# Community Chest Benefit Show At Ritz 11 P. M. Che Bity Spring Heralio 

## Half Way Mark Reached In Chest Drive Traditional Grid Rivals Clash Here Thursday 2 P. M.



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Daughter, 10, Severely Hurt In Road Crash

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City-Wide Unveiling Of Christmas Merchandise Displays Planned For December 3At Monday Conference Conference On Rail Employes, Wages Failure
 Mre. L. E. Edad, Leader for Afternoon; Good




## Apxiliary Presents <br> 

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# Have You Been Reading The Big Spring Faily Herald Regularly During 1931? 

Have you kept up with the news of the day as it happened? Have you known what was going on in your town, in your community, in your state, and in the world while it was real NEWS? Have you kept up with these things? Has your family kept up with them? Have you read about the current events over the world every day? If you have been doing this very long we feel safe in say ing that you will not stop now. If you have not been reading and keeping up with the things that happen over the world and in your own town or community we feel safe in saying that you are missing a lot that would mean pleasure, entertainment, and real savings to you.
Just think of several men whom you know and who have done real well, who amount to most in your community, in your town or state. Those men read. They read daily papers that keep them well informed about what is going on all over the world. And on second thought, can you name any man or woman who has stepped higher and higher in his standing in the world socially, politically, in his business, or otherwise, who is not a regular reader of current events? Perhaps you have not done as well as you would have liked to in the past and perhaps it is just because you did not keep up with just what was going on around you-things that affected you in a social, business, or other way.
It may be that had you known something earlier you could have saved money. Perhaps you could have bought things you bought at a better time and then maybe you would have known better when to sell. Maybe your trip would have been more pleasant if you had kept up with the weather by reading a daily paper. And perhaps you could have saved a few dollars on last month's grocery bill if you had known who sold for less. Maybe you could have saved a few dollars on that suit you bought or on the dress your wife bought. Or perhaps you could have enjoyed the visit with your neighbor more if you had been as well posted on the happenings of the day as he was. Maybe now you would know more about whether to hold your products to sell in the future or whether you should sell them now.
'All these things mean money or pleasure to you. And money saved now means independence in the future for you. If a few cents spent to buy your paper can give you information that will save you many dollars, is it not a w ise thing to buy that paper and read it? If all those you know who have done well in life are readers of daily papers, is that not sufficient proof that it is the right thing to do? And where can you find a successful man who does not read daily papers? Try to think of one?
Let's just check up a little and see how much reading you have done and what you know about things that have happened in the past. Could you carry on an intelligent conversation about things that have happened? If you can it is very well; if you cannot, it is safe to say you would like to be able to do so. Did you know that right here in Big Spring during the first half of the year 1931 there were 22 cars stolen, 15 of them recovered? There were 63 marriages and 33 divorces. Some of these things affected people you know.
Did you know that on July 1 a man in East Texas had a 35,000 barrel oil well but could not sell the oil? On the same date there was a man in another state who was fatally hurt but kept on working. His neck was broken and his skull was fractured. Did you read about "Grappling W ith the Truek Market Problem" in the Herald of July 1 ? Thestory was very interesting and informative. There a re daily sketches of men in official life at Washington. Did you know who attended a certain party at a certain person's home on a certain date? Did you know where those whom you knew went, what they did, why they did it, and what the result of it all was? Did you keep up with it all as it happened?
Would you like to know what you do not know about all these things? Anyone would. Did you know that on July 2 you could have bought lettuce in Big Spring for 7c per head, tomatoes for 5 c per pound, three pounds of sugar for 15 c ? Maybe if you had known this you could have saved some money for you had to buy these things somewhere for some price. Did you pay more? Did you know that on July 2 there was a rich baron 30 years of age who sighed and wished he were poor? Did your little boy or girl read "Regular Fellers" on July 2? He w ould have enjoyed it a lot

Did you know that there were 31 violent deaths in Texas during the week ending July 6? Did you keep up with the Schmeling-Stribling fight? It was great. Did you read about the Republicans opening their fight on Com munism on July 7? And did you know when Germany closed her stock exchange and did you realize what the effect would be on you? Did you know when the Howard county tax rate was reduced twenty-one cents? July 14 Herald told all about it. Did you know about the "Downtown Day" in Big Spring on July 16? Did you save on that day? You could have saved money on many things. Did you know where the new postoffice will be located? Do you know now?
Have you kept up with Governor Murray of Oklahoma and all his work? It is very interesting: Did you know why a court order closed a Westbrook church? The Herald told all about it. Did you read all about the Old Settlers in the Herald of July 23? Did you see the pictures and read of Howard county's first two settlers? This was in the Herald of July 24, 1931. The first settler was Mr. Roberts and he settled at Moss Springs in 1879. Do you keep up with the doings in all the oil fields and at Austin and all over the world? Did you know about all that was going on during the Oklahoma and Texas oil trouble? Could you carry on intelligent conversations about all this without being embarrassed? Or did you have to ta ke a back seat and let the others tell you all about it. W ere you the one that had not kept up with it all? Did you wish you had read all about it in your daily paper?

Do you know about the cotton law? Do you know all abo ut the oil situation? These things interest you and have much to do with the welfare of you and your family. Are you keeping up with the Chinese and Japanese troubles in the Eastern Hemisphere? Are you thinking about what all this may mean to you and to the world? Do you want to watch the outcome of it all?

## 1932 What Will Happen In 1932

1032. What will happen In-18s29. What will it all mean to you; to all of us? Don't you think you would lonow more about just what to do about many things if you would keep up witt the happeniags all over the world? Ecep up with the market prices of the things you have to sell, and with the cost of the things you have to buy, always buying where it is cheaper for you in the end. These things and many, many others are the the iternit every day it is printed. The Herald is your own paper printed right here in Howard County and is put out by men who spend their earnings here with you and who have their interests here with you. They are helpla,
to build the towi and work for the thlngs that help you and help themselves. They fight for what they think is right and will help the people in this territory. This paper is your mouthpiece and is here to serve you anil to build the town and work for the thlngs that help you and
yours always dolng what it can for the most benefit to all.
Now since you have read above just a tew of the toples that have appeared in the Herald (and those mentioned are just a fow when compared with those written every day), don't you think it is better to read your own home Dainy paper, The Big Spring Dally Herald, than to pay the price of two papers to get the world news and the Big Spring and surrounding country news There is no other daily paper printed li Big Spring, so it you gel Why not got it all from all over the worid and from your own territory, all the news that is important and that interests you in one dally paper ever y day (except faturday)? In the Herald you get tho world and local aty.
 to mail a copy to a friend the postage alone would cost you at least a penay.
Rend over some of the things mentioned above agoln. Wouldn't you like to
俍 over some of the things mentioned above agnin. Wouldn't you like to have some of the stories mentioned above with you now? Why not subscribe for The Big Spring Daily Herald, your own home dally paper now, while the Spechal Rate of $\$ 3.95$ by mall or $\$ 4.95$ by carrier is on and then each day after you have finishod reading the papers, file them away so you can get them for future references, It is real interesting and often it Is worth reel money to you and your friends. What would you give for a certain paper containing a story about something of much
you read thom each day file them away. You will want them again. Res olve today to do this while the Spectal Rate is so littlo.
Fili in the coupoif and send in your remittance and you will have the news of all the next year, election year, and one that promises to be filled with important happenings, brought to you every day (except Saturday). Both your own nows and world news for only

All The Year You Will Be Glad You Subscribed


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## Published By The Students Of Big Spring High School

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## The Herald's All-Star Page Of Comics And Features

Disily Cross Word Puzzle


## Daily Radio Program

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DIANA DANE


A Savage Protector
by John C. Terry









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ACCUSED BLUEBEARD SLAYER TO BE TRIED SOON





WHITE HOUSE GUEST ON NOV. 26


CONFESSES POISON MURDERS




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"ON A BICYCLE BUILT FOR TWO"



