

Flash Preview

"Kiss the Boys Good Bye"

Dramatic highlights from Paramount's new musical comedy, with Mary Martin, Virginia Dale, Don Ameche, Oscar Levant and Jerome Cowan.



Mary Martin and Virginia Dale apply for an audition for the role of the heroine in "Kiss the Boys Good-Bye."



Dissatisfied with the results of the audition, Producer Jerome Cowan sends Don Ameche and Oscar Levant on a talent search for a genuine Southern heroine.



Learning of this, Mary hurries back to her Georgia home, to wait for the talent scouts.



Aided by Oscar Levant, Mary returns to New York and scores a hit at a party given by the financial backer of the show.



Of course, she gets the coveted role — and along with it the affections of the show's director, Don Ameche.

Meet the Stars With VIC BOESEN

One of the secrets to be revealed for general inspection in the forthcoming release of Harry Sherman's "Secret of the Wasteland," is that Paramount has found a new actress.

Her old neighbors at Long Beach, California, will recognize her as Barbara Brantingham; but for assorted reasons, not the least of which has to do with her name, she is now Barbara Britten.

is good to look at. We have checked on that personally, with our usual enthusiasm and thoroughness in those things. She has blue eyes and her favorite color is blue, and if what the psychologists tell us is reliable, this preference for blue is in itself evidence of intelligence.

Erskine Johnson's HOLLYWOOD

EXCLUSIVELY YOURS: Outmaneuvering movie censors is one of Hollywood's favorite sports. Republic's script of a new serial, "King of the Texas Rangers," starring Sammy Baugh, called for the football hero to wipe out a few villains to avenge the death of his father.

Now that Joe Brennan has resigned as the No. 1 film censor, Paramount announces a film titled "Sweater Girl." But June Preiser, who plays the title role, will not wear a sweater in any of the scenes, because of the Hays Office ban.

To keep the girls happy, M-G-M provided Joan Crawford and Greer Garson with two photographers when they posed together for "When Ladies Meet" still pictures. Miss Crawford demanded her favorite photographer, Miss Garson ditto. So two photographers alternated taking pictures and both girls were happy.

Band leader Richard Himber and Orson Welles are credited as the inventors of a new magic trick, in the current issue of Genii. Now if Orson could only invent a trick that would make his Hollywood enemies disappear.

Add international goodwill: French Jean Gabin ordering a dinner in an English chophouse for German Marlene Dietrich.

Joe Pasternak, who leaves Universal soon, after putting the studio's books in the black with the Deanna Durbin pictures, doesn't know himself what his first picture at M-G-M will be. "But you can bet it will be something startling, something new," he told us.

Errol Flynn reported to the make-up department at Warners for make-up tests for "They Died with Their Boots On," in which he plays the famous Indian fighter, General Custer. Perc Westmore was ready with a long and curly blond wig and a goatee.

SHORT TAKES: Stirling Hayden lost 20 pounds on that vigorous "Bahama Passage" location. . . Fox will hallyhoo Jack Benny as "1941's glamour girl" in the ads for "Charley's Aunt."

KEN MORGAN'S HOLLYWOOD KEYHOLE

Contractual status of Carmen Miranda, which has proved a problem to Hollywood newsmen for, lo, these many months, has at last been solved — and you lucky people will be seeing her on celluloid indefinitely.

Veteran character-actor Donald Crisp is still sticking to his guns, and vows that nothing will swerve him from his decision to retire from films this year.

Word is creeping around town that Katharine Cornell, the country's outstanding stage actress, is regretting her numerous refusals of Hollywood coin and is now more than interested in making pictures.

OVERHEARD: Ken Murray at Beverly Tropics — "She's the one who put the 'Gee' in glamour." Arthur Murray at Slapiss Maxie's — "He was so good, they held up his salary for a week."

THE GOOD RUMOR MAN: Buddy Rogers' fan clubs have never let down in their written demands that "America's Boyfriend" be put back into pictures.

Blake Garner has fayed Tanya Widrin from under Harry Crocker's nose. . . Alice Faye is selling her home and is directing decorators in the remodeling of Phil Harris' domicile. . . Says John Payne, "Hollywood is just like an old-fashioned sewing circle — except there's a lot more needlework!"



Stretched out here on the sand, and looking real pleasant about it, are Marylin Hara, Carol Adams, and Lois Ransom — just three of the damsels who help to decorate the Republic lot out in Studio City.

JOE FISHER'S Reviews of Previous

The Brothers Warner dominated the preview scene this past week with two outstanding pictures. Number One was "SERGEANT YORK," starring Gary Cooper, a film that is certain to be an Academy Award nominee.

The story is common knowledge, for Alvin York was the outstanding hero of the first World War. As pure fiction it would be almost unbelievable, but backed by War Department records, the theory that truth is stranger than fiction is clearly demonstrated.



scruples against the taking of human life, is an acting job that clearly demonstrates the breadth of Mr. Cooper's dramatic talents.

He has magnificent support. Production, direction, story, and his supporting cast are all of the finest. Next to Cooper, top acting honors must go to Margaret Wycherly, as his mother.

"SERGEANT YORK" is a picture no American can pass up without a definite loss. Put it down at the top of your list of must-see pictures. You'll definitely regret it if you don't.

The second Warner picture to score heavily was "MANPOWER," starring Edward G. Robinson, Marlene Dietrich, and George Raft.

The story is based on a background of the maintenance of high-power lines and the attendant dangers to the men who keep them open in any and all kinds of weather.

Miss Dietrich, playing a B girl-working in a clip joint run by Barton MacLane, meets Robinson, who immediately falls for her and marries her despite his pal Raft's protests.

All in all, "MANPOWER" is a smart comedy drama that is excellent screen fare for adults — but the wisecracks are a wee bit too strong for youngsters.

ATTENTION MOVIE FANS

Because of the tremendous number of requests for autographed photographs received during the past few weeks, we have been temporarily delayed in mailing these photographs to our readers.

HOLLYWOOD FASHION SCENE

By MARGARET MCKAY

Off-beat colored evening gloves, with shoes to match, are blitting their way into the Hollywood fashion leasera's wardrobes.

Ann Sheridan arrested attention with turquoise blue kid evening gloves and turquoise kid sandals tipped with gold heels.

Except in Ann's case, the femmes solved this matching problem quite handsily by purchasing white satin shoes and then having them dyed the same color as the gloves.

BEST DRESSED GIRL OF THE WEEK

Gracie Allen gets the big red apple this week, and that's just what themed her costume—a red apple. Although most people think of Gracie as a zany, her clothes are always among the smartest in Hollywood.

AROUND TOWN: Pigtails

are back. The girls are wearing them for sports and outdoor life. In the last week I've seen Paulette Goddard, Marie Wilson and Judy Garland with pigtails and ribbons braided in at the bottom.

ON THE SETS

With Reed Johnston

Well sir, the temperature being what it is out here just now, the class will meet outdoors this week, forsaking the stifling atmosphere of the sound stages for a bit of screen life in the open spaces.

Out at Universal the Brain Trust has apparently been tried to the breaking point the past few weeks, and after a long period of intense concentration on the subject of suitable swimming pools for a sequence in the new Abbott and Costello film, "Ride 'Em, Cowboy," has finally decided on the outdoor dunking spot at the B-Bar-A Ranch, over near Saugus.

Anyhow, the B-Bar-A Ranch is only an hour's trek from Hollywood, complete with horses, dudes and all the variations on this combination, and just now it has the added attraction of Abbott and Costello—who, as we have indicated, are making things lively by falling into the pool.

It is the studied opinion of the ranch foreman—a lanky Texan named Hank, who is something of a wag himself—that vacationing dudes are among the most unpredictable specimens to be found in the ranks of mankind, but just now he is getting a demonstration of eccentric behavior which will undoubtedly bring about drastic revisions in his views on human sanity.

"Hurt yourself?" he was asked. "Naw," he replied, "only I'm lookin' for the guy that told me this was soft water."

And from somewhere in the dripping recesses of his costume he casually produced a dry cigar—already lighted and ready to be smoked.



Here's a winsome lady who shouldn't need any introductions by this time, but just in case there's a stranger in the crowd, it's Betty Grable, in one of her costumes for "A Yank in the R.A.F."

Editorial —

Need For Close Attention To School Attendance Emphasized

Before this emergency is over, the nation will find many reasons for which to be thankful for the selective service act.

Manhattan—Rich History Lies Back Of Dance Hall

NEW YORK — Roseland dance hall is one of those modern historic old places on Broadway without which no mention of the town would ever be complete.

Roseland goes back to a New Year's night in 1919, and to John McGraw, Will Rogers, Flo Ziegfeld, all there for the premiere festivities.

On another occasion he staged a marathon dance, but James J. Walker, who then was mayor, stopped it.

Legion Auxiliary At Colorado Elects

COLORADO CITY, July 18 (Sp) New officers of the American Legion Auxiliary at Colorado City have been elected as follows:

The Big Spring Herald

Published Sunday morning and weekly afternoon except Saturdays by THE BIG SPRING HERALD, Inc.

THE SACRED DAGGER

By Rita Moller Hanson

Chapter 34 SURPRISE FROM BLAZE "Sorry, Diana," Blaze said, "but I'm afraid you don't understand.

"I don't believe you," she cried. "Nevertheless it's true," he reported.

"Man Who Never Loses" She lifted her eyes to his with a spark of fire and humor.

"There are interesting points to the music at Roseland. . . ."

"Tonight? And without bidding you goodbye? We'll miss you; you've become part of our lives."

"There is no goodbye. I have only to think of you to see you."

"But we're not that wise," she reminded him.

Hollywood Sights and Sounds— Ida Lupina, Louis Hayward Take Insane Roles Home With Them

HOLLYWOOD — Ordinarily this department pursues a laissez-faire policy in the matter of filmland's domestic relations, indulging in no keyhole peeping or unsolicited advice.

On the Pyramid Sherwood's hand slid down and clasped Anne's fingers.

On the set everybody seems pleasantly gay amid the goose-pimples. Charles Vidor, the director, is shooting in close quarters today.

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Dorothy Thompson Says— Odds Keep Piling Against Hitler In Aggressive Move On Russia

In the outright military alliance between Great Britain and Russia, precluding a separate peace, Hitler has suffered his second major political defeat.

Bridge LOOK AT THIS, PARTNER!



of Russia, who was called a traitor by Napoleon's opponents—particularly by Prussia, which was the France of those days.

That irritating moment when the triumphant bidder passes her hand over to her partner so that he may also gloat over her power.

Continued On Page 7



Lions Will Attend New Orleans Event

COLORADO CITY, July 18 (Sp) Two Colorado City Lions, both accompanied by their wives, will leave Sunday to represent the local Lions club at Lions International in New Orleans next week.

Colorado Sponsor To Attend Rodeos

COLORADO CITY, July 18 (Sp) Colorado City's cowgirl sponsor, Dorothea Merket, will be sent to the Snyder and Post rodeos, it was announced this week.

Visit Herald Building

The Herald extends the invitation to groups and individuals to visit its plant at 3:30 p. m. on Mondays and Fridays.

-RITZ- TODAY AND SATURDAY

She WAS A Million Dollar BABY!

But she found that money was a handicap... when it came to the right chap!

PRISCILLA LANE
JEFFREY LYNN
RONALD REAGAN

'Million Dollar Baby'

with May ROBSON
Lee PATRICK
Helen WESTLEY

A Warner Bros. Picture

FOX NEWS
"SWING CLEANING"
"OUT OF THE DARKNESS"

-RITZ- Saturday Midnight
Sunday - Monday

CHAPLIN talks... while YOU laugh!
His greatest comedy since "Shoulder Arms" and "The Gold Rush"!

Charlie Chaplin

in his new comedy

The Great Dictator

A UNITED ARTISTS RELEASE with PAULETTE GODDARD · JACK OAKIE

Added Short Features:
METRO NEWS
"THE CAT'S TALE"

Governor Will Enter Senate In Early Part Of August

MINERAL WELLS, July 18 (AP) Governor W. Lee O'Daniel, now visiting Texas military establishments, says he will go early in August to Washington to qualify as the state's junior United States senator—after the marriage of his daughter Molly on July 31.

The governor came here from Fort Worth where he launched his tour yesterday by greeting a new class of flying cadets at Hicks Field; disclosed that the wedding of Molly and Jack Wrather, Jr., of Tyler, would take place in the governor's mansion the last day of the month, and gave the first inkling of his Washington plans.

He said he expected to go to Washington in the fore part of August, but had set no definite date.

His schedule called for visit to Camp Wolters here today; a trip this afternoon to Sheppard Field at Wichita Falls, and the witnessing, with other dignitaries of a formal review of the 4th division at Camp Berkeley, Abilene, on Saturday.

Late Saturday he will return to Austin; will make his usual Sabbath radio broadcast; then resume his tour of army posts and flying fields.

SPECIAL

We are preparing to take our semi-annual inventory, therefore many floor samples in all types of furniture which have been discontinued by the factories are being closed out at reduced prices.

There are too many items to list, so if you are interested in furniture or floor coverings of any kind do not overlook this opportunity to purchase at money saving prices.

Grab your pocket book, come down and ask to see our specials.

BARROW'S

"Quality Furniture for Those Who Care"

LYRIC Today And Saturday

QUEEN Today And Saturday

GENE AUTRY

In **"The SINGING HILLS"**

Smiley Burnette

Virginia Dale — Mary Lee

ROY ROGERS ACTION! Nevada City with "GABBY" HAYES THRILLS!

Hospital (Continued From Page 1)

cluded Dr. McMahan in the list of those whose contracts should be permitted to expire.

On the other hand, a senate eleemosynary committee only two days ago recommended that Dr. McMahan be retained. It took that action after hearing a delegation of Big Spring citizens who went to Austin to plead that the administration here not be disturbed. This group not only commended Dr. McMahan's administration but also contended that operations of the hospital itself would be handicapped if a precedent were established in changing administrations every two years.

Dr. McMahan has been head of the institution here since its inauguration, helped supervise its construction and equipment, set up the original staff and accepted first patients. The hospital was formally opened in June of 1939, and since that time has made what was generally accepted as a good record of operation. The board of control reported—as did the house committee—that investigations were made before action was taken on non-reemployment in all the institutions. Specific charges that might have been made against these administrations, however, were never made public.

Other superintendents whose present contract will be permitted to expire and their successors: Dr. S. M. Wheeler, Rusk State hospital, succeeded by Dr. A. A. Hanretta, assistant superintendent of the Terrell State hospital.

Dr. M. I. Brown, Austin State school, succeeded by Dr. J. D. Carroll, medical staff of Austin State hospital.

Dr. J. E. Willerson, Austin State School Farm Colony, succeeded by Dr. A. M. Bowden of May.

Dr. W. J. Johnson, San Antonio State hospital, succeeded by Dr. Lewis Barbata, assistant superintendent of the Galveston State Psychopathic hospital.

J. S. Bailey, Corsicana State Orphan Home, succeeded by John Houston Robertson of Angleton.

E. H. Nesbitt, Gatesville State School for Boys, succeeded by Robert N. Winship, Jr., of Austin.

R. R. Patterson, Waco, State Home, succeeded by A. C. Wiebusch of Waco.

Mrs. Agnes Stephens, Gainesville School for Girls, succeeded by Mrs. Mary Stone of Austin.

Reemployed were: Dr. William Thomas, Terrell State hospital; Dr. B. W. Dohand, Wichita Falls State hospital; W. E. Allen, State School for the Blind, Austin; J. W. McCutcheon, Texas Confederate Home, Austin; Mrs. Susie Peale Butler, Confederate Woman's Home, Austin; Dr. T. E. Bass, Abilene State hospital; Dr. C. H. Standifer, Austin State hospital; Dr. L. E. Brown, Galveston State Psychopathic hospital.

Scouts Leave For Camp In New Mexico

Sixteen Big Spring Boy Scouts left early Friday for a 10-day camping trip in the timbered mountains of southwestern New Mexico.

Some of the group, said Dr. W. E. Hardy, district chairman, will continue on with the senior scout contingent to Philturn in northern New Mexico.

Accompanying the group as trucks and buses swung through the council area was S. P. Gaskin, area executive. He was to leave the contingent at Pecos and return to council headquarters in Sweetwater. Jack Hodges, Odessa, and Stanley Mate, Big Spring, field executives, were to operate the camp.

Going from Big Spring, reported the district chairman, were Bobo Hardy, Robert Coffee, Jesse Allison, Lad Smith, Billy Mims, D. D. Douglas, Jr., of troop No. 3, Benny O'Brien, Charles D. Biddison, Terrell Thompson and Jimmie Black of Troop No. 5, Billy McDonald, Harry Hurt, Jr., Barclay Wood and Jimmie Velvin of Troop No. 1, and Louis Frank Ingram of Troop No. 2. Fred Mitchell, Troop No. 1 scoutmaster, was in charge of the Big Spring group.

Phillips Raises Crude Three Cents

OKLAHOMA CITY, July 18 (AP)—The Phillips Petroleum Co. announced today a three-cent barrel increase in the price it pays for crude oil purchased in the Texas Panhandle. The price is retroactive to 7 a. m. July 9.

New postings range from a top of \$11.15 a barrel for 40 degree gravity and above, with a two-cent differential downward for each degree of gravity below 40 to 23 degrees gravity and below at 91 cents a barrel.

Denverite In Publinks Lead

INDIAN CANYON, SPOKANE, Wash., July 18 (AP)—Jack Kerns of Denver stretched out of the grass by the press table and commented:

"Well, he'd better be on his game, because I sure am."

Most of the sports writers didn't even know Kerns by sight then, but they did a couple of hours later.

He eliminated tournament favorite, Jimmy Clark, aircraft worker from Long Beach, Calif., in a quarter-final upset, 2 and 1, disposing of the medalist in this 20th annual National Publinks tourney.

Kerns was on his game—even par-while Clark, who had been tearing the Indian canyon links apart all week, went two over par for the 17 holes.

Thus, the bespectacled Kerns, Denver insurance clerk, led the quartet of golfers into today's 36-hole semi-finals. Kerns plays another bespectacled parahooter, Art Pomy of Detroit.

In the lower bracket Bill Welch of Houston, who works for an oil equipment firm, plays Pete Doll, Kentucky amateur champion from Louisville.

FDR Asserts Iceland Will Be Defended

WASHINGTON, July 18 (AP)—President Roosevelt declared today it was the policy of the United States to defend Iceland and also to afford protection for the American garrison in the north Atlantic island.

Therefore, he told a press conference, it is what he termed ABC stuff to keep open the sea lanes to Iceland. The orders, he said, are to provide protection against attack or any threat of attack.

And he added that no one in the room, including himself, could define threat of attack.

Mr. Roosevelt discussed the Iceland situation in response to this question:

"What is being done to keep the sea lanes to Iceland open?"

He referred reporters to his message to congress notifying it that American forces had entered the island and said that message was perfectly definite and clear and nothing really need be said further.

Joe Will Be Just Another Hitter Today

CLEVELAND, July 18 (AP)—The amazing Joe DiMaggio steps to the plate against Bob Feller today as just another hitter trying to get a hit.

After connecting safely in 56 consecutive games against the best pitching in the world for a major league record, the Ioping Tanker outfielder was stopped by two ordinary hurlers and an all-star third baseman.

A record night-game audience of 67,468 waited breathlessly four times for the all-important hit.

Once Southpaw Al Smith walked Joe on a three-and-two pitch. Twice sure-fielding Ken Keltner dashed behind third base to make sensational backhand stops and throw out the New York slugger by a step.

Medical Society Meets In Stanton

STANTON, July 18 (Sp)—The Six County Medical association met here Thursday night, with physicians present representing Howard, Midland, Ector, Martin, Andrews and Glasscock counties.

Dr. J. Leslie Hall of Stanton was host. Dr. T. D. Young of Roscoe spoke briefly on appendicitis in children, and a general discussion of the subject followed.

The next meeting will be held in Big Spring.

Wheat Pests Attack Rabbits

WATONGA, Okla.—This is a tall story and it isn't about fish. Buck Dickens, Blaine county farmer, reported that the jackrabbits were so thick in his wheat field that army worms which have been infesting his wheat fields now are shearing the rabbits.

C. O. Bodine, Ackerly, Dies

C. O. Bodine died at his home in the Ackerly community Thursday afternoon, an hour and a half after being stricken with a heart attack.

Funeral was set for 4 o'clock this afternoon at the Ackerly Baptist church, with the Rev. Roy Clayton, pastor, officiating. Burial was to follow in the Masonic cemetery in Big Spring, under direction of Nalley funeral home.

A farmer in Ackerly and vicinity since 1925, Mr. Bodine was several times a school trustee, was active in Baptist church work, and was a member of the Masonic order. He was born Feb. 15, 1873, in St. Augustine county and was married there to May Richey in 1905.

Survivors include the widow; three sons, J. B. of Beaumont, L. C. of Ackerly and R. E. of Lovington, N. M.; three daughters, Mrs. J. R. Cunningham of Fort Worth, Mrs. Bill Arnold of St. Augustine, and Mrs. A. V. Stanfield of near Ackerly.

Casket bearers will be H. C. Shortes, Vernon Shortes, Venus Shortes, Dolph Rasberry, Alvin Hogg and George Rhea. Friends and neighbors will be honorary pallbearers.

Pilot Instructor Talks To AB Club

A talk on flying and work at the local airport was given by Dick Callens, cross country Civilian Pilot Training instructor, for the American Business club Friday.

Callens discussed improvements that will make the Big Spring airport similar to only six others in the United States. He discussed flying hazards and causes of accidents and pointed out that by careful training these could be avoided.

The aluminum drive beginning Tuesday was announced and members asked to cooperate. The softball team announced a game for Wednesday with the Herald.

Reports were given on the Labor Day motorcycle races. Roy Reeder announced that 210 business firms had bought defense stamps one hundred percent.

Charles Staggs and W. L. Thompson were present as new members. Other guests included Mrs. Doyle Turney, A. K. Miller, Fred Sittell, H. G. Keor, Frank Hoffman, the Rev. R. L. Kasper, Callens, W. A. Thompson of Sylvestor, J. A. Selkirk.

Suffers Burns

Wesley Beacham, son of Mr. and Mrs. R. N. Beacham, sustained burns about his hands and face Monday when gas fumes in a service station at Center ignited.

Fumes from a tank outlet near the station had collected in a restroom and when Wesley struck a match to find a light, they exploded.

PICNIC CANCELED

The annual 4-Brotherhood picnic, an event that railroad families look forward to each year, has been called off until next year, T. E. Baker, chairman, stated today.

Present day conditions and rushed business resulting in less spare time were termed the reasons for postponement.

NYA Steps Up Defense Activities

National Youth Administration is intensifying its program of cooperation in the national defense program by stepping up its operations on defense job training units, W. S. Birdwell, Jr., Austin, field representative, told more than 30 NYA officials and a score of NYA enrollees at an area No. 5 meeting here Friday.

The program of NYA is essentially the same, said Birdwell in outlining "new objectives," but he pointed out that the difference lay in the intensification of defense training. From 80 hours training a month, youth enrolled will now be given 160 hours.

Orris M. Cooby, Jr., area works projects supervisor, discussed the operation of special and regular defense projects and Rod Merritt, San Angelo, area personnel officer, analyzed aims of NYA for youth in resident centers.

Sid Hughes, Austin, field finance officer, discussed time keeping procedure and Maudie W. Coose, San Angelo, talked on health standards on projects.

Following inspection of the resident center here, where the meeting was held, visitors were served lunch in the dining hall. The afternoon schedule called for another time keeping session under direction of J. Ramon Jones, area finance officer, and sectional meetings for shop foremen, girls' project superintendents, and construction superintendents. The session here Friday was under direction of Ben Jackson, San Angelo, area supervisor.

Big Spring Hospital Notes

Charles Henderson has entered the hospital for medical treatment. Mrs. N. J. Costlin is receiving medical treatment.

Mrs. Joe Glaze and infant daughter were dismissed.

Mrs. Leon Denton has been dismissed following minor surgery.

Cowper Clinic-Hospital Notes

Henry Long, employee of the Greyhound bus line, underwent a tonsillectomy Thursday afternoon.

E. M. McCaskle of Stanton was discharged from the hospital Thursday afternoon.

Son Born To The Gordon Meeks

Mr. and Mrs. Gordon Meeks are parents of a son born Thursday morning at the Cowper Clinic-Hospital. The infant weighed 6 pounds, four ounces.

Clearance SALE!

Entire stock of **KEDETTES** \$1.95 - \$2.45 and \$2.95 Values

\$1.68

Broken lots in Tweedle and Queen Quality; pastel shades, Blue and beige combinations

Clearance Price **\$1.00**

The FASHION WOMEN'S WEAR

Southern Ice Sub-Station Is Headquarters For **ICE COLD WATERMELONS** 501 MAIN

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Why Wait Several Days? on Your Film Developing Send Your Rolls to **Perry Photos** ONE-DAY SERVICE 184 W. Third Big Spring

It won my taste-test!

SAYS LOVELY

RITA HAYWORTH

"I discovered a far better cola... ROYAL CROWN Cola"

Given leading colas in unlabeled cups, glamorous Rita Hayworth tasted, tested and voted one best-tasting. This same cola was chosen by movie folks at Universal, Hal Roach and R-K-O studios in group taste tests. The winner? Royal Crown Cola... And it has won in 5 out of 6 of Royal Crown's famous cola taste-tests in city after city from coast to coast! You'll find it wins on value, too—the big 3¢ bottle holds TWO FULL GLASSES. (6-bottle home carton—25¢.) Make your cola Royal Crown Cola.

ROYAL CROWN COLA

Best by Taste-Test

NEH-ROYAL CROWN BOTTLING CO. O. A. Warrington, Local Representative 1801 Johnson Phone 304