## The Big Spph, <br> MEMBER OF TH

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Local Men In HearingHeld Austin Monday Field Recently Reduced To
16,500 Barrels; Order Is 16,500 Barrels; Order Is
Now Being Prepared








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# How Your Daily Herald Advertising Dollar Is Spent! 



No Other Industry In Big Spring (with few possible exceptiotis)? Spends As Great a percentage of their Gross Receipts In The City!

## .HERE'S ACTUAL FIGURES SHOWING HERALD ADVERTISING DOLLAR EXPEDITURES:

> Salaries of Employees (All residing in Big Spring) . . . . . . . . . . . . . . . .47c Spent in Big Spring for materials, supplies and other commodities and services . . . . . .21c Spent outside of Big Spring for paper, ink, metal, etc. .. . . . . . . . . . . . . . 20c Set aside to replace wear and tear on Machinery and Equipment . . . . . . . . . . 12c TnTAL . . . . . . . . . . 100 cents


#### Abstract

The above figures show you notonly how each advertising dollar spent by local merchants and professional people is spent ... but also how the thousands of dollars received each year by the Daily Herald from National advertisers outside of Big Spring are spent. No other business or industry in Big Spring can boast of a like amount of money that is brought to Big Spring, and spent in Big Spring, from the financial centers of the country as can the.Daily Herald. The usual rule is for money to be taken from the smaller town to the financial centers.

Big Spring advertisers should look well to these figures before placing advertising other than in the Daily Herald. The Daily Herald offers advertisers a way to deliver their messages to prospective customers at a lower cost per person reachied than any other medium . . . too, the advertiser has an opportunity of getting back a portion of the eighty percent of their advertising dollar which is spent in Big Spring by the Daily. Herald and its employees! The Herald advertising department stands ready to assist advertisers in preparing their messages to prospective customers.


# Big Spring Jaily Herald 









FREE
DANCING EVERY NITE Spanish Serenaders a
Casadena

## DAREY CROSSWORD PUZZLE

## 







HOMER HOOPEE



It Looks Bad For. Hector
by Fred Locker


## HERALD WANT-ADS PAY

One Insertion: 8 c line, 5 line minimum
Weekly rate: $\$ 1$ for $\$$ line minimum; 3 c per line per Monthly rate, $\$ 1$ per line.
Readers: 10c per line, per lague
Card of Thanks: 59 per line.
Ten print light face type as double rate.
Capital letter lines double regular price. CLOSING HOURS

$$
\begin{aligned}
& \text { Week days } \\
& \text { Saturdays. }
\end{aligned}
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No advertisement accepted on an "until forbid order A specific number of insertions must be given.
All want-ads payable in advance or after first insen tion. Telephone 728 or 729


SPORT SLANTS



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 yiveWe Invite All Our Friends To Visit Us In Our New, Larger Store

## 117 E. THIRD ST.

Omar Pitman
JEWELER $\square$

## How do you CHOOSE?

EVERY time you make a purchase you make a choice. Buying a certain product may be so much a matter of habit that you don't realize you are choosing. But the fact remains that in aceepting one brand of goods you
are always rejecting others and the satistaction you get from what you are always rejecting others; and the satistaction you get from what you
buy depends on the knowledge of quality and values that guides your selection.

How do you know which bed-sheets, or which roofing material, or which radio will give you service you require? You can't personally test every thing you buy and compare It with all the other produets in its class.
But there Is a way to find out which brand fits your needs.

The people who arermost suceessful in their buying - who achieve the
Highest pereentage of satisfaction from the things they own and use-are Highest perceatage of satisfaction from the thlings they own and use-are
those who consistently read the advertising columns, and buy consistently advertised goods.

Choosing isn't Just "guessing" when you follow the guidaince of the
you can depend on advertised goods. t pays to read the advertisements

