

BIG SPRING BUSINESS and PROFESSIONAL ACTIVITIES

THESE FIRMS AND INDIVIDUALS OFFER HIGHEST TYPE SERVICE AND VALUES

Darby Products Fit Nutrition Program

Stressed as an important phase in the nation's Victory effort is the program of nutrition, following the slogan "U. S. Needs Us Strong," and hammering home the essential of proper nourishment for not only the men at the fighting front, but also for all the war workers and the younger Americans who must build a nation in the future.

And a basic item in the food-for-health program is bread, with the bakeries of the U. S. taking the lead in producing vitamin-enriched products designed to improve the health of the people.

In Big Spring, Darby's bakery was producing vitaminized breads long before the government laid down its specifications for "enriched" loaves. And this local concern maintains connections with modern food laboratories where research in breads and pastries is constantly carried on and advancements in baking methods are perfected. The Darby bakery thus shares in the results of these scientific improvements.

Darby's is known principally for its Sally Ann bread, the featured trade name. But there are other specialties, including two brown breads. One is a cracked wheat bread made with honey, and the other is the 100 per cent whole wheat loaf, both of which contain more vitamin B-1 than the white breads.

Quality in all products coming from the bakery at 510 Main street is the major emphasis. When sugar rationing came along, this plant reduced the volume of its output to meet government restrictions and at the same time to maintain the sugar content in all its breads and pastries.

The bakery has been operated by Albert S. Darby since 1935, and throughout the seven years Darby has been improving equipment and facilities. The shop is regarded as modern in every respect.

At extreme depths a diver's blood vessels become saturated with nitrogen.



At Bonnie Lee—Operators at the Bonnie Lee Beauty shop, 308 Austin street, who devote their hours to the personal-appearance wants of Big Spring women, are (l. to r.) Ida Sinclair, Bonnie Mae Smith and Maude Cole. The fall season has brought increased patronage to the Bonnie Lee shop, as school and college time prompt more attention to beauty needs. All three operators at this shop are available on appointment to suit the patron's convenience. (Kelsey Photo).

Appointments Made To Suit Patrons By Bonnie Lee Shop

The back home and back-to-school movement is developing a need for temporarily neglected hair, skin and hands.

Realizing this, the Bonnie Lee Beauty shop, 506 Johnson, is prepared to meet additional appointments occasioned by the return of women from vacations, and by young misses who wish that final little touch before the school term gets under way and before they're off to college.

During the past week there have been more calls at the Bonnie Lee shop, but the schedule has been arranged so that operators will be available at the patron's convenience so far as possible.

The shop posts no regular hours, and a call to 1761 is good for the appointment.

Three operators are skilled in hair styling, in giving facials, manicures, and other beauty services. Equipment in the shop is modern and approved for quality work.

SOUTHERN ICE CO.

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COOLERATORS

There are very few refrigerators of any type on the market today and these values won't last long. SEE US TODAY FOR TERMS.

COOLERATOR

The ICE CONDITIONAL REFRIGERATOR

If there is one thing which might be said to be more in demand at the Bonnie Lee Shop these days, it is scalp treatments. Justly known for the effectiveness of its scalp treatments, Bonnie Lee Shop is witnessing a growing patronage in this department.

The University of Chicago was founded in 1881.

New Plastic Wall Finish A 'Miracle'

Even brushes are no longer a necessity for repainting a room as a result of the development of Kem-Tone, a new plastic resin interior wall finish that can be applied over almost any kind of surface including old wallpaper.

According to Buck Richardson, manager of Rockwell Bros. and company, who introduced the new paint locally, the Sherwin-Williams Co. has not only brought out a new finish, but has also developed an inexpensive roller with which it may be rolled right onto the wall, thus eliminating expensive and increasing hard-to-get brushes.

This new miracle-in-a-can has been made possible through recent developments in the plastics industry whereby methods were discovered for formulating synthetic resins so that they could be mixed with water and still result in a washable surface. The new discovery which is being offered in a wide range of new pastel shades, comes in paste form, and is reduced to brushing consistency by the addition of plain tap water.

It has no offensive paint odor, and dries within an hour, thus permitting a room to be Kem-Toned in the morning and lived in that same afternoon. Yet after a short curing period, the wall is even more washable than many flat oil-painted surfaces.

When Kem-Tone is applied with the new roller instead of a brush, it is possible to produce a richly stippled effect such as has hitherto been obtainable only with slow drying oil paints.

The University of Chicago was founded in 1881.



A painter actually rolls a new decorator finish over this old soiled wallpaper. This amazing procedure has been made through the development of a new miracle finish known as Kem-Tone, just introduced locally by Rockwell Bros. & Co.

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Bonnie Lee Beauty Shop

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—Old shoes actually made new . . . by a shoemaker, not a repairman.

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Clean Fixtures Give More Light

Lamp bulbs and glass bowls collect a film of dust and grime that can reduce light output as much as 50%. Set up a regular schedule to clean bulbs and fixtures. Wipe them with a damp rag or, if very dirty, wash them with soap and water.

Texas Electric Service Company

C. S. Hornsfield, Manager

KEEP ENGINE TUNED

Keep your engine in "tune" with the times — if it isn't running smoothly, it's costing you precious gas and money — gas that must be conserved, money that could go into War Bonds!

And to keep your engine running smoothly and economically, use only quality gas. Another word for that kind of gasoline is COSDEN HIGH-TEST OCTANE.

COSDEN Petroleum Corp.

Editorial -- Soldiers In City Meet Us Halfway

We are pleased to reproduce herewith a letter which has come to The Herald from one of the men stationed at our new flying school. It demonstrates that the boys themselves are thinking about their leisure-time problem, and that they are willing to go halfway with the community in solving these problems.

Man About Manhattan -- Whodunit Stories Win Friends

By GEORGE TUCKER NEW YORK — The detective novel is enjoying a new surge of approval. Not that the mystery thriller has ever wanted for friends. Scholars have long endorsed these books as relaxing, consoling them to the same importance as mumblety-peg or doodling.

WILDERNESS GIRL By LETA ZOE ADAMS

Chapter 31 THE CODE Sandy went off, then, with only a last hurried glance at Tyra's hut to see how Helen was faring. He saw the fear in Tyra's eyes when he told her what he intended to do.

The Timid Soul



Hollywood Sights And Sounds -- Entertainers Ready To Go To Foreign Fronts

By ROBBIN COONS HOLLYWOOD—Glamour factory at work. The ocean-hopping jaunt to entertain service men overseas is being talked by some of the stars who've already toured the U.S.A.'s camps.

Income to \$26,000,000 as asked by President Roosevelt in his January message.

The intellectuals have a number of favorites. Philip McDonald, Mrs. Belloc Lowndes, Dorothy Sayers, and Eric Ambler are just a few among the British writers who enlist the support of the high brow enthusiasts.

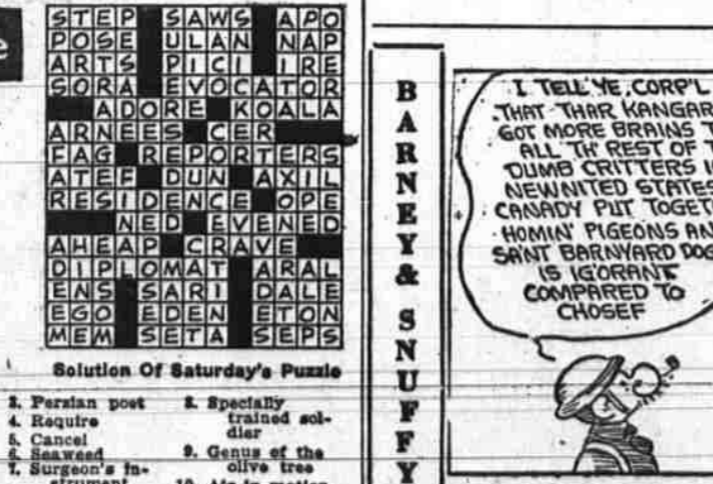
Washington -- Tax Measure Still Being Kicked Around

By JOHN GROVER (For Jack Stinnett, On Vacation) WASHINGTON—It's six months since the house began to write the new tax and revenue bill, and it's still "fluid," with even the experts unsure what final form it will take.

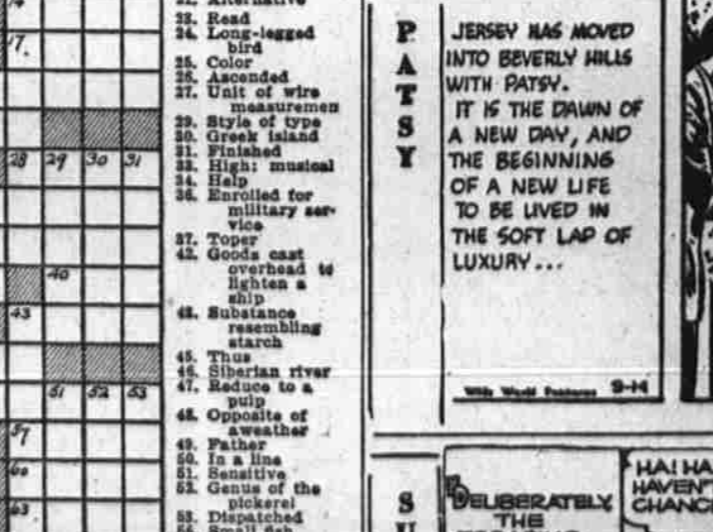
Crossword Puzzle

A crossword puzzle grid with clues for 'ACROSS' and 'DOWN'. Clues include '1. Provided with shoes', '31. Occurrence', '32. Turf', '33. Inhabitant of: 41. Doury', '42. Blank mineral of 43. Children', '44. Accustomed', '45. About', '46. One supposed', '47. One to bring good luck', '48. Corrupt practices', '49. Discouraged', '50. Term of respect', '51. Kind of rubber', '52. Dry', '53. Fine', '54. Metal', '55. Ray attention', '56. Cry of the cat', '57. Barber's call', '58. DOWN', '59. Attempt; slang', '60. Skin'.

Blondie



Barney & Snuffy



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Superman



