## Big Spring Daily Herald <br> ， <br> BIG SPRING，TEXAS，THURSDAY EVEINING，JULY 10， 1930 <br> ASSOCIATED PRESS HIGH SPEED LEASED WIRE（AP）

## FIVE MEN DIE IN PLANE CRASH

| HOME | BOBBY TIED | Denounces Treaty | STERLING IS | GIRL ENDS FLIGHT TO AUSTRALIN | 4－H Boys In Series | － |
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| TOWN | FOR LOW IN |  | TARGET OF |  | Of Poultry | K，C．PART |
| T A．L K | OPEN M EET |  | CANDIDATES |  |  | DESTROYE |
| By Beddy | Shoots One Under Par <br> On Firs |  | Highway Financing Is －Big Issue As Race |  |  | $\begin{aligned} & \text { Wing Gives Way, EA E } \\ & \text { P posion. Heard } \\ & \text { Before Fall } \end{aligned}$ |
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|  | $\begin{aligned} & \text { for the lead in the first } \\ & \text { of the United States } \\ & \text { Golf tournament today } \end{aligned}$ |  |  |  |  |  |
|  | Brooklyn sharpshooter，Wil－ fred（Whifey）Cos．Each had the same score of $34-37$－ |  | dion and his prom |  |  | Raymon <br> Euybne |
|  | 71，one under par，and a one stroke lead for the time be－ ing over the rest of the field． |  | Juad two weeks rema which they might expound guments before the deluge |  |  |  |
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Smart Summer Frocks-
are being offered here, at greatly reduced prices. Dur entire collection of exquisite new dresses that were bought this season-printed crepes solid colors in pastel and darker shades. is includ-


Grouped for quick selling, in three lots $\$ 989 \quad \$ 1489 \quad \$ 2189$
These Special Prices are Strictly Cash J. \& W. FISHER The Store That Quality Built Directly Eest of Courthouse

## 

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## New Prices on Studebaker Cars <br> effective July 10,1930




## IS THIS YOUR FUTURE SHADOW?



When tempted to over-indulge

## "Reach for a Lucky instead"

Lucky Strike, the finest Cigarette you ever smoked, made of she finest tohacco -The Cream of the Crop-"H'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat puri-
fies and so 20,679 physicians say that Luckies are less irritsting to your throat.
TUNE IN-The Lucky Strike
Dance Orchesta, every Saurur
day and Thursday eveniag,

## "It's toasted"

## Your Throat Protection - against irritation-against cough

"In his famous book entided "Foods Fö the Fat, Dr. Yorke-Davies giveo thits advicest Any system for reduciog fat will bot of no avail if the patient persikte de equing between meals." Wo do not reprosects ehat smoking iucky Ciflke Cigargttes will being modera figures or canse the reduction of flesh, We do deglare that when empted


# The Spirit of Progress Guides Montgomery Ward \& Co. 

The Spirit of Progress is a famous statue on the original Montgomery Ward \& Co. Building, Michigan Bouleva d, Chicago. For -generations it has been a symbol of leadership and inspiration for this great world-wide organization.


#### Abstract

> Starting as the original mail order house and now operating the world's largest general merchandise chain, we continue to strive to realize the ideals of leadership which our symbol represents


18,000,000 people will see this announcement inthore than 650 of the nation's leading news. papers this morning. papers His morning.
You are personally interested in this iminterested in this im-
portant message and portant message and
will be well repaid for will be well repaid for
the time you take to read every word.

Leadership demands action. A great deal has been said and written about unemployment and poor business. You read much about the reduced purchasing power of the average citizen-but what about his paying power?

Despite the unemployment, the present average weekly payroll of America is estimated at $\$ 840,000,000$. In addition, the registered savings accounts total over twenty-seven billion dollars and are steadily increasing. Yes, there is ample paying power. But we believe that general business will improve only when the buying public are satisfied that prices to them (and that means to you) reflect the new low commodity levels.
In our judgment, commodity prices are scraping bottom today. We do not say that there will not be some further declines, but broadly speaking, current.prices are the lowest in years, in some cases the lowest in 15 to 20 years.

## Leadership Demands Action

Montgomery Ward \& Co . is placing orders for millions of dollars worth of merchandise at these new low commodity levels. There are $120,000,000$ American people to be fed, clothed, sheltered and entertained; and regardless of unemployment, poor export business, low agricultural
prices, etc., the renurements of the American nation total a huge sum.

## New Fall Prices Now

For many years it has been the custom of Montgomery Ward E\% Co. to make Fall prices effective when our Fall and Winter Catalogue is distributed, about September 1st.

Months ago we cut prices. During the past 60 days there have been further declines in the cost prices of many items of merchandise-and all these low prices we are mak. ing effective at once-so that as far as Montgomery Ward $\approx$ Co. customers are concerned, they need not wait for lower prices. Ward's prices are down NOW to the new commodity levels.

## How Do You Judge a Low Price?

Only by the dependable quality you receive.
There is nothing cheap about Montgomery Ward 80 Co. merchandise. We have never sacrificed quality to make low prices, and despite the surprising savings that are possible on thousands of different articles which we. sell through our catalogues and Retail Stores, you can buy from us with complete confidence.

There is a good deal in the papers now about the Byrd Antarctic Expedition. They used more than 7,000 articles selected from our regular stocks and they used them under conditions where quality and dependability meant lifé itself. Their verdict was radioed to us in March from Dunedin, New Zealand, "Satisfactory in all respects."

## Our method of doing buusiness can be stated in one phrase-

## "You Must Be Satisfied".

The goods you buy from us must be "satisfactory in all respects." Leadership demands action. In making our Fallprices effective now, we are doing something definite to establish public confidence in new price levels and we are taking this constructive step to stimulate the use of your buying power.

For years we have recognized the conveniences and advantage of the Time Payment method. We are selling annually many millions of dollars of goods on Easy Payments. Basically the American Public is honest; meets its just obligations. On that belief we have never hesitated to sell on time. Over a period of many years, our experience has been thoroughly satisfactory and our bad debt losses negligible.

# Now, for the first time in the history of American merchandising, a national institution offers this Time Payment opportunity 

Beginning today and continuing until September 15, Montgomery Ward $\mathcal{B}$ Co. will sell you any merchandise shown in its catalogues or Retail Stores (excepting groceries) on the Easy Payment Plan, provided your order totals $\$ 25$ or more

We have begun the mailing of $10,000,000$ announcements to our customer list,giving full details. Visit the Ward Store in your neighborhood for complete information. We know this offer will bring us additional business. It will make us new friends. It will acquaint great numbers of people with the dependable quality and the low prices that are the foundation of our business.
We consider it a constructive move (one of the very few that have been made thus far) to stimulate consumer buying. Even a small upturn in demand will start orders to fac
tories wheelsturning, unemployment lessening and a resultint upward trend to our general business structure and prosperity.

Many will praise us for this move, some will criticize us. I hope that other institutions, large and small, will follow with their constructive plans to persuade the public to use its paying power. In his first daily newspaper article of July 1st, Calvin Coolidge said,
"My countrymen, it is time to stop criticizing and quarreling and begin sympathizing and helping."

Prices based on the new low commodity levels, quality goods of absolute dependability, our policy of "You must be Satisfied" and now this great 60-day Easy Payment opportunity. Surely these combine to bring you economy, convenience and satisfaction in your buying.

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## We're Ready NOW:

## Our building has been entirely rearranged

and made more convenient in every way.
We now have the bett equipped shop in Big Spring and cen repair PROPERLY the moto of your automobile

Get Oer Price FIRST
GENERAL AUTO REPAIRING
Specializing in Servicing of
CRARD CHRYSLER PIERCE ARROW
"We'll Do It When Others Cannot"

## AUTOMQTIVE Grinding Company




Shriners from ait parta of the United states gathered in Toronto, Canacta, for their annual con vention. Ppotroure shows thousands gathered around the Cenotaph when shriners laid a wreath at its
base in tribute to the unknown soldier.



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## Bobbitt Speaks

 In Panhandle

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FREE DELIVERY 7 A. M. TO 11 P. M.

## Golfinsfing

SWIMMIING BAGS
AIt thooNereot styles and Coton
Handy ind Convenient
Price $\qquad$

At All Collins Bros. Busy Drug Stores

## Great Drug Sale

This Sale Lasts Friday and Saturday


Week-End Low Prices
Cold Cream
oc Jar Joncaire Brilliantine \$149

Hosprialitr
Not the largest. nor the most exclusive:-----
not merely imposing structures of steel and created to bring its
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-A BIT OF HOME
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- Comfortable Beds
-Quiet Atmosphere
- Hilton Hoeppitalliny Servi
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"Spacious" sandwiches . ....cooling drinks. ......juicy barbecue. . . . . .heaping sundaes


## Whether it's a CONFECTIONERY or a waysidé BARBECUE STAND Dikely prospects will read of it IF At's for sale in "Business 0 Dpportunities"





Dodge Agency
Values
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## King Chevrolet Company

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## Outher $G_{0}$ At 1 STRWS $\quad \frac{1}{2}$ Price

Stetson Straws Not Included

$\dot{\text { Come in today and buy your second straw hat at this re- }}$ markable saving. Sailors-Leghorns-Braids-Panamas A $\$ 10.00$ Hat for $\$ 5.00-A \$ 5.00$ Hat for $\$ 2.50$ A $\$ 3.00$ Hat for $\$ 1.50$

All Sizes ${ }^{\circ}$


Use The Classified For Quick Results Trv The Herald Classified

## chlinorz <br> 111 East Third Street <br> Phone 499




Smart Summer Footwear
Choice of Stock $\$ 15$

| Choicel | New Summer Felts |
| :---: | :---: |
| 33 Dresses | In All the Light Colors $\$ 5.00$ and $\$ 6.00$ Values |
| $\left\lvert\, \begin{gathered} \text { Reg. } \\ \text { Values } \\ \$ 7.95 \text { to } \$ 15.00 \end{gathered}\right.$ | $\$ 295$ |
| $\$ 3^{89}$ |  |



## 4. Don't Miss Our vitit <br> Final Clearance II

## SALE

This' sale will be the outstanding event of the 1930 season.
$\$ 1.95$ to $\$ 2.95$ House Dresses ..... $\$ 1.00$ $\$ 3.95$ to $\$ 9.00$ Hats \$1.50 Bloomers \$18.75 Dresses $\$ 5$ to $\$ 8.75$ Dresses $\$ 6$ Shoes
\$19.75 Wool Suits
\$18.75 Silk Suits \$2.25 Wool Tams \$1.95 Hose
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## NE.W FEATURE IS ANNOUNCED

Time Payment
Ward's offer
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On All Items


## VOL. 2-NO. 344 <br>  <br> 



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## Why An Elective <br> Commission？

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A．NIGE．GIRL
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EBERLEY Funeral Parlor $\underset{\substack{\text { Ambulance } \\ \text { Fumeral } \\ \text { Directiors }}}{\text { and }}$ Licensed Embalmer In
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## What

Your Druggist
Means to the
Community

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D. BILES

## (erexall store)

 Phone 888



To All Who Suffer Stomach Agony, Gas and Indigestion

## FREE <br>  <br> Maple KARO

lady attenaing Cooking School

Texas Electri Service Company $7: 45$ to $9 \mathrm{D} . \mathrm{m}$.
Tonight and ${ }^{\text {Friday }}$


HOMES of TEXAS DEMAND SOLID TRAINLOAD of MAYTAGS

Largest shipment of washers ever sent to the southwest

|  |
| :---: |

Friee Trial Washing









- FARM HOMES, TOO, prefer the New Maytag, and for homes without electric current, the Maytag is equipped with in--built
gasoline multi-motor-the simplest, most compact washer en the MAYTAG COMPANY. Newton, lowa-Fouaded 1893

THE MAYTAG SHOP 215 West 4th (The Maytag Shop, Midland, Tigring

## The Mlaritag Aluminym


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## Rig Spring <br> DRIVING LINKS

ghurbiay, July 10, 1

Located a blockn west of Crawford Hotel, on right of highway.
Han boen closed for two weekif fcr addutional tormementas
but
Open Again Today With Brand New Equipment

## Wo will bo peen trom ann,up untl nundom: cime carty or

Impouve your diringed act



Z. FRANKLIN, Prop.

## Sweeping Reductions For JULY

In order to make room for our fall merchan disë, we are making sweeping reductions in price. Compare them and

## SHOP EARLY

while our assortments are complete

| 23 c prints, the yard | 16 c |
| :---: | :---: |
| 39c and 45c prints the yard | 33c |
| 49 c pongees, the yard | 33c |


| All 19c percales and prints, the yard | $121 / 2 \mathrm{c}$ |
| :---: | :---: |
| Fruit of the Loom prints, 29c value | 22c |
| 19c shirtings, the yard | $13^{1 / 2}$ c |
| $\$ 1.95$ silks. the yard | \$179 |
| -98e flat crepes, the yard | 85c |
| Avon Sheets-a good 81x90 seamless sheet | 75c |
| Gold Crop pillow cases | 19c |
| Garxa 9-4 bleached sheeting. the yard | 35c |
| Garza 4Zx36 pillow cases | 25c |
| Men's blue chambray work shirts | 49c |
| Men's best grade 220-weight denim overalls | b \$110 |
| Boys' overalls, sizes | 85c |


| Garza Sheets |  |  |
| :---: | :---: | :---: |
| $\begin{gathered} 81 \times 90 \\ \text { were } \$ 1.65 \end{gathered}$ | $\begin{gathered} 81 \times 99 \\ \text { were } \$ 1.75 \end{gathered}$ | $\begin{gathered} 72 \times 90 \\ \text { were } \$ 1.45 \end{gathered}$ |
| 95c | 98c | 79c |

## Rayon Undies

 Outstanding vastyles or plain. Dance Sets and Bloomers in the better grades. Regular
value $\$ 1.45$. The garment. value $\$ 1.45$. The garment.

## 98c

Special table of bloomers step-ins, dance sets, vests,
and Children's Combinations. and Children's Combinations.
Regular 98c value. Special .. Tible of special values. Teds, step-ins, bloomers, etc.

A very special value: One lot
of bloomers, teds, step-ins.


The best grade triplestitatied uld blue, gray, or tan

## Full-Fashioned Silk Hose

| 49c Value | 79 c Value | 98c Value |
| :---: | :---: | :---: |
| 39 c | 59 c | 79 c |

The Time-NOW
The Place
UNITED DRY GOODS STORES Inc.
We Under Buy and Under Sell Big Spring, Texas

