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DR. GEORGE L. WILKE
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BUSINESS AND PROFESSIONAL PAGE

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Shop Owner Uses Ingenuity To Keep Farms Producing

War time shortages of critical material is a constant problem for E. C. Masters, owner of Master's Electric company, 408 East Third Street, for even high priority on materials, which the concern does have, is no help if the articles

HESTER'S
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 We have the most complete stock of fishing, golf and tennis equipment in Big Spring including McGregor and Wilson golf clubs, Wright-Dixon tennis balls and rackets.
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can't be located in manufacturing houses. The only remedy that Masters can see is one of educating farmers, whom he is mostly concerned about. Whenever a farmer hears knocking or noise about his tractor or farm equipment, if he will investigate immediately, Masters maintains, usually a small part will suffice to repair the machinery. If, however, the farmer continues to use his machine until it breaks down completely, then it may be impossible to repair as it is becoming increasingly harder to supply necessary parts. Using ingenuity and substituting parts wherever possible, and making long distance calls for vital machinery where needed, Masters has managed so far to service his farmer and oil well customers, but the job is getting harder each day, he says.

The shop specializes in magneto work and does more of this type of work than anybody west of Fort Worth, Masters says, and he also has around \$5000 worth of parts in stock. The shop is exclusive sales and service contractor for Bosch, Bendix, Case, Fairbanks, Scintella, Splidort and Wico magnetos. Since the war, four of Master's employes have joined the armed services and the owner finds himself working long hours to keep vital machines for farm and oil production in repair. All his jobs



Feed and Food as well as materials needed in the war program come from the Big Spring Cotton Oil Co. plant, part of which is pictured above. Ranchers, farmers and dairymen discovered last year how vital was the high protein feed (cottonseed meal and cottonseed hulls) produced by the company for needs of this area. Equally important was the volume of cotton oil, which ranks among the highest in the state in quality—and the linters, for which munition makers are clamoring in the manufacture of gun cotton for our battle needs. Thus, from almost any angle, Big Spring Cotton Oil Co. can be classed as one of the area's real war industries. (Kelsey Photo).

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Repair Department Is Stressed By Rix Furniture Company

For little less than two score years, service has been a watchword for the Rix Furniture Company, and now in wartime this carefully cultivated habit in business is proving of great benefit to customers. While it maintains a large

FOR WAR WORK or BUSINESS . . .
 the snappy, efficient effect created by having your hair properly done is observed by everyone . . . civilian and Army personnel alike.

are "hurry up" jobs, it seems and he does his best to keep the equipment rolling. Service whenever possible is the aim of the shop and making expensive phone calls to distant manufacturers just to find a small, maybe inexpensive, but nevertheless vital machine part, is just another means Masters employs to keep his customers producing. More than half the 108,000,000 radio receiving sets in the world are in the United States.

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Local Bowling Center Is Now Modernized

Three months ago when E. B. Dozier took over the operation of the local bowling lanes at 314 Runnels, the first thing he did was to start remodeling the building, painting, improving the air conditioning system, and to recondition the bowling pins, balls and lanes. The name of the recreational center was changed from the Billy Simons Bowling Lane to the West Texas Bowling Center.

Next month all eight lanes will be re-surfaced and balls will be sent to Dallas for rejuvenation. "Since it is impossible to get new bowling balls, we do our best to keep our present supply in the best possible condition" Dozier stated.

As a service to bowlers, lockers for shoes, balls and other bowling equipment are offered free of charge to customers. "In small towns, clean wholesome entertainment is an important thing, and I am going to do my utmost to make the West Texas Bowling Center an amusement center for Big Springers," Dozier pointed out.

Other features of the local bowling lane include bar, complete with beverages, cigarettes and candy. Other equipment includes a nickelodeon with the latest selection of records, and a pin ball machine along with electric rifle games. Bowling, a game which has proved one of the most popular sports in the last few years, is particularly beneficial as a healthful exercise for both men and women.

Dozier announced that mixed double bowling matches for both men and women are being planned for Sunday and Thursday evenings, and that plans are being made to sponsor bowling matches between service men and local girl bowlers.

The Portuguese man-of-war fish is the only creature not affected by the poisonous sting of the Portuguese man-of-war jellyfish.

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Editorial - Free Enterprise, Individual Initiative Due To Continue

From both Cincinnati and Kansas City comes evidence that the people will not let free enterprise and its indispensable counter-part, individual initiative, become inactive after the war.

Hollywood Sights And Sounds— Director Berkeley Uses Own Movie Techniques

By ROBBIN COONS HOLLYWOOD—The voice rasped down to the set from high above, from the catwalk over the sound stage: "Girls, girls, can't you see—"

Berkeley is the movie director who spends a good part of his working day when there's a musical number to be filmed, flying through the air with fanatic enthusiasm as well as the greatest of ease.

CASH SALES NOW NORM IN TEXAS

AUSTIN, July 26. (AP)—Texans are paying it with cash these days. The University of Texas bureau of business research says that fewer charged purchases and prompt payment is the rule in department and apparel stores.

Crossword Puzzle grid with clues and solutions. Includes 'Solution of Saturday's Puzzle' and a list of words.

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Base Hospital Is Miniature Town

ADVANCED U. S. NAVAL BASE, SOUTH PACIFIC—More than a year ago a small group of U. S. Navy medical men, among them some of the outstanding physicians and surgeons of the United States, arrived at this tiny "Outpost of Democracy" to establish a base hospital for war zone casualties.

Construction of the hospital was, as one doctor put it, "an all-hands evolution, stimulated by the fact that at that time (May, 1942) there was nothing between us and the Japs to the northward."

There are two complete modern surgical units, each consisting of two operating rooms, a sterilizer room and a wash room. These are widely separated for dispersal purposes and connected by covered boardwalks with the various other surgical activities.

This Sergeant Can Do Things With Carbine

ABILENE, July 26. (AP)—First Sgt. George W. Parker of Camp Barkeley is convinced now that the carbine is the best weapon "for close work in trenches, jungles and at night."

MURDER IN TIN By CARL A. PETERSON

Chapter 7 Step by step, I neared the table and my guard. I would knock the lamp over, swing around the table I rehearsed to myself. Then I changed my mind. "Gracias," I said, sitting down.

My life was in danger and yet the coincidence in the name filled my head with this unwanted scrap of history. The impulse to do something, anything clutched me like a shaking hand.

Washington— Future Position Of Jones Poses Questions

(Second of two articles on Food Administrator Marvin Jones.)

WASHINGTON—One question that already is being asked here is this: "Is Marvin Jones, now elevated to War Food Administrator and the War Mobilization cabinet being groomed for something bigger?"

Both press and political observers here now believe that Wallace is out of the running, because there is no indication that he has developed any greater magnetism for votes than he had in 1940.

There is where the quiet, phlegmatic Judge Jones' potentiality mercury goes soaring. Politically, he's a cattleman, cotton-man, wheat-man and underprivileged farmer.

Moreover, he has the reputation for never having seen a bill he sponsored voted down. That should make him a right handy man to have in the chair of the president of the Senate.

Plowing garden ground in the fall before the ground freezes gives the weather a chance to break up the soil.



The Timid Soul



