WEATHER


# Big Spring Daily Herald 

Mother Of Abandoned Baby Asks Its Custody


## RAF Raiders Hit Italian

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## Statistics Show Car Disappearing



High Court Upholds Gas Control Act

> Supreme Tribunal's Decision Clears Up Many Utility Cases

Allies Speed Up Raids On Japs Threatening Australia
AIR, SEA ASSAULTS DELIVERED



| bombing of Cermany occupted tor- ritory in Europe, sounded the alHed keynoto when he diactooed in his now Delhh, India, that the United stater had not up an air United states had hesdquartere in India - another move in the far-ronching campaign to mmash the axis. "Wo are goligg to carry the war Japan," he declared at at prese conferenco yesterday. to put are not goling to be content undernenth for the enemy to come to attack una." |  |  |
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Japs Say 500
Americans Were Taken On Java

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Gulf Executive Killed In Crash


Hitler Promises
Summer Victory


Buyers Cut
Nominations


## THE ASSOCIATED PRESS NEWS IN PICTURES



- Red Cross Calendar -






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at the city park Sundiy attornoon
for a plenle. Kounaking provided entertainment Kodaking provideses propar ad the meal.
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 anna Torry, Barbara Soawoll, Jo
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Lorena Brooks, Verna Jo Stevena. Myra King, Marjorio Laswoil,
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and Mrs. Yred Mitchell, epponor.
 WOMEN ( 3 misiol


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TAYLOR ELECTRIC CO.


## PRINTING

T. E. Jordan \& CO.
just phone ase

| Enjoy The Freshness OR Cleaar Clothes . . fashion Cleaners 105 W. Delh Sthe Servioe loene 1775 |
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## steaks lunches

## DONALD'S

## Drive-Inn

 butter toasted sandwichesCorner san paraticoms mive
Study Club Hears Program On Texas

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Ethel Dawson, William Taylor Wed Saturday

Calendar of
Director- yme gitit Calendar of

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Sociely The Big Spring Daily Herald

## Monday, Márch 16, 1942

page three
 Two Week Revival Church Sunday


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Roy Reeder To Be Church Sunday

Miss Thompson, I. B. Hartzog Marry Here
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 VISITS AND——VISITORS



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## OF A SECOND!

It takes high-speed photography to "gtop" Dorothy Lewis's flashing blades, but It's easy to see her preference for Camels


TenTeans Are Towering West Texans After Ousted From AAU Tourney $\frac{x}{5}=$






## Sports

The Big Spring Daily Herald

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Dodds Misses His Chance At Record Mile


## Title

 *0NB of the great paradoxes of American business is that the more a business advertises a product the less the cost of the product to you-the consumer. For instance-take disposable tissues.
When first introduced in 1925 a 200 sheet carton cost you 65 c . Today it costs 13 c , or two for 25 c .
How did this happen?
From the advertising you saw the advantages of disposable tissues and bought. Thousands of others did likewise.
This increased sales-made the economies of mass production and mass distribution pos. sible.
In this manner advertising lowered the cost of disposable tissues to you so you could get them for $1 / 5$ the former cost.
The same principle operates continually with most products. Remember what radios, electrical refrigerators, automobiles, vacuum cleaners, silverware, china, pottery, women's clothing, cameras, etc., cost 15 years ago and what they cost you today. In every case costa to you have been reduced.
And quality has been Improved. The system of free competitive private enterprise takes care of that

Businesses vie to give yon better quality at lower prices and through advertising they tell you bow their products ue better. If a-business man gets

## WHAT

Make advertising your buylng guide.
It's a guarantee of finest quality at the right price.
And don't let anybody tell you
his prices too high a competitor comes in with a lower price. You are the gainer every time. hat's how advertiving brings you more joy in living.

- DO
cost of goods. When you run into that one, tell them how ad. vertising lowers costs through mass production and raises quality through competitive en-terprise-the American system.


The Life of Your Atuomobile, to a Great Extent, Depends On the Lubrication It Receives.
 Flew's Service Stations

## COMMITTEE OF CONSUMER FACTS

In Cooperation With The Daily Herald

## Labor Would Restrict War Profits If Wages Controlled



Now, Could Be Anybody's Race


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| "We Never Close" |
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## COFFEE

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Congressmen Claim Issues

## Are Related


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## Former Newspaper

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THIRTY-SEVENTH ANNUAL STATEMENT


DECEMBER 31, 1941


## Ediforial - -

Let's Not 'Bargain' With The Government




The
Big Spring Herald

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> Mexican Tanker Halted By Subs

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 Have Points Of Good And Bad
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## Turns 'Em Out Fast








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| The Timid Soul |
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## DARBY'S

Sally Ann Bakery


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Fixtures and Bappliep

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House Cleaning?


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Mrs. Messenger There's War Work Laid To Rest


Sock Show
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Weather Forecast


## Army Calls Twenty-One



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## V-ETTE

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