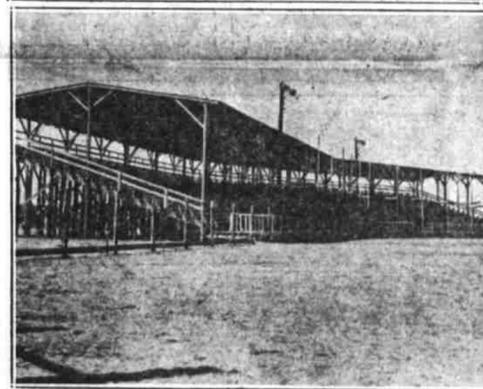
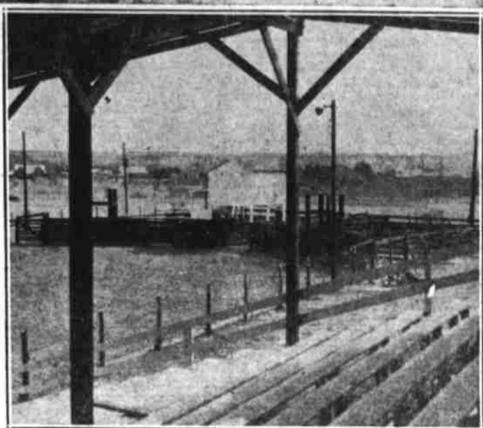
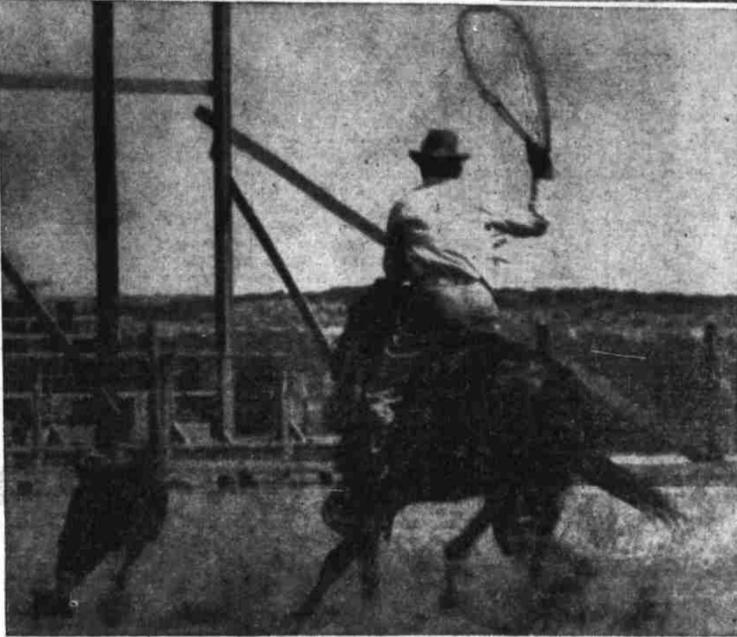
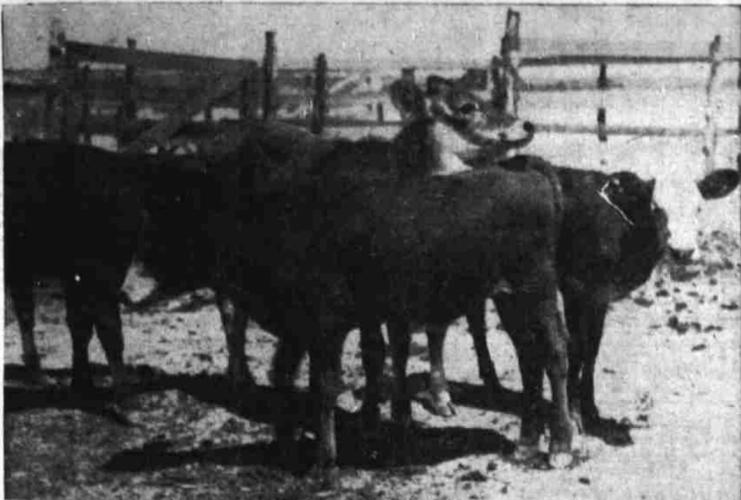
Prices have been reduced by one-fifth for the Big Spring Cowboy Reunion and Rodeo this year.

Instead of 50 cents general admission for adults, the figure has been scaled down to 40 cents. The children's ticket remains the same.

Special inducements are being held this year on the sale of box seats. Full information of the amount to be saved by purchase of box seats is available from Ira Driver.

YIP-PEE! CATCH THAT DOGIE, COWBOY!—IT'S RODEO TIME IN BIG SPRING AGAIN

The Brahma calves are milling, awaiting their turn down the chute and out into the arena to give the roper a chase . . . the rider spurs his mount on the heels of the dogie to toss that larrikin in record time . . . the arena has been put in readiness, the stands repaired to accommodate record crowds . . . all this in advance of the fifth annual rodeo and cowboy reunion, slated in Big Spring next Saturday, Sunday and Monday, July 2, 3 and 4. Top right is a view of some of the Brahma calves similar to those to be used in this year's events—considered choice stock for rodeo work. Below is an action scene from one of the Big Spring shows, as a roper starts the throw for his calf. Lower right photos are views of the grandstands, one looking at the arena from the spectator's point of view, the other an exterior view of the seating arrangement. Left below, some more of those salty calves which make trouble for contestants seeking to chalk up record low time.



Decorations On Display

City To 'Dress Up' For Independence Day Weekend

To promote further the holiday spirit, the downtown section of Big Spring is to be gaily decorated in pennants, street banners and flags of red, white and blue next week for the Big Spring Cowboy Reunion and Rodeo July 2-4.

Officials have placed the job of decorating in the competent hands of Earl Ezell who has bedecked the city for the celebration for the past few years.

Each merchant is to be consulted about the amount of front store space he wishes covered by the decorator and his desires promptly carried out. It is the aim of the association this year to have more of an Independence Day atmosphere than ever before, partially of which is to be achieved through the city decorations.

Opening day of the rodeo comes on Saturday and the stores are to remain open but on Sunday and Monday, Fourth of July, all establishments are to be closed with the exception of the drug stores and restaurants.

Skill And Speed Required Of The Calf Roper

Calf roping is an event which requires great skill, accuracy and speed.

The roper must not allow his horse to break the barrier, else he suffers a 10-second penalty. Next he must ride hard and throw the right sized loop around the fleeing calf's head.

In a split second he must bound from his horse, trained to "sit down" and hold the rope taut, run to the calf, throw the 300-pound animal, get his rope around one leg and then quickly tie any three together. When he has finished he throws up his hands while the judge watches to see if the job holds.

There are three places in which the roper makes his time—a quick catch, fast dismounting and rescuing the calf, and in tying the animal.

Holland Tunnel between New York and New Jersey is 2,500 feet long.

REUNION WILL BE PERFECTED

If plans this year work out, the "reunion" in the Big Spring Cowboy Reunion and Rodeo may come to be the real thing.

The rodeo association is providing a place and accommodations this year for cowboys to camp out on the show grounds during the three-day stand starting Saturday.

Should the cowboys avail themselves of the facilities, additional improvements will be made the next year to the end that the cowboys can gather around after and between shows for a real reunion in surroundings like the old westerners used to love.

Brahma Stock Is Choice For Rough Rodeo Work

When old rodeo fans start talking about shows, they always want to know if Brahma stock is to be used.

This is because the Brahma is suited better than any other type for rugged work such as must be done at a fast show.

The Brahma, development of an Indian species, is big, raw-boned, determined, energetic and with an unconquerable spirit. He has all the qualities of a perfect rodeo animal, in addition to a queer shouting hump that makes him a distinctive creature.

In this year's Big Spring Cowboy Reunion and Rodeo starting Saturday afternoon there will be between 75 and 100 head of Brahma stock used.

CITIES TO HAVE SPECIAL DAYS

Several cities in the mid-West Texas area will be honored on each of the three days of the fifth annual Big Spring Cowboy Reunion and Rodeo July 2-4.

Rodeo officials, after conferring with the chamber of commerce, said that towns in this 'territory' were being invited to join as a community in participating on one of the specified days of the show.

Although Saturday is Pioneer Day, in connection with the parade, it will also be set aside for Fort Worth, Garden City, Forsan, Coahoma, Gall, Stanton, and Ackerley.

Sunday will be Midland, Odeasa, Colorado, Sweetwater and Abilene day.

Monday will be for San Angelo, Sterling City, Lamesa, Tahoka and Snyder.

HOUSTONIAN TO BE CLOWN AT RODEO

Sam Stuart, Houston, is to serve this year as the official clown of the fifth annual Big Spring Cowboy Reunion and Rodeo.

Beside being a top notch funster, Stuart is gifted along other lines. He got his first start as a feature player in rodeo shows as a talented young man with the rope and saddle.

This ability, however, fits in nicely with his clowning act. He will be remembered as the clown in last year's show at Midland.

Stuart succeeds John Lindsay as the funny man of the local rodeo.

Contestants Have Some Real Marks To Challenge Them; Good Records Chalked Up In Previous Years

Rodeo performers will have to do their acts like "treased lightning" in order to crack existing records of the Big Spring Cowboy Reunion and Rodeo in its fifth annual season July 2-4.

The calf roping record stands at 14.45 seconds, established by Sonny Edwards of Big Spring in 1936, and tied the very same afternoon by Charles Conway of Brownwood.

Calf roping record for the four preceding shows is nine seconds, set by Royce Sewall of Brooksmith, Tex., in 1936.

Bad Spillberry, Big Spring, holds the bulldogging record at seven seconds, established last year.

Dan Utley, San Angelo, was last year's bronc riding champion and Buck-Jones, Abilene, held premier honors in the steer riding in 1937.

Special prizes for the lowest three day time in calf roping events was set at 82.5 seconds in 1935 by Clyde Acton of San Angelo.

Bill McIlvain, Big Spring, and E. F. Smith, Wellington, lowered it to 66 seconds in 1936, and last year Marvin Stephens, Matador, was low with 77 seconds. These men all won saddles.

Saddles went to these men for three day low time in calf roping: Clyde Burke, Byers, in 1935 for 41.1-5 seconds; Frank Miller, Gall, in 1936 for 51 seconds; and Walton Poage, Stiles, in 1937 for 59.3-5 seconds.

SPRINKLING SYSTEM TO KEEP DOWN DUST

Having experimented unsuccessfully with various substances in trying to settle the dust that is in evidence at all rodeos, directors of the Big Spring Rodeo association will fall back on an old prevention this time.

The grounds will be sprinkled before each performance and spectators can be reasonably sure that the stifling silt will not be a handicap this time.

A special oil preparation was brought into use last season but did not accomplish its purpose.

QUALITY STOCK FOR CONTESTS

No rodeo is ever better than its rodeo stock.

Realizing the type of action is dependent upon the type of animal used in the show, directors of the Big Spring Cowboy Reunion and Rodeo have arranged for quality stock this year.

From the herd of D. C. "Red" Lyon, Byers, will come a string of 20 diabolical broncs for the bronc bustin' events. Lyon also will furnish 20 head of Brahma steers, massive brutes with a yen to throw off anything that straddles them, and another 20 head of steers for the bulldogging events.

Vance Davis, Garden City, has contracted to furnish 40 head of Brahma calves, salty and raw-boned, for the calf roping competition, and another 35 of the same breed for the rough and tumble calf roping.

Sixteen head of wild mules are on hand for the wild mule races which open each of the shows.

In all the rodeo stock will number 151 this year, largest in the history of the association.

PARKING SPACE ON WEST SIDE OF RODEO ARENA

Automobiles can be parked on the west side of the rodeo grounds this season, officials have announced.

Several acres have been set aside for that purpose and special police will be on hand to guide them into uniform slots and escape the usual traffic jams prevalent at such gatherings.

Police will be on hand throughout every performance to guarantee safety of all automobiles.

RECORD CROWDS ARE EXPECTED TO SEE FAST CONTESTS

Big Cash Prizes Attracting Talented Contestants; Shows Open Saturday, Run Through Monday

Saturday afternoon, following what promises to be the longest and most colorful parade ever organized in Big Spring, the fifth annual Big Spring Cowboy Reunion and Rodeo will open with the first of six performances of a show that is billed as "bigger and better than ever."

If pre-season indications hold good, the aggregate crowds for three days of the show, July 2-3-4, will surpass the record of 28,000 established last year.

Drawing a large field of talented contestants will be \$1,900 cash prizes and \$500 in special awards. Drawing customers will be the biggest and fastest show the rodeo association has ever offered—and at reduced prices.

Repairs and changes have been completed at the rodeo grounds, lights tested, sound equipment prepared, and everything is or will be ready for the opening show.

Varied Events

In quick succession there will be wild mule racing, calf roping, clowning, bronc bustin', educated horse acts, calf roping, jumping Brahma bull, more horse stunts, steer riding and bulldogging—all crowded into two hours time.

In addition to the fat cash prizes, there will be two special made saddles given to the cowboys who make best three day time in calf roping and calf roping. There will be other extra awards.

In order to condition the rodeo stock properly, officials are receiving approximately 135 head of Brahma steers and calves, and wild broncs. No animal will be used more than once each day.

Big Parade

The parade preceding the rodeo opening is planned as a rodeo breaker, and Burke Summers, in charge of it, said that more than 30 businesses and clubs had entered floats. Bands from Stanton, Colorado, Lamesa and Big Spring will march in it.

Beside the rodeo, the holidays will feature free attractions at the city park between shows. Among these are bathing beauty revues, softball contests and swimming events. There also will be the usual holiday dances and feature shows in Big Spring.

Varied Events On Slate For The Holidays

Bathing Revue, Recreation Attractions To Be Offered

A gala, cosmopolitan show has been planned for Big Spring in connection with the annual rodeo which begins Saturday, July 2, and continues through Monday.

Realizing that variety is the spice of any program local people, under the leadership of chamber of commerce Secretary Jimmy Greene, intend to give pleasure seekers who make Big Spring their haven on those three days a glittering program of many acts and many scenes.

To Ray Simmons has fallen the job of promoting a bathing beauty revue at the municipal natatorium; to H. F. Malone, an athletic program and to Burke Summers, a giant parade and float contest.

Simmons announced that he would hold the beauty contest in two divisions at 10:30 a. m. Monday. Attractive prizes are to be awarded to the most beautiful girl who calls Big Spring her home, and the most attractive visiting contestant. Along with that goes a free trip to the Goddess of West Texas tournament to be held in Sweetwater later in the month.

Beauties will be invited from all surrounding towns to participate in the contest, Simmons announced.

H. F. Malone, city recreation director, is making arrangements for a Sunday, July 3, softball game here between two all-star teams. A team from a nearby city may be imported to oppose a local aggregation. Plans are also underway, Malone said, to promote several swimming contests here Sunday evening.

Several dances have also been planned. A German dance, to begin at 12:01 Monday morning, will be staged at the Settles Hotel with Mike Mulligan and his orchestra furnishing the music. Several Big Spring night clubs have also planned dances for each night.

Rodeo Season In Full Tilt Over Westex

Events Scheduled Regularly Until Next September

The great area of West Texas has its share of the rodeos. The season was officially introduced last Thursday at Aspermont when the Stonewall County Golden Jubilee celebration took place. At regular intervals from now until the middle of September rodeos and wild west shows will be featured throughout this sector.

Besides the Big Spring annual get-together of West Texas cowmen, such outstanding shows as the Stamford Cowboy Reunion, Cross Plains' 66th anniversary picnic and rodeo, and the Mitchell County Frontier Roundup will be staged.

Stamford boasts probably the most famous of all southwestern wild west shows. Thousands of fans from throughout this sector will flock to that city July 4 for a show that runs through three days.

The Big Spring rodeo, however, will run a good second. Records in the contest, Simmons announced, last year's show and are expected to be broken again this season. The local officials will have the advantage of holding their meeting two days before the Stamford reunion officially gets underway.

Other West Texas shows dedicated to the cowboys include the Ranger Rodeo Roundup, which began Saturday and continued through Saturday; Brady's Jubilee, July 2-4; Coleman's Rodeo, July 13-16; and the Colorado City show, which begins September 8 and continues through September 10.

Their eyes must follow the performer until the signal is given for completion of the task, whether its roping and tying or belting a calf or bulldogging a steer. Instantly, they snap their stop watches off. The three are compared. If two agree, the time is taken. If not, average of the three prevails. However, almost invariably two will agree and barely a tenth of a second separates the third.

Timing of rodeo events is tedious work that requires a quick hand, a good eye and above all an alert mind.

Even so, the Big Spring Cowboy Reunion and Rodeo does not depend upon one timekeeper, but upon three.

This year Charles Read, E. P. Driver and Harry Williamson, all of whom have served before as timekeepers, will be in the judges' stand with their watches.

Their's is the job of watching the flags and snapping their watches into operation the instant he brings down the flag. If the barrier is broken, they must note a 10-second fine.

Occasionally some prim soul up in New York goes on a tirade about the inhumane practices in a rodeo.

Actually there is little of anything inhumane about a well managed rodeo performance. In the fifth annual Big Spring Cowboy Reunion and Rodeo here July 2-3-4, every head of stock will be used only once each day. Some of the calves, steers and broncs will not average that for the three days.

Stock is brought here a week in advance, is well fed and watered. Care is exercised in the handling of stock. Only once in a great while some unavoidable mishap occurs to a calf, steer or horse—then he is promptly and humanely executed.

The prohibition law of Finland was repealed in 1932.

Three Men To Be Timers For All Rodeos Ever

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Occasionally some prim soul up in New York goes on a tirade about the inhumane practices in a rodeo.

Actually there is little of anything inhumane about a well managed rodeo performance. In the fifth annual Big Spring Cowboy Reunion and Rodeo here July 2-3-4, every head of stock will be used only once each day. Some of the calves, steers and broncs will not average that for the three days.

Stock is brought here a week in advance, is well fed and watered. Care is exercised in the handling of stock. Only once in a great while some unavoidable mishap occurs to a calf, steer or horse—then he is promptly and humanely executed.

Five-Year History Of Rodeo Assn. Has Been One Of Steady Growth

Expansion Each Year In The Wake Of Larger Crowds, Increased Revenues

The Big Spring Rodeo association this season goes into its fifth year of the show business, half a decade in which prosperity has reigned supreme.

Getting its start back in 1934 in a small but determined way the unit rapidly added the equipment necessary to make it one of the major shows of its kind in the entire southwest, one that should grow with the years.

A \$700 investment five years ago started the show on its way, the money being donated by a group of Howard county's interested cattlemen who did not want to see the old west die out completely in this vicinity.

That money went for a strong wire fence, rentals on the grounds just north of Washington Place and appropriations for several hundred makeshift stands.

The rodeo fans swept in to back the directors up in their earnest

efforts to give Big Spring and vicinity the best rodeo and wild west show the facilities allowed.

Small purses were offered then but the contestants competed eagerly for the glory.

Expansion In 1936
In 1935 the purses grew along with the crowds and, in 1936, the directors decided to expand. They purchased 20 acres at the site of their previous shows and set to work toward building a gigantic grandstand. Their efforts were again rewarded when, despite September rains (the show was still held in September at that time) the stands were packed for the six performances.

Appropriations for the stands were made possible when stock, at \$100 a share, was sold. A total of \$10,000 was realized, enough money to finance all expenditures. The stands, which face southeast

HE'S BUSY, TOO



Curtis Driver, above, doesn't have any titles in his connection with the Big Spring Cowboy Reunion and Rodeo, but he has as much or more work to do than some of the high officials. He keeps books for the association, assists in the advertising, advising of contestants, the program arrangements and in operation of the show.

JUDGES ARE EXPERT COWMEN



It takes an expert to serve as a judge at a big rodeo, and that's why these two men, pictured above, were among the three chosen. For Proctor, Midland, (left), was reared in Midland county and has a wide acquaintance among ranchers. But more than that, he knows his rodeo events. The fact that this is his third year as a judge in the local show speaks well of his ability. R. K. "Koot" Dunn, San Angelo, (right), is serving his first year as a judge here, but he is recognized in this area as a man who knows his cowboys. His varied ranching experience, particularly in Glascock county the past few years, has qualified him. Other judge for the show, also serving his first year, is Dud Arnett, Garden City, an experienced cowman.

Entertainment To Suit Any Taste In Store For Holiday Visitors

Park Facilities Available; Special Films Booked, Dances Planned

RUNS ARENA



There's plenty to keep Jess Slaughter busy during the three days of the annual Big Spring Cowboy Reunion and Rodeo. He's arena director and demands upon his time are as taxing as upon the old circus ringmaster. In addition, he serves with Marion Edwards as a member of the committee to provide rodeo stock.

Thousands of visitors to throng the city during the fifth Cowboy Reunion and Rodeo July 2-4 will find ample entertainment in Big Spring outside of the scheduled celebration events including the facilities for picnics in the city and state parks, dancing, swimming and golfing.

The city park is large enough to care for hundreds with ease and comfort. It has copious shade trees, barbecues pits, water, swings, see-saws, merry-go-rounds, rockets, croquet and tennis courts. Picnic tables are placed in shady places near garbage disposals and water taps, all of which is free to the public.

Scenic mountain, or the state park, offers sites more adaptable to small groups for picnics and outings. Several small units constructed of native stone are dotted over the mountainside and water is available at the top.

Swimming, Golf
A municipal pool in the city park erected in 1935-36 at a cost of \$22,000 is the best of its size in the entire state. It is surrounded by grass and trees. There are also two wading pools for children.

For the golfer there is an 18-hole grass green municipal course and 18-hole sand green country club course.

In the way of cinema amusement, the three Big Spring theatres are offering a varied program. At the Ritz July 1-2, "Three Blind Mice" is to be shown featuring Loretta Young, Robert Taylor, Margaret Sullivan and Franchot Tone appear in "Three Comrades" July 3-4.

For the lover of cowboy films, the Lyric is to present "Gold Mine in the Sky" with Gene Autry July 1-2 and July 3-4 will be "Goldwyn Follies" featuring Charley McCarthy, Edgar Bergen and the Ritz Brothers.

Bob Steele comes to the Queen July 1-2 in "Feed Makers," and Irene Dunn appears in "Theodora Goes Wild" July 3-4. German dances will be held at the Settles hotel and night clubs beginning at 12:05 a. m. Monday morning.

LOUIS ROSSER TO SERVE AGAIN AS RODEO FLAGMAN

Ever since the Big Spring Cowboy Reunion and Rodeo was started five years ago, Louis Rosser has served as flagman.

Rosser is recognized as one of the best at his job in all of West Texas. Performers repeatedly compliment the management on Rosser's work.

The secret of his success is a sharp eye, alertness when on the

MANY TASKS



Being secretary of the Big Spring Cowboy Reunion and Rodeo is not enough for Ira Driver. He also has the responsibility of watching over the handling of the crowd in the grandstand and is in charge of letting of concessions for the three days of the rodeo starting Saturday.

Shorty Ricker Of Ranger To Be Announcer

Announcer for the fifth annual Big Spring Cowboy Reunion and Rodeo July 2-4 will be Shorty Ricker of Ranger, Texas.

Shorty is well known among rodeo circles and works well with special performers as well as maintaining a constant line of entertaining chatter about the regular events. His is the job to get times after each event, make sure they are official figures, announce the times of the last rider and then the performer "in the hole" (next to come out). He must explain the various acts of special performers, make special announcements and attempt to entertain the crowd with occasional witticisms.

Job, and a strong left hand capable of bringing the flag down like the crack of a whip. Because he is left-handed, it places him in a position to watch closely and at the same time whip the barrier away in one swift motion.

Good Cow Pony Is Rancher's Idea Of Something Really Worthwhile

HAS TOUGH JOB



A tough assignment goes to Marion Edwards, one of the rodeo association vice presidents, in the annual show here starting Saturday. Edwards has charge of contestants and serves with Jess Slaughter on the committee for arranging for stock.

on the purchased plot, will seat more than 6,000 people.

In 1937 the show dates were moved into early July and the directors enjoyed their most prosperous season. All facilities were taxed to the limit.

Officials have made plans now to seat even a greater number of people this year if the need arises. Temporary seats will be added to the bleachers on the southeast side of the grounds if that is required. Directors found that the grounds and plant suffered little from the recent heavy rains that flooded the lowlands of Big Spring. Only slight damage occurred to the stands, fences and chutes. All has been checked and has been pronounced ready for the crowds that will come.

BODIES RECOVERED

SEATTLE, June 25 (AP)—The Milwaukee railroad offices here announced today recovery from the Yellowstone river, near Glendive, Mont., of two additional bodies of victims of the wreck of its "Olympian," last Sunday. They were identified as the bodies of Marilyn Pfeiffer, 8, Cologne, Mont., niece of the road's Miles City, Mont., division engineer, and Kate Clancy, about 55, one of three sisters en route from Bloomington, Ill., to Seattle.

Welcome Visitors

To The Fifth Annual Big Spring Cowboy Reunion And RODEO

July 2-4

MAKE YOUR HEADQUARTERS WITH US

Completely Air-Conditioned Casadena Club

"A Place For Gentlemen" F. M. Bomar, Owner 309 Runnels

Birthday Congratulations!

10th Anniversary!

WE ARE HAPPY TO EXTEND BIRTHDAY CONGRATULATIONS to the BIG SPRING HERALD, our leading factor in the development of our city, county and trade territory, upon reaching their tenth anniversary. We appreciate your willingness and efforts to co-operate to the extent of taking the lead in any and all worthwhile projects. We also recognize the wonderful service rendered by the Big Spring Daily Herald in bringing ASSOCIATED PRESS NEWS TO US EARLY.

LONG LIVE THE BIG SPRING DAILY HERALD

WE INVITE THE CITIZENSHIP OF WEST TEXAS TO ENJOY THEMSELVES IN BIG SPRING ON July 2-3-4. Visit Our Fifth RODEO and Grand CELEBRATION

BIG SPRING CHAMBER OF COMMERCE

Change To July Dates Whips The Weather Jinx

Officials of the Big Spring Cowboy Reunion and Rodeo association successfully side-stepped a weather jinx of the annual Labor Day celebration by combining their efforts for the first time last year with the chamber of commerce Fourth of July show. Fair weather prevailed throughout the three-day celebration—a condition not accorded the association for two years.

First year of the show, 1934, was a big success with not a cloud in sight. On Labor Day of 1935 the show had to be postponed from September 2-4 to September 12-14 because of inclement weather. In fact, the first general rain falling in this area in months came on the opening day of the reunion.

In 1936 the association took steps to beat the weather by insuring the opening show against moisture from 9 o'clock a. m. to 2 o'clock p. m.—and it began to rain a few minutes after 2 o'clock.

The shows were changed to July last year because of the rainy weather jinx, the sky remained clear and an all-time record crowd of 28,000 packed the grounds. The celebration fared better financially than in former years and the jinx was jilted—temporarily anyway.

But as a sort of revenge, the high winds late in May of this year ripped away a portion of the grandstand roof which was promptly repaired. In a few days, a second gale took another section of the top. A total damage of \$1,500 was done. This has all been repaired.

Wild Mule Races On Rodeo Program

Crazy antics have inspired humorous verse and song about mules, and this year it has earned the wilder members of the clan the honored place of opening each of the six performances of the fifth annual Big Spring Cowboy Reunion and Rodeo opening here Saturday afternoon.

The rollicking contest of wild mule racing last year became so immensely popular with the record audiences that directors incorporated them into the program for the new show.

To get the basis accustomed to their surroundings, a truck load of the rodeo mules were brought here as early as Tuesday.

Every time the chutes open for the opening act of each of the six shows, a band of the comically wild mules will come out bucking, rearing, snorting—their riders trying to stay aboard and get to the end of the arena first.

Features for the 4th

Ladies' & Misses' Bathing Suits
All Wool
Novelty Styles
Sizes 12 To 38 1.49

Ladies' Overalls
98c

Beach Towels
Size 39x69
89c

New Printed Rayon Crepe Dresses
1.98

Ladies' Panties Novelty Weaves
13c

Ladies' Full Fashion Silk Hose
39c

Ladies' All Leather Sandals
1.00

ATTEND
BIG SPRING'S RODEO & COWBOY REUNION
JULY 2nd, 3rd, 4th

Smart — Cool Comfortable Vacation Apparel!

Penney's has the merchandise you need for rodeo, 4th of July celebrating or vacation needs. It's the best that can be obtained for the price you pay and generally much better. It's all firsts, no seconds, and exactly as represented.

Men's TROPICAL WORSTED SUITS
New Low Price
12.75

Men's DRESS Oxfords
White or Black
1.98

Men's STRAW HATS
Sailors or Bankok Teves Styles
98c

BATHING TRUNKS
All Wool With Support
98c

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

Cash Prizes In Rodeo Contests Total Close To \$2,000

Entrance Fees Abolished In Some Events

Special Awards To Be In Addition To Money

Fat purses, one of the inducements held out to attract talented rodeo performers, are fatter than ever for the fifth annual Big Spring Cowboy Reunion and Rodeo July 2-3-4.

The prize awards have been boosted to a total of \$1,900 in cash and around \$500 more in special prizes such as saddles, bridles, boots, hats, spurs, etc.

Calf roping and calf belting will draw daily awards of \$60, \$40, \$25 and \$10 while bronc busting, steer riding and bulldogging will pay daily awards of \$50, \$30, \$20 and \$10.

In an effort to draw more rodeo stars into the competition for bronc riding and steer riding, two of the favorite events for fans, the association this year has done away with entrance fees in these three classes. Entrance fees in calf roping and belting have been held to a minimum.

Special prize awards include: Two \$125 saddles by the association to the contestants with best three day averages in calf roping and calf belting, and a group of other awards from Albert M. Fisher Co., Army Store, Big Spring Hardware, Lee Hanson, George Friday, Midland, and others. A few of the awards include hats, boots, spurs, bridles and trousers.

SHOW HERE FIRST ON HOLIDAY SLATE

The fifth annual Big Spring Cowboy Reunion and Rodeo is to be the major celebration of West Texas in the weekend before Independence Day.

A study of the calendar of events shows that the Big Spring show is the only major rodeo in the area starting on July 2. Two shows will be held on that date and two more on July 3.

THREE OF DIRECTORS OF RODEO ASSOCIATION



Serving as director in the Big Spring Cowboy Reunion and Rodeo is no easy task, for every official has a big job to handle. Harry Lees, left, is in charge of watering stock and in seeing that grounds are watered to keep down dust. Charlie Creighton, center, serves as a sort of utility man, constantly plugging in where he is needed. R. V. Middleton, right, has the big job of supervising the gates and sale of tickets.

Intricate Typesetting Machine Is Mechanical Keystone In The Production Of A Newspaper

The typesetting machine—that way for the development of the amazingly intricate mechanical contrivance which is "almost human" in its performance—is the keystone in the mechanical foundation of the modern daily newspaper.

The problem of how to set lines of type by machine, instead of by the tedious, lengthy process of composing them by hand, a letter at a time, was the most perplexing the printing industry ever has faced.

Invention Solved Problem

It was solved a little more than 50 years ago with the invention of the Mergenthaler Linotype, which, together with the Intertype, a later machine which closely resembles the Linotype, cleared the

It Costs Real Money To Put On A Rodeo

Big Crowds Necessary For Operation Of A First Class Show

Rodeos are popular events in West Texas—and it's a good thing they are.

Were it not for this widespread interest in the native western show, it would be impossible to stage successfully the events on a basis satisfactory to all.

For rodeos have to have big crowds to support the enterprise. Few affairs boast such a terrific overhead as a major rodeo show.

Last year the Big Spring Cowboy Reunion and Rodeo association reported a total expense of around \$6,000, and this year the overhead promises to go beyond that figure. It is therefore necessary to have at least 12,000 paying customers before the show can begin to think about any "net" and a return on a \$15,000 investment in plant and equipment.

Prizes Big Item

To begin with, the cash prizes will cost the rodeo association a cool \$1,900. Two \$125 saddles as special prizes boost the cost still further.

Approximately 150 head of rodeo stock, brought here a week in advance of the show for conditioning, will cost at least \$1,200 for three performances each. This does not figure in a feed bill that is calculated to go well beyond \$500. Paid staff workers and extra labor for the show means another \$500.

Special performers and acts, such as the jumping Brahma bull, "educated" horses, clown, etc., for this year's show go beyond the \$500 mark, and miscellaneous expenses will get to at least that amount. Preparatory advertising and printing of rules, posters and other materials cost about \$500.

The tax bill is no small item. Then figure in a fair return on \$15,000 plant and the hurdle over which the association must get to realize any profit is staggering.

That's the reason it's a good thing that West Texans get a great kick out of rodeos.

Show Is Well Advertised

Folders, Posters, Newspapers And Radio Used

Advertising, the keynote of any successful show, has not been overlooked by officials of the Big Spring Cowboy Reunion and Rodeo to take place here July 2-3-4. A check-up at the chamber of commerce office revealed that more than 2,000 folders and hundreds of posters had been sent out to 15 surrounding towns and stories carried in various leading papers.

A 15-minute promotion program was presented over WBAP, Fort Worth, Saturday night at 9:30 o'clock by the West Texas vocal trio composed of Mrs. R. E. Blount, Mrs. Willard Read and Ruby Bell. J. H. Greene, chamber of commerce manager, was master of ceremonies and Mrs. Ann Gibson

Houser accompanied the trio at the piano. Outstanding rodeo events and outside attractions being offered in Big Spring during the three-day celebration were pointed out by the radio group. Dr. and Mrs. P. W. Malone and Jess Slaughter were the others to "make the trip."

The Malones, Mrs. Blount and Ruby Bell went to Fort Worth via plane with other members of the party going by automobile.

Weeklies and dailies of West Texas have been mailed a number of publicity stories concerning the event and several announcements of the big celebration have been made over the local station, KBST.

All Due To A Wasp

OAKLAND, Cal. (UP)—When a wasp flew into the driver's compartment of an Oakland-San Leandro bus, Wendell Faubion naturally took a "swipe" at it. Result: lost control of bus; it crashed into electric light standard; two passengers injured; fate of wasp, unknown.

The compositions of Percy Grainger are based on folk music. The goldfish is colored brown in its native state.



... And PHONE 17

—Or Bring Or Send Us All Your CLOTHES

for a thorough LAUNDERING... Before the Big Celebration Starts.

CLEAN, COOL CLOTHES

For A Glorious 4th Come To Big Spring July 2-3-4

COWBOY REUNION AND RODEO

We Clean Palm Beach Suits!

THE BIG SPRING STEAM LAUNDRY

123 West First St.

E. C. HOLDSCLAW, Prop. Phone 17

PROVIDING FOR THE SOUND DEVELOPMENT OF WEST TEXAS THE NEW EMPIRE



Aiding in the program of empire building in West Texas is electric power, the first essential for rapid industrial development. Within recent years electric power transmission lines have been built through virgin territory to supply dependable electric power to growing cities and towns and their new industries. Small villages and rural communities, too, have benefited from the spreading network of electric power lines, which have brought to many small communities the same character of electric service supplied to the largest cities in Texas.

The Texas Electric Service Company is keeping pace with the growth of the new West Texas Empire. Through its predecessors, the Texas Electric Service Company pioneered in the construction of electric power transmission lines in West Texas and today these lines serve 113 communities in the New Empire. West Texas cotton gins, oil fields, oil refineries, gypsum factories, rock crushing plants, railroad shops and dozens of other industries have felt the stimulating effect of ample and dependable electric power supplied from the transmission system of Texas Electric Service Company.

Greetings

From The Employees Of Texas Electric Service Co. To The Big Spring Herald On The Occasion Of Its Tenth Birthday.

TEXAS ELECTRIC SERVICE COMPANY

G. S. BLOMSHIELD, Manager

'Educated' Brahma Bull To Be Seen At Shows Here

Billed as the world's only "educated" Brahma bull, "New Deal," a white, hump-shouldered creature from Oklahoma will appear in the six shows of the Big Spring Cowboy Reunion and Rodeo starting here Saturday afternoon.

"New Deal" is the property and protégé of Johnny Grimes of McLoud, Okla. His repertoire of tricks is said to number a dozen, including an act in which he jumps over a topless car.

The appearance of a Brahma bull in a specialty act is considered unusual since all others of the tribe are given over to attempting bodily harm on all cowboys who try to ride them.



HEADQUARTERS

for Cowboys - Farmers - Ranchmen

—Since 1900!—

And Again We Say **WELCOME!**

To the Big Spring Cowboy Reunion and 5th Annual Rodeo... July 2-3-4

We Carry A Complete Line Of Farmers and Ranchmen Supplies... And Are Ready To Serve You At All Times.

COME IN AND MAKE YOURSELF AT HOME!

BIG SPRING HARDWARE CO.

117 Main Street Phone 14

The Story of OD and AD

and the 2 STORES

OD and AD wanted to go into business for themselves. They decided to open retail stores. But they had *different* ideas as to how they should get customers. This is the story of what happened.

How OD and AD Opened their Stores



OD believed that the way to get customers was to sell at low prices, and that the way to sell at low prices was to keep his expenses down. So he spent as little as possible in fixing up his store. He said he was not going to "waste" money on "trick lighting" and a "fancy front." He bought large quantities of a *few* lines of merchandise, because that way he got them cheaper.

Then he put an assortment of his goods into the windows, but because he had done so *little* to make his store attractive, *few* people noticed that it was a new store, and *few* came in to buy.



AD decided that the first thing he must do was to make his store *attractive* to customers. So he had it painted throughout in cheerful colors. He completely changed the windows and front, and he put in fixtures that flooded the whole store with light.

He chose merchandise well-known by name to the public, and bought smaller quantities of many lines, thus giving customers a greater selection. He arranged his stock in the store to make shopping *convenient*. He put in window displays of his most interesting merchandise—and changed them frequently.

Because his windows and his store were so attractive, *many* people stopped to look, and *enough* people came in to buy so that AD's goods sold quickly and he was soon ordering more of many items.

How OD and AD went after Customers



OD soon found that he could not get the customers he needed from those who *passed* by his store. So he had circulars printed and hired boys to distribute them from house to house. Sometimes they put them under the door or into the mail box, but often they threw them on the porch or into the yard, and many were blown away. Also, OD found it was a slow and costly way to tell his story, as in a whole day a boy could cover only a few hundred homes.

OD was disappointed to find that after all this work and expense, only a few more people came to his store.



AD decided that the *more* people he could tell about his merchandise, the *more* people would come to his store. So he put advertisements in newspapers read by many thousands of people every day. He knew that people were eager to get their newspapers to read the news. Therefore, his advertising was more likely to be *seen* in a paper people *wanted* to read. Also, the newspapers were delivered all over the city as soon as they were printed.

AD found that the *more* he advertised, the *more* people came to his store and the *more* goods he sold and the *less* it cost him to handle each sale. So he passed on the greater part of these savings in lower prices and better values to all his customers.

How OD Failed and AD Succeeded



OD found that so few people came to his store that his goods moved very slowly. He could buy very little new stock because his money was tied up. So he decided to have a sale.

He had big signs painted for the front of his store. He had circulars printed and sent boys out to put them into parked cars and distribute them at homes. But the people who came saw so little they wanted that his sale was a failure. At last, he disposed of all his remaining stock to an out-of-town bargain store at less than half what he had paid for it.

OD had had a very unhappy experience, but because he had never advertised in the newspapers, few people in all the city ever knew that his store had opened or that it had closed.



AD found that with more and more people now coming to his store, his stocks moved very quickly. As a result, he was constantly able to have fresh, new merchandise for his customers. He concluded that since people bought newspapers to read the news, he should tell them the news about his merchandise and his store. As a result, AD's advertisements were read as eagerly as any other part of the newspaper. Soon *every* one in town knew that AD had the newest things.

AD did not make exaggerated statements in his advertising. He just made the *truth interesting*. Repeatedly AD had to enlarge his store, and employ more people to take care of his increasing business. And, although his expenses were now very much greater, he sold so much merchandise and turned his stocks so rapidly that his store was very successful and was known far and wide for the values it gave its customers.

AD Tells OD How Advertising Serves the Store and Its Customers

ONE DAY OD came to AD and applied for a position. He asked AD how he had built such a fine business and obtained so many customers.

AD said, "First, by making the store an attractive and convenient place to shop, and second, by having the merchandise customers want.

"But these are not sufficient without *Advertising* to tell the people about them. So we continuously publish interesting, informative, truthful news about our service and our merchandise. And we tell it in the way that reaches the largest possible number of people quickly—through newspaper advertising."



The Big Spring Daily Herald

Composing Room Puts The Written Copy Into Metal Type

Involved Processes Follow A Systematic Routine In First Step Of Paper's Production

The seemingly magical transformation of typewritten news and advertising "copy," first step in the production of a newspaper, is accomplished in the composing room.

The Herald's composing room employs six men: Granville Glenn, foreman; Roy Reagan, ad compositor and makeup man; Buck Tyree, apprentice; and M. L. Simmons, W. W. Pendleton and W. S. Fleetwood, linotype operators.

News copy, completed by the editors, is taken to the composing room, where it is scanned by the foreman, who separates headlines written on separate pieces of paper, sending them to the headline machines, and arranges the copy in the order it is to be set into type.

Stories to be placed on early pages, those to be the first completed, go on top of the hook, from which all linotype operators take copy as they require it. Stories—more commonly referred to as "copy"—are placed on the hook in "takes," or sections of typewritten sheets. Early in the day, some operators may be given enough copy to turn out a column of type, but nearer edition time, the copy is parceled out in "takes," so that a long story can be assembled speedily.

"Guide Lines" Each story coming from the editorial department carries a "guide line," meaning two or three words descriptive of the headline which has been written for it. This is set in type at the head of the story, and removed when the headline—coming from a special machine—is placed upon the item.

Once set in type, the stories are placed on the "dum." From there they are carried by a galley boy to a proof press, an inked proof taken of the type, and proof and copy are sent back to the editorial room. There proofreaders, a part of the news department, check the proof against the copy, making necessary corrections by penciled notations on the proof sheet. This is returned to the operator who originally set the type and he resets each line in which there is an error.

Corrections A workman takes these correction lines and substitutes them for those which are incorrect. He also removes the "guide line" and places the headline on the story.

The type next is transferred to the makeup table where it joins other stories standing on galley after galley across the flat-topped table. Make-up men select the stories one by one to be placed in a yawning page "form" waiting to be filled with stories and advertisements. Unless a story has been tabbed by an editor for a certain position on a specified page, its

place in the paper is at the discretion of the make-up man.

Each Page Is "Justified" Once the page form is filled with stories, pictures and those advertisements scheduled on that page, each of the eight columns must be "justified" until it is exactly 21 1/4 inches in length.

If there is a bit of space at the end of a column too small to accommodate a story, or even a "filler" item of a few lines, a supply of which are kept on hand, the make-up man uses "leads" to justify the column. The "leads" are the width of a column, shorter in height than a line of type and one-thirty-sixth of an inch thick. Dropped between paragraphs or lines in the story, they space it out, yet reasonable use of "leads" in lengthening a story rarely is obvious to a reader.

Advertising Copy Advertising copy goes from the advertising department, where layouts and copy preparation have been completed, directly to the composing room. The foreman checks all mats and cuts to be certain he has received those indicated on the layout. Engravings and picture matrices are sent to the stereotyping department. There the mats are cast into metal and fixed on bases to make them as high as a line of type. After that the "cuts" are returned to the composing room to be assembled in advertisements, the same procedure applying likewise to news pictures.

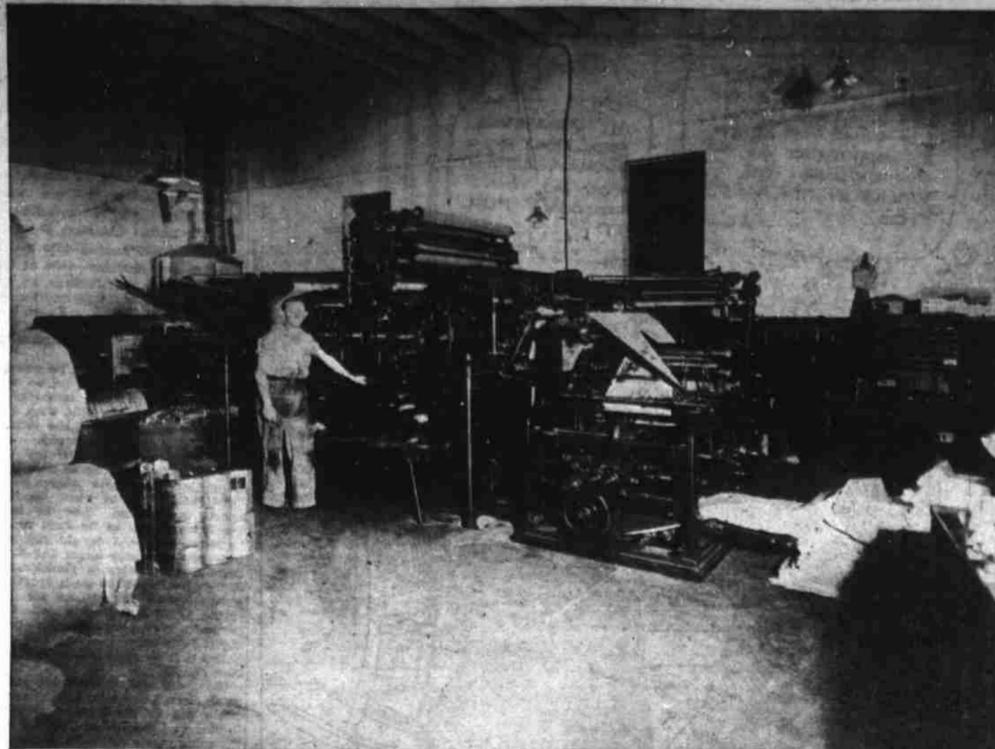
Correct type sizes and length of lines in advertising copy are marked by the ad foreman, after which the copy goes from his desk to the machines which set all the large size type. The copy moves from one machine to the other, several perhaps being needed to produce type of different size and style.

Type and cuts are then sent to the ad-composing tables, where an ad compositor assembles it, adding borders or other features called for in the copy.

When all corrections have been made in both advertisements and stories, they are assembled in the page forms, and the pages justified. Then the page moves on to the stereotyping department for another process in newspaper production. The pages, later are returned, dismantled, and the type and picture casts melted for use again.

Leg Broken 17 Times LONDON (UP)—For the third time in a year and the 17th time in his life, Kenneth Swartz, 11, of Bath, has broken a leg through a yawning page "form" waiting to be filled with stories and advertisements. "It doesn't hurt much," the boy said. "I just call mother and wait for the ambulance."

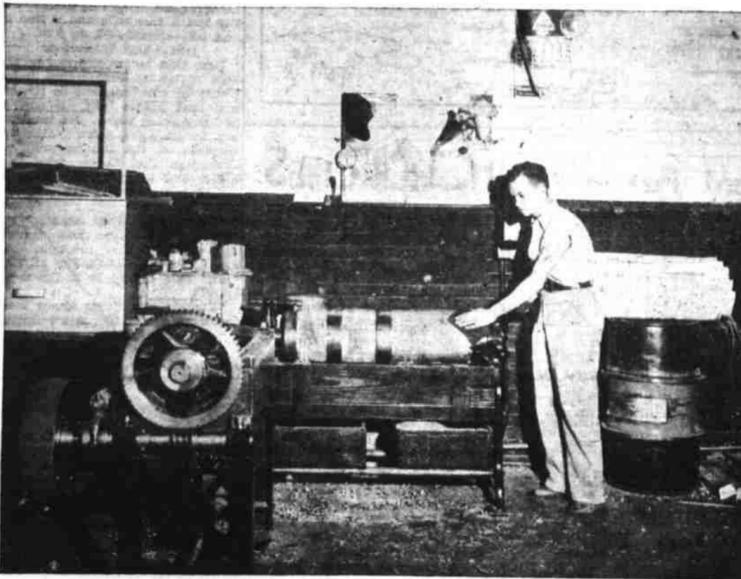
HERALD'S BIG PRESS CAN GRIND OUT 12,000 PAPERS EACH HOUR



Presenting The Herald's big Goss web press and the little man who bulldozes it each day, to see that it grinds out the day's edition. Red McMahan is the pressman at the control of the iron giant which can produce 12,000 papers an hour. At the right may be seen a stack of papers just out of the folding end of the press.

On the floor near McMahan are some of the semi-cylindrical page "casts" which are clamped on cylinders of the press to get the page impressions. To the left rear is the stereotyping equipment, at the left margin of the photo some of the big rolls of paper that are fed into the press.

A PAGE 'CAST' IS MADE READY FOR THE PRESS



A quick glimpse into the stereotyping department, showing a part of the equipment used in transforming flat pages of type into cylinders for use on the press. J. L. Miller, assistant to Red McMahan in the press and stereo rooms, puts one of the metal casts—just made from a cardboard like matrix—into a trimmer, to cut off waste metal, trim it, and bevel it to fit the press cylinders. A stack of the page matrices, from which casts are made, is directly behind Miller.

Feature Columns, Articles Add To Interest - Entertainment Value Of Herald's Daily Editions

Presentation of news is, of course, the prime function of the newspaper.

But, for the reader's information and enlightenment, entertainment and pleasure, there has come to be offered in the newspaper something more than news. These special treatment articles are classified under the general heading of "features"; and in features The Herald attempts to present a well-balanced menu on a par with many newspapers much larger.

The Herald relies chiefly on its Associated Press membership in this field, as well as in that of news, for national and international feature material. With its great organization of trained writers and experts in specific fields, the AP feature service is regarded as without a peer.

The Background It offers—and these articles appear regularly in the columns of The Herald—"background", or interpretative, material on big happenings in Washington, in Wall Street, on the war fronts, in the agricultural regions, in the science laboratories, in the industrial plants, in the homes and offices of people who are accomplishing unique or worthwhile things.

The Editorial Page To be found there now is the Washington column of Preston Grover, an able observer and fact writer, whose paragraphs present notes on the political scene that do not come into the regular news accounts.

Also on the editorial page are those columns devoted to celebrities and would-be celebrities. The characters who add glamor and interest to Hollywood and Broadway, the two "fairytale" spots of the nation. George Tucker writes the Broadway column, Robbin Coons the Hollywood chatter. Both are experienced Associated Press men, grounded in the elements of good taste in writing, and they tell their yarns brightly and entertainingly without stooping to the depths of "gossip" columnists.

Fuzzies, Cartoons And of course on the editorial page are to be found the ever-popular crossword puzzle—favorite with Herald readers; the keenly humorous daily cartoon by Webster (also a Herald-Tribune feature); and the serial story. Serials are run continuously by The Herald and are found to be popular, particularly with the women readers. These are well turned-out novels by writers of reputation.

Improved Lighting System At Arena

The lighting system in use at the rodeo grounds this year has been in operation since 1936 when eight giant arcs, 7,500 watt power, were added to the limited lighting equipment used the first two years. In 1934 and '35, the association had borrowed reflectors and lights from the city but those could not capably light the entire field. Dark spots were in evidence in several corners of the grounds and officials set about to remedy that handicap. More than \$500 was spent for the poles and the giant reflectors now in operation.

Rummaging Is Profitable

EL PASO (UP)—An insurance policy made out in 1888 in Mexico was discovered by Mrs. Aurora Cisneros when she rummaged through an old trunk. The policy was purchased 50 years ago by Mrs. Cisneros's 93-year-old father from the Life Assurance Society.

The Newspaper Allegedly Knows, So It Gets Asked Every Kind Of Question The Mind Can Conceive

One of the mysteries of journalism is the aura of knowledge the public conceives to surround the offices of any reputable newspaper. Simply because it is the newspaper office, the public at once believes that there is a vast store of information at the fingertips of the staff members—information on the slightest controverted question. Newspaper people have come to expect the inevitable bombardment of questions, some of them utterly irrelevant, some impertinent, some staggering, some amusing. Patiently, newspaper workers try to answer as many of the questions as possible, even at the expense of much time wasted in pointless research.

Some of the inquiries, hurled pointblank with or without aforethought at innocent staff members go like this: "Is Man-O-War (greatest of race horses) still alive? I got a bet up on it." "When did the Titanic go down, and how many were killed?" "A man tells me he's got a coin from Wombi-Wombi (or some equally impossible name). I say there's no such place. Is there?" "What did the announcer say about so-and-so over the radio a minute ago?" "What time is it?" "How many football games did Villanova win in '33?" "What was the coldest weather ever registered here?" "How old was Napoleon when he died?" "How long will it be until the baseball game is over?" "How many pecks in a bushel?" "Who was the 11th president?" "When did the county first vote dry?" "Did Howard county ever vote republican?" "When did the T. & P. come to

EDUCATED HORSES FEATURE OF SHOW

A pair of "educated" horses will appear in spots on the rodeo program opening for six shows Saturday through Monday. "Silver King," the beautiful white horse belonging to L. I. Stewart is booked for the event. The horse appeared last year in the show after only a year of training. Jeff Reavis will present his famed Libert yhorse, "Danger," at various intervals. "Danger" showed in the last Fort Worth Fat Stock exposition rodeo. A third horse may be shown in specialty acts if D. D. "Levi" Garrett, Sterling City, brings his steed, "Rio Rita," here to go through some of its 30 tricks.

"Your Neighbor Says" —by Robinson's

BIG SPRING ... WELCOMES YOU!

To The Cowboy Reunion And 5th Annual Rodeo

JULY 2-3-4

THREE DAYS OF FUN FOR EVERYBODY!

CONGRATULATIONS

—To The Big Spring Daily Herald On Its 10th Birthday!

70 Degrees **Air COOLED!** 70 Degrees

FOR YOUR COMFORT

Known From Coast To Coast ... For Our Famous Foods

You Are Always Welcome At The

CLUB CAFE

WE NEVER CLOSE

G. C. Dunham, Prop.

The pause that refreshes...

Ride 'Em ... COWBOY!

PURE ... EVERY BOTTLE STERILIZED

• Nothing you eat or drink is brought to you with purity more carefully guarded than Coca-Cola ... in sterilized bottles, filled and sealed by automatic machines. Never exposed to human touch until the bottle is opened for you.

Ice-cold Coca-Cola is pure and wholesome ... pure as sunlight.

No Fees For Bronc Riders

Field Wide Open For Those Who Want To Have A Try

Because it is risky business to attempt to stay aboard the hurricane deck of a twisting, bouncing, gavoring animal, the difficulty in past years has been getting performers to put up entrance fees for a chance at prize money.

This year the rodeo association is doing away with steer riding and bronc bustin' entrance requirements, throwing the field wide open. That means officials say that there will be more of it for

For a Grand and Glorious Time Be In Big Spring July 2-3-4 —for the Cowboy Reunion and 5th ANNUAL RODEO

OVER \$2,100.00 IN PRIZES

- Bulldogging
- Steer Riding
- Calf Kicking
- Calf Belling
- Bronc Riding
- Trick Riders and Hoppers

BIG STREET PARADE SATURDAY — 1 P. M.

Big Spring Herald

Published Sunday morning and Tuesday afternoon except Saturday by THE BIG SPRING HERALD, Inc. Entered as second class mail matter at the Postoffice at Big Spring, Texas, under act of March 3, 1879.

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The publishers are not responsible for copy omissions, typographical errors that may occur further than to correct it in the next issue after it is brought to their attention.

MEMBER OF THE ASSOCIATED PRESS. The Associated Press is exclusively entitled to the use of publication of all its news dispatches credited to it or not otherwise credited in the paper and also the local news published herein.

A NEW DECADE, A NEW PLEDGE. The volume number of The Daily Herald changed this month to 11; later in the year The Weekly Herald will go into Volume 34.

Today's machinery has changed newspapers and their problems considerably, but years have passed since a newspaper's responsibility to its public. Much is said about the freedom of the press today and some are fearful that encroachments are being made.

Management of The Herald, entering a new decade with a daily publication, acknowledges the responsibility of the press, pledges itself anew to the best interest of the city, county and territory it represents, strives toward being a complete and representative newspaper for the interest of the Big Spring area, and expresses its gratitude for the support that Big Spring and West Texas citizens have given it through the years.

It is a birthday hope that The Herald has been an instrument reflecting accurately the picture of West Texas, that it has been of public service in the cause of promoting the best interests of its city and trade area, and that in the future it may be even more of an instrument for meeting its responsibilities not only to preserve the inviolate freedom of the press, but also to be the voice of this section, lifting itself so that all may hear of the favorable destiny of the Big Spring area.

Washington Daybook

By Preston Grover

WASHINGTON—This past congress may go into history for the things it might have done and didn't instead of the things it did, and on that subject, we can quote you something by Senator Ashurst of Arizona which is apropos.

At practically any time of the day or night Senator Ashurst can say something apropos of almost anything.

GROVER When we approached him with a suggestion that he outline some of the major things the congress left undone he grinned wisely and said:

"The country is always grateful for the legislation congress does not enact."

Inch Still 8-8ths. Well, the country, on that basis, has much about which to be grateful. It did not pass a law to shorten the inch, although certain learned down by about one ten-thousandth of the width of a pin.

Anti-lynching legislation went by the boards and so did the proposal to build a ship-canal across the Florida peninsula and to harness the Passamaquoddy tides. These things are not dead, of course. They only sleepeth, and will rise again, come next congress.

Not passed was a bill proposing to take up to 95 per cent of the profits of war and another to conscript capital and industry in the same hour the government sends its men into the battlefield.

If all the bridge bills which did not pass were laid end to end it would keep capitol janitors busy for weeks.

Eight trans-U. S. highways, four each way, will not be built as a result of legislation which did not pass this session. Postponed, too, as a result of legislation which did not pass, is construction of a highway from Seattle to Alaska.

Too Bad, Oklahoma. Oklahoma, for a time at least, must do without the \$25,000,000 the officials asked the treasury to turn over to it as a result of inability to tax Indian lands. The legislation which did not pass explained this amount would have been collected in taxes in the years since opening of the territory to settlers, if it had been legal to tax tribal properties.

At this point it is only fair to explain on behalf of Senator Ashurst that he is not against all these things. It is just his belief that the country would rather dodge most legislation even though any individual citizen, when confronted with a particular piece, as likely as not would vote for it in the belief it was for the public weal. People are just like congressmen.

We have not added up the amount of money the country will not have to raise as a result of the legislation which did not pass. But the amount of change the country will have to raise as a result of legislation that the 75th congress did pass is upwards of \$20,000,000, more than two-thirds of which is yet to be gathered in. And that is right smart folding money.

Man About Manhattan. NEW YORK—This is the day we get some correspondence off our chest. The doctor says, "Sure, go ahead; it'll be good for you."

So we thumb through the mail basket and pick up a letter from a man in Oakland, California, from a man in a clipping of a column I wrote about a Swedish restaurant in New York. And he says, "That sounded good. Tell me the name of that restaurant, will you? I'm coming to New York soon and I want to go there."

Well, that's the second query today about that restaurant. A lady in Jersey City wants to know where it is and how much it costs. I must have neglected to give the name when I wrote about it. It's the Stockholm restaurant on first street between 5th and 6th avenues.

And you get a big dinner for \$1.50. The correspondent from Jersey City says she and her husband are thinking of celebrating their anniversary there, "because it sounds so mouth-watering the way you describe it." It's more than that, ma'am; it breaks your heart.

And here's another letter from Oakland, California, from a man whose initials are J. N. Not long ago I asked if anyone knew whether Albert Johnson's name stood for Albert, Alfred, Allen, or what? My friend from the coast is giving me the rib on that one.

"Didn't it ever occur to you," he queries, "that it doesn't have to stand for anything; that it might stand for itself?" Mr. N. goes on to explain the metamorphosis of proper names, and adds: "I have always been puzzled how some columnists confess their helplessness to readers instead of looking up a fact. For a name, the best authority is its wearer. And speaking of names, why not try to live up to yours and Tuck in all facts next?" However, I don't think he's really mad, because he concludes with this little P. S.: "I'm as mad as you—here I'm wasting precious minutes and a stamp on a matter that's of importance here." (Miss Jones, take a letter to Mr. N. of Oakland and be sure to include an extra stamp to reimburse him for

The Thrill That Comes Once In A Lifetime



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Daily Crossword Puzzle

ACROSS: 1. Barrier in a stream, 4. Trees in Russia, 11. Epoch, 13. Jump, 14. Field of snow, 15. Small valley, 16. To an inner point, 17. Former ruler, 18. Day's march, 19. Bar of cast metal, 20. Small valley, 21. To an inner point, 22. Lately, 23. Devours, 24. To an inner point, 25. Perfumes, 26. Hard, 27. Outbuildings, 28. Of the leaning, 29. Pronoun, 30. Ridges of glacial, 31. Spirit, 32. To an inner point, 33. Long narrow piece, 34. Greek portico.

Solution of Yesterday's Puzzle: CATSUP MONDAY, OLEATE AREOLA, AT ITERS TRAP, TOO EPOS SI, PURSUES CID, CUSP TULE NO, OS ORA RYE EN, LEA NODE RAZE, ASA ESTRAYS, MI OTIC PAP, LEAD RAPID RUP, ENTOMB ENERGY, EDILES NIECES.

Grid for the crossword puzzle with numbers 1 through 34 indicating starting points for the words.

his trouble.) Mr. Lpo S. Rosencrans, of Detroit, sends in a note. He has read this column in the Findlay, Ohio, Republican-Courier, and he asks to know: "If 8:30 is the exact time Abraham Lincoln was shot—how do you explain the fact that Mr. Lincoln did not arrive at Ford's theater until 8:30?" This comment refers to a statement of some time ago that the hands on jewelers' clocks were usually set at 8:20 because that was the hour Lincoln was supposed to have been shot.

You are not the first who have questioned me on that one, Mr. Rosencrans. Not long ago an Alabama editor asked me about it and then gave an explanation that, to me, seems entirely plausible. He says the hands on jewelers' clocks are set at 8:20 because that leaves sufficient space on the clock's face for the jeweler's name, and other advertising.

But I think you for your interest. And I agree with you that the Lincoln legend is pure humbug. Wouldn't it be a dull world without a bit of blarney now and then?

SUMMERS TO SERVE IN MONOPOLY PROBE. WASHINGTON, June 25 (AP)—The White House said today Representative Hutton W. Summers (D-Tex) had bowed to a request by President Roosevelt that he serve in the forthcoming monopoly inquiry.

Stephen T. Early, the president's press secretary, said Summers, because of his re-election campaign, had been reluctant to accept the appointment to inquiry commission when he was first appointed by Speaker Bankhead. The president then asked that he serve and he accepted, Early said.

Summers, chairman of the house judiciary committee, is one of the three house members on the joint senate-house administration group which will make the investigation.

Chinatown To Spruce. OAKLAND, Calif. (UP)—Steps are under way to rehabilitate Oakland's Chinatown so that it may be a fitting competitor to San Francisco's famous Chinatown during the 1939 Golden Gate and International Exposition.

Hollywood

Sights And Sounds

by ROBBIN COONS

HOLLYWOOD—Things (this is Maxie Baer's theme song nowadays) look good.

Maxie, now an old man of 28, is making his movie comeback. Five years ago, remember, he was a star. He did a popular feature with Myrna Loy called "The Prizefighter and the Lady." At least a couple of people—who happened to be his director and producer—saw at the time Maxie's possibilities as an actor.

But other things intervened. Maxie, after his debut as a star, forgot this high calling and went out to annex the world's championship in a coarser field.

Unfortunately, though, he was no longer in pictures, he kept on acting like a bad actor, starting night clubs instead of the ring, and generally behaving like the village cut-up. It's an old and story.

"A Serious Twin. But Maxie is trying to give it a happy ending. He's starring in "Fisticuffs," one of five Smith's sports specialties. And he isn't nearly as frisky as he used to be in movie circles. I caught him going quite seriously about the business of impressing a photographically effective blow on a sparring partner, with suggestions for Director Dave Miller and all the earnestness of a regular actor—during the "take."

And a little serious talk, too, between shots. "See," he said, "everything looks good. Here I am wearing the same white silk trunks I had in 'Prizefighter and the Lady.' I've still got the same white silk robe the studio gave me—only it's full of autographs now, from the president's on. After this picture's done, I'm going up to Lake Tahoe and training for the Louis fight. Finish a picture—train at Tahoe—win. That's the way it worked last time, and it'll be that way again. Best of all, I feel right HERE—indicating his forehead. "And this time—well, I've got a fine wife and a fine kid and why shouldn't I do it?"

Still Can Wince. Last this he too depressing talk, let's hasten to report that there's plenty of clowning left in the boy, and that Maxie isn't all modesty and shrinking violet. He was casting, for instance, a few picturesque remarks on the staying ability of Champion Joe Louis, with Dave Miller and other stidellers as antagonists in some good-natured heckling.

"Louis won't stay champ," said Maxie, "and when he's through he's going to stay through. Now I, I can come back. I'm all right—and can I help it if I'm not a Nazi?"

"There's one thing about Louis that's all right, too, don't forget," a sidellier reminded. "And what's that?" said Maxie, taking an 1890 pugilistic pose and grimacing romantically at the camera. "He's champ," was the crushing retort.

Maxie danced up the steps into the ring. "So was I," he flung back. The ring was roped on three sides only, the camera side open.

"And this," said Maxie, "is the kind of ring I've been looking for all my life. Open—so I can get out when I wanna!"

There has been quite a fuss lately about the shortage of new features for theaters and the rash of revivals and re-issues. But one theater man assures us that he has no trouble whatever getting features to fill his screen.

"If only," he wails, "I could get a few people to fill the seats."

used in class." Morning worship—11. Sermon subject: "Plate" (This is the second of a series of sermons on the personalities of the cross.)

The Voice of the Bible. Young people's meeting—7:30 p. m. Evening worship at 8:30. The evening service will be conducted just outside of the tabernacle on the south side.

Our annual "Open Air Revival" will begin here July 6. Morning services will be held over KEST from 8:45 to 9 on Monday, Wednesday and Friday mornings. The evening services will be out in the open on the south side of the tabernacle at Benton and Fourth streets. The pastor will do the preaching and C. C. Nance will have charge of the music.

CHRISTIAN SCIENCE SERVICES. Room 1, Settles Hotel. "Christian Science" is the subject of the Lesson-Sermon which will be read in all churches of Christ, Scientist, on Sunday, June 26.

The Golden Text is: "The ransom of the Lord shall return, and come to Zion with songs and everlasting joy upon their heads; they shall obtain joy and gladness, and sorrow and sighing shall flee away" (Isaiah 35:10).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "In that hour Jesus rejoiced in spirit, and said, I thank thee, O Father, Lord of heaven and earth, that thou hast hid these things from the wise and prudent, and hast revealed them unto babes; even so, Father; for so it was from the beginning." (Matthew 13:35).

The Young People will meet in their regular places at 7 o'clock. The Signal Mount Union of the Young People will meet in their regular monthly meeting Sunday afternoon, June 26th, at 2:30 p. m. in the First Methodist Church, Big Spring. They will have as guest speaker, Fernando (Fred) Torrijos from the Philippines Islands. A cordial invitation is extended to all young people and interested adults.

FUNDAMENTAL BAPTIST. Benton at East Fourth Streets. Home C. Goodman, Pastor. Bible school at 9:45 a. m. Lesson: I Cor. 13th chapter. "The Bible is the only text book

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Political Announcements

The Daily Herald will make the following charges for political announcements (cash in advance): District Offices \$25.00, County Offices \$15.00, City Offices \$5.00, Precinct Offices \$5.00.

The Daily Herald is authorized to announce the following candidates, subject to the action of the democratic primaries in July, 1938:

For Attorney General: GERALD C. MANN

For Representative 91st Legislative District: DORSEY B. HARDEMAN

For District Judge: (70th Judicial Dist.) CECIL COLLINGS, PAUL MOSS, CLYDE E. THOMAS

For District Attorney: MARTELLE McDONALD, WALTON MORRISON, BOYD LAUGHLIN, Donald D. (Don) Traynor

For District Clerk: HUGH DUBBERLY (Reelection)

For County Attorney: JOE A. FAUCETT (Reelection)

For Sheriff: JESS SLAUGHTER (Reelection)

W. D. (Walter) COFFEE, FLOYD (P-pper) MARTIN

For County Judge: CHARLIE SULLIVAN (Reelection)

For County Treasurer: T. F. SHEPLEY, MRS. J. L. COLLINS, R. A. (BOB) MARSHALL

For County Clerk: R. L. WARREN (Reelection)

LEE PORTER

For County Superintendent: ANNE MARTIN (Reelection)

For Tax Collector-Assessor: J. F. WOLCOTT (Reelection)

For Commissioner, Pct. 1: A. A. LANDERS, J. E. (Ed) BROWN (Reelection)

For Commissioner Pct. 2: G. W. (Wyatt) EASON, ARCH THOMPSON

W. A. (LON) PRESCOTT, ELMO P. BIRKHEAD, H. T. (THAD) HALE

For Commissioner, Pct. 3: H. H. RUTHERFORD (Reelection)

J. S. "JIM" WINSLOW

For Commissioner Pct. 4: J. L. NIX, ED J. CARPENTER (Reelection)

Albert (Dutch) McKinney

For Constable, Prect. 1: JIM CRENSHAW (Reelection)

R. W. BLOW, A. C. (Andy) TUCKER, CARL MERCER

For Justice of Peace Pct. 1: D. E. BISHOP, ERROTT A. NANCE, J. H. "DAD" HEFLEY, S. C. (SI) NEBORS

W. A. L. P. A. F. E. B. S.

Special This Week Picture Frames

Complete Stock, New and Popular Kinds

Builders Supply Co.

PAINTS CHAS. E. HORTON, Mgr.

103 East Second Street

Phone 1516

Webber's ROOT BEER "The Health Drink" 510 East Third St.

TO PLACE AN ADVERTISEMENT PHONE 728

See The Want Ads For Service And Savings!

TO PLACE AN ADVERTISEMENT PHONE 728

CLASSIFIED INFORMATION One insertion: 25 lines, 5 line minimum. Each successive insertion: 4c line.

46 Houses For Sale 46 WELL built cottage and three vacant lots, south and east fronts.

200 Expected To Vie For Prizes In Stamford Rodeo STAMFORD, June 25—Some 200 top cowhands from Texas ranches

Let Us Figure Your Next Job PARADIES PLUMBING Phone 1354 606 State St

EAT AT THE CLUB CAFE "We Never Close" G. C. DUNHAM, Prop.

MASTERS ELECTRIC SERVICE Kohler Light Fixtures Magneto, Armatures, Motors, Rewinding, Bushings and Bearings.

COFFEE and COFFEE Attorneys-at-Law General Practice in All Courts

ANNOUNCEMENTS 1 Lost and Found 1 LOST: Keys on chain. Downtown business section. Silver tag with Indian emblems.

FOR RENT 1 FOR RENT: Furniture, stoves, washing machines, sewing machines, pianos.

19 Business Property 19 GROCERY store, doing fair business for sale. Phone 487.

AUTOMOTIVE 53 Used Cars To Sell 53 FOR SALE or trade for cattle, 1934 Plymouth coupe.

ICE COLD MELONS NOW! - IN BIG SPRING! Drive By 1 1/2 C. lb. Southern Ice Retail Station

TIP-TOP Snack & News NEXT TO: Petroleum Bldg

PHONE 109 HOOVER PRINTING CO. 206 E. 4th Street

Beautiful Your Home We Know How! FLOOR SANDING and FINISHING

8 Business Services 8 EXPERT furniture repairing and upholstering. Stove repairs of all kinds.

FOR RENT 32 Apartments 32 KING APTS. Modern, bills paid. \$30 up. Also three-room duplex.

MR. AND MRS. The Idea Of Such A Thing WHAT'S THE MATTER WITH YOU? YOU'RE SO SILENT

PA'S SON-IN-LAW THIS IS THE MUSIC ROOM, SIR! WHERE THE MASTER DIED, SIR!

DIANA DANE THE ORIGINAL WALKING DREAM HOW DO YOU FEEL NOW, DAD?

SCORCHY SMITH TWO STRIKES ON SCORCHY WITH THE SCORCHING FLAMES LITERALLY AT THEIR HEELS.

HOMER HOOPEE JUST WHAT DO YOU MEAN BY GIVING ME A 'NEW PERSONALITY'?

EL NIDO TOURIST COURT AND TRAILER PARK New and modern, none better.

12 Help Wanted—Female 12 COLLECTOR to handle small current accounts. Commission. Car necessary.

33 Lt. Housekeeping 33 ONE furnished light housekeeping room. Cool Settles Heights.

34 Bedrooms 34 COMFORTABLE rooms and apartments. Stewart Hotel. 210 Austin.

35 Rooms & Board 35 ROOM & BOARD: Home cooked meals. 906 Gregg.

36 Houses 36 FIVE-room nicely furnished house. \$55 month. Water paid. Phone 1522.

37 Business Property 37 FOR RENT—Only store building in Midland, Texas. Main street.

40 Houses 40 WANTED TO RENT—Four or 5-room house with yard for chickens.

46 Houses For Sale 46 WILL sacrifice equity in good four-room residence. Well located.

16 Money To Loan 16 UNLIMITED funds to loan at 5% through FHA and other lending organizations.

38 Rooms & Board 38 ROOM & BOARD: Home cooked meals. 906 Gregg.

39 Business Property 39 FOR RENT—Only store building in Midland, Texas. Main street.

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18 Radios & Accessories 18 TUBE Philco radio for sale. Six months old. Room 909, Settles Hotel.

34 Bedrooms 34 COMFORTABLE rooms and apartments. Stewart Hotel. 210 Austin.

35 Rooms & Board 35 ROOM & BOARD: Home cooked meals. 906 Gregg.

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SEE US FOR AUTOMOBILE LOANS And All Kinds Of INSURANCE

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Fast Program Is Promised

Rodeo Arranged To Keep Contests On The Move

Action, fast action—that's what the fans love, and that's exactly what the directors of the Big Spring Cowboy Reunion and Rodeo intend to give them in the six shows starting Saturday afternoon and continuing through Monday evening.

Precision program—this will be the means of accomplishing the whirlwind of activity. Details of the program are being carefully arranged so that from the moment the chutes first open to issue forth a bunch of bucking mules in the wild mule race until the last event is over—there will be something popping in the arena.

There will be variation, too and a mixture of specialty acts and the saucy behavior of the clown to keep the show moving at a record clip.

In all, it is estimated that the performances will not exceed two

hours and may be cut under that figure if planning can turn the trick. The idea is to make it move so fast that none can possibly tire of any one portion of it before the whole show is over.

ROWAN SETTLES HAS CHARGE OF ALL THE RODEO LIVESTOCK

How would you like the job of playing nursemaid to more than 100 hawling Brahma steers and calves and two score head of wild broncs and mules?

It sounds like an impossible task, but Rowan Settles handles it with greatest dispatch for the rodeo here. Rowan had full charge of the stock at last year's show.

He has the assignment of seeing that all the rodeo animals are well fed, sufficiently watered, and are in the right place. He must check them frequently, and must stay long after the show is over and the lights are out. Settles sees that the stock is in tip-top shape so that the animals can contribute spirited performances at each of the shows.

The popular song, "After The Ball," sold around 3,000,000 copies.

The World About Them Is Still, But Two Herald Men Have Whipped A Handicap

'Look On The Bright Side Of Life,' He Says

Willie Wade Pendleton grew up in the town of Farmersville, Texas. Like any other healthy boy, he attended school and joined in all activities. Then came word that there was an epidemic of meningitis threatening the area. Schools were shut down, and Willie Wade looked forward to an unexpected vacation from books.

The dread virus, however, was already in his system. A few days later he became ill. The doctor shook his head. The boy had it. There was only one chance—a powerful serum. In the days that followed, the outcome hung in the balance. Consciousness gradually came back, and with it the realization that hearing had been sacrificed for life.

Periods of adjustment followed. Strength came back, but in a new, still world, there was a difference between this boy and his pals.

He Finds A Trade

Willie went back to school. He buried himself in his books and made his grades despite his handicap. Then his mother began to look ahead. He needed a trade, a trade into which he would fit perfectly. So she sent him to the training school at Austin for two years to learn printing.

That was the day before there was a real widespread use for the linotype machine and the school shop could only teach floor work and hand setting.

When he came back to Farmersville, he went to work for his father for a time in a grocery store. Soon the editor of the paper suggested he should follow his printing trade and take up the linotype.

Picking up what he could from motions and gestures of the shop's only operator, young Pendleton gradually began to learn to compose type on the complex machine. It was sort of random practice at first, but when the operator suddenly left months later, Pendleton had this new and difficult job to himself.

To A Better Job

Determined, he figured out many problems that arose. He ordered books on the linotype and poured over them. Then he would verify his findings by an examination of the machine. Through this tedious process he gained experience.

He was ready when, four years later, a better job opened at Kaufman. For five years he served as an operator on the paper, half interest of which belonged to the father of Joe Galbraith, publisher of The Herald. It was at Kaufman that Pendleton became acquainted with Galbraith, and when the latter came to Big Spring in 1929 as composing room foreman, he soon offered Pendleton a job on The Herald. Since then Pendleton has worked in The Herald shop, holding the longest record of contin-

Courage And Determination Helped Develop A Trade In Which These Workers Found A Happy Place

Relaxed in their short-legged chairs, their hands moving rhythmically in a delicate touch over the keyboard, W. W. Pendleton and M. L. Simmons, two of The Herald's Linotype operators, go happily about the job of earning a living, never giving a thought to an obstacle that might have stopped men of less determination.

As vigorous 12-year-old boys, they romped, played and never worried. Nothing could happen to them. But something did, and when the shadow of it had passed, the world about them was mysteriously still.

Today, seeking and getting their full measure of happiness out of life, they philosophically brush aside any thought of disadvantage deafness might have.

uous service of any of the men in the shop.

Moreover, the practical knowledge of the linotype, which he picked up through reading and experience, has caused him to be named shop machinist. This means that he knows the exact place and function of every one of the thousands of moving parts on the machine and can repair the most minute piece if it gets out of adjustment.

Lack of hearing offers no real handicap. Maladjustments are detected through a fine sense of touch that picks up unusual vibrations.

Drives A Car

Outside the shop, he enjoys driving his car. Because of the stilled auditory nerves, he is much more careful than the average driver. His other favorite past times are golf and bridge. Golf, he says, affords plenty of exercise that an operator needs. Bridge—well, bridge is entertaining. He smiles at the advantage he has in this game. He can read lips for bids, and then when he makes a misplay, he doesn't have to listen to some one tell him about it.

In 1926 he was married in Dallas to Nita Carlton. When pressed to tell how he "popped the question," he laughs and accuses the interviewer of putting in "too much of the personal touch."

While still a boy, he grasped at a "chance" for a miracle cure. It didn't work. After his marriage, he decided to attempt a power dive in an airplane in hopes this might restore his lost hearing. Mrs. Pendleton went with him on the trip. It didn't cure him of his hearing defect, but almost did on air travel.

Since then he has dismissed any idea of ever hearing again. "Just forget it," he says. "Look on the bright side of life."

HEAD MAN



Head man of the Big Spring Cowboy Reunion and Rodeo is Tom J. Good, known over the expanse of West Texas where cattlemen hold forth. As president of the association, Good will have the job of generally supervising the show.

Children Taught Traffic Rules

LONDON (UP)—A network of miniature roads on which small children will be taught to obey traffic rules while driving in toy automobiles and tricycles is being laid out in Lordship park. There will be a mile of roads with one-way streets, signs, crossings and lights on which the children will be instructed to drive correctly.

Fellow Voyagers Of Three Decades Ago To Meet Again At Local Rodeo

Big Spring Cowboy Reunion and Rodeo here July 2-4 will also be the reunion of a companionship formed more than 30 years ago at

sea between a passenger and a captain.

The boat was bound for Brazil—the captain was J. F. Blaine—and the passenger was Fred Jaekel.

Captain Blaine of Saratoga, Calif., will drive here to meet his friend from Philadelphia who is to fly to Big Spring for the occasion.

Ira Driver of Big Spring met both of them on the same boat in 1906 as a member of a party of eight young men from Midland who comprised a rodeo troupe to Brazil. Driver had Captain Blaine as his guest a year ago but he has not seen Jaekel since 1906.

Driver says there is a possibility that other members of the party, who went to Brazil to put on a wild west show, will get together here including Asa Driver of New Mexico, Len Draper of San Antonio, Spence Jowell of Midland and Billy Connell of El Paso.

Clay McGonnagill and Joe Gardner, also members of the party, have since died.

The principal export of Honduras is bananas.

Gold is the most malleable metal.

SHOP AT ELMO'S IN THE PETROLEUM BLDG.

Special

33 SUITS

at

\$16⁷⁵

Formerly priced \$25 to \$40

Both single and double breasted models. A few longs and shorts. Sizes 35 to 42. Get that extra suit now!

Sale Starts MONDAY 8:30 A. M.

SOCIETY BRAND GABALITE SUITS \$40 COAT AND TROUSERS

BIG SPRING RODEO JULY 2-4

Elmo Wasson

—THE MEN'S STORE—

COME To Big Spring July 2nd, 3rd and 4th ATTEND THE Fifth Annual COWBOY REUNION and RODEO

WHILE IN THE CITY BE SURE TO VISIT THE—

UNION CLUB

"Coldest Beer In Town"

307 Main St. L. R. Russell, Manager

Welcome To Big Spring's

COWBOY REUNION And The 5th ANNUAL RODEO

.. JULY 2-3-4 ..

A Good Show And A Good Time For Everybody!

Congratulations!

... to the "Newsiest" Newspaper in ...

WEST TEXAS

The Big Spring Daily Herald

—On Its Tenth Anniversary!

You Are Doing A Good Job In Serving The Community Well

EMPIRE SERVICE SOUTHERN COMPANY

J. F. KENNEY, Manager

GAS IS YOUR QUICK CLEAN ECONOMICAL SERVANT

Everybody's Coming to BIG SPRING-July 2-3-4

Everybody's Talking about ...the Big Cowboy Reunion and Rodeo

—and the Low Cost and Value of ...

● Use Ice (Air-Conditioned) Refrigeration ●

SOUTHERN ICE COMPANY INC.

BIG SPRING, TEXAS

When You Are Hot And Thirsty Drop In At Your Nearest Cold Drink Stand And Get An ICED COLD Drink!

Phone 316 Bea Cole, Mgr.

HERALD COMPLETES ITS 10TH YEAR AS A DAILY PUBLICATION

PAPER'S GROWTH AIM HAS BEEN TO BOOST LOCAL INTERESTS

Lends Its Facilities To All Worthy Undertakings Designed For Upbuilding Of Big Spring

In the prime function of the newspaper—to mirror accurately and humanly the life of the community it serves and at the same time to cast a guiding beacon to light the path of progress...

Ten Thousand Tons Of Paper In 10 Years

Big Volume Of News-Print Represents Heavy Output

A newspaper alliance recently approved plans for building a newspaper manufacturing plant some-where in the southern part of the United States...

The Herald, incidentally, gets its supply of the precious paper from Quebec, Canada. A shipment must travel over 3,000 miles by rail and several hundred miles by water before it reaches its destination...

Another commodity which is a necessity of a print shop is ink—and not the kind one uses in a fountain pen. That is shipped in barrels and the Herald requires about 2,000 pounds of the substance yearly.

A third necessity employed in the making of a newspaper is metal alloy which must be shipped in at regular intervals. The metal is used time and again but that constant usage brings waste and the plant must replenish its supply from time to time.

Unlike the paper purchased both the ink and the metal can be bought within the boundaries of the United States. Best markets for both commodities are St. Louis, Mo., and Chicago, Ill.

Young John Roosevelt took a bride in Nahant, Mass., on Saturday. Sunday a picture of the actual wedding was in The Herald office in Big Spring.

On Sunday, a train disaster in far-off Montana made headlines. On Tuesday pictures of the wreck appeared in The Herald.

These are outstanding and recent examples of the incredible speed of transmitting photos through the Associated Press Teletype service, which includes The Herald in its far-flung span of the nation.

Steady growth in popularity of news pictures to enhance and supplement reading matter has, in recent years brought a growing volume of pictures in the daily press. Pictures were used on major news events, but until of late, these pictures were days behind the actual happening, until, in some cases, the reader had forgotten the details.

It's a different story today, and in many instances, later accounts of a news happening may appear side by side on a page with a pictorial account of the happening.

Telephoto Service Scientific development, of course, has played its part. Development of intercommunicating wire service, and the tie-in of photographic transmission have brought news pictures to all the world while they are still news. Biggest single development is the Associated Press' famed Teletype service, by which photographs are sent over the wire.

See PICTURES, Page 3, Col. 5

The Big Springs Herald.

Vol. 1, No. 1. BIG SPRINGS, HOWARD COUNTY, TEXAS, OCTOBER 7, 1904. \$1.50 A YEAR

MAN ABOUT TOWN

What He Sees, Hears and Thinks About People and Things.

Introduction.

It will not be the work of The Man About Town to act as a smiling committee or to pose as a general information bureau, but to give suggestions now and then, and to tell such things as come under his observation that would be of benefit and entertainment to the readers of the Herald and the citizens of Howard county.

People and Peddlers.

Why will people buy of peddlers and foreign houses things they do not need and pay prices that no home merchant could ever hope to ask?

Orderly Development

A review of past issues of The Herald reveals the newspaper lending its support to such programs as highway improvement, provision of adequate office space to meet demands of a growing city and erection of sufficient homes to attract those who wanted to reside permanently in West Texas.

Money is Scarce.

Money is scarce, but there is always a peddler and agent to come around to gather it in. If the people would just see that they are paying the expenses of these peddlers and every dollar goes out of the town and county and does no one any good here.

Schools and Churches

From a municipal angle, the newspaper consistently has worked for extension of street paving, worked wholeheartedly in every campaign to beautify Big Spring and keep the city clean and sanitary.

Going to Waste.

Carlisle once asked an Edinburgh student what he was studying for. The youth replied that he had not yet made up his mind.

The Coming Woman.

Statistics show that American women are becoming more independent and wielding a great deal more influence. In ages gone by, there was an idea abroad in the land that women should be idle.

Fast Service On Pictures

AP Teletype Speed News Illustrations To The Herald

Young John Roosevelt took a bride in Nahant, Mass., on Saturday. Sunday a picture of the actual wedding was in The Herald office in Big Spring.

Copy Pours In At Rate Of 28,800 Words A Day

Of all its associations, The Herald is proudest, perhaps of its membership in the Associated Press.

'And That's Thirty' Means 'That's All'

Of all the little mysteries of a newspaper, none seems to intrigue the average person so much as the term "30." It means, in simple terms, "that's all...that's the crop...there's nothing more just now...the end."

'Special Editions' Tell The Major Stories Of Community's Progress

No newspaper existed long without putting out some sort of a "special edition."

News Exchanged With Over 1,400 Other Papers

The Herald receives this news service because it is a member of the Associated Press. In turn, it supplies news from its territory to the AP, all members working on a mutual exchange basis.

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Young John Roosevelt took a bride in Nahant, Mass., on Saturday. Sunday a picture of the actual wedding was in The Herald office in Big Spring.

Wiggin in the White House.

Wiggin in the White House. Wiggin in the White House. Wiggin in the White House.

Force of Habit.

One of our promising young dry goods clerks has formed the habit of saying, "Yes, I have often noticed that," in agreeing with what people say to him.

TO VISIT BIG SPRING.

On next Thursday, Oct. 13, Miss Helen M. Gould and party will visit the R. R. Y. M. C. A. in Big Springs.

R. R. Y. M. C. A. NOTES.

Our Sunday afternoon meetings are still interesting and helpful. Every man in town is invited to be present next Sunday at 5 P. M.

BY E. W. CHADWICK.

A Bible class will be started on Monday night of next week. We have already enrolled 15 men.

Our committee of management met Tuesday night of this week and transacted some important business.

Are you making good use of our Library?

Remember we have over 1,000 volumes of as nice books as can be found in any library. Did you ever examine them?

Every man in Big Springs whether young or old ought to hold a membership in this association. Men who are acquainted with the work and have watched its development...

Our Ladies Committee met on Wednesday afternoon of this week to arrange a programme for Miss Gould's visit.

The New Paper.

The Herald will be presented to a great many persons for the next few weeks, who have not yet given us their names as subscribers.

1938, hence the 10th anniversary observance. But the Daily Herald was the outgrowth of the weekly publication, an offspring which outstripped its progenitor.

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FIRST ISSUE LINKED DESTINY WITH THAT OF COMMUNITY

Weekly Dates Back To 1904, Was Expanded During Rush Days Of 1928 To Keep Pace With City

Volume numbers on the masthead have changed again this month, signifying 10 years of publication for the Big Spring Daily Herald. Into those 10 years have been packed the day-by-day chronicle of Big Spring and surrounding country, its people, the things they have done and said, the things that have happened during the period of greatest growth by the city.

The Herald reaches back into 1904 in its record of service and publication, for it was in October of 1904 that the first Herald appeared with the premonition that "the destiny of this paper is linked with the destiny of Big Spring."

As the town progressed, so did The Herald. When, in 1928, a full-fledged oil boom was bringing thousands of people into town, new oil wells were coming in rapidly, and news was happening in rapid fire succession, The Herald stepped into the role of a daily publication.

With the same staff he had used to publish the weekly Herald, T. E. Jordan set about issuance of The Daily Herald on June 3, 1928. With the growth of tireless workers, he bridged the transitional gap, but the strain was telling. Jordan sold his interests (he previously had acquired the interest of W. G. Hayden, his partner) to the Big Spring Herald, Inc., an affiliate of a group of other medium sized Texas dailies.

The new owners took over on March 18, 1929. The peak of the boom had not been reached, for the stock market crash was half a year away and the biggest business months in the town were a year in the offing.

Combating Depression But finally effects of the depression were felt, and the paper felt them with the town. The size of the paper shrank from several sections to four pages with an occasional six or eight. The leased wire had to be surrendered and an abbreviated wire service substituted. But The Herald fought through those lean years and grew stronger for it.

The plant was moved from the location on West street to E. 2nd street just east of the Settles hotel. Times improved, new services were added, the staff increased and the leased wire restored.

Throughout the decade from prosperity to adversity to stability, The Daily Herald had done what it could for the "upbuilding and betterment of the city," just as its founder had hoped, feeling that there was a solemn charge linking "the destiny of this paper with the destiny of Big Spring."

Heavy Investment Today the total investment of The Herald would probably exceed \$100,000. The journalist has taken his place in the industry, the advertising department has been set off by itself and modern linotype machine has replaced the tedious process of setting the type by hand.

High Speed Presses, printing the old hand press is no more. High speed machines, printing See EXPENSES, Page 2, Col. 5

Special Jargon To Be Found In News Offices

Like many other American industries, newspapers have developed a professional lingo. Material for printers is always "copy." A headline across the page is a "banner" or "streamer." Small heads under "larger ones are "decks." An engraving is a "cut."

Stories are "slugged" or "guided" by the "small heads" in the margin of a headline above the article. "OK," as universally used, means a proof is found to be correct. An article is "busted" or "jumped" by continuing from one page to another. A "layout" or "dummy" is a sketch to guide the printer in composing the page or an ad. A "pig-tail" means to tighten the type in the forms, and "leads" are thin metal strips used in "justifying." "Pi" is the act of justifying type. "P-1" meaning this goes on page one.

"Dog ears" are small boxes at the top of a page, usually first page of a section. "Mast head" is the paper's title and the inscription over the editorial page. A "galley" is approximately a column of type and a "galley twister" or "printer's devil" is a young apprentice.

Feature writers are "sob sisters," reporters on beat are "leg men" and the managing editor is "chief."

The Herald receives this news service because it is a member of the Associated Press. In turn, it supplies news from its territory to the AP, all members working on a mutual exchange basis.

Associated Press news is not for sale to commercial or other interests and is available only to member newspapers. The tremendous cost of the AP's job, running into millions of dollars annually, is borne by the members on a pro rata basis. Because of the nature of the Associated Press and because of the constant multiple check on every item handled, there is no deviation from strict impartiality.

The Herald has identified itself with the Associated Press in the belief it can provide a greater service to its readers and on the theory that its readers are entitled to a straight, unbiased, straightforward account of what is going on in the world.

Some News Items Are Budgeted Far In Advance News, the layman says, is something that happens. Newspapers, however, can't depend solely on the providential unfolding of events for their run of material. News items must be scheduled, insofar as possible, days, weeks and months ahead of time.

This budgeting does not apply to "spots," news that's news only so long as it is "hot." These spots are the "something that happens." But for features, seasonal yarns, reviews, comparative data, major special editions, special events, etc., these things are listed on a news program that looks a year ahead.

These programs are drafted at the close of each December and are referred to during the year. As the stories are completed, they are checked off.

Big Share Of Herald Money Stays Home

Payroll Accounts For Over Half Of Expenditures

Into the channels of business each year goes a sum of over \$200,000 from The Big Spring Daily Herald, and 55 per cent of this total goes for salaries to an average of about 20 employees.

That The Herald and its employees play a leading part in the development of Big Spring from the business standpoint as well as in the community's news dissemination is borne out by the fact that almost three-quarters of the total expenditures is retained locally.

Trained Men

The many departments that are required of a news organ demand skilled labor and trained professional men and from the training centers that feature such education have come these men, bringing with them their families to make their homes.

The Herald now employs a total of 19 workmen, a group that would contrast strangely to those two or three men whose job it was to edit, set up and print that first weekly edition of 34 years ago.

Required of a shop of that year-year was a typewriter, a few fonts of type, several form tables and a hand press. The type setters were usually reporters on the side and managed to collect their stories, then don the aprons to do the real work.

Heavy Investment Today the total investment of The Herald would probably exceed \$100,000. The journalist has taken his place in the industry, the advertising department has been set off by itself and modern linotype machine has replaced the tedious process of setting the type by hand.

High Speed Presses, printing the old hand press is no more. High speed machines, printing See EXPENSES, Page 2, Col. 5

Natl. Agencies Favor Herald

Use Newspaper To Fore The People Keep Products Be-

Most popular and most profitable national commodities used in this day and age are those kept in the minds of the people—and that is why one can be sure the cigarette that the attractive young girl seems to be enjoying in some of The Herald's advertisements is one of the major sellers in American business; or the beverage that is brought to eye and mind through process of setting in Maine or California as it is in this locality.

Those major companies put their advertising on a national basis and they have found that the newspaper reaches more homes and is read by more people than any other form of communication.

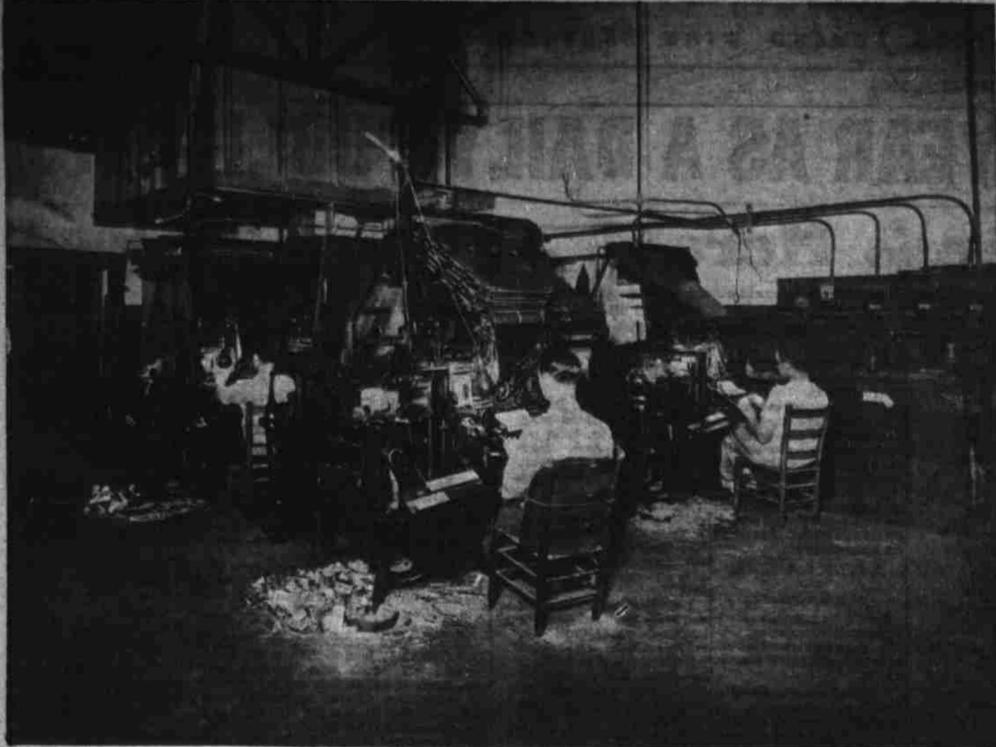
About \$1,000 per month is paid for advertising in this state for that purpose. Offices of the league can be found in the major cities throughout the country.

A national company when advertising through this medium generally composes its own ads before forwarding them to the newspaper. These are shipped instructions as to when, how and where to run.

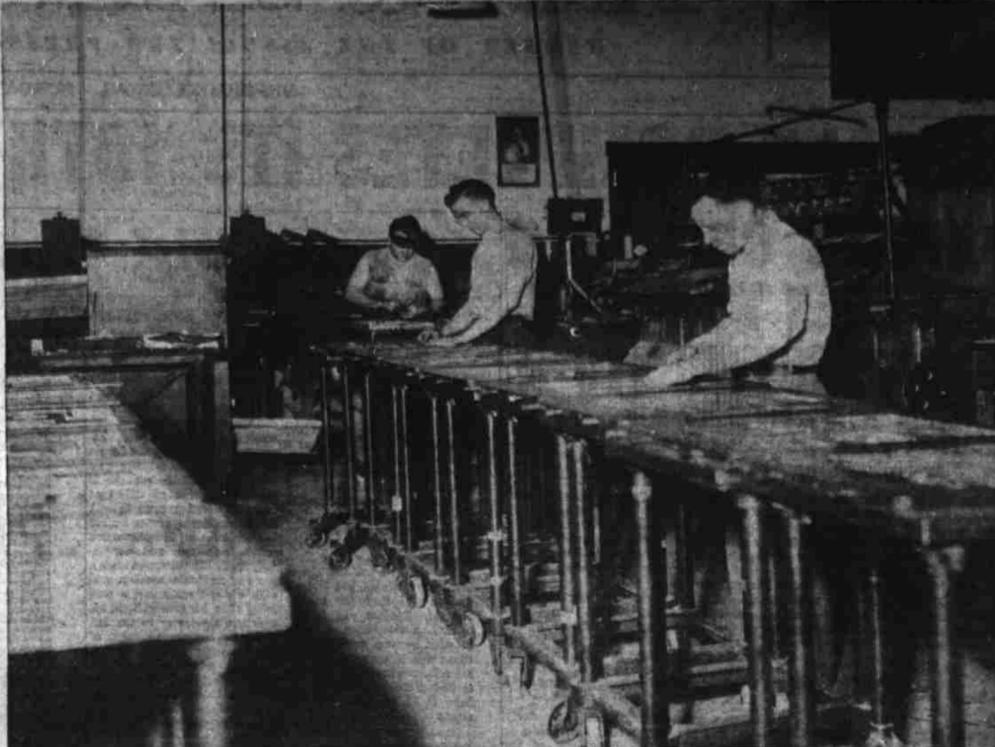
For instance, a cold drink may be sent out yet a paper may have to hold up on its publication until the weather reaches a certain degree.

Cigarette, gasoline and motor oil and beverage ads form the majority of The Herald's "foreign" advertising. Seasonal advertising, those ads that advertise when their time is best, are also counted as regular patrons.

LINOTYPE CLATTER MEANS WORDS ARE GOING INTO TYPE + + + AND HERE THE TYPE GOES INTO HERALD'S PAGES



Here is pictured The Herald's battery of Linotypes—automatic type-composing machines, and the men who operate them: W. W. Fendleton, W. S. Fleetwood and M. L. Simmons. Vital units in the composing room, the Linotypes turn out "slugs" of type, each representing a line of reading matter as seen in a news column. On the trays, at the left of the operators may be seen columns of these slugs. The metal at the base of the machines is that used in the melting pot, from which is forced hot metal to process the slugs.



Type as it comes from Linotype machines in The Herald office, together with advertisements which have been set into type, are placed in the frames seen on this row of tables, grouped according to a layout, to form the newspaper page. At the far left in this

photo is Roy Reagan, ad compositor and make-up man; next is Buck Tyree, apprentice who assists in a hundred composing room tasks; in the foreground is Granville Glenn, composing room foreman. Reagan is at work on an ad, Tyree "justifies" a page, and Glenn is putting type into one of the forms.

All Issues Of The Herald Go In Files

Permanent Record Kept Of Every Day's Issue

Good or bad, everything that goes into The Daily Herald goes into a permanent record.

This permanent record is known as the files, and every issue of The Daily Herald published since the paper became a publishing corporation March 18, 1929 is bound into the files.

It is possible, therefore, for any story appearing in the columns of The Daily Herald since that date, to be found among the permanent records. These records frequently prove valuable aids in establishing dates and facts.

Each month copies for all the days on which a paper was issued are taken to a printing shop where they are bound into a separate volume. The files resemble large books, and a study of them unfolds a story as absorbing and romantic as any novel.

They Get Lost There have been rare occasions when a copy intended for files has been lost. When this condition arises, advertisements are run, offering attractive prices for the missing issue. Once no copy could be found anywhere. So an appeal

was made to the University of Texas, where a file is kept regularly of The Herald. The university obliged by making a photostatic copy of the complete issue.

The system of files for a paper does not consist wholly of permanent records. It also means the maintenance of another file of many copies for at least a month after publication. In still another filing cabinet, about 10 copies are kept for a year after issuance, thus making it possible for patrons to secure back issues long after the date of publication.

Every newspaper office maintains a current file for ready reference. Usually these go back no further than two or three months. Another file is maintained for the advertising department, and it alone of all the files is permitted to be clipped.

GRAPHITE LUBRICANT USED ON LINOTYPES

Fine oils are generally conceded to be perfect lubricants, yet the intricacy of the linotype requires an even more perfect sort of lubricant on certain parts.

Because not the slightest particle of metal must be allowed to adhere to space bars on the linotype, graphite is used to give a fine, slick polish to the wedge—principal units. Metal particles would prevent the bars from wedging up as they should to make each line come out perfectly even. Metal mats, from whence come the type impressions, also are treated with graphite to give them the fine polish they require.

Classified Columns Express And Fulfill Readers' Wants

Big Value Of The Little Ads Demonstrated Daily

A thousand human wants find expression and fulfillment in the classified advertising columns of The Daily Herald.

Steadily broadening their field of service, these columns afford clearly signposted routes to result-getting reader interest, whether the need be the finding of a man to fill a responsible position, making an investment involving a big sum of money or finding a child's lost pet.

Classified in the true sense of the word, carefully indexed and numbered, the classified columns of The Herald are a growing force in Big Spring merchandising.

Heading the classified advertising department is M. K. House. He is assisted in the office by Minnie Belle Williamson, and there are other helpers on the "outside" who attend to servicing of accounts. Other employees in The Herald organization are equipped to accommodate the prospective user of the classified columns.

Getting Results The Herald's classified advertising

department has been a steady builder of results. The householder and the businessman alike use these columns. Many a small businessman has first learned the benefits of advertising here, his business has grown and he has become a user of display advertising space.

But even "bigger" business uses the classified page. The operator of a major business concern may use the display advertising columns to carry the heavier weight of his sales message, while classified ads become his "sharpshooters."

Classifications covering all types of services and wants are provided in The Herald columns for its advertisers.

Customer Service The responsibility of the classified advertising supervisor is a growing one, for reader interest in classified ads is growing. He must have the ability to select words expressive of the advertiser's meaning and carry his sales story adequately, while conserving valuable white space. He must be able to interpret accurately, the advertiser's wants, and then draft result-getting copy. He must see that the advertisement, as set in type, answers the advertiser's preferences from a typography and makeup standpoint. He must have a knowledge

of local conditions in order to arrange the best result-getting ad. The Herald's aim is to provide the full, complete and satisfactory service for its classified patrons.

Strangely enough, this efficient department of a newspaper is a comparatively recent development. The classified came into being only a few decades ago, as "want ads." The Herald has maintained a classified column since its inception as a daily, and has worked constantly to build this particular advertising service into a valuable medium to its patrons and readers.

Expenses

(Continued from Page 1)

many thousands of papers per hour, have taken their place as necessities in modern plants.

One of the newer features of the editorial service offered are The Herald's Associated Press leased wire which brings directly from all corners of the world that unit's spot news as supplied by the country's most capable reporters.

Most of the materials that go toward making a newspaper plant are specially constructed and have to be purchased elsewhere. For instance the plant's paper is delivered from Quebec, Canada. That purchasing is done, however, due to lack of the substances in this vicinity. All supplies that are available locally are purchased here.

Ad Styles Have Changed Greatly In Ten Years

As a browse through copies of The Daily Herald in its early days indicate, the automobile world and fashion designers have done a lot toward smoothing out the lines of their models in the past ten years.

Advertisements of that day pictured cars bulky in appearance and called them "flea-looking and smartly appointed."

General merchandise ads featured long waisted dresses, striking the models at the knee, and another pictured a woman with an umbrella. And only this month the chamber of commerce polled 22 local firms trying to locate an umbrella and failed to find a single one in town.

Cigarette advertisements, so common in newspapers of today, were not carried by The Herald. Automobile, tire and gasoline ads made up a majority of the national advertising. A grocery firm advertised the sale of a special brew in brown bottles.

Knee-length knickers for women anticipating a vacation was found on one page. Hosiery for \$1.50 to \$4.95 was to be considered a bargain and hats looked like deep buckets over the head.

Weekly Herald An Affiliated Publication

Review Of The News, Community Items Are Stressed

Into hundreds of Howard county rural homes each Friday goes The Big Spring Weekly Herald, an adjunct of The Daily Herald, a paper maintained for that purpose even after the plant began its daily publication ten years ago.

The Weekly Herald gained its foothold in local business in October, 1904, and served the residents of this locality as the informative source until the daily was brought into existence.

Since that time it has been edited more and more to appeal to the nearby rural communities and to those who read little but demand a general review of what has happened once they do find the time to absorb the information that a paper has to offer. For The Weekly Herald does specialize in highlighting the major events of the week's happening in relationship to Big Spring.

Local features included in The Weekly Herald include social and personal items from the various communities, made possible through the cooperation of its many correspondents.

L. F. McKay L. Grass AUTO ELECTRIC & BATTERY SERVICE Generator - Starting - Lighting Ignition - Magneto - Speedometer & Auto Repairing Oil Field Ignition 205 W. 2nd Phone 267

OLD LICENSE TAGS ARE OK...UNTIL LAW SPOTS 'EM

RAWLINGS, Wyo. (AP)—They were good in 1934, 1935, 1936 and 1937 and so one puzzled western Wyoming rancher can't understand why his old automobile license plates aren't any good in 1938. "I thought, as long as I stayed on a country road, any old set of plates would do," the rancher told Highway Patrolman C. A. Lane.



"WELL SPEND the most glorious Fourth ever — and right on our own front porch. We'll have comfort such as we've never known before thanks to that wonderful porch furniture we just bought at Elrod's!"

J.W. ELROD FURNITURE 105 MAIN STREET

WATCH!

.... For The

FORMAL OPENING

Of

SHERROD BROS.

- Complete Hardware Store -

IN BIG SPRING

322 RUNNELS ST.

The Big Spring Daily Herald's 10th Anniversary In Big Spring

The Great West Pipe and Supply 5th Anniversary In Big Spring

Greeting and best wishes to the Big Spring Daily Herald on its 10th Anniversary. Too, this is our 5th Birthday in Big Spring and we are happy to have had the opportunity of serving the oil fields in West Texas. For Oil Well Supplies... We Are Ready to Serve You!

Great West Pipe & Supply Co.

2201 Scurry St. Big Spring, Texas

Society Department Chronicles Happier Side Of Life

'Personal' Is The Touch For This Page

Comings, Goings And Doings Of The Populace Recorded

The society page of any newspaper is distinctive in that it contains news of little importance to the outside world but of wide interest to the town and community.

Bridge parties, afternoon teas, garden entertainments, birthday celebrations, weddings, pre-nuptial showers and activities of various study clubs, lodges and church circles come under the classification of society news and are chronicled by the editor of the society department of the Big Spring Herald.

Although society news is almost exclusively of women and girls, it claims a much wider reader interest. Men read it because members of their family are often involved and anything of importance to the wife, daughter or sister is of interest to them.

Amiability of Mankind

It is one section of the daily life that turns to seeking relaxation after reading page 1 murder stories, war scares, human tragedies, accidents and general strife of the universe. Accounts of dainty pink teas and garden parties relieve the tension of a reader's nerves and re-veals his faith in the amiability of mankind.

When the reader feels life is nothing more than the amalgamation of misfortune, treachery and deceit, he turns to the comic section. When he suspicious life is all work and no play, he turns to the society page. It is like the glimpse of a colonial rose garden after interminable years behind gray walls and bars.

Keeping Up With Affairs

Routine activities are followed by a file maintained on the society desk which lists all social organizations, lodges, church groups and federated clubs according to the days on which each meet. The file is referred to for daily happenings, reporters of the clubs contacted, and stories written.

Tips of extra social events are received through various channels but principally from the hostess or guests. After getting a tip on an entertainment, next comes the contacting of the right person or persons for authoritative information.

After details of the affair are obtained, the checking of initials and correct spelling of names is in order and the securing of photos if desired. If an event is known in advance and is of wide interest, the editor attends the affair if time permits, or she goes to the party prior to the guests' arrival to look over the house decorations and gathers all information possible before the entertainment takes place.

Deadlines To Meet

She returns to the office and writes the story, adding the guest list if it is not obtainable in advance. The latter procedure is followed when an entertainment takes place near the copy deadline which is 11 o'clock a. m. each weekday and 4 o'clock p. m. on Saturdays.

A greater portion of the department's time in the afternoons is spent in gathering news for the next day, attending parties, interviewing personalities, arranging for pictures with the photographers, and scouting for general news

She Scorns Society Items, Wants To Chase Fire Engines For News

"I want to be a city reporter on a newspaper and chase fire engines!"

A quick reply received from Nancy Phillips, daughter of Mr. and Mrs. Shine Phillips, when asked what she wanted to do most of all in her chosen field—newspaper.



NANCY PHILLIPS

The Herald since the spring of 1937, the year she was graduated from the Big Spring high school. While attending Texas Technological college last year, she wrote articles with plenty of "spark" about campus life as a regular Sunday feature.

At the present time she has no definite plans for fall but would like to attend school in Virginia or Maryland.

"And I don't want to be a society reporter on a newspaper either," she emphatically stated—"It must be fun to be a foreign correspondent."

During the summer last year she traveled in the Eastern states, sending articles to The Herald of her adventures. However, her writing is not confined to feature subjects alone. She admits having written a short story but has never had the nerve to try marketing it. She named one popular magazine that she felt sure would buy it because they always had such terrible stories. She has also tried her hand at play writing and short skits.

Miss Phillips has had a penchant for writing since her early high school days and has never lost sight of her one ambition—to be a newspaper woman.

Paper's Aims

(Continued from Page 1)

Study clubs, library programs, musical projects and any other enterprise designed for the cultural improvement of the community have found support from their daily newspaper.

Commercial ventures, too, have had the newspaper's support. Depending as it does, for success upon the success of other business institutions in the community, The Herald's aim has been to encourage and foster any legitimate program that would work to the good of local merchants, professional men and operators of all business institutions.

Agriculture and livestock industries have been given their rightful share of attention by The Herald. The newspaper makes it a purpose to cooperate in all phases of the extension service activity, seeing that farmers get full information

on programs designed to improve their livelihood. Work of the U. S. experiment farm is publicized, activities of the 4-H clubs, of programs to improve the quality of farm and ranch commodities, are developments which The Herald has helped and intends to help in the future.

Industries

Industrial interests in the city also are The Herald's interests. It has endeavored to give proper news and editorial attention to the area's oil problems, has cooperated with the refineries and other associated industries. It is in the front line of boosters in a campaign to bring new industry to Big Spring, recognizing that as one of its chief responsibilities to the community.

It has aided, insofar as a newspaper can aid, in the development of recreational attractions for Big Spring, pointing always to the value of public parks and play centers for children, publicizing the annual rodeo and other similar attractions

designed to make this city a gathering place for all West Texans.

No radical crusader, The Herald has attempted to stay aloof from any community controversies of difficulties, when furtherance of such misunderstandings would result only in a crippled city.

Its goal first has been for the upbuilding—commercially, religiously, culturally, educationally, recreationally, and in civic fashion—of Big Spring first; of West Texas next. Its future endeavors will be directed toward that same goal.

Pictures

(Continued from Page 1)

much in the same fashion and with practically the same speed as a telegraphic communication. Expense of this service has meant that only the larger metropolitan dailies use it; but thanks to Telephoto, the AP developed a supplemental service that speeds up transmission of

picture mats to all its member papers. Here's how it works:

The Massachusetts pictures, for example, made by AP photographers, were rushed to the nearest AP bureau, probably Boston, developed and printed and put on the Telephoto circuit. On that circuit is Dallas, where another AP bureau is located. The picture is received in Dallas within a few minutes, quickly made into mat form for use by all papers, and forwarded from that bureau to The Herald by airmail, bus, train or whatever is the fastest means of communication at that particular time. Every factor is checked for the sake of making more speed.

Pictures Each Day

The Herald daily gets a consignment of the major news pictures, these coming frequently—unless of "top" interest—from the AP's Kansas City bureau. The photos are received there by Telephoto, rushed here by airmail. The Dallas point is used by The Herald in cases of extreme urgency.

These daily photos represent, of

course, the finest selection of those made each day by all the AP member papers. When editors choose those of prime interest, and send them to member papers, readers of those papers, including The Herald, are getting what is first in the world of news pictures.

The Herald also receives, through its Associated Press membership special pages of news pictures, which serve to develop, and add feature angles to previous news events. These pages are of value for their photographic perfection or novelty, or their "human interest" attraction. The Herald uses these AP pages regularly, as it does daily news photos, to enlarge its news service to its readers.

FREE DELIVERY!
—Twice Daily—
DAVIDSON'S
PHONE DAIRY
2077
GRADE A RAW MILK

Accurate, Speedy Work Task Of Press Crew

There's a shout of "Here comes the starter!" a few minutes of hasty work by scurrying men in ink-stained clothes, and a mechanical monster in the rear of The Herald building sets up a mighty roar—

The Herald has gone to press. There's much to be done by the pressroom crew before that roar starts, while it continues and after it stops. In The Herald's pressroom crew are Red McMahan, pressman, J. L. Miller, assistant, and a fly-boy who keeps the paper straight as they spill out of the big machine and does other odd jobs.

First duty of the press crew on reporting for work is to set up the big press for the number of pages to be printed in the next edition. This is done through the size of rolls of white paper used. A roll 45 inches in width is for eight pages, a 22 1/2 inch roll for four pages. Combinations of these two sizes produce the required number of pages.

While the rolls are being set in position, the pressmen are busy cleaning and oiling the heavy piece of machinery.

Later in the morning the first of the "plates," which are metal casts of type and possible feature angles. (Pictures have to be in the department at least three days before publication to be sent to the engravers.)

Copy for Sunday editions is prepared Saturday, special layouts made of art and stories, regular clubs rounded-up and social festivities of the day written. Often Sunday features are carried of noteworthy achievements or unique accomplishments of individuals and are usually written a day or two in advance.

A few of the society stories are sent in but most of them are obtained via telephone or personal contact.

It is the aim of the department to serve the public as a consistent and dependable news medium—to display the news fairly and impartially with special emphasis on accuracy—and to cover all social activities, giving the readers what they want, the way they want it.

of the newspaper pages, begin arriving in the pressroom via the composing and stereotyping departments. These plates are placed, one by one, on the press. Each is semi-cylindrical in shape, two being locked with clips and bands to the printing rollers for each page.

Last of the pages to reach the pressroom—usually Page One with its last-minute news—is known as the "starter," and once it is in place the pressman starts his iron giant. As the edition begins rolling off the press, he checks it to ascertain that all pages are printing properly.

Even with the press in operation, the crewmen are busy. One man checks the roll of paper to see that the line-up is right for proper folding and for proper margin on each page, another may prepare a new roll of paper as the supply on any one roll is exhausted. Another regulates the ink flow.

If there are dark or light spots on a page, the ink supply must be retarded or increased, as the need may be. Of utmost importance in the printing of a "clean," readable newspaper is the distribution of the ink, and ink fountains are kept in regular adjustment. The press foreman makes regular checks of papers during the run.

There must be a check, too, on how the papers are folding, and on the tension of the rolls that feed the white paper into the big machine. If one of the sheets, or webs, breaks, the press must be stopped, the pa per re-threaded through the press.

After the press run is completed, the ink rollers are removed off the plates, excess oil and ink removed, and the plates taken off the press. Once the press is cleaned, the crew has completed that shift.

While the plates are eventually returned to the stereotyping department, there to be melted into metal for use again, they are kept in the pressroom until after the next edition, so that the press could be prepared for publication quickly in event of an extra edition.

The big Goss press in The Herald plant has a capacity speed of 12,000 papers an hour.

at Wards **\$5,000.00** for 1,000 Customers

WE WANT TO ACQUAINT 1,000 CUSTOMERS WITH WARDS CONVENIENT PAYMENT PLAN! THE MERCHANDISE ILLUSTRATED HERE HAS ACTUALLY BEEN REDUCED \$5.00 BELOW WARDS LOW EVERY DAY LOW PRICES! THIS OFFER FOR ONE WEEK ONLY! HURRY!

Modern Velvet Suite



(carrying charge added)

ONLY \$5 DOWN

Imagine this big handsome suite priced at \$5.00 lower than Wards EVERY DAY LOW PRICE! Unusually fine quality Rayon Velvet upholstery. Artistically trimmed with wood. This suite is big and massive! Its fine construction assures comfort and durability for years to come. You would expect to pay at least \$80.00 for this suite. Investigate Wards convenient time payment plan tomorrow.

EVERY DAY LOW PRICE 59.95
FOR ONE WEEK ONLY 54.88

Big Handsome 3-pc. Bedroom Suite



Only \$5.00 down puts this handsome bedroom suite in your home. Then you pay as you use it . . . a small amount each month. Every piece is finely constructed . . . the chest has four large drawers, the bed is full size and the vanity has a large mirror that will not check or peel. All are finished in a beautiful mellow tone walnut finish. Price for one week only will be \$5.00 less than Wards EVERY DAY LOW PRICE!

EVERY DAY LOW PRICE 59.95
FOR ONE WEEK ONLY 54.88

9x12 Axminsters

Reduced for One Week's Selling!

Wards EVERY DAY LOW PRICE IS 28.95

23.88

Fine quality Axminsters that usually sell for \$37.50 favored hooked rug, modern and oriental designs reduced for one week only. BUY NOW!

17.50 VALUE INNERSPRING MATTRESS

Every Day Low Price 13.45

This week's Sale price **8.88**

SALE! STUDIOS
Reduced in Price for This Event!

Wards EVERY DAY LOW PRICE IS 25.95

20.88

Makes full or twin size beds. Covered with fine quality tapestry. A big studio with arm rests! Back frame for pillows.

COMBINATION OFFER!

6.26 Cu. Ft. Refrigerator Plus Electric Mixer

Wards Regular Price Is 149.95

134.88 for Both

The refrigerator is extra large . . . 14.25 square feet shelf area! Automatic interior light! Twin cylinders, super-powered economy unit! You'd expect to pay much more for the refrigerator alone. Electric mixer is easily a \$10.00 value! See this combination offer today! Don't delay!

\$5.00 DOWN

Monthly Payments (carrying charge added)

BOTH

For less than you'd expect to pay for the refrigerator alone!

End Monday Drudgery With This Fine WASHER

REDUCED \$5.00

Wards Every Day Price Is 40.95

For One Week Only at **35.88**

Here's the washer with the NEW SWIRL-ATOR agitator. Washes clothes . . . quicker . . . faster . . . cleaner! A big family size! Holds six full pounds! The savings on laundry bills will easily pay for this quality washer.

- Streamline Design
- Genuine Lovell Wringer
- Porcelain Tub
- Full Six Pound Capacity

\$4.00 DOWN (carrying charge added)

Shop at Wards! Save!

WELCOME!

—To The Biggest CELEBRATION—
—In West Texas Big Spring Cowboy Reunion And 5th Annual RODEO JULY 2-3-4

Three Big Days of Entertainment With The Wild And Woolly West On Parade!

FURNITURE COMPANY

108-10 MAIN STREET PHONE 290

MONTGOMERY WARD

BIG SPRING, TEXAS

News Is Given Life When Recorded On The Printed Page

Reporter Has To Keep Up A Steady Vigil

'Beats' And 'Tips' Responsible For Most Copy

News might be compared to sound. It happens, but if no one hears of it, nothing has really happened after all.

Obviously, news must be gathered, written, printed and distributed before it takes on utility.

News gathering may not be without its romances and adventures, but more often it resolves itself into a tedious process of work.

Contrary to popular belief, news seldom "falls in the lap" of the newsmen. Most of the time he must go out after it, bring it back and give it life.

Local news is gathered principally from a sort of beat, schedule of events, and tips from people in all walks of life.

Around the Beat
The straight news "beat" of The Herald consists of a trip to the city hall where checks are made on the fire and police department, the city manager, the corporate court docket, city engineering force, health department, water and tax offices.

The court docket and police blotter frequently reveal crime news or human interest stories. The city manager has his finger on all departments of the municipal government and can give stories on proficiencies, developments, forthcoming events, and many other things.

The water and tax office yield interesting records and interesting sidelights. Here building permits are kept, and the city secretary furnishes financial statements, minutes on the city commission, and possible attractions in the city auditorium in the weeks ahead.

From the city hall the beat goes to various office buildings where all news, personal items, and good news tips frequently turn up. Among the places touched are doctors' offices, state comptroller's district headquarters, oil and gas engineer for the railroad commission, realtors, architects, lending institutions.

The courthouse is the next big field on the news beat. Contracts are made with the sheriff's department for burglaries, thefts, violence and other news dealing with branches of the peace. Arrests are checked against the dockets in the justice court to see if charges are filed and the names of characters in stories are "privileged." The justice of peace, county attorney,

and district attorney often can add to or bring out likely stories.

Records in the tax collectors' office show assessment totals, new car registrations, and tax collections. Total poll tax payments and exemption certificates are found here, and side stories on voting, collection and other matters come to light.

County Affairs

Marriage licenses, county court docket, probate matters, deeds and a multiplicity of things offer a fertile field in the county clerk's office. Official expenses, fees, budget comparisons, absentee votes and candidate expense accounts are kept here.

At the treasurer's office the financial records of the county are maintained, and once a month the treasurer issues a report.

The county judge can speak for the happenings in his court and largely concerning the developments in the commissioners court. The commissioners, too, contribute to the news supply. Road matters, budget estimates, purchases, approval of deputy hire, calling of elections, setting of salaries all are handled by the commissioners court.

School matters such as apportionment payments, inspections, opening and closing, teacher appointments, trustee meetings, elections, special functions, and census enumeration and totals, and extra-sessions are headed up at the county superintendent's office. The district clerk keeps records for that court, has a file on petitions, jury lists, judgments, etc. Together with the court reporter he gives valuable information on district court litigation. The school tax office, too, is a source for local school fiscal matters.

Farm News

Then the beat swings to the old city hall building for conferences with the county farm and home demonstration agent. Agricultural news such as planting, extent of rains, damage by elements, threat by insects, disease to animals and fowls, crop control and conservation payments, terracing, tank building, boy and girl club work, women's activities, food economy, sewing, home decoration and recreation are regularly ready to be gathered for writing.

In the same building the highway department engineers may be checked for construction news. The state highway patrol for various information including serious highway accidents, safety schools, drivers license totals. Nearby, the district old age assistance commission office has an occasional story, often times a good human interest "feature."

The postoffice offers a good source for news, what with postal receipt records, mail and airmail volume totals, seasonal "shop early"

DIRECTING THE FLOW OF LOCAL, WORLD NEWS



A photographer's view of the local news department of The Herald, whence heads up the flow of "copy" on happenings of interest. To the extreme left is Hank Hart, sports writer who supervises editing and makeup of the sports page, covers local athletic events, and writes a column, "The Sports Parade." Next is Jeanne Suits, in charge of the woman's page, writer of items of social interest, and author of her own column, "Chattergrams." Third person is Joe Fickle, local reporter who covers the city front. On Sundays, he too, contributes column, "The Big Spring Week." At extreme right is Bob Whipkey, managing editor who has supervision of all the news, handles copy coming into the office over the Associated Press automatic printers.

advice, extensions of services and routes.

Last regular point on the beat is the chamber of commerce office where community projects are handled. This, consistently, is one of the better news sources since its scope is not confining.

Hospitals must then be checked. Schools contacted for special news. The weather bureau checked and the rainfall compared with that at the U. S. Experiment Farm. Celebrities must be interviewed as they pass through. School board, city commission, board of equalization, lodge, service, civic and fraternal meetings must be covered.

"Spot" Stuff

Most of the news out of these places is known as "spot," that is to say it is good only at the general time it happens. Another type of news, requiring careful planning and budgeting of the news a year ahead of time is the feature story.

These call for meticulous research of careful interviews. And last, but not least, come the

tips from various people. These often come by phone, over the wire, in person to a reporter, or perhaps in conversation with some one. They may come out of thin air in the form of rumors that may or may not have foundation. These tips may reveal a personal item or they may lead to a big story.

More Coyotes In Maine

PASSADUMKEAG, Me. (UP)—An increasing number of coyotes have been reported in this vicinity in the past five years. Maurice Stevens recently caught an unusually large one, the sixth he has trapped since 1933. Others have been seen in nearby Argyle.

Pictures Are Alive In The News Morgue

Photos Always Available Through Careful Filing System

The morgue, as considered in any place beside a newspaper, is where bodies of dead people are kept pending burial.

But in a newspaper, the morgue enjoys a different standing and makes possible the timely illustration of your paper. For "cuts" or pictures of thousands of people are filed in the paper's morgue, ready for use when some development suddenly makes them into news.

Since picture files originally were associated with publication of likenesses in connection with obituaries, the term "morgue" came to be applied. While this function of the morgue is still important, it is by no means the limit of its scope.

Kaiser Wilhelm, who once played an important role in the world conflagration, might suddenly come out of his retreat in Holland to make a significant utterance. If he should, his picture would be news, and The Daily Herald would have it ready to accompany the story.

This is not true of world figures alone, but of national, state, local and hundreds of people of little or no consequence. Yet cuts are filed religiously, for someday they may be big news.

Pictures of state, national and international persons, things and events usually come in the form

of Associated Press "mats" or "matrix," rigid cardboard material into which has been impressed the engraved reproduction of a picture. These are cast, that is to say molten metal is poured on them to create a printed impression.

Local cuts are kept in a separate file. Most of them are single column portraits, with the exception of society pictures, buildings and feature pictures, and are readily adapted to a special "cut" file. Each one is placed in a separate, numbered envelope. The cuts are first listed alphabetically with the cut number carried opposite. Then they are cross-indexed numerically. This facilitates finding of a cut, and it takes no more than a few seconds to produce one of any local picture on file.

Specials

(Continued from Page 1)

strictly to historical stories. There were items about the last buffalo, the Slaughter ranch, the spring, the original Fisher store, and a score of interviews with pioneers of town and county.

When the 1930 census total for Big Spring was released on May 21, 1930, it was the signal for another special eight page section, showing a 321 per cent gain in population from the 1920 figure of 4,273 to the 1930 total of 13,731. This edition dealt entirely with community growth and made no mention of personalities.

Only other special edition effort, outside of seasonal and business affairs, was the first issue of The Daily Herald on June 3, 1928. This was a 24-page issue which took the occasion in stride and fittingly worked the transition from weekly to daily publication.

WOMAN REVEALS SHE JUMPED THE GUN ON SUFFRAGE

LODI, Calif. (AP)—Mrs. Arthur Scott claims to be the first woman to vote for a president of the United States. She explains:

When Wyoming became a state in 1890, women retained the suffrage granted in territorial days. Mrs. Scott's husband, an election officer, opened the polls for the 1890 election two hours ahead of schedule to accommodate a friend who was leaving on a business trip. Mrs. Scott voted then, for Benjamin Harrison.

EVERYBODY USES A TYPEWRITER

Any person working in a newspaper office must be able to use the typewriter, whether the proficient touch or the rough and ready hunt-and-peck system is used.

The Herald is a fair picture of a newspaper office. With six persons in the editorial and advertising departments, there are eight typewriters. There are two machines in the front office for use by the stenographer and book-keeper.

BLACK PENCIL MARKS

If all the pencils used by The Daily Herald in a year's time were laid end to end, they might not break any mileage records, but they would make plenty of coal-black marks.

That's because newspaper workers generally demand extra soft lead pencils. They take notes and edit on newsprint, a low grade of paper.

The soft lead pencil is needed to make a legible mark without danger of tearing the soft paper.

Comics Claim Big Reader Interest

Popular Strips Maintained By Herald Many Years

Since the days of journalism's renowned "Yellow Boy" strip, the place of comics in newspapers has been increasingly important.

Although these comics are comparatively new as far as newspapers go, they have come to be considered an essential part of almost every paper; just as much as the editorial, society or sports page.

When The Herald became a daily publication, it had only three comic strips syndicated by the NEA service. They were "Mom's Pop," "Out Our Way," and "Freckles and His Friends."

Later, after The Herald had become a publishing corporation in 1929, a change was made to Associated Press comic strips. The change was made in April 1930 and new characters introduced were "Scorchy Smith," by John C. Terry, "Homer Hoopoe," by Fred Locker, and "Diana Dane" by Don Flowers.

Herald-Tribune Features
At the same time, a contract was effected with the New York Herald-Tribune syndicate, giving access to the comic drawings of H. T. Webster, C. H. Wellington's "Pa's Son-in-Law," and Gens Byrnes "Regular Fellers."

Of the group only "Regular Fellers" is missing today. Webster was temporarily replaced by Associated Press strips by Oscar Hitt and Dick Dorgan, but Webster came back for good with his Caspar Milquetoast, his "Once In A Lifetime" and "Life's Darkest Moment."

One strip which did not last long was "Gloria" by Julian Ollendorf. It was too much of a fashion plate and had to be dropped.

Scorchy Changes

While all the characters have changed slightly, the greatest transformation has been in Scorchy Smith. This is due, in a large measure, to three separate authors. John C. Terry, originator, died in Florida a few years after conceiving a Scorchy that would not so much as use contractions. In the critical illness that preceded his death, Noel Sickles took over, and since has given way to Bert Christman.

Comics come to newspapers by mat service. Zinc etchings are made from original drawings by the artists. These are covered with cardboard material and subjected to intense pressure, leaving an impression in the cardboard or "matrix." These mats are grouped by the week and sent to member papers on the syndicate.

The Herald receives its supply of comics from two to three weeks in advance. Each Saturday night, after the week's run is complete, the comics are arranged according to days and bundled. They are returned to their file and apportioned out each day.

A HERALD OF GLAD TIDINGS, GOOD THINGS

The Herald derives its name from the hope of its founders, Tom Jordan and W. G. Hayden, that "it shall always be a herald of glad tidings and good things."

However, the founders, introducing the new publication to Big Spring in October, 1904, realized that "life is not all sunshine.... that The Herald first of all will be a paper that can be depended upon to give the news as it occurs."

Tramps Edit Newspaper
PARIS (UP)—Paris tramps are publishing their own newspaper. Called "Le Clochard, Paris slang for tramp, it is intended not only to inform tramps about all things which concern them, but also to tell other people about the lives and the hopes of tramps.

ALL ROADS will lead to... Big Spring's 5th Annual Cowboy Reunion And RODEO



Fun For All Thrills Spills Whoopie

3 Days—July 2nd, 3rd, 4th

We Bid You WELCOME VISITORS

All the "old time" hospitality of the West will prevail in Big Spring during its 5th Annual Cowboy Reunion and Rodeo.

There will be three days of FUN and ENJOYMENT for every member of your family.

We invite Rodeo and Cowboy Reunion visitors to avail themselves of this bank's facilities while in our city. We are here to serve West Texas as well as Big Spring. Our heartiest congratulations to the officials and directors of the Big Spring Rodeo and Cowboy Reunion.

State National Bank

Time Tried . . . Panic Tested
Big Spring's Oldest Bank



WELCOME

COWBOYS ...and VISITORS!

Your Official Headquarters

CRAWFORD HOTEL

CALVIN BOYKIN, Manager

Ad Department's Aim Is To Assist In Merchandising

Business Men Are Offered Wide Service

Newspaper Space Is Designed To Give Him Profit Return

Services of the display advertising department of The Herald are built on the belief that a primary purpose of a newspaper is to contribute to the prosperity of the community and the territory.

These services go far beyond the popular conception of "ad-men's" work.

On innumerable occasions members of The Herald display advertising department, because of their experience in merchandising and promotional methods, prove "friends in need" to merchants and business men—big and little—who have particular merchandising problems.

The department of The Herald deals in the selling and laying out of news space with the ultimate aim of showing the advertiser cash profits on his investment.

This important department of The Herald is handled by Joe Galbraith, publisher, who has been with the paper for ten years, and C. D. Reed, advertising manager.

The fact that those merchants advertising in The Herald during its infancy are still buying space regularly is ample proof that the department has not missed its aim.

Two layout and mat illustration services are used by the paper including the Meyer Both and Metro, both of which come to the office each month.

Any special illustration desired by the merchant is obtainable through the department's engraving service. Unusual or individual art work, design or cut for ads can be arranged through the advertising men.

The mat services previously mentioned contain ad suggestions, promotion ideas with appropriate pictures for each. Advance dress styles for men and women come in the service and permits a merchant to illustrate his merchandise exactly as it is found on the store racks.

Attractive grocery ads, used car, service station, laundry, beauty salon, furniture and drug store layout suggestions are at the advertiser's service.

Individual layouts will be drawn by the department and layout sheets supplied any merchant free of charge upon request.

Reed has been with The Herald for three months, coming here from the Brady Standard where he was advertising man for 10 years.

THEY SUPERVISE THE HERALD'S ADVERTISING



Here is pictured the "business" office of The Herald, from which commercial details are handled and all advertising—display and classified—is supervised. In the foreground at the typewriter is Joe W. Galbraith, publisher and director of advertising; to his right is C. D. Reed, display advertising manager, who makes layouts and assists buyers of space in merchandising promotions. In the far corner is M. K. House, the paper's business manager and the man in charge of national and classified advertising. Minnie Belle Williamson, his assistant, is at the telephone.

Elections Put Big Demand On Paper

System Necessary In Quick Compilation, Reporting

Newspapers naturally are geared for high speed production, in editorial, business and composing room, but seldom is the demand for speed and accuracy so pressing as on election night.

In a democracy such as ours—where a 99.9 per cent "ja" is not a foregone conclusion—vast interest surrounds the outcome of any plebiscite.

Whether issues or personalities are involved, the public rightfully expects the newspaper to quickly gather, compile and furnish returns in the minimum of time.

To discharge this trust, newspapers carefully organize for the handling of elections.

Advance Preparation

Days in advance of any election, charts are drawn, letters sent to every election judge in the county asking his cooperation in quickly furnishing returns, assignments given to staff members, and the work scheduled so that election data will have the right-of-way over all other matters.

As returns come in, they are hastily centralized and results speedily tabulated into running totals so that the standing at any moment can be ascertained at a glance.

Elections on issues, such as bonds, city and school officials, phases of the prohibition question or constitutional amendments are, within themselves, comparatively simple matters for coverage and compilation.

Primaries and general elections, however, are different stories. There are scores of names to be dealt with, a multiplicity of totals, a wider field to blanket.

Texas Election Bureau

The Texas Election Bureau, of which The Daily Herald is a member, is an invaluable institution in the gathering and distribution of returns on state elections. The Herald, as a member, must gather its returns as rapidly as possible and furnish them to the Texas Election Bureau.

In turn, results from more than 250 other points in the state are rushed to The Herald over a special leased wire.

Although the Texas Election Bureau furnishes results on sectional races at regular intervals, The Herald cooperates in another working arrangement with larger papers in this area to furnish speedier returns on district races.

To do this, cooperating papers hold a meeting in advance of the election. Certain counties are assigned to certain papers. Returns are to be gathered if at all possible by given times when long distance calls will be put through. This means that arrangements must be completed for prompt returns from counties assigned to the paper.

Obviously, a wild tangle could easily occur on election night, but experience has taught newspapers that standardization of forms, intelligent preparation of charts, and, above all, organization make election coverage systematic if not routine.

From its studios in the Crawford hotel, to its transmitter building east of the city, KBST maintains a permanent staff of 10 people, people devoted to servicing of commercial needs of the city's business elements and to building programs calculated to be of educational, entertainment and civic interest.

The Herald is proud of its affiliated unit which thus serves the territory. Operating on 100-watt power, KBST reaches throughout the Big Spring area, going into thousands of homes where the radio is a prime factor.

The station has provided its facilities for all worthwhile undertakings in the city, cooperating in the fullest with churches, schools, the chamber of commerce and all other civic and welfare organizations.

In the entertainment field, it has stressed development of local talent, offering the opportunity to all alike. It maintains besides one of the most complete transcription libraries of any station of its size, using the services of artists associated with NBS, the Standard and World services. Special transcribed programs are bought to fit the needs of any particular advertiser.

For a more direct link between KBST and The Daily Herald, there are the daily news broadcasts. A remote line links the newspaper office with the station, and from The Herald's editorial rooms go daily presentations of major news events of the day. These, based on local news stories and on Associated Press dispatches are presented by staff members of The Herald who are familiar with the editing of news.

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Newspapers In City Date Back To '83

Several Publications Lived Briefly Before The Herald

This autumn, The Herald will look back on 34 years of publication in Big Spring, but for all its long record of issuance, it is a comparative youngster in the newspaper history of the city.

In less than two years after the Texas and Pacific railroad came to Big Spring and insured its growth and development by establishment of a division point, the town was supporting a newspaper.

It was the Pantagraph, first issued on Feb. 10, 1883 by T. G. Andrews and R. Hudson. Judge G. W. Walthall was interested in the venture before it was sold in 1886 to R. W. Walker, who bore his paper's title as a nickname. Walker, who now resides in Dallas, brought the first George Washington hand press in this section to Big Spring. Today the press is in use at Sterling City by Uncle Bill Kellis on his News-Record.

Walker subsequently disposed of his interest to a Mr. Williams who in turn sold the paper to a Rev. W. H. Harris, Methodist minister, under whom publication ceased shortly afterwards.

W. V. Irvin saw a field for his Enterprise, issued from 1898 to 1901. Like the Pantagraph, it was sold and discontinued. In the interim, Wade Long, Elmer Pool and

Julia Barrett made a brief stab at the daily field with the Daily Ventura.

The Big Spring News hobbled up a year later with Rev. C. W. Irvin, R. B. Davis and Clyde Henry in charge, but it was doomed to short existence, falling a year later.

Tom Jordan established The Herald on October 1, 1904 with W. G. Hayden as partner. The paper has since enjoyed continuous publication. Jordan bought out Hayden's interest in 1923 and on Oct. 1, 1929 W. G. and A. C. Hayden started the Weekly News, issued regularly since.

The Herald became a daily newspaper in June of 1928 but continued to publish a weekly issue also.

ALWAYS A MISTAKE WHEN THESE APPEAR

Popular combinations of letters seen sometimes in newspapers are "etaoin" and "shrdlu."

Despite their regular appearance—always by mistake—they are young in comparison to newspapers, dating back only to the advent of the linotype.

The two combinations occur occasionally in a story where a line has been started and a mistake made. Because the line must be cast, the operator fills up with "etaoin" and "shrdlu." The combination is used because they fall in vertical order on the keyboard on the left hand side. One deft stroke of the finger causes the combination to fall.

Beer Declared Necessity

DARWIN (UP)—Beer is a necessity for working men in Northern Australia. This statement, made by Dr. Cecil Cook, chief medical officer for the Northern Territory, is now included in Australia's official records as it was made before a court.

Opening Of Federation Clubhouse Was Top Society News In First Editions Of The Daily Herald

Social highlight of the month of June ten years ago according to files of The Daily Herald was a reception and housewarming given by women of the City Federation to mark the formal opening of the Community club house built by the Federation.

More than 200 called during the evening and were greeted by Mrs. C. W. Cunningham, Mrs. J. I. McDowell, Mrs. Bernard Fisher and Mrs. J. D. Biles. The beauty, significance and purpose of the new building were elaborately described.

During the same month, Big Spring was honored with a public health nurse through the efforts of the Howard County Public Health association of which Mrs. J. C. Douglass was chairman, and Mrs. C. K. Bivings, secretary.

Lovely Parties

A turn through the first editions of The Herald in the daily field, revealed an account of a "very lovely party for members of the younger social set given by Miss Fannie Sue Reed at her ranch home 30 miles southeast of Big Spring." The delightful drive to and from the party home was described as one of the features of the afternoon's entertainment.

Bridge was played with Janice Mellinger and Marie Vick tying for high score. Others attending were Reta and Vera Debenport, Theodora McDonald, Emma Louise Freeman and Anna Pauline Jacobs. "Mr. and Mrs. Roy Hatch of Waco, who've been visiting their mother, Mrs. R. C. Hatch, were

honored at a happily planned outing—an item found in the society column of The Herald during its infancy.

Others figuring in the news ten years ago were Mrs. G. L. Wilke who entertained the I-Deal bridge in the cool hours of the morning. Mrs. Joye Fisher was hostess to the Pioneer bridge in a setting of rare charm and Mrs. Geo. White, a recent bride, was honored with a party.

COMMUTERS STAGE BEAUTY CONTEST

SAN FRANCISCO (UP)—Commuters from nearby Alameda certainly lived up a trip to the city.

They've just staged their third annual bathing girl contest. Entrants boarded the 7:30 a. m. ferry boat with the main rush of commuters and showed off their charms during the 20-minute crossing of San Francisco bay.

Prizes were awarded, then the commuters scurried off to work as usual.

PRINTING

T. E. JORDAN & CO.
113 W. FIRST ST.
JUST PHONE 486

The first fire alarm box in the U. S. was used in Boston, Mass. Mate, a South American species of holly, is smoked by the Indians.

All
BIG SPRING
Says

WELCOME!

to the
5th ANNUAL
RODEO
and Cowboy Reunion!
3-BIG DAYS-3
JULY 2-3-4

GREETINGS!
BIG SPRING DAILY
HERALD
—On Your Tenth
Anniversary
In Big Spring

Congratulations to the officials and directors of Big Spring's 5th Annual Rodeo and Cowboy Reunion. They have arranged a fine program of entertainment, which affords a fine meeting place for West Texas!

Station KBST Associate Of The Herald

Newspaper Met The City's Demand For Radio Service

Ever on the alert to meet the demands of the growing, ambitious, progressive city that is Big Spring, The Big Spring Herald more than three years ago set out to provide one of the services this city wanted—a radio station.

First move toward establishment of radio service here was early in 1933. More than a year later—on December 21, 1936, to be specific, KBST went on the air. It has been heard regularly since, on its channel of 1500 kilocycles, serving this city, county and territory in a commercial, entertainment and civic manner.

KBST met, of course, the federal communications commission's requirements that it operate in the public "interest, convenience and necessity," and it has strived always to fill every interest, convenience and necessity of the community in the broadest possible way.

Serving Community

From its studios in the Crawford hotel, to its transmitter building east of the city, KBST maintains a permanent staff of 10 people, people devoted to servicing of commercial needs of the city's business elements and to building programs calculated to be of educational, entertainment and civic interest.

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—This Bank is a West Texas institution and is proud of its customers . . . TRUE WEST TEXANS!

—We, too, are proud of our record, our town and county . . . where that genuine West Texas hospitality prevails throughout every day in each year.

First National Bank

IN BIG SPRING

Sports Pages Present Panorama Of Athletic Activity

Historical Articles In The Herald Written By Man Who Knows Subject

Leading annalist of this section, John R. Hutto, has been a regular contributor to The Sunday Daily Herald since Jan. 30 with articles at historical nature of the growth and development of Howard county and its pioneers.

History is a hobby—teaching a profession with this man who possesses an insatiable desire for little known facts of West Texas and particularly of this locality. He is a stickler for the truth and refuses to sacrifice fact for fiction.

His desire for accuracy has won him reputation as one of the leading chroniclers of West Texas historical events. Since moving to Big Spring several years ago he has devoted his time to directing the Kate Morrison Americanization school and seeking historical material.

Many of his articles have been published in the yearbook of the West Texas Historical Society. One of the most recent was a comparative history on development of the T. & P. railroad in West Texas. Original edition of the history of Howard county was carried in that publication.

His first article appearing in The Herald dealt with the naming of Big Spring from a spring two miles south of the courthouse. The fact that the spring is now dry has caused many people to wonder about the naming of the town. Other features to follow included a history of the first settlers, T. & P. railroad developments, pioneer women, ranching in the early days, building of ranch empires, colorful characters of the early days, and history of the organization of churches.



JOHN R. HUTTO

SHIP MODEL GIVEN SEVERE TESTS

NEW YORK (AP)—Long before the new Boeing transatlantic plane received its first tests over water, a complete scale model of the 41-ton ship encountered the hazards of transatlantic weather.

In the Goodrich wind tunnel at Akron, said officials of the company here, the scale model tests climaxed two years of exhaustive experimentation.

Water blown into the tunnel at 85 degrees formed ice and sleet particles in a fifth of a second. This was said to be the first time a complete model of any plane had undergone such refrigeration tests.

City Had A Daily Paper Before The Century's Turn

The Daily Herald is the first daily publication in Big Spring to be able to look back on 10 years of service, but it lacks a lot being the first daily newspaper in the city.

As early as 1899 an attempt was made to establish a daily newspaper in Big Spring. Wade Long, Elmer Pool and Julia Barrett issued the Daily Venture for a short time that year. Mrs. Mary Zinn has a copy of the first edition of that publication.

During the hectic war days of 1918, T. E. Jordan issued a daily bulletin on war news. Working in cooperation with Stanberry Alderman, who with his father owned the telephone exchange here, Jordan furnished late developments on the war. Alderman would get the news over his telephone and Jordan would print it. It was a free issue, a patriotic gesture from the two men.

About a year after The Herald became a daily newspaper, an attempt was made to establish another daily newspaper here. It was known as the Morning Sun but only lasted a short time.

SPANIARDS SMUGGLED ON WEIGHT BASIS

PERPEGANAN, France (AP)—Andorrans who lived by smuggling before the war between Spaniards now have a new item in their list—men.

The price for men is the same as the price for merchandise—four francs per kilogram or six cents a pound.

Smugglers in the little Pyrenees mountain republic reason that fat men in Spain should pay more than thin men to be smuggled across the mountains, for they're more difficult to hide.

News, Comment Blended For Interest

Local And National Events Are Given Full Coverage

The art of interpreting a sporting event onto cold paper with daubs of printing ink is a gifted one and, at the same time, a much demanded one. The Daily Herald supplies that demand as nearly as is humanly possible with the aid of its national service and its local staff.

The West Texas sports-minded fan is cosmopolitan in his hobby. He wants to know something of every type of athletics undertaken in the nation and the United States is the most sports minded country in the world.

Bringing that national service to him are such alert reporters as Gayle Talbot, Eddie Briets, Orlo Robertson, Hugh Fullerton, Robert Myers and Alan Gould—all employed by the Associated Press. That news service stations its men in the sporting centers throughout the country, flashing to The Herald readers the news in their own inimitable styles.

Baseball First

Baseball is still the national pastime despite all reports to the contrary and The Herald strives to keep its readers informed both from the national and the local standpoint. Since the game professionally has been introduced here baseball interest has increased twofold.

While the sport pages of The Herald, as well as every other paper, are built around baseball, no other game that appeals to the public is intentionally omitted.

Each fall brings the football games. Local interest is built at that stage around the Big Spring high school team and around those young men of Big Spring who have gone to institutes of higher learning and played the game.

Then there is the golfing section which also has a local side. Big Spring has two golf courses and at least two tournaments are held over each one each year, attracting many out of town players. The professional game as played by the touring pros is covered by the national services' experts.

Tennis, too, comes in for its share of appeal, especially since interest has picked up in the game here. The West Texas Invitational tournament supplies action locally each July and is known throughout West Texas.

Track, basketball, wrestling and a host of lesser sports all have their devotees.

Since The Herald is an afternoon paper, coverage is handled slightly differently from that of morning papers. Usually it forecasts or reviews a general sporting event while a morning edition excels at giving complete results. The Herald's description of an event that has happened is handled by giving more of a background about a subject, placing an equal emphasis on "human interest" matter.

Different Treatment Thus, in the case of a championship boxing fight, a morning paper would publish the story of the battle itself—a blow by blow description and a detailed account of the action.

The Herald's coverage would be more general, less detailed. It would include as additional information the statements of the participants after the fight, plans for the future of each boxer and perhaps a greater scope of personal opinion.

Importance of a sports story, as well as any tale of news significance, must be decided upon by the person editing that news and it is the sports editor's job to edit his page accordingly. He naturally favors a local story over a national one and usually "plays it up" more on his page.

Pictures, too, play a large part in the success of the game and the makeup man tends to use as much of the "art" as the fans desire.

Local pictures, those pertaining to subjects within the vicinity, are recognized as the more valuable.

The Herald maintains its own sports columnist whose works are built more around local happenings and, at the same time, employs as many national features and columns as is deemed popular. Eddie Briets' column, carried by the Associated Press, is usually given good "play" and by-lined features by other scribes are sometimes carried.

The Herald also strives to include as much of the cut-door news as possible. This kind of reading has a wide following.

The Herald's Sunday edition differs from the weekday papers in that it is a morning edition and naturally gets faster spot service but its policy differs little.

With Big Spring fast becoming the sports center of West Texas after so long a famine, the sports page of The Herald can be expected more and more to favor the local happenings in its scope. It is intended that the paper will play an even greater part in helping to make the events a success than it has in the past.

Stanley Norman, now employed in New York, was The Herald's first sports editor and he established a policy that is hard to equal. His "Sports Parade" was known throughout West Texas. Succeeding Norman was Bobby Campbell, whose "Water Bucket" was read by thousands in this vicinity.

Then came the popular Mark Williamson, followed by Curtis Bishop and Tom Benaley who, in turn, was succeeded by Hank Hart.

Farouk Launches Huge Program To Modernize Egypt

CAIRO (AP)—Youthful King Farouk is sponsoring a \$70,000,000 plan to give each of his 16,000,000 subjects some of the benefits of the western civilization he likes so well.

When Farouk opened parliament he announced a 10-year program of social reforms for the fellahs, or peasants, who form 80 per cent of the population.

The Egyptian government realizes a higher standard of living will increase production and give the country more money to pay its bills.

Western civilization has made long strides in Egypt in the last half century. Tourists who come to Cairo are often amazed at the broad, clean streets of the European quarter, with its streams of automobiles and its nine-story apartment houses.

Many Egyptians wear western clothes, topped by the scarlet turbans. But 10 miles from the city the fellahs, whose ancestors built the pyramids, still live in low huts of brown Nile mud, with roughly thatched straw roofs, their mode of life little changed from that of their ancestors.

DON'T HURRY, SKUNKS ARE NOT SO FAST

HOODRIVER, Ore. (AP)—If a skunk started chasing you, you'd run like everything. Waste of energy.

Mrs. George Dougherty's headlights picked up a skunk one night and she chased—in the car—for half a mile, keeping an eye on the speedometer. Top speed for the pole cat, she found, was eight miles an hour.

James Montgomery Flagg, American illustrator, published his first cartoon at the age of 14.

For A Quarter Century His Pencil Wrote Of Big Spring's Destinies

Early Herald Was The Handiwork Of Tom Jordan

Tom Jordan, founder of The Herald, by his own description, falls under one of two categories of "good editors."

The first is a deceased editor. The other—which fits Tom Jordan—is the editor who has retired and still lives in his home town.

He has no regrets about having laid aside the editorial mantle, for he finds his job printing business less exacting in time and less killing in its pace.

Tom Jordan gave up the newspaper business 10 years ago after The Herald had gone "daily" to meet the demands of the town. Had it continued solely as a weekly publication, likely he would still be at the helm, issuing a bulky and newsworthy paper each week.

From Stephenville

After considerable newspaper experience both on the editorial and mechanical sides, Jordan resigned his position as foreman of a paper at Stephenville and came to Big Spring. Previously he had been at Weatherford, where he came to know the Hayden family. Subsequently he married Mamie Hayden and when he came to Big Spring in 1904 he became associated as a partner with Will Hayden, his brother-in-law.

At the time The Herald was being organized and equipped, Hayden had no intention of going into the newspaper business. It was fully a year and a half before he gave up his job with the J. & W. Fisher Co. and joined The Herald staff.

Buying a remnant of the old school building for \$300, Jordan moved it to a lot just south of the old opera house, approximately where the Big Spring Motor Co. now stands. He collected about \$1,500 of equipment including an old Frouty grasshopper press, a Gordon job press and a few trays of type.

Destinies Linked

Energetic and resourceful, Tom Jordan had his paper going by the middle of the autumn of 1904. On Oct. 7, 1904, the first issue of The Herald rolled from the press with the prophetic editorial that "The Herald feels that the destiny of this paper is linked with the destiny of Big Spring."

Several other papers, among them the Daily Venture and the Pantagraph, had preceded the Jordan paper, but The Herald was, as Jordan believed, destined to be the paper that would be linked inseparably with the development of Big Spring.

At the very outset Jordan began to experience trouble in "weaning" his advertisers away from the front



TOM JORDAN

page. The Herald was, from the start, the only paper other than the Dallas News banning ads from the front page. On his first issue Jordan turned down a half page advertisement to establish the precedent of the first page exclusively for news.

When the time came to Big Spring, the opening of the vast cattle domain to settlers for farms was getting underway. Consequently, Jordan followed the agricultural development of the county almost from its inception. He was ready with his pen to chronicle the growth of the first bale of Howard county cotton by legendary Uncle Billy Debenport, whose Caylor portrait hangs in the Howard County Museum.

He has lived to see gins spring up to keep home cotton from going to Colorado, and to see the day when in 1937 more than 45,000 bales of lint rolled out of Howard county gins.

Jordan's first three years in Big Spring were good years for weather. But late in 1907 a dry season began to set in. He had moved his

family to his farm home four miles south of Big Spring and at night attempted to write copy for his next edition.

He Gets An Editor

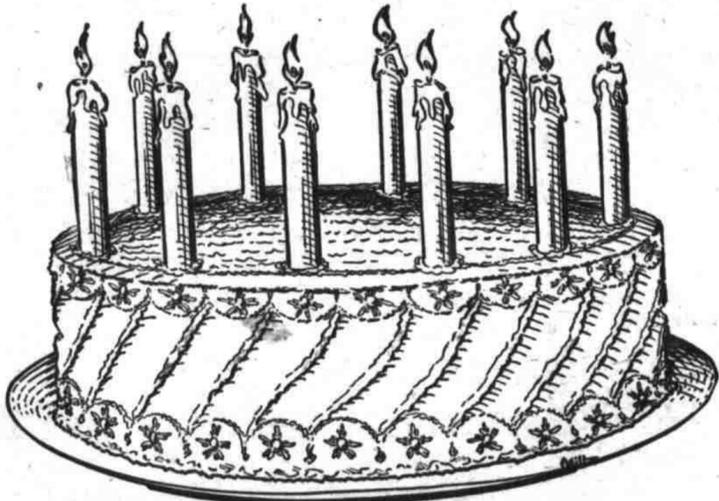
One evening in 1908 he labored hard over his papers. He wrote an article painstakingly, rewrote it, felt the dry winds blow, wadded the paper in his hand, and threw it into the waste paper basket.

"I have lied about this country long enough," he announced to Mrs. Jordan. "Tomorrow I am going to get an editor."

And he did. At Sweetwater, C. D. Ambrose, who had newspaper experience at San Angelo and with the Dallas News, was open for a job. Jordan hired him.

There was only one serious drawback to Ambrose. Only he and God knew what his handwriting was supposed to mean. It fell the lot of Jordan to decipher the scribbling, and this he did by singling out a few key words to establish the trend of thought. He expertly filled in the remainder. A woman compositor was amazed that Jordan

See TOM JORDAN, Page 7, Col. 3



WEST TEXAS MOTOR COMPANY SEND GREETINGS TO THE BIG SPRING DAILY HERALD ON ITS

10th BIRTHDAY!

...and we have BARGAINS in DEPENDABLE USED CARS

That Will Afford You The Opportunity Of Celebrating Every Occasion!

EASY TERMS

... And A Generous Trade - In Allowance For Your Old Car.

CELEBRATE!!

Your Birthday, Christmas, New Years, Armistice Day, Thanksgiving Day and July 4th in a ...

Dependable Used Car

West Texas Motor Co.

DODGE



PLYMOUTH

Service...Sales

Used Car Lot — 600 East 3rd — Charlie Carter, Used Car Mgr.

Welcome To All!

COWBOYS

and

VISITORS

to

Big Spring's 5th Annual Cowboy Reunion And Rodeo

While in the City Be Sure To Visit Our Store

Montgomery Ward

221 West Third St.

Phone 280

Well Organized System Back Of Delivery Of The Herald

Route Boys On The Job Like Clockwork

Regular Distribution Circulation Department's Task

The average man who walks out on his porch every Sunday morning to get his newspaper has probably never thought of the well organized system involved in placing the news on his doorstep long before he thinks of arising. He doesn't know that the boy who delivered his paper arose at 3:30 in the morning and started on his five mile route at 4:30.

The average man doesn't wonder about how his paper arrived because it is always there, but he would have cause to wonder should it be delivered one day and forgot the next. It is the business of The Big Spring Herald circulation department and its approximately 30 employees to see that every paper is delivered on time.

R. C. Hargrove, circulation manager for more than three years, says the aim of the department is to give competent and courteous service at all times.

Bicycle Delivery
At the present time there are 13 route boys and nine others who sell papers on the streets every afternoon and Sunday morning. All of the route boys deliver on bicycles with the exception of four who cover their territory afoot.

Along about 3:30 in the afternoon wheels are parked in the alley and in front of The Herald while their owners eagerly wait for the papers to come off the press. Around 4:30 they ride away in four directions, each covering his individual route. Papers are delivered one mile to the other side of the refinery on the east, to the airport on the west and a distance of five miles through north and south.

On Commission
Route boys, whose ages range from 13 to 17, work on a set salary receiving commissions on all subscriptions picked up, and the street sellers, who are 10 to 14 years of age, work strictly on a commission basis.

Vernon Alderidge, route boy for four years, has been on the job longer than any of the other newsboys.

Sydney Robinson, who started as a route boy three years ago, is now assistant to Hargrove. All of the collecting is done by the manager or his assistant. The department is independent of The Herald with the manager buying and reselling the papers.

During the three years and three months Hargrove has been in the department, he has traveled 6,000 miles within the city in the interest of circulation and has given employment to 108 boys. The office opens at 6:30 a. m. and closes at 7:30 p. m. each day.

The Mailing Room
Buck Tyres and J. L. Miller are employed in the mailing room where papers are sent out to other towns and states.

Hargrove stresses the aim of the department to give service and add that he had rather have one satisfied subscriber than a half-dozen dissatisfied subscribers.

Before coming to Big Spring, Hargrove was country circulation manager of the Temple Telegram and prior to that time was a civil engineer for the state highway department. He has been in the circulation field for the past eight years.

Route boys are Jimmy Kirby, L. J. Petty, Billie Meier, Chester Little, Murel Massey, Junior Teague, Vernon Alderidge, Joe Allen Wilkerson, Junior Thornton, Edwin Mullett, Bill Evans, Kendall Coffey and Wilbur Johnson.

Street salesmen are Wilbert Moore, Junior Myers, Ferman Stedman, Preston Dunbar, Billie Lee Smith, Boyce Patton, Bill Phillips, Jr., Joe Bruce Cunningham and Boyd Freeman.

Foreman's Age Exactly That Of The Herald

Maybe it was just a coincidence but one would suspect fate has a hand in the matter.

On the same day the weekly Herald, mother of the present daily publication, went to press for its first edition Oct. 7, 1904, the mechanical foreman of The Daily Herald shop, Granville Glenn, was born in Big Spring.

Although he has been with The Herald longer than any other in the department with the exception of W. W. Pendleton, linotype operator, he did not learn the trade here. He began on the Haskell Free Press when 18 years of age as an apprentice—known as a "printer's devil" in the newspaper world.

Glenn was destined to become a printer when he received his first smear of printer's ink as editor of the Haskell high school paper. The sheet was published by the Free Press and used to visit the office regularly—at first, in the interest of the school publication, but later, because he liked the smell of ink and paper—an aroma that is more powerful, once it gets in the blood, than man's lust for fame and fortune.

Soon after graduation, this lad of 18 resolved to become a printer and joined the Haskell paper. He returned to Big Spring in December of 1920, worked as floor man until made foreman of the entire shop March 1, 1926.

A foreman's duties consist of supervising the make-up of the

THESE YOUNGSTERS SEE THAT YOU GET YOUR HERALD EACH DAY



No matter the weather, these boys, alert, aggressive young businessmen, are on their bicycles each day, or making the rounds of the streets, to see that subscribers and purchasers get their copies of The Herald. Circulation manager of the paper, and as such "boss" of the carrier boys is R. C. Hargrove, standing in the extreme rear. His assistant is Sydney Robinson, fourth from left

on the rear row. Pictured are, left to right, back row: Billie Evans, Chester Little, Vernon Alderidge, Sydney Robinson, Kendall Coffey, Wilbert Moore, John Allen Wilkerson, John Bruce Cunningham, Mr. Hargrove, Murel Massey, John Bill Harroll. Front row, left to right: Bill Phillips, Ferman Stedman, Junior Meyers, Boyce Patton, Preston Dunbar, Lee Kirby, Charles Teague, Ed Mullett, Wilbert Johnson, Homer McComas.

A Flat Page Of Type Transformed Into Cylinder For Press During Stereotyping Dept. Operations

Conversion of page forms of type assembled in the composing room into semi-cylindrical metal casts that will fit the whirling rollers of the press is accomplished in the stereotyping department of The Daily Herald.

From the time the page forms roll out of the composing room until the heavy casts are sent to the press, impressions of the stories, pictures, advertisements and headlines on the pages contain are made first on cardboard-like matrices, or "mats," then molten metal, which quickly is cooled and hardened

Tom Jordan

(Continued from Page 6)

dan could "read" Ambrose's writing. "Did you ever read his original copy?" he asked. "I don't read it, I write it."

This was the man who was in fact still editor of his paper.

Expansion
Gradually the paper grew stronger. The five column paper was increased to a seven column edition with acquisition of a better press. In 1916 the first linotype machine was installed. Later more equipment, and more machines were purchased.

What with a tremendous volume of job work and mounting advertising lines, The Herald had assumed a firm place as one of the best weekly papers in the state by the time oil was discovered in commercial quantities in 1927.

The boom spirit was catching on and a clamor began to be heard for a daily newspaper. Tom Jordan was slow to move, for he had had very little daily experience, and he knew what days of stress and strain lay ahead when the move would be made. Finally Sweetwater and Midland papers entered the daily field. Business men and the chamber of commerce begged for a daily.

The Daily Starts
Tom Jordan gave it to them on June 3, 1928 when the Vol. 1, No. 1 of The Daily Herald rolled off the press. It was a 24-page edition, but the inevitable four and six page issues followed as the readjustment took place and weekly advertisers were educated into the daily field.

Hayden, whose interest Jordan had bought out two years previously, was editing the paper and Jenn Jordan, daughter of the founder was handling society and other spot news. For all the long hours the advertising, editorial and composing rooms could put in, for all the feverish work, the demands upon the paper grew so rapidly with the phenomenal development of the town and oil fields that there appeared no end to it.

When, less than a year later, Tom Jordan had the right offer on his plant and his paper—he sold it.

He did so perhaps with some regret, for it was no easy thing to give up the institution he had so capably fathered for a quarter of a century.

Tom Jordan must gain some comfort in the knowledge that his 25 years at the head of The Herald had been linked, just as he had foreseen, with the destiny of Big Spring. Perhaps he couldn't, or at least he wouldn't, put his finger on the legion of things his pen had done for Big Spring.

pages in the forms and putting up edns. He is assisted by Roy Reagan on the floor work.

forms the press plates which are replicas of the pages.

Red McMahan and J. L. Miller, who operate the press, also do the stereotyping work. Every page of the paper goes through the stereo department.

"High Spots" Checked
As pages of type are received from the composing room, they are checked for "high spots"—any lines of type that stand higher than the otherwise even surface of the page. The iron form, or chase, in which the type is contained then is tightened so that the type is held rigid, and the form is moved onto the molding machine from the make-up truck upon which it arrived from the composing room.

Upon the type page the stereotyping places a mat slightly larger in size than the page and in appearance similar to a sheet of white cardboard. The mats are made of wood pulp which is chemically treated to withstand considerable heat. Before being used the mats are kept slightly moist in a humidifier box.

Atop the moist mat placed on the page form goes a rubber "creeper" molding blanket, a sheet of cork and a molding pad. The rubber blanket helps make a better type impression on the mat and keeps it from stretching.

The page form then rolls through the automatic molding machine, which applies terrific pressure to mold an impression of the type page into the mat. Edges of the mat then are trimmed and gummed paper is applied to the raised portions of the mat, which in the newspaper will constitute white spaces on the page. The gummed paper prevents the hot metal from depressing the raised portions.

The mat goes next into the former, where it is dried, heated and shaped semi-cylindrically in a very short time. Because there still may be some moisture in the mat, it is placed in a roaster for further heating and drying.

Having been shaped and dried, the mat is placed in a casting box, and from a huge metal pot, some 50 pounds of molten metal is pumped onto the surface of the mat. It pours out of a pot holding hundreds of pounds of metal kept at a temperature of about 600 degrees Fahrenheit.

The hot metal poured onto the mat in the casting box is cooled by running water in jackets on both sides of the page cast. Still, however, too hot to be handled with bare hands, the cast is moved along to a saw and trimming device which removes the waste portion of the cast, trims and bevels the page ends so that it can be locked onto the press cylinders.

Still hot, the cast is cooled with running water. Then its edges are planed finally by hand and it is sent to the press. In rushing an "extra" to press, the production of a page cast can be accomplished within a few minutes after it is received from the composing room.

TO PERPETUATE BIG CHUNK OF DESERT

SACRAMENTO, Calif. (UP)—Five hundred thousand acres of desert never are going to "blissom like the rose," despite the government's great irrigation projects. California is negotiating to set aside a tract of that size, near the Mexican border, as a state park to preserve native beauties of the desert.

Swastika Emblem Carried To France By Negro Soldiers

BOSTON, (UP)—Adolf Hitler might not be interested in this, but the Nazi swastika emblem was carried into battle by the only American negro artillery brigade, the 167th, to serve in the World war. The swastika was chosen as an ancient symbol of good fortune, says the brigade's wartime commander, John H. Shelburne, now an attorney here.

"Those were magnificent men," he recalls, "well-disciplined, cheerful, excellent troops. They came from Pennsylvania, Maryland, Ohio and Indiana, and in the ranks were all the specialists I needed, such as wireless operators and draftsmen. They could sight a gun better than white men," he added. "Our brigade had only 200 horses and mules instead of 2,000, so those men sometimes pulled the guns anywhere up to three miles into position."

The brigade went into action October 18, 1918, along the Meuse river at Pont au Mousson north of Nancy. It was under fire until the Armistice.

CALIFORNIA FIRST IN GASOLINE TAXES

SAN FRANCISCO (UP)—Figures printed in the Service Station News show that Californians have paid more gasoline tax than any other state in the union, the total since a tax was imposed in 1923 being \$527,180,000.

Pennsylvania, which instituted its tax in 1921, has paid the second highest, \$487,379,000, while New York—with a tax dating from 1929—is third with \$473,172,000.

COUNTY CLERK'S LOT AN UNHAPPY ONE

HUTCHINSON, Kas. (UP)—The clerk of the county court probably is the unhappiest man in Reno county as a result of a recent census. It showed the population dropped from last year's 56,217 to 55,367.

The law says counties with less than 56,000 population can't pay their county court clerks as much money as those with more population.

Henry Wadsworth Longfellow and Nathaniel Hawthorne were classmates at Bowdoin college.

A Review Of The News Events Of June, 1928

Changing of The Weekly Herald into a daily paper in June of 1928 was only one of several progressive strides made by Big Spring during the month.

Among the first issues of the daily is the announcement of a vitaphone to be installed in the R. & R. theatre. The article said heretofore only cities the size of Dallas and Fort Worth had the opportunity to witness the performance of the wonderful machines.

Between four and five thousand people attended a formal opening of the Hillcrest swimming pool located 1 1/2 miles west of the city. Howard Schwarzenbach was the first to try it out. Another formal opening of the month was that of

"Flock Inn" on the Broadway of America a short distance west of town owned by Joe F. Flock.

Various articles were carried throughout the month concerning the building of the viaduct over the T&P railroad. Big news of the month was arrival of the chautauqua for a full week of entertainment.

Tuesday night, June 26, a raid in the southwest part of the city resulted in the capture of 40 gallons of home brew. The files showed building permits for the week of June 29 to be \$23,000.

Virginia Whitney was valedictorian and Mamie Hair salutatorian of the high school class and Dean J. M. Gordon of Texas Technological college, made the principal address to graduates.

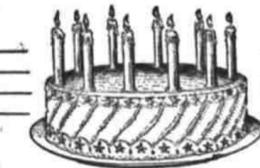
From newspaper accounts the town seemed to be in a dither over getting off to the West Texas chamber of commerce convention in Fort Worth. Willard Sullivan was elected president and Joe

Worthy secretary of the Luncheon club and then the meeting was turned into a Fort Worth pep rally.

On another June edition was found a story concerning Shino Phillips who attended a druggist convention in Abilene the week before and delivered an address. The article was in regard to the message of congratulations he had received on his speech.

In the personal items was a notice of Mr. and Mrs. James Little who went to Houston where Little attended the Democratic National convention.

TUNE IN
KBST
1500 KILOCYCLES
The Daily Herald Station
Studio: Crawford Hotel
"Lend Us Your Ears"



Best Wishes

To THE BIG SPRING DAILY HERALD on the occasion of their tenth birthday in Big Spring. We are glad to compliment this institution for the splendid service it is rendering in this city and area. May you have many more birthdays is our sincere wish.

"Time Tried...Panic Tested"

State National Bank

EVERY DAY!...at

BARROW'S

You Can Find New, Modern and Quality Furniture At BARGAIN PRICES

It's Easy To Furnish A Home

... and if you call at the store we'll show you just how this can be done. Every furniture item needed to start housekeeping is available at BARROW'S.

We Deliver With Our Own Trucks EASY TERMS

Read Page Advertisement Elsewhere In This Edition

Barrow Furniture Co.

208 Runnels Street

Big Spring

We Extend Our Congratulations and Best Wishes to The BIG SPRING DAILY HERALD On Its Ten Years of Service to Howard County and Big Spring.

In Big Spring Texas

BARROW'S

In Big Spring Texas

BRINGS YOU JULY CLEARANCE PRICES RIGHT NOW!

We are reducing prices in order to move as much merchandise as possible before July inventory. These are only a few of the many values you will find on our spacious floors which are crowded with nationally known lines. VISIT BARROW'S NOW!

SAVINGS LIKE THESE MAY NEVER COME YOUR WAY AGAIN! BUY NOW! USE OUR BUDGET PLAN!



USE OUR EASY PAYMENT PLAN
2-PC. KROEHLER SUITE

Beauty and comfort combined yet built for years of service. Only BARROW'S can bring values like this.

69⁵⁰

Regular Price \$89.50

Our prices have been reduced on all living room furniture! Buy Now!

RUGS



FREE!

A 9 x 12 RUG PAD

Will be given FREE with each 9x12 Wool Rug purchased during this clearance sale. We have the largest stock of rugs in West Texas for you to select from. Come see them.



79⁵⁰

Regular Price

109.50

Genuine 5 Ply Walnut



KROEHLER Built



Occasional Chairs **\$3.95** Up

Rockers **\$4.95** Up



Boudoir Chairs **\$6.95**

Chaise Longues **\$12.95**



END TABLES
98c up

LAWN TABLES
\$3.45



METAL LAWN CHAIRS \$4.50 to \$17.95



GLIDERS With Bed Feature.

\$29.95

Camp Stools 29c
Camp Cots \$1.95 up
Steamer Chairs .. 89c up

- One 2-Pc. Suite in tapestry, regular price \$49.50, reduced to \$ 29.95
- One 2 Pc. Suite built by Kroehler, reg. price 79.50, reduced to 39.95
- Four 2 Pc. Suites built by Kroehler, reg. price 79.50, reduced to 59.50
- Two 2 Pc. Suites built by Kroehler, reg. price 89.50, reduced to 69.50
- One Victorian Sofa built by Karpen, reg. price 229.50, reduced to 169.50
- Three Victorian Chairs built by Karpen, reg. price 79.50, reduced to 59.50
- One 2 Pc. Modern Suite built by Karpen, regular price 189.50, reduced to ... 129.50
- One 2 Pc. Modern Suite built by Karpen, regular price 225.00, reduced to ... 159.50
- One 2 Pc. Modern Suite built by Karpen, regular price 159.50, reduced to 119.50
- One 2 Pc. Modern Suite built by Karpen, regular price 169.50, reduced to 129.50
- One 2 Pc. Chas. of London by Karpen, regular price 179.50, reduced to 129.50
- Two Bed Feature Settees with innerspring mattress, 169.50, reduced to 89.50
- Three Studio Couches by Sealy, reg. price 49.50, reduced to 39.50

Many Other Real Values In Living Room Furniture — Come See Them!



Telephone Table And Stool **\$4.95** Radio Table **\$2.95** Up Occasional Table **\$3.95** Up Lamp Table **\$3.95** Up

Special
Sealy 3 For 1 Value
Genuine Sealy
Mattress \$39.50
Spring 15.00
Quilted Mattress
Protector 3.00
Regular Value \$57.50
All 3 for You Save **\$39.50**
\$18.00

Simmons Cribs **\$7.95** up
Simmons Beds **\$5.95** up
Simmons Springs **\$3.95** to **\$22.75**

Twelve Table Top Models
Gas Ranges
These have all been reduced in order to move them quick.
\$59.50 to \$98.50
DON'T WAIT!



BOOK CASES **\$5.95** To \$39.50

A BEAUTIFUL FRAMED PICTURE WITH GLASS WILL BE GIVEN WITH EACH CASH PURCHASE AMOUNTING TO \$5 OR MORE

Space does not permit us to mention hundreds of additional items which have been greatly reduced. Every item in our store is marked in plain figures. Come! Compare Prices! See what you really save. No substitutions will be made from a warehouse. You get the exact merchandise you see while making the purchase. Free delivery anywhere in WEST TEXAS by our own trucks and experienced men. Floor covering and window shades installed at no extra cost to you.

VISIT BARROW'S In Big Spring, Texas	Unfinished High CHAIRS 1.95	Two Bottles Furniture POLISH 98c	END TABLES 98c	Congoleum RUG—3x6 98c	BED LAMPS 98c	PICTURES 98c	Washable WINDOW SHADES 98c	Chromium ASH TRAYS 98c	THROW RUGS 1.95	VISIT BARROW'S In Big Spring, Texas
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