# TODAY＇S <br> NEWS TODAY！ 




## COUNTY MEET IS POSTPONED FOR A WEEK

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| COUNTY MET |
| IS POSTPONED |
| FOR A WEE |


d Band
High Grade

Rioting Occurs
In Houston Strike

## SEVERAL COUNTIES IN WEST CENTRAL TEXAS SHARE NEW LOCATIONS



Built at Houston

Robert Herring is
Tarleton Sergeant
Crazed Skipper
Terorizes Crew
of Small Craft
nos



We'd Like to Bat Out a Little Ultimatum, Too


## NAMES

## in the News

Names make headlines. Newspapers, today as always, are made up of what people say, think, propose, dissent from. Governments, institutions, businesses-and all their activities-are only the lengthened shadows of men!

What is true on the front pages is true, also, on advertising pages. Advertisements are simply signed statements of men, banded together to form a business who seek your patronage. They back their good name against the products they ask you to buy. They say, in cold black type, that theirs is a name you can trust.

People who get the most for their money in the market-places are people who know the value of familiar, trade-marked products. They buy with confidence. They buy by name--and save time, tiresome searching, and money! Are you doing likewise?

# FLYING BLIND 

In thick weather, it is often necessary for airplanes to "fly blind" . . . to depend on instruments rather than vision and charted landmarks. Almost uncanny in their accuracy, such instruments are nevertheless second choice in the navigation of the air.

Shoppers who trot off down-town to the stores without first consulting the advertisements of those same stores are likewise flying blind. And needlessly so. The advertisements in this paper are put here for your guidance, for your safe landing in the Ports of Value.

Study them in comfort of your home . . . map your course before you put on your hat and drop the latch-key into your handbag. Compare the products offered, their prices, their general advantages. Then set out on your shopping-trip prepared for what you will see, what you will wish to have sent home.

Let the advertisements serve as guiding beacons of buying. It's the smart thing to do.




