## Big Spring इlaily Heralfd

## Nation-Wide Wage Limitation To Be Fixed <br> RADIO PICTURE SHOWS WILEY POST IN BERLIN

## PostPassesOver Nome, Alaska

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## Day Expense Paid Tour

 TO CHICAGO\＄4278 from Big Spring $\star$ 4 Days in
$\star$

Sunshine Special
7110 A．M．Every Saturday and sunday nome JULY


HE WORLD＇S FAIR LOW FARE LINE
ONLY ONE NIGHT TO CHICAGO

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Men like a cigarette that has char－purity and mellow－mildness，you get acter．Women like a cigarette thar＇s the quality that delights your throat． mild and pure．Naturally，Luckies In our opinion there＇s nothing so pleasing as fine tobaccos chat are Lucky lately？In their fine，ripe，ten－＂Toasted＂．That＇s whymoreandmore der tobaccos，you get the quality that men and women are reaching for a thrills your taste．．．In their personal Lucky－for always＂Luckies Pleasel＂ because＂It＇s toasted＂


No more WORRYING You don't have to wonder
whether children will eat Kellogg's Rice Krispies. As ooon as they hear thoso n milk or cream thoy有 digest. Made by Kellogy Listen!get hungry

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More mileage with fresh Gulf gásl


## TIRE PRICES \&oing Higher BUY TODAY AND SAVE



## EVERY FIBER <br> EVERY CORD <br> EVERY PLY IS <br> BLOWOUT PROTECTED by Gum-Dipping

BLOWOUTS are caused by frictional heat generated in the fibers of the cotton cords in a tire. Firestone is the only tire built with every cotton fiber saturated and coated with pure rubber-to prevent destructive heat. This is one of the reasons why Firestone Tires have been on the winning cars in the 500 mile Indianapolis Race for 14 consecutive vears-the world's most severe blowout test.

Rubber has gone up $242 \%$, cotton $115 \%$-substantial ire price increases must follow. We will giveyou an attractive allowance for yourold tires on new FirestoneHigh Speed Tires.

## THENEW Firestome

Equal to All First Line, Standard Brand Tires in Quality, Construction and Appearance, Yet Sold at a Price That Affords You Real Savings

"Are you driving to the Chicago World's Fair? If so, let us show you the complete plans we have made for your trip; hotel accommodations, detailed road information, special road map. Letters of introduction, in fact, everything you need, all at no cost or obligation to you. Ask us about it."
Firestone Service Stores, Inc.

# Trade In Your Old Worn Tires at WARDS 

WARD'S Trade ${ }^{2} n$ Quabives Proot of allowance Saoc You money
THE VERY BEST QUALITY MADE

FREE TIRE MOUNTING
A Real Value: Ward's 13 Plate Standard Reatiamy
 $\$ 4.95$
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Aluminumware



CLEARANCE of Lawn Mowerg

 So-ft. Molded \$2.98


10 New Improvements! Big
 TruKold Electric \$

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America's greatest value in a 3 Pe. Bathroom Dutfit
 $\$ 39^{95}$ Eath phee men be boomt sparately The Coronars myre lavatory and the inside of the tub are colverod with firs quanity
porcelain enamel. The tuinictes virceous china closet has the new obell top tank, and mahogny finiened
chromium plated

## Ward's Kerosene Range

Heats at Gas Range Speed:

$\$ 3195$



 burner rums are porelehin enampeled, asagy to
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## Can in One-Third the Time!

 Ward's Pressure Cooker $\$ 1095$

| Other Cosinge Nootz |  |
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| Jar capp | 25c |
| Jot ringe. |  |
|  | \$2.65 |
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Tin Can sealer $\$ 7.95$




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## RUBBER DOLLARS

HOW OFTEN have you and friend whe wondered how "the Joneses" seemed to do so much on their income? From remarks dropped by Jones, you're almost certain you earn as much as he. You're dead eertaln you and your wife are not extravagant or wastefol Yet the Joneses do litilo things you can't afford-and have Hette things for whlch you can't spare the money. How come?

The truth is that the Joneses have a seeret. They have discovered a way of putting rubber into dollirss. Through the knowledge of this secret they have learned that a dollar can be stretched beyond its ordinary buyIng limita.

What is this secret? They read the advertisements!

In the advertsements in thls newspaper, rellable merchants and manufactarers offer you thelr finest valoes. Before golng to the stores to buy, shop here first. Compare products until you've found Just what you want. Compare priees untill you've pleased your purse. You'll save enc less hours of weary walldng. And you'll buy with the comforting assuri anee that every. doller has done Ms duty!
'Heart Of America' Becomes Capital
 Sale Of Million
Bales To Russia Of Crime As Refuge Of Gangsters


Prices are soarling daily-Shop and save while we are still offertag fine quality summer mercha
markably low prices-See our windows.

| SUMMER DRESSES |  | $\underset{\text { SRESSE3 }}{\substack{\text { SlLK } \\ \text { dit }}}$ |
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All Summer Hats Must Go


TUB FABRICS
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SALE SUMMER SHOES

## MELLINGER'S

## LAST CALLTO OLD PRICES: at Penney's

## Here Are Some Actual Facts

People know that prices are advancing daily, and you remember just a few days ago we told you in The Big Spring Daily Herald that these rising prices and shortage of merchandise caught us with an excess stock of over $\$ 25,000$

This merchandise was bought at the lowest prices in history. We have not advanced prices on many items yet-but we will be selling many items in our store at higher prices in the near future. We intend to hold prices where they are just as long as we possibly can and we can hold prices where they are longer than we could if we had been short of merchandise when prices started rising-but instead of being short of
merchandise we are long. merchandise we are long.
We know this is the greatest opportunity for you to save that you have ever had-provided you waste no time in coming to our store and making your selections from one of the largest assortments of merchandise in this section of the state, and at prices that you paid six months ago and in some cases items are even selling for less.

## WE APPRECIATE YOUR PATRONAGE

We are glad that we are in a position to pass on to the folks in Big Spring and trade territory these sav ings. You have been good to us with your patronage-making it possible for us to sell much more in dollarsthis year as we sold in 1932 -you know we appreciate such wonderful patronage as that through the volume and in return we are gou to know that we appreciate you making it possible for us to increase our volume and in return we are going to do everything in our power, from a merchandising standpoint, to
give you, as we have in the past, values that are outstanding enough that it won't take any urging to get you into our store. We can do this by offering one of the largest and most complete stocks selected by expert buyers and bought at the lowest market prices.

> Just to make clear to you how low prices are at Penney's right now, in the face of rising prices we are offering

The choice of our entire stock of Men's Sum mer Suits, at \$9.75.Men's shirt and short sets are selling now for 49 c a set. Men's Flannel striped wash pants fully Sanforized, 98 c . Men's plain toe extra heavy work shoe composition sole at the low price of $\$ 1.69$ and think of it, men's all-leath er plain toe double sole work shoes at unheard of price of $\$ 2.49$. We have over 300 pair ladies' dress shoes in black, brown, beige and white kid leath-ers-straps, pumps, ties, we are closing out at ers-straps, pumps, ines, we are closing out a
the unheard of price of $\$ 1.76$. Silks, if you could the unheard of price of $\$ 1.76$. Silks, if you could
realize the savings it would mean to you to buy reaize the savings it would mean to you to buy
now you would be here early in the morning to make your selection from the hundreds of yards that will be sold in the next few days-you will Pind ten yards bleached or unbleached Belle Isle Muslin, 79c. Lunch Cloths 49c. Ladies Slips still

25c. Ladies' gilk crepe slips, adjustable shoulder straps 98c. Ladies' mesh panties and bloomers 25 c. Ladies' full fashioned hose 25 c , over 2000 yards flaxon, batiste, voiles 10 c yard. Cover cloth playsuits still 25 c each, Sunsuits 10 c each boys' wash suits 25 c each. Anklets still selling for 5 c . White mesh gloves going at 15 c a pair. Ladies' white and beige purses 49c
On our balcony we have for you 500 dresses in silks and other wanted materials for now. This is indeed the greatest assortment of dresses ever featured in our store, and they are selling at $\$ 1$, $\$ 1.77$ and $\$ 2.77$-unheard of prices for those dresses. Ladies' Hats, we are offering over 100 hats, consisting of practically all of our stocks of ladies' summer hats at the one low price of 44c.

> We are sure that you realize as thousands of others do, that doing your shopping at PENNEY'S will afford you the greatest opportunity to save that has ever come your way. People are buying and we are busy all the time and values like we are offering is the reason we are busy. Our advice to you is to buy now as prices are going hioher J. C. PE NNEY Co: THE BUSIEST PLACE IN BIG SPRING


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