# 톱 Big Spring \$aily Herald 

Howard Co. Crop Outlook Best In Years If Market Upturn Contin-
ues, Farmers Will Real. ize Full Benefit


Aviator Given Ten Years For Bank Robbery Army Court Martial Finds
Lichtenberger Guilty In
Schertz Bank Case

Burglar Ring

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Dallas Motor Cop Kidnaped By Gangster



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Unearthed By Dallas Police
W.T.P.A. Concludes Session Press Banquet Ralph Shuffler Resolutions Affords Humor 1933 President; Adopted By To Delegates
 Angelo Selected WTPA Group

Crowds Cheer
Roosevelt At Columbus, 0
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W. T. Eldridge, 70, Railroad Builder Dies In Houston


damental Remedies As
Protection To Masses

## Jack Wright

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To Lymn Co.whit of inomell hankRobher Cm


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| LARGE CROWD HEARS DAVIS |
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One Killed, 23

## Hurt As S rain Leaves Rails

Bit Spring Dolly Herold

West Texas Museum Ass'n. Gives Well-Attended Bridge Party At Settles Hotel Twelve Tables Of Contract Bridge Players Assemble For Play; Press Wives Are Honor

 The West Texas Memorial Museum Association sponsor-
ed a bridge benefit Friday afternoon at the Settess Hotel which was one of the most enjoyable and successful social
gatherings of the pre-fall season.




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11)NAFE MONDAY ONLY

2 pkgs. Kotex 1 pkg. Kleenex 35 <br> \section*{ALL FOR ..........59c <br> \section*{ALL FOR ..........59c <br> <br> ALL FOR ..........59c <br> <br> ALL FOR ..........59c <br> <br> Gollins Wion} <br> <br> Gollins Wion}

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SPECIAL For August
 SETTLES HOTEL BEAUTY SHOP

McMURRY COLLEGE
Anlume reme
ANNOUNCES THE OPENING OF THE TENTH ANNUAL SESSION, SEPT. 12, 1932

All work fully affiliated and recognized by the State Department of Education.

A member of the Association of Texas Colleges. Highly trained and experienced faculty.
Prices on level with state schools.
Excellent social, moral and religious environment. Good dormitories, and gymnasium. Fine Administra tion building and equipment.

For further information addrese
DR. J. W. HUNT, PRESIDENT McMURRY COLLEGE AbILENE, TEXAS

## Don't Be Misled!

In 1931 we spent approximately $\$ 70,000$ with the Texas Electric Service Company and allied companies for power used in the manufacture of ice or refrigeration. It is difficult to realize that under such conditions we should be faced with a distribution of ambiguous and misleading information about our product by the very people who receive our money for electrical energy. Usually it is the policy of companies receiving patronage to assist their customers.
Clean, aggressive, truthful selling is needed in business today, but a constant flow of erroneous information to the public through ads, folders and sales messages is not fair to the public's interest. We wish in this connection to exonerate employes of the Texas Electric Service Company in West Texas from voluntarily taking a part in unethical practices.
We have from time to time called the attention of the company to advertising and sales messages that were erroneous and misleading. We have given the executives and their department heads an opportunity to prove such erroneous statements. Such proof, however, was not forthcoming. Instead we received promises that such practices absolutely unfair to ice refrigeration would be discontinued. (The sales manuals and training instructions of electric refrigerator manufacturers resort to unwarranted and untruthful attacks on the employes of ice companies). It has been our earnest effort to select our employes from among the good citizens of the communities which we serve and train them in our business. As a protection to our business and to the sincere efforts of our ice service men who are endeavoring to give the public correct information about refrig eration, we take this occasion to clarify some of the statements most generally made.
PURITY OF FACTORY MADE ICE:

DESSERTS:

 TEMPERATURES IN ICE REFRIGERATORS:
 MOIST AND DRY AIR
 ADDTTINNAL PŘOOF
 DRAIN PIPE: SAVINGS BUE TO LARGE PURCHASES:

## CURRENT CONSUMPTION

 comparative cost of ice and mechanical refrgeration:
 (Mathe Your own Frgum)
 FURTHER PROOF:

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& \text { The above is given for your protection. }
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> Refrigeration is vital to the home. It is a blessing to huma nity, and its principles should be sold aggressively. The publie should not, however, be misled as to the value of the various forms of refrigeration

We feel the public should be protected against the inconsisten cy of sales messages on mechanical refrigeration. We feel that it is unfair to the public for a sales organization to tell the public that a cold, dry crisp air is the best method of food preservation, when the same company is spending thousands of dollars trying to manufacture and sell mechanical refrigeration equipment thant embodies principies direely opposite to their domestic selling argen. We do not vefice is is yar io he pution ror a saies or ganization to set their method of refrigeration up as modern ref rigeration and refer to ice ref rigeration as antique refrigeration,
when the research department of their company is spending much money in an effort to imitate the automatic natural funetions of ice refrigeration. We department of heir company is spending much money in an eff or to crystal clear, tastefree ice-that it furnishee ice refrigeration. We contend that ice refrigeration furnishes a n ample supply of crystal clear, tasterfree ice-that it furnishes
ideal temperatures for food preservation-that it furnishes natur al air circulation with an automatic control of humidity without mactinery. Thit is if deat refrigeration and ib broushth to the cuat omers at it leses cosit than other forms of refrigeration.

## DON'T BE MISLED

Southern Ice \& Utilities Co.

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## ANNOUNCEMENTS <br> Lost and Found

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## Politica Announcements

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BIG SPRING LAUNDRY CO PHONE 17

## What Is a Guarantee? IS THE SAFETY IT INSURES WORTH CONSIDERATION; OR IS ITS VALUE OVERRATED?

On The Classified Page

For a limited time we will accept "Swap" ads for publication three times without charge. The only condition being that there must be no money involved in the transaction.

## BRING OR MAIL YOUR AD IN EARLY

TODAY WE HAVE

| Sewing Machine | Electric Iron |
| :--- | :--- |
| Kitchen Cabinet | Linoleum |
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| Quilting | Book of Knowledge |
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| Boys' Overalls | Refrigerator |
| Canary Bird | Bed Stead |
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ALL TO SWAP<br>WHAT HAVE YOU?

## Herald Want-Ads "SWAP" DEPT.

## Read The "SWAP ADS"


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Real Printzess Coat Bargains at $\$ 18.75$ and Up to $\$ 89.50$

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## Enjoy The

Luxuriant
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## Greatest This Generation Will Ever See!

 AUGUST SALE ${ }^{\circ} \mathrm{F}$FURNITURE Hogs up $55 \%$ in three weeks-Ca ttle up $33 \%$ in 18 days-Cotton up to $\$ 7.60$. Seems the depression $h$ as hit bottom, and prices are go-
ing up. Economists agree this ge neration will never again see values such as are offered in the Au gust Furniture Sale.

$\$ 5.00$ Down, $\$ 5.50$ Monthly
\$5.00 Down, $\$ 5.50$ Monthly
Small Carrying Chargo
on Deferred Paywents


