# Big Spring Weekly Herald 



Police Radio Three Years Old, Has Proved Value In Many Ways 폰․․․․․ Application $=$ Ens Filed For


Poultry In Fourth Place As Texas
Farm Income






CAA Man Puts OK OnSehool


Federal Aid May B Extended Regions
Hurt By Freeze

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North-South Airline
Hearitg May Come in
A Few Months


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and

## :

 By Hughes As 'Token Of Vitality'


## MANY NEVER SUSPECT CAUSE OF BACKACHES

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SEE OUR WINDOWS

## New

 Spring Toppers Sport Jackets Silk Dresses Sport Dreases
## SPECIAL

 PRICES
Air Corps Is Having
Trouble In Finding
Enough New Pilots




Proposes A New Agency To Handle Foreign Commerce




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 MARDI GRAS OPENS at calveston
 5nion 15


What Do You Read BETWEEN THE LINES?

Between the lines of every advertisement you see, you can imagine these words:
"Thousands of people had to believe in this product -and buy it-before it was ready for advertising!"

The fact that a product is advertised regularly means that a lot of people buy it regularly. The fact that a storekeeper or manufacturer will join his name with it in public proves that he thinks it is good, honest value.

Time was when the slogan, "Let the buyer beware," governed buying and selling. But advertising has reversed that. Today it reads, "Let the seller beware!"

For if his goods don't measure up, he loses out to adyertised products that do!


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