# Zig Spring Zaily Herald 

# Cotton Rises On Government Report 

 Two British Fliers Take Off For BaghdadIndicated Yield Big Spring Schools To Open Sept. 10



## Third Annual Brotherhood Picnic At City Park I uesday Successtul Event

 The third annual baketet ple


New Midcontinent Heat Wave Brings Suffering


## 

Daring Airmen ToAttempt To Break Record Cattle Buying
Discontinued

Miss Reagan, Missionary,

Visits Here
 9,195,000 Bales; 60.4Pct.Normal : Max $=2+2=5$ season, including Texas, with $3,382,000$ and jts condition at
.48 per cent; Louisiana 446,000 bales and .60 per cent.


President Is AskedTo End Truck Strike Truman Leads In Missouri Senator Race



Lions Hear Educational Program Here



Hunter-ForGovernor Club Meets Tonight


Taking Part






ROOSEVELT TALKS POWER AT BONNEVILLE PROJECT

 will know they ter payine the proser price (or sitearicity." (Aesociated prate Photo)

JOHNSON GETS NRA BIRTHDAY CAKE


 Ponotito)

Firestone Beauty on World's Fair Tour






Public Links Winner


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 Nitab

## PRESIDENT SEES DAM BLUEPRINTS <br> AAA OPENS BRANCH OFFICE IN CRAWFORD HOTEL LOBBY



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| prout Photo |

MAIL GLIDER LANDS AT CAPITAL


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 South Plains Automobile Club

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Who Did Get Hit?


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## ${ }^{7 h e}$ Changeless Cycle

SPRING is gone. Summer is fading. But their return is as Inevitable an tomorrow's dawn. Next year they will be back again.

Then it will be the same changeless cycle. . . . Same April showers and burst of May flowers. Same old lawn mowing. Same donning of warm-weather togs. Same craving of new summer furniture. Same exeiting vacation planning. Same hundred and one needs and longings.

Why not provide for such future certalnties when the advantages are so much in your favor? Buying in August and September what you are golng to need or want in June carries the wisdom of Solomon. Read the advertisements in this newspaper and see. Watch for the end-of-season sales. Compare the values with those of the season's opening. Prices are lower because merchants would rather clear out surplus stocks at bargaln prices than carry them over until next season.

So-what'll it be? . . . For next summer's lawn, a premium-quality mower at an ordinary-quality price. That long-denired rattan sutte for the sun-porch; Some rustie furniture. Awnings. A new refrigerator at an Irresistible price. Day by day, you'll find them all in the advertisements In this newspaper. The ralncoat which last Spring, peemed a bit high. Two or three linen sults at a genulne bargatn-to be hung away for next summer's torrld waves. A money-saving buy of summer underwear, pajamas, shirts, ties, kulckers, sports shoes and stockingas.





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DAILY CROSS WORD PUZZLE





## RUM RILL ART POTTERY

 $\$ 1$ Omar Pitman Omar Pitman





Ma Gets Tne Truth



Hidden Talent
By Don Flowers $>$








SCORCHY SMITH
To The Hospital
by John C. Terry


HOMER HOOPEE Tridadik Rese Aphled P
And She Knew Better, Ton
by Fred Loetier


## HERALD WANT-ADS PAY

## One hasertlon: So line, 5 line minimum Exch suceserive insertion: te line.

## Each successive insertion: to line. Weedy rete: $\$ 1$ for 5 line minimum; se per line per Monthly rate. $\$ 1$ per line, change in copy allowed Readers: iDe per line, per insane. Card of Thanks: 5 c per line. <br> Ten point light face type as double rate. Capital letter lines double regular price. CLOSING HOURS <br> 

\section*{| ANNOUNCEMENTS |
| :---: |
| Loot and Found |}




## Third Annual




"New Testament Conversion"
Tuesday Night Subject At
Church Of Christ Revival


## $\mathbf{Y}_{\text {esterday and }} \mathbf{T}_{\text {oday }}$

WHO would want to go back to the standards of even a generation ago have furnished the principal vehicles: New conveniences, improved mex chandise, better foods, added health-conserving means

But the thing which has hastened us on to the knowledge and ae-
pane of their benefits ls advertising. It has brought new things ecptance of their benefits is advertising. It has brought new things
quickly to all of us and sped us toward a different, better mode of ling

Modern advertising sells us, not only things, but ideas. The advertising of soaps has sold us the health advantages of more frequent bath-
lag. The advertising of modern bathroom equipment has made bathing lag. The advertising

The advertising of improved razors and beard softeners has made
whisking off whiskers a simple daily ditty instead of a weekly major oporation.

Tooth-paste, tooth-brush and mouth-wash manufacturers and retailthe importance of oral hygiene.

As a result of the advertising of food manufacturers and purveyors,
we have escaped from the drowsy dunes caused by heavy brealdasty We have escaped from the drowsy dulness caused

The clothes we wear, furniture we use, fuel we burn, ear we drive,
telephone we've lastalled-all these would not so quickly have come home to us, were it not for the silent but irresistible force of advertising.

KEEP PACE WITH THE WORLD YOU LIVE IN BY READING
THE ADVERTISEMENTS IN THIS NEWSPAPER.


Allred Flays Platform Of Tom Hunter
 Man, Has A Trotline
Platform





## WERE RICH: AGAN

 With Shooting DEN N Y RNYDER - Johmnie Kotf, 28.
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$\$ 175,000$ Is
Paid For San
Angelo Hotel




## Midland's First Bale Auctioned <br> Bale Auctioned



## EI Paso Divorce

 For Conrad Nagel
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## 

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Martin County Rejects Beer

Rollins Ringless Hosiery

 atara namer onaer $\$ 1.00$



Theres nothing tough about my throat..that's why I smoke Dld Golds" soys, Jame, Caquen
$\qquad$
Benk Banilating
T. E. jordan a 00 P-R-I-N-T-I-N-G R-I-N-T-I-N-G

TEXAS
TOPICS
By Raymond Brooks




## You save when you buy itYou save while you run it-



