## PRESIDENT MAY ASK INCREASED NAVY BUILDING



CHINESE WRECK CITY AS THEY RETREAT
Program Planned For Inauguration Of New Air Mail Service

American Airlines To Resume West
bound Stops Here On Saturday
 Don Marquis Friter Giviel wir or suitre

tuoomen vobrten: DE FOR MORE RA

Guests Rescued
From Hotel Fir

Remember

## THERE ARE ONLY

 THREE MORE DAYS LEFT IN 1937If you want to save $\$ 1.85$ on that renewal to The Herald, you had better mail your One Whole Year

Traffic Deaths Due To Reach New High
 masw $\pm= \pm=\square$
 There were 4.239 persons, killifd in Deriod. Decmber, 1936. Tratfie deaths
during the current month would have to show a so per cent reduction N kepp the year's totnd as low as that in 1936 . The council sald statis-
tics showed surh a decrease was "out of the question.

New Deal Mapping Fresh Attacks On Business Critics

佂

Big Spring Daily Herald


More Newspaper Reader:
In spite of the formidable competition of the radio, the
newspaper is more widely read today than ever before, re-
cent circulation statistics reveal. The figures for 1937 show a gain of 16 per cent over those for 12 years ago, show also has been fully erased.

In 1926, daily newspapers published in 60 cities had total circulation of $19,324,000$. In 1930, the total had in
creased to $22,237,000$. The 1934 figure showed a drop to $20,033,000$. This year the total is $22,536,000$, higher than ever before. Circulation figures in smaller citties stow the
paper is more widely read than ever.
It takes 57 pounds of news print per year per capita to supply the American's demand for newspaper reading. That
is not as high an average as obtains in Great Britain, where the per capita is 60 pounds. The English speaking countries as a whole are far ahead of the rest of the world in this
respect. In Scandinavia, the average is 26 pounds; in Japan 13; in France, 18. In Fascist Italy and in Communist to supply newspaper readers. In Nazi Germany, 11 pounds There is a rough but interesting parallel between newspaper Democratic principles fare best in those countries wher the press is most free and where it is best patronized.
One theory in connection with the failure of the radio t lessen the number of newspaper readers is that the new
broadcast stmulates the listener's desire to read of the hap broadcast stmulates the listener's desire to read of the hap-
pening. Instead of being satisfied with what the radio tells him about some event, the average
more anious than before to read
to say about it.- (Wichita Times).

## Man About Manhattan

$\qquad$
NEW YORK-At a five and dime store not far from the
N. Y. Public Library is a girl who owns a large chunk of one
of the steamship companies... She earns about 15 dollars
a week. She is working there incognito because she want

## a week.

to prove to herself that she could
became necessary
Twice before her family had a lot of n
She intends holding several jobs. just
returning to the fox hunting crowd tha
mates... As for her $\$ 15$ salary
One of the annoyances of the theatr
He knows the curtain goes up at 8:40
He knows the curtain goes up at 8:40 and
tickets several weeks in advance. Yet he
til the play is three or four minutes old.
importance: It gives a key to what
quaints the audience with the time
some latecomer floundering a
to say the least, exasperating
to say the least, exasperating. Some theat
ed the custom of refusing to seat patrons
ed the curain rises.
Equally distracting is the playgoer who wanders out be ond-act curtain is up. You see this time and again, nighi after night. I wouldn't want anything sev
ing, to happen to these people, but a minor
reaking his arm, might not be . ord

[^0]PRINTING
E. jordan \& co




HollywooD
Daily Crossword Puzzle

Sights and Sounds
By Robbin Coons

 True advice on ant theories of lif
Readings dails 10 , $m$ to 9 "start the new year
CONSULT EVELYN ROSS
PSYCHOLOGIST READER
Lift the vell of uncertainty - an
hear the positive factsor your life
INDIVIDUAL READNGS 50 c East Highway 80

## SPECIAL NEWS FLASH:

 PROF. ROYALWORLD FAMOUS
SSYCHOLOGIST

## PSYCHOLOGIST

Can Solve Your Problems
EW YEAR'S SPFECLAL
(Short Time.Only)
-All Are Weicome- 225 FOR SALE PEKINESE puppies. All have nati-
vidual papere. Also Finch birdid Love brds and canaries, 105 W
1st Street, Big Spring Feed 26 Miscellaneous 26 OR SALE or trade. House trall-
er and tett. Good condition. Ap-
ply one block south of Buck
horn Tourist Camp on west Highway
 business and too much to loon
atter. Jack Phillips, Royalty - WANTED TO BUY



Prices Skid At Year's End, But 1937 As A Whole Has Been One Of Prosperity For Ranchmen


andThos.

|  |
| :---: |

Coffee

UdozerxROOT BEER"The Health Drink"510 East Third St.
TUNE IN
MBST
LBBST 1500 KILOCYCLES
General Practice In Allnump
lend Us Your Ears"
MR. AND MRS


PA'S SON-IN-LAW



## 



First. Faint Doubts

Starting At The Top



$\stackrel{3}{4}$

## Second Guess

 Club Popular

## RITZ



## 100 persaons we in an earthqua

##  <br> 就

## LYRIC LAST TIMES


ples: "oht what a nght"
TOMORROW ONLY "THE BIG GAME"
with


Chinese
Jimmy Phelan To Michigan?


STARTING TOMORROW OUTER GATE"
REPORT 100 KILLED
IN PERU QUAKE
IN PERU QUAKE
on Christmas
patches to the Ne
mercio todye
The quake rocke
n small Andean to
a. mmal Andean townshi
department, and oxapan
town in the fungle
Heavy damage was

THREE DROWNED AS
PLANE FALLS IN B AY
PLANE FALLS IN BAY
$\qquad$

| Franclaco.....Now wite your $n$ ticket. | ritual. Jake Pickte led in a sing | "The office of district ju directly above the one in w |
| :---: | :---: | :---: |
| U Gehrig (and the Mrs.) are | function later in the program. | the |
| Hollywood by | A popular pastime atound camp |  |
|  | by several, members of different |  |
| to he mention | troops, Wallace Wimberly, Miab. |  |
| the latest to be mentioned for | tan | its |
| arry Kipke's old Michigan job. | ys to redeen |  |
| ting refly to demand ss | cles lost det camp. On the bidding | Cheses on the |
| m the Washington Redikins | Raymond Hourer, Blic Sping took |  |
| next season, but, being a sensible younk man, hell gidaly settle for | top honors with a bla of spho ${ }^{\text {aspata }}$ |  |
| \$15,000... Sammy picks Alar | (light licks with is board) on a | hall have at |
| bama, Auburn, Rice, Santa Clara | flashlight. | shiv |
| d West virkinia is saturi | The camp "Tatter" official |  |
| foottall winners. | at |  |
| A Ambers, the likhtweight | Billy Noblo with its uyyal gossip. |  |
| aw | Et McCunta | The dintrict nttorney sid |
| ars reslution he meshs to kecp. To ntay away from Henry |  |  |
| Armattong doot . . Hatry Rich- | W |  |
|  |  |  |
| mpoon is the rreatest horse r rode... |  | Attorneys Warne |
| mmy Dyker of the Wate, Sox | steld, Chairmin'. And teo Langley |  |
|  | mber | \%o |
| win the Amottonn tougue | catgr reammites | Sideshow St |
| to mils Tony Lazzert, whom | cludils the sco | madison Whe |
| falls the yorian best at cion | Jamborco sceuts, thosa |  |
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|  | den |  |
| MRS. ROOSEVELT'S |  |  |
| E GROL NDED | Ster AI Sitles, area exceutive. | (o refrain from side semaiks be |
| Farcoo N. D, Dee, 39 Cat | nummer camp and had anrounved |  |
|  |  |  |
|  |  |  |

Public Records
Scouts
$\square$

MUSICIAN WHO SLEW
MOTHER SUCCUMBS

BE Individual.choose

## Hospital Notes

MarketS LIVESTOCK





FINE


[^0]:    than any man in New York.. Maybe in the
    way, more than $60,000,000$ watches way, more than $60,000,000$ watches have
    to be repaired, and he has shipments of me
    going out to every country in the wald
    going out to every country in t
    week.... Last week he repaired
    Dawes... Another of his customers is
    Wily Post, Amy Johnnson, Admiral Byrd,
    paused while Chittick serutinizel
    used to be a Pullman porter... He has m.
    Niagara Falls, his favorite. vacation spot.
    Johnny the Call Boy, who is
    other distinctions besides being
    other distinctions besides being
    the "Johnny Presents" radio show.
    trawls Johnny, who can really dra
    ap man in New York wh
    a subway slot machine.
    Christopher Morley, who has had plenty of literary
    squabbles in recent years, is one of the few real classicist
    who is a two-fisted guy at the same time.... Call one of his scholarly phrases and you'll hear about it.

