WEATHER


## Big Spring Daily Herald

# U. S., Australian Air Forces Sink Or Damage 23 Ships In One Raid 

Few Seem Excited About It Howard Men Get Order Numbers MRS. MATTIE CRAMER OF COAHOMA DIES
 In Australia Before Allies

Tough Task
Allies Loss One Plane In Smashing Jap Fleet

WASHINGTON, March 18. (AP)-The navy announcement today that a Jap anese invasion force concentrated near Salamaua and Lae, New Guinea, had been 23 Japanese vessels including 12 warships.
"The heavy losses inflicted on the enemy by the combined American and Ans
tralian forces were accomplished with the loss of but one plane," said navy comb $-2=$

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Kilpatrick Girl Taken By Death

Dr. Brinkley In

This Requisition


##  <br> Burma Armies

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 Well Received Here


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 Nursery School Parents To Meet Thurday

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WOMEN, here's 2-way relief!
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## 's



Homemaker's Class Meets For Session
$\qquad$
Musical Reading Is Given For Eastern Star Members

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Calendar Of
Weeks Events

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## KELSEY'S

## 800 Runnels Phone 123

## steaks Lunches <br> DONALD'S <br> Drive-Inn <br> butive moasted <br> sandwiohes <br> 

Sociely $_{\text {Big Spring Daily Her }}^{2}$


Beta Sigma Phi Gives Game Party For Guests At Settles Hotel

| St. Patrick's <br> Day Theme Is Used For Affair | St. Anne's Unit To Meet Tonight |
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PHONE 109 206 E. 4th Street

Underweight?
Leon's Flowers

# THE TRUTH ABOUT FOOD SHORTAGES 

A Message to the Grocers of America

Y ouncress who have helped American women set new responsibility today.
During this war there are bound to be shortages in some grocery items. But we both know that there will be no lack of the basic foods which are essential to proper nutrition. There is and will be plenty to eat for all.
Tbat's where you can do a big job for your counsry.
You mon in direct contact with every family cans do a lot for morale by merely stating the facts to your customers and not permitting any of your organization to pass along unfounded rumors and reports.
It's up to you now to sell your customers faith, bope and confidence-to spike grumbling and calamity-bowling with optimism amd asswrancel
So don't say, "You'd better stock up on this-it's getting carcer every day-I don't know when we will get any more," ecc.

Don't permit anytbing to be said by your employees that can promote rumors and dissatisfaction. That is the kind of "fifth-column" thing we must fight-and you grocers can be of great assistance in helping people keep their

## Face the situation with your usual common sense and well-grounded optimism.

By mobilizing your sales staff to meet this new, broader task . . . by sending customers out of your store with a clear understanding of the sacrifices it should be a privilege to make...you will do a real service to your country.
Under present conditions, you will at times be called upon to say that certain foods are unavailable, or to limit the generous quantities you have been accustomed to sell; but we know that you, as quartermaster to the
American family, will perform this duty with a sense of pride and responsibility

Any so-called shortages will, in the main, be caused by senseless buying waves created by dangerous and usually groundless rumora
Figbt against over-buying. Discourage it by setting an example in your own purchasing. Discourage it with your trade because over-buying in itself is the cause of most shortages.
Let your customers know that any shortages will simply require the use of other equally edible and nourishing products-that changing our menus slightly is about the easiest sacrifice we can make for the greatest country
on earth. Impress upon them that manufacturers and suppliers are alert and will keep a generous supply of food on your shelves at all times.
Never has there been more reason to provide for a bountiful table in this country. It's an essential part of our war plan that not only our armed forces but people
behind the lines are going to be better fed than ever.

War is not new to H. J. Heinz Company. Heinz factories in England, Canada and Australia have been supplying food to the people and armies of our allies. In its 73 years of service, Heinz has helped to feed America during the

Today, now products and new scientific methods of packing are being developed continually as our contribution to the building of 4 better-nourished, bealtbier America.
And we are continuing to make available a long list of the famous 57 Varieties ... prepared from select ingredients in spotless, modern kitchens . . . so that the keystone label still assures the time-saving convenience
of ready-to-serve dishes and the delicious flavors all America loves.
For your part, as the direct contact between manufac turer and the people, in the vital distribution of food, you must continue to include the priceless ingredient of morale with every sale-making your store a constant
H. J. HEINZ COMPANY Maker Of The Famous 57 Varieties


Surface Work Starts Soon At Airport
 Bring \$425 Average



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W. w. (TPAD) MALX


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## BROOKS LITTLE

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With Rubber Shortage, Salvaging Of Golf Balls Now Big Business


## Sports

The Big Spring Daily Herald
Wedneeday, March 18, 1942
Ball Park Signs And Box Seats Are Being Sold路

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 Some Cities

> Notes From The Training Camps

Baseball Free
To Soldiers In
Hollywood Defending Titlists Advance In AAU Cage Tourney


## SHIRTS

for Spring

$1.65-1.95$
Mellinger's


## TEN HIGH



## Editorial-

## MacArthur's The Man

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| blow eold air into my ear. | ington, March 18 (19)- |  |  |  |
| really | The War Production Board today |  |  |  |
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Hollywood Sights And Sounds-
Lotta Guys Slept Through Raid




# Consult The Herald Classified Directory For Your Needs 

ITS GARDENING and LANDSCAPING TIME

There are flower beds to be worked, plants
to be set out, slarubbery to be pruned, lawns to be improved. That's why we recommend AMMONIUM SULPHATE (Ford Fertilizer)
10-lb. BAG . . .70c 100-lb. BAG
BIG SPRING MOTOR

Buy Defense Stamps
And BondsDRINK Healthful Dairyland Pasteurized MILK For
$\substack{\text { ELECTRICAL WIRING } \\ \text {-AND FIXTURES }}$


| OPSSURSSOFFICE SUPPLY CO. |
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## Home Loans <br> to 15 Years to

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TATE \& BRISTOW
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## MEAD'S fine BREAD



| OR SALE |
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| BOAT; excellent condition; nleo <br>  Warron, bon East 2nd, |
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| Cash For Old Gold <br>  machise price |
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## D\&H <br> ELECTRIC CO.



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Your Pocketboolk Your slginature Gets The Money
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J. W. CROAN Motor Service
General Automotive Repair And Oil Field Units


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ENERGY


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Rebuilt Alls Chalmorn
Ready to Go to Wort
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## Miller Bros.

CLEANERs

## USED CARS

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House Cleaning?


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Drive In Cleaners
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"KEEP 'EM FLYING

\section*{QUEEN $\begin{gathered}\text { Last TMmes } \\ \text { Today. }\end{gathered}$ <br> One Girl - Three Men Ginger Rogers <br> "TOM, DICK AND HARRY' <br> 



Garner FFA Group Visits Stock Show
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Soil Conservation Woman's Volunteer Army Is Program Proves Authorized In House Vote Its Value


Yankee Noodle 2 wTHonivins

Glass Fiber Board Introduced As New Type Of Insulation Material

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