Three Are Jailed After Night's Spree Of Kidnap-Robberies

## Two Men, Arrested In Fort Wort


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What Is Your
News I. Q. ?



Newspapers

 To Gain Way
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SHE SUES FOR TWO MILLIONS


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France Will Give Up No 'Territory, Premier Asserts

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A Note For Children:
When little Princess Hulda ran away from home, she ver dreamed she would meet a one-eyed giant, an evil witch, a busy ermine, the Queen of the Fairies, and last -but certainly not least-SANTA CLAUS! You'll find

Santa And The Lost Princess Starts Today On The Comic Page

## SOCIETY CLUB ACTIVITIES

 Violin Club Affair


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Announce The Formation of A Partnership And
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| Baptist Choir To Meet This Evening |
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| Alirat Bruce Frazier, duree Ho First Baptor Chor, anks |
| First Baptiot Chorr, and |
| member to be preant for an apecin |
| at the church. The meeting is for |
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and

The Formation of $A$
The Opening of
big spring. texas
Telephone 1147

Senator Robert M. La Follette

Congressman Hamilton Fish

in the Municipal Auditorium San Angelo
8:15 Wednesday Evening, Dec. 7
A Great Debate
These two outstanding political leaders, will debate national political questions. Senator La Follette is an outatanding Progressive. Congressman Fich represents the President's ow

San Angelo Standard-Time: Balongy so Cesti, Downstane The
 Complimented Wit Birthday Party.
HeRE'S STOHY OF
REAL ADVEITURE



21 INJURED WHEN BUS OVERTURNS
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Don't Try For Altitude Record
With Your Holiday Centerpiece


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|  | tlonal wosk. Mrs. Buckner is a guest of her parents in George- town. |
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| the celebration. which markedRusk's bithday anniversary. He |  |
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| Wramot peest |  |
| $\begin{aligned} & \text { Rusk of Canton, Tex., will unveil. } \\ & \text { The statue, placed on the city } \\ & \text { Theare, is of bronze standing on a } \\ & \text { squ-foot granite base. } \end{aligned}$ |  |
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| judge is named |  |
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| been made judge of the 59th dis-1trict court, comprising the countiesof Collin and Grayson. |  |
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| Gov, James V. Allred announcedSuggs appointment yesterday. Hesucceeds Judge F.E. Wilcox of |  |
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Style

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Holidays


Also see our lovely selection of cosmetics for Christmas, gift wrapped . . . The ideal gift Crawford Beauty Shop



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When You

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## . . . And WISE!

No Leftovers, No Odds and Ends, No Substitute Gifts . . . There's Something for All and There's Nothing Ever Sold Out

When You

## SHOP EARLY!



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Oit FIELD COMMUNNITIES



 From Two Dollars Up




PAS SON-IN-LAW
Headed For Trouble
by Wellington


Change of Heart
by Don Flowert




Big Spring Herald





## spreading the roans

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| NOTICE <br> CATTLEMEN <br> DAIRYMEN <br> FARMERS <br> See Us For <br> Cottonseed <br> CAKE <br> and <br> MEAL |
| Big Spring <br> Cotton Oil Mill PHONE 1598 |



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Sights And Sounds $\qquad$




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Deputies Given Instruction For Enforcement Of The Game Laws


Hospital Notes
Thorp Paint \& Paper Store

CONSTRUCTIVE APPLICATION OF TRUST LAWS SUGGESTED
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SHORT TALKS ON ADVERTISING
Prepared by the Bureau of Research and Education, Advertising Federation of America

## Culture On The Payroll


#### Abstract

Contrary to the impression among many scholars, culture in this world is absolute Iy dependent upon economic prosperity. It was no accident that the Periclean Age came at a time when ancient Greece ewas very prosperous and had established a thousand trading posts in all parts of the civilized world. When her commercial pros- perity died out, the culture of Greece was perity died out at an end too. The great Augustan period of Roman literature flowered when the Roman Emliterature enjoyed its peak of con perity and collapsed - when the economic system collapsed. The same was true with the Italian Renaissance, that golden period of art and culture. When material riches of art and culture. When material riches of business failed to sustain it, the creative period of culture was at an end. After all, pertiosts must eat and must have leisure time to do their work At every age In history it was the ma- terial wealth of industry that stimulated 4nd supported cultural pursuits. As a result, culture today is most widespread in those lands where industry is most productive. America has been fortunate in this respect, due to our higgly efficient business system tising. In the United States we have had 150 years of unparalleled productivity. With only 7 per cent of the world's population living here, we have produced one-half of all these same 150 years, we have been able to build more schools and colleges than all the rest of the world combined. Culture in America is a thing for the masses. Over 30,-

000,000 students are Among the greatest media for dissemipers, mazazines. and radio, in all of which we lead the world. The combined circulation of the 13.000 periodicals and newsmater neluded in the Census is over 3 no. 000 .ono nearly ten for everv familv. There are 700 broadcasting stations in the United States broadcasting stations families own radios.

These great instruments of education nd culture in our country are supporto hiefly by revenue frrm advertising. The and magazines represents onlv a nortion heir actual cost, and for radin broadcas est in literature, art, and music is providnd for the people without cost. as a bv-product system. Advertising does much more for culture publications and radio broadcasts. Our enadvertising, which is an indispensable part ing without which our modern industries could not operate and could not support resent-day cultural activities. Advertisin helps to bring down the cost of the thing necessary to a civilized larizes culture itself. In many ways, advertising subsidizes education for the masses and stimulatee people with the necessary desire to attain a peopher level of culture.


