COMPLETE All The Wire NeviAII The Home Newh-
ONLI in the ferald

Water Project A Year Old, In Final Stages

Dedication Of Im-
provements Planne For Next Spring A year ago today, fighting
against time, the City of Big Spring let contracts on
half-million dollar PWA terworks improvement


Fight Seen On Defense Costs

To Finals By Winning $14-0$

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Mail Volume Reaches New High






On Holiday

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Soviet Losses Be Heavy Moscow Armies Also
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Abe L.Shushan

Fair Weather In Prospect
City Turns To

Holiday After
Rushing Week

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12 Deaths On The Highways






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The Sports Parade

BY HANK HART



At Christmas We Offer Our Sincere May all the joy that it is possible for this season
to bestow upon you be
yours at this gladsome yours at this gladsome
time! And may you en-
joy prosperity in the joy prosper
coming year
WE WILL be Closed monday and tuesday
GUITAR GIN
200 E. North 2nd St

## JOY TO YOU!

Peace To Those You Love
We hope the pleasure we have had in serving you has been mutual . . . and we take this opportunity to thank you for past
extend SEASONS GREETINGS!

TINGLE'S NEWS STAND Clyde Tingle

Mustangs Are Outplayed By Tyson Forces Orville Post Scores
On Pass From Sub
Back, Robert Burke

Students Protest The Withdrawal Of Chicago From Big Ten Conference Owls Seek 7th Straight Win


## HEARTY

 CHRISTMAS GREETINGS AND BEST WISHES FOR THE NEW YEAR Big Spring Floral Co.


The Bells Ring Out まwiaw wixaw BOLINGER'S GROCERY



Season's Greetings
Cortala gextinge mad our wand that toe New Year will bo bigkter nal moer powexpux

American National Insurance Co.

Phone 722
Big Spring - Settles Hotel

In Grateful
AcknowledgementOur businem relations of the past have
been most pleasant, and at this deason of the year we wish to extend our
hearty wishes for A MERRY CHRISTMAS

HAPPY NEW YEAR

700 Underpriviliged Children Feted At Christmas Parties

300 At Business Club's Affair At
West Side Park; Lions Club Stages
Event For Mexicans, 400 Attend






 had enough aschs left to give one
to each adutt attending, and then
IN BIG AIR BATTLE



 ion headed the committeo for the
American Businesa club and its PLANES BHOT DOWN
BERLIN, Dec. 23 (R) - T
 the German high command repo

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PRINTING
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| L. F. MoEky ${ }^{\text {L }}$ Grau AUTO ELEOTRIO <br> \& BATTEERY SERVICE <br> Zenith Carburetors Masnotos <br> 300 w. Ourd Mild Ignitton Phone 207 |
| :---: |

SEASON'S GREETINGS
TO YOU AND YOURS!
$\qquad$
$\qquad$

## Youth Beauty Shop


$5^{4} 0^{2}$


WISHES ONE AND ALL

Merry Christmas

and A
Happy New Year




Starts Tuesday! Ends Saturday, December 30th! CWITOI DRERSS SILR


## SALE! GRACEFUL LADY

 PEPPRRRLLL POPILIS

Better dreases in fine poplins and many other cottones famous for quality and beautiful
finish $\rightarrow$ now senaationally low priced I Choose from criap, tubfast Spring prints in tie-back button-to-waist, coat styles, and others Sives 12 to 20; 38 to $44 ; 46$ to 52 .

SALE PRICED DEC. 26-30 ONLYI

## SALEI PRINTED COTTON

 BROADCLOTHI IIOLSECOATS

Only Wards could bring you a value like thibl Here are charming, romantic housecoats in rich-toned, dramatie prints that look twici the price! Some styles have bustle backa! 24-in. sippers! Wrap-arounds! All with
sweeping, wide skirts, flattering and fent sweeping, wide skirts, flattering and feal
inine! Tubfast! Sizes from 14 to 44 .
saur pacem dic. 26-30 ontrt

Buy several ...for months ahead1 They're brand new, gay spring printal Florals, geo-
metrics, stripes, dots, and checks! Trimmod with organdy or lace! Nioe, roomy pocketal Exceptionally well made, with generous hema! Button-to-waist and coat styles! Tubfaa
Sizes 12 to $20 ; 38$ to 44 ; and 46 to 52 sale priced dec. 26-30 oniyi 221 W. Third Phone 628

People "Coming And Going" For The Christmas Holiday Reunions

Local Folk Make Yule Sojourns




## DO YOU WANT A POSITION? <br> 



## 

Miss Floy Glenn And Lawrence Sides Marry Here Saturday

$$
\begin{aligned}
& \text { Is Read At First } \\
& \text { Christian Church } \\
& \hline
\end{aligned}
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?



YOU ARE INVITED TO THE GERMAN DANCE Beginning At

Join In The Fun At
Lakeview club
Dene Tic The Only Orchestra In Town - They Will Play Till Dawn. 12:01 Christmas Morning



Churches Will Have Special Music Today Guest Singers
Are Featured ${ }^{\text {At }}$ Services

Rr at REPORT COMMUNIST GOVT. IN FINLAND
PUT UNDER ARREST


Sub -Debs Give Christmas Party


FOR THE CHRISTMAS DINNER
Many Have Guests For Weekend

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Special Quart Brick


## THE BANNER BRICK

TRY YT JUST ONCE! You'll find that at
last you've found the ideal dessert. No last you've found the ideal dessert. No
Holiday table will be complete without this ultra-tasty dish!
Good Vanilla Mix, chock full of Toasted Pecans, red and green pineapple, assorted colors of marshmallow
and cherries.

Buy it From Your Favorite Drug Store

MILK

## Yuletide Finds Big Spring Folk Entertaining And Going Places



PACM ATX
THE BIG SPRING DAILY HERALD
SUNDAX, DECEMBER 24,1030

PROMIUTIUNS FOR PROAIUTIUNS FOR
MARINE OFFICERS WAStincoron, Dec. 28 (m)-
Prealdent Roosevelt yesterday apPrestaent Roosevelt yesterday ap-
proved the future promotions, as yacanclem oeeur, of 110 marine ofyecancie Kighty-one captains
promoted to major an
lioutennita to eaptain.


## Season's

Greetings

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* Ceel prompted to tell you how
deeply grateful we are for the consideration you have
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Tear of Heaith and Prosperity.
HILLTOP
\[
1203 \text { East 3rd St. Mr. and Mrs. H. O. Fowler, Prop. }
\]
so kindly extended us in the past year and to wlah oach Year of Heaith and Prosperity.
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5RUSEER SAIS T UISER SAIIS alparaiso, Chile, Dee za (ap) llled from this orulser Despatoh sailied from this port to
undiscloeded doettinaton.
The Despatch, which
nems
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Officers Don't Like To Advertise Serving 'Extra' Dinners At Jails
 $\qquad$
attornexs-at-LAW
Stato Natll Bank Blag. Phone 898


Merry ChristmasHappy New Year
 WE WISH YOU NOT ONLY A MERRY CHRISTMAS, BUT
MORE HAPPINES AND GREATER PROSPERITY IN THE
APPROACHING NEW YEAR Good Health - Good Cheer Good Fortune

## Big Spring Insurance Agency

# Herald's Annual Subscription Bargain Offer Expires Midnight January 1st ---JUST SIX DAYS LEFT--PAY ONLY 55.95 <br> <br>  

 <br> <br> }

For $\$ 5.95$ you get The Herald - Daily and Sunday - for 12 full months from the date your subscription is entered (or, if you are already a subscriber, it will be dated for a year from your expiration date) ...*With EUROPEAN WARS raging, International problems and conflicts arising daily ... ELECTION YEAR JUST AHEAD... you'll want to keep in formed through a newspaper that comes to your home EVERY DAY with ALL of the DAY'S NEWS.
The Herald's Associated Press wire keeps you informed, UP TO THE LAST MINUTE, on happenings EVERYWHERE . . . *A full page of comics daily - and EIGHT COLOR PAGES ON SUN-

DAY - keeps The Herald loaded with interest for the youngsters. Everyone enjoys the serial stories, cross word puzzles, special Hollywood and New York feature articles, editorials, complete sports coverage and a woman's page that reflects all of Big Spring's social activities.

It carries-AND NO OTHER PAPER CAN GVE YOU THIS full LOCAL NEWS reports . . All this, in addition to being a COMPLETE SHOPPING GUIDE for EVERY NEED, makes The Herald a COMPLETE newspaper that is of interest daily to every member of your family ... and, at the special low rate, is the BIGBEST BARGAIN IN WEST TEXAS TODAY!

# BIG <br> SPRING 

## SUNDAY, DEGEMBER 24, 1439

CHRISTMAS EVE SERVICES N BIC SPRING CHURCHES


 10: "The Pure in Heart." D. Tho yourg poople will pellownd
pertod zoing about town fing
Chrt Chritman earola. frhomas oatholio
 4at high mas
 paŨ/s Lutheran N. Gregg ..... \#....

 In C Lutheran Hour will be heard
Cro KBST, Sunday, at $3: 30$ p. m.
ir RST PRESBBYTERIAN
F. McConnell, Pastor CorncConnell, Pastor ybject"Hing Nane."
pectal music by the choir.
mithem-" Bring Thee Unem-"I Bring Thee Goo
there will be no evening service MN BT. CHURCH OF GOD


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hist METHDIST
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 Koung People's Fellowhip
$\because 9 \mathrm{p}, \mathrm{m}$.





 sure you will onjoy. At $7: 30$ the
evening wermon. Prayer meethy
each Wedineday night. You wil
always find a Christan welcome at


A
Burning 3 W ISH Deeng down in our hearts
burnd tho winh that nall the
friends of this store who have made our work so
pleaanant this punt year will pheaant thin pant year will
have bright daya ahead and a fall measure of prospertty and sood health.

## AIR

 CASTLE1012 East Third St. y. Dickenson, Prop.

- Master - Mi) MASTER'S Ohler Xisht Plants


NW CARS
Flaaieed on the 6\% PLAN Deit Cars Refinanced Personal Loans At Reasonable Rates 1. A. EUBANKS - A. GUBANKS
LOAN CO.
 Lord's Supper will be observed in
a candlelight service for the young
people.

$$
\begin{aligned}
& \text { ASSEMBLY OF GOD } \\
& \text { Corerer W. Ah nand Lancaster } \\
& \text { Homer M. Sheata. Pastor }
\end{aligned}
$$

OHURCH OF CHRIST
Fourteenth and Maln Stren
Fourteenth and Main Streat
Melvin J. Whise. Minnster
Bible. atudy, 9:45

$\qquad$ Christian science service
Room 1, Sottlea Hotel "Chrittan Sceence" ta the sub-
ject of the eason-ermon which
will be read in all Churches of
 The Golden Text las: "Break forth
into joy, aing to ether, yo mel




 atrength, and come salvatuon, and
God, and the the kingdom of our
Gient
 The leason-sermon alao fincluden
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Chriatian Scien

 true Idea of whate consatitutea the the
Kingdom of heaven in man" (page
soo). FIRST BAPTIST
Sunday, Decembe Sunday, Dacember 24, 1939:
9:45, Church mbchool meets by
partmenta.
 ${ }^{\mathrm{pa}}$
 servica at 7.30 . For dayn Christ
masis activities have been to prog



THEY GOT THE BIRD (S) - Shyness seemed to over-


Christmas Eve Light-Up Is Urged By Mayor To Signify Nation's Freedom From War Blackouts

Wheat Export
May Be Halted


## A Tradition

and an Institution

Typical of the Christmas Season is the old tradition of bringing in the Yule tree . . . and ancient fable has it that the best Yule Trees are those selected long before they will be used, then safeguarded and "nursed along" to maturity.

This business has its traditions, too, traditions founded on the excellent idea of planning ahead, looking always to the future. That, we believe, is one of the reasons why we have so many old friends with whom it is a pleasure to exchange heart-felt, sincere MERRY CHRISTMAS greetings.

## Robinson oud Sons PREE DELIVERY



## Herald Classifieds Say: "Merry Christmas To All"



## A HAPPY YULETIDE

May every happiness be with you this Christmas and each day of the coming year. Serving you in the past year has been a pleasure we hope to continue.

## STONE MOTOR CO.



## A Merry Christmas

and a happy new year


Our Company Is A Local Company


We Are Offering A New Service On all loang tor ase much as sta0.00 ver CHRE-THEFT COMPLEETE PROTECTION LIFE INSURANCE-AOCIDENT INSUBANCE-HEALTH In casse of death or accidental death, your noto will be pald
In
full
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ur personal loans are valiable to all salaried people, no rea

 SECURITY FINANCE CO.


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## THE

SEASON'S

## BEST WISHES



## TO

## EACH

OF YOU
In this most cordial of holidays, when joy prevails, may we bring our Best Wishes to you for a Merry Christmas Wishes to you for a Merry
and a Happy New Year.
American Airlines, Inc.

## THE DAWN


of another New Year.
finds us wishing you much joy and prosperity expressing our thanks for your friendship patronage.

HALL WRECKING CO. Bant Thind ES


Turning Point For Oil Came In Shutdowns War's Uncertainty Im portant Factor Past Yea
TULSA, Okin., Dec. 23 (m)-The chalked up moderate gains for Dis9, a year marked by a kix-state
butdown of crude hitdown of crude production
thrents of possible federal control and uncertainty as to what war
abroad would do to business here. Most dramatic event of the yen
whs the production holidny Louisiana, Texas. Arkansas, Kan zas, Oklahoma and New Mexice
which thut off two-thirds of the
nation's crude twide. It restored a 20 -cent miash
crude oil prices and crude oil prices and producers de
clared it the While the Industry entered the
year with the lowest crude ntocks no 17 years, gasoline inventorie
carry began to elimb deapite ree
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 aummer sales.
The year end tinds oil men again
critical of high yasolne



Illuminated Cross 120 Feet High And 90 Feet Wide To Shine Out In Amarillo A s Largest In Southwest

Christmas
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exists is moaty for tube oils. crud
and natural gasoline. Oil men no
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## Day-By-Day Review Of Major Events In Big Spring During Past Year

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| program. | 27-Star |  |  |
|  | 28- Mona Mans |  |  |
| ut Friday the |  | at San Angelo. | k. |
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| takes over as distrist Hiquor | tonio | and atate hospital \$6,252 land- |  |
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| here; county announces it will employ health officer alone: |  |  |  |
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8

# HAPPY HOLIDAYS 

## To You, One and All!

Using Big Type and making plain statements of facts, we tell you what we'd like to be able to say to you personally. We're thinking of each of you when we say "Merry Christmas and a Happy New Year". . . We're th inking of your friendship, your thoughtfulness, your patronage, the help you have been to us in a personal way and in our business. We are trying to portray in print the warmness that is in our hearts for you, the gratitude we feel for the things you have done for us ... In the language we'd use if we were talking with you individually we say, "Thanks a lot, folks; you've been mighty fine to us and we're not forgetting it. We want to continue serving you, if you will let us... So MERRY CHRISTMAS and many more of them!'

## HARRY LESTER AUTO SUPPLY

Harry Lester
Escol Compton
Jim Turpin

Howard Lester
Era Wallace
Ross Winterrowd
J. D. Cox

## HAPPY



As the highest joys of Christmas come to us from the blessing of giving, we gather our humble share by giving our service to this community and our cordial, heartfelt wishes for your happiness. May the Spirit of the Nativity go with you throughout the coming year

May your share of joy be brightened by the acknowledgement of our appreciation of your past favors.


## Merry

 CHRISTMASand $a$
Happy New Year
Homan Super Service


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- Labor Day observed; diatrict
coure term openk.
 2-Plans advanced for oil and gan
associntun for the Permian
Basin area in meeting of oin
men at Midland: Mry Mary The Crackle of Yhe Yule Log Echoes Our Appreciation


## of YOU

nommanacmex
to you and this entire community in
190, we wead you hartiteo nad mot
sineer vishes tor a-

Merry Christmas and
a Happy New Year

## Quality Auto Top \& Body Company BEN McCULLOUGH



Merry Christmas to You-
It is a wish straight from our hearts that you and yours
may share the victory of-

## "Peace Upon Earth; <br> Good Will To Men"

You have been the mainstay and the strength of our business life... and
as Christmas morning looms with fts message of Peace and Good Will, as Christmas morning looms with Its message of Peace and Go

## A Day-By-Day Calendar Of News Events In Big Spring During 1939



Joy to You-
FRIENDS,
NEICHBORS, CLISTOMERS

We are happy to join with others whose privilege it has been to serve you . . . in sending you our heartiest greetings this Happy Christmas season .. Too, we'd like to add a wish for a Prosperous 1940 for each of you.

FLEWELLEN'S SERVICE
 and Tractor Supplies


## CHRISTMAS..





In behalf of our whole organization, we are welcoming this opportunity to extend to you and yours our Greetings for Christmas and with them our best wishes for a HAPPY NEW xexat


## J. B. SLOAN

## Transfer \& Storage

Phone 1328






| to participate la airport dedfention. | line conneeting Wation posi in Gaines county with Conden iv- |
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| -Dr. J. O. Haynies returned to | tinety |
| pastorate of Firat Methodiat | 22-Tratfle mignats tratalied nivit |
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| med pantor of Wenley Mem- | rt; automobile dealers hear |
| orial, zueceeding Rev, Ansil | by Wayne Hearze, Mtube |
| Retail Merchants associa- | 7 Thankerivinn" obsurved |
| dies of gun wound; Ger- |  |
| ald Liberty reporta having bagged a rare albino deer. | ente entarod in 28 delir tax suits. |
| Other Big Spring huntera | 24-Mondro, magician, presents |
| Bishor given life |  |
| Suter Bishop given life |  |
| hal act; firme |  |
| kage of year ts matled to | ${ }_{25}$ Amarrilio. Poat workers of leth cinn |
| Alaska. |  |
|  | ndár, Page 4 col \% |

## Season's

Greetings-


Once more it is our pleasure to extend the compliments of the season and express our
hope that the NEW YEAR will bring you and yours the abundance of good things and good he

We take this occasion to thank you most sincerely for past year and pledge con tinuance of our established quality and service.

## BEATY'S LAUNDRY

There IS a

## SANTA CLAUS

If you are one of those skeptics who doubts the existence of St. Nick, let us reassure you. There is a Santa Claus, a very real spirit whose existence makes life brighter and more joyous. He lives in the hearts of men and women who realize that good living is an art of tar greater Importance than the amassing of wealth. Our Christmas wish for you is that during the coming year you will bank more of that wealth of friendship and good cheer which is life's greatest treasure.


## A Most Joyous

Christmas
and a Happy, Prosperous
New Year-

We wish for you all the happiness and good fortune that you could possibly wish for yourself . We thank you sincerely for your patronage, and ask a continuance of our pleasant relations during the coming year .

## HOME CAFE

W. A. Sheets


## Cordial Greetings

...from the folks who
Serve you at Thorp's

For the business, large or small, with which you favored us during the past year, we are sincerely thankful . and trust we have served you well.
... We sincerely hope you will be a froquent visitor to
our atore in 1940.


FEW WERE PRISON 'BREAKS' -Restoration Is planned for this Arizona territiorial
Drison at Yuma, once the west's toughest jall. Cagelike Itron cells set in walls 3 to 5 feet thick.


"Silent Night, Holy Night"

We hope that Christmas Eve finds you with hopes high and happiness in abundance, that the beauty and significance of the holiday give you warmth of heart and new courage of spirit

And we hope that you'll find a breath with which to whisper a "MERRY CHRISTMAS" to us, too, for your friendship is one of our most prized possessions

## Big Spring Hardware

## Merry Christmas--

Each Year...

Each year we realize more fully that our friendships are what makes life worth living . . . and we, therefore, like to feel that there is a spirit of friendship underlying our business relations . . . with you-our customers.

## GOODTYEAR

Our Wish...
It is our sincerest wish that the holidays will be your MERRIEST . . . and the NEW YEAR your most Prosperous.

## Troy Gifford Tire Service <br> Mr. and Mrs. Troy Gitfond

| A Great Day |
| :---: |
| for Everybody! |
| May The |
| True Spirit Of Christmas |
| Bring You Peace |
| And |
| Happiness |
| Nalley Funeral Home |

READ THE HERALD RENTAL COLUMNS $\qquad$ A Review-At A Glance Of The Tumultuous Thirties

* 



Wishing You a Joyous Yuletíde
We feel deeply grateful for the consideration you have so kindly extended to us in the past and take this opportunity, as the year draws to a close NEW YEAR, we pledge continued effort on our part to merit your good will. In appreciation of this valued good will, and the splendid patronage resulting from it, we extend to you and yours a cordial greeting at this, the happiest of all seasons.
May the New Year be filled with all the good things you so much desire. AND A HAPPY NEW YEAR
Miller-Oldham Co.
104 East First Street
Phone 1471

## Season's

## Greetings

Just the same old wish, MERRY CHRISTMAS, sent to each of you in all sincerity ... We wish for you a very happy Christmas Day, and may the remaining days of 1939 and all the 366 days of 1940 be filled with Joy, Happiness and Wealth untole

## and Thanks-

We are so happy now when we've come to the end of the old year and are standing on the threshold of the new, that we want to express our appreciation for all the good things done for us-all of the kind words our patrons and friends have spoken in our behalf and express the hope that the New Year will bring peace health and happiness in abundance.

## O. H. McAlister



Christmas

And all the good wishes we can think of for
you at this glad Christmas time
May the New Year be filled with Joy and Prosperity for all is the sincere wish of everyone at.

## Sa Mode

## meary

THANK YOU, friends and neighbors of this community, for your favors to us during many years of association and service . . Our sincere wish is that Christmas finds you well, happy and prosperous!

## Westerman Drug

## Greetings


 ressor Englehardt found that ac
tual coot per cubie foot for PWA
conatruction was. when

[^0]



The Message Of Christmas

And it came to pass in those days that there went out a decree from Caesar
Augustas, that all the vorld should be taxed $x$ x
And all tent to be taxed, every one into his oun city.
And Joseph also went up from Gal Vilee, out of the city of Nazareth, into
Judea, unto the city of David, which is called Bethlehem $x \times x$
To be taxed with Mary his esponsed wife, being great with child.
And so it was, that, while they were there, the days were acc
she should be delivered.
And she brought forth her firstborn
son, and wrapped him in swaddling clothes, and laid him in a manger; beinn. And there were in the same country shepherds abiding in the field, keeping vatch over their flock by night.
And, lo, the angel of the Lord came upon them, and the glory of the Lord
shone round about them; and they were sore afraid.

And the angel said unto them, Fear not for, behold, I bring you good tidings For unto you is born this day in the city of David a Saviour, which is Chris
the Lord. the Lord.
shall find the babe wign unto you; $Y$ Y dling elothes, lying in a manger. angel a multitude of the heavenly hos angel a multitude of the
praising God, and saying, earth peace, good will toward men.

## Man About Manhattan

 NEW YORK-Those Katzenjammer Kida ooHelizapoppin, olsen and Johnson, gave a Christma

$O_{n e}$ of Beloned w wimpurir

|  |  |  | of our foreign nation customers they will give us reciprocal benefits in-trade with them. <br> What has happened in the five years since the trade agreement program was enacted is that the |
| :---: | :---: | :---: | :---: |
| Chapter 15PARTNERSHIPS"Patay will divorce Allen one of |  | the length of the house. "There's not $a$ prettier place in town than |  |
|  | Honed Just now. Bob - those friends of mine who made a fall- | no as is. And ftes not just what Ted | country has been given something akin to an old |
|  |  | wilmington chose, either. You told | timn democratic tariff act. Farmers and others have |
| she could gee out of him, and itshant proved to be much anhan tounted on. Dont worry aboutshe couthim sweet By this time next year | , hurried into a |  |  |
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| heilhaybe." free; married to Barbara.,mater |  |  |  |
|  |  | heell never lack for the right kil |  |
| There was a little silence athen Sue said, a pained note in her then |  |  |  |
|  |  |  |  |
| "Id hate to believe that, Bob!""But why?" He was honestly |  |  |  |
|  |  |  |  |
| surprised. "You don't want thepoor guy tied to her for life, doyou? There might be children you? There might be children |  |  |  |
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| dea of losing them. Allen's brimful of paternal instinct." |  |  |  |
|  |  |  |  |
| "He is tied to her, whether he likes it or not; whether there are |  |  |  |
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| children or not, Bob." <br> "Oh, come now! You don't be- |  |  | ${ }_{t s}$ |
| $\begin{aligned} & \text { Heve that-not in this day and age. } \\ & \text { An unhappy marriage is like a } \\ & \text { bad promise: better broken than } \\ & \text { kept." } \end{aligned}$ |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  | They spent $\$ 1,500,000$ on the putting together. |
| "But it needn't be unhappy -alwayi, Bob. I mean-bad marriages can be made into good ones,if people juat try hard enough. i | $e_{\text {ca }}^{c}$ |  | climaxing their foint film careers begun 20-odd years |
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| mean-in most casee. Of courae if |  |  |  |
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| years of effort before they admit |  |  |  |
| "You surprise me. Sue: Re-peated infidelity: D'you mcan meto understand that you-that anywoman would forgive Infidelity tn |  |  |  |
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|  |  |  |  |
| her husband. -I didnt say 'orofive' it. Bob,-" | make |  | the Limprians, and Gulliver |
|  |  |  | ships to break up the war |
|  |  |  |  |
| she answered thoushtfully. "I don't know whether ahe coud or not. |  | re |  |
| suppose it would thmga herself, him, the other womp Ber <br> an, the circumstancss. But forgiv- ing it is beaide the paint. |  |  |  |
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| " "It's-it's like any other centract, |  |  |  |
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| ly, thinking it out as she talked."It you enter int, a parmership |  |  | other one to Twinkletoes, the homing pligeorn who |
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| the time never is up in mar riage-not til death do you part, any-how. | - |  |  |
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| "Great Scot! 1 did.a't |  | must give her time to forget that |  |
| married euch a lituo Puritan! | It sue | incident, and the quarrel that had |  |
| feel like that, Sue," he went on | He sue henmberea how |  |  |
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| Washington Daybook | Daily Crossword Puzzle |
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States Keeping Special Agents In Capital To Get Share Of Bounties

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TO WISH YOU
A REẢL OLD FASHIONED

## Merry Christmas

and

## Happy New Year

Wm. Cameron \& Co., Inc.

## 5

## Serving You Has <br> Been A Pleasure

We are, indeed, very grateful that you appreclate our efforts to make our business succeed on a strict basis of merit and courtesy .. The liberality of your patron age natu

> And now in return we give you in all sincerity our hearty best wishes for the MERRIEST and BEST CHRISTMAS ever, followed by an equally prosperous NEW YEAR1

## LoneStarChevrolet, Inc

Cliff Wiley . . . "and His Fine and Dandy Gang" When You're Pleased, We're Happy"

MODEST MAIDENS
 this?"
THE ADVENTURES OF PATSY



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## OAKY DOAKS 고atumat inilitm



## Gleventh Hour Worries

SAY, A BIE PACKAGE CAME WAILE YOU WERE OUT AND I PUT IT IN The Closet


DICKIE DARE TV. Tramematik Ratherate


Retribution




HOMER HOOPEE Trademark Ree Appled


BLTT I BOUGHT SOME NEW
YEAR'S CARDS! GUESS YEAR'S CARDS! GUESS THEYLL HAVE TO DO
THIS YEAR …
[ESEM

## 

New Process For Making Cotton Cloth
NEW BRUNSWICK, N. J., Dec
23 (FP)-A proceas for makling oot 23 (Ry)-A proceas for making cot
lon coth witheut pplinnling or weav
ing has been develond ng has been developed by $\mathrm{M}, \mathrm{A}$
Goldman of the Fibre Prodes aboratory, who seeg in It Ita a boon or the Southo soeton ind induastry.
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GREETINCS
of the SEASON
$+++$

## LINCK'S FOOD STORES

Holiday Greetings

We cherish the thoughts of the fine associations that , and take this method of express ing a true appreciation.
Crawford Beauty Shop

slam Exan atatin

A
Season's GREETINGS...

Some how or other, the world just seems different at Christmas . . . We find ourselves mysteriously free of the worries and petty grievances of other days.

The Spirit of Christmas speaks with a voice of love, and we say to you and to the whole world, what you and the whole world are saying to each other-

## Merry Christmas

and a Happy, Prosperous

NEW, YEAR
Miller's Pig Stand
Mr. and Mrs. W. D. Miller


Management and Employes Join In Saying Season's Greetings to the friends and customers of this institution

Signed:

## COSDEN Petroleum Corporation

## Thank You... and MERRY Christmas


bob rives


Marvin hovise, Jr.
Commercial Department

$\underset{\substack{\text { RUBY WHipke } \\ \text { Bookkepper }}}{ }$


Tom ReyNolds

harry a. hutchinson Ellote Roosevelt


ELLIOTT ROOSEVELT
General Manager

## Three Happy Years

Today your Radio Station KBST celebrates the completion of three years of service to you and officially Inaugurates its fourth year.
Happy years those three years have been! Happy because it is the feeling of the staff of KBST that the service the station Happy years those three years have been! Happy because it is the feeling of the
has rendered, the free entertainment it has brought you, has been apprecicated.

Three years ago, when KBST went on the air, not even its staff dreamed that in less than two years network service, sceond to none, would be provided its listeners.
We feel that we are justly proud of the progress KBST has made. From a station with only one transcription service, KBST took the regular steps-first the addition of another transcription service, then a third. From that ordinary beginning came the service of today.
It has been difficult, to be sure. It isn't easy for a radio station to finance network service in a community much larger than Big Spring. But the faithfuiness of KBST listeners and advertising patrons has made the task much easier, and for that we are grateful.

## and NOW-

The Texas State Network is a new organization, as business institutions go. We believe its progress the past fifteen months has been nothing short of phenomenal, that it has made a dist inct impression on the public with such programs as "Neighbors, with Blanchard McKee", "Men of the Range", "America Looks Ahead, with Elliott Roosevelt", and, through its af-
filiation with Mutual, numerous other outstanding radio prog rams from throughout the United States, Canada and Europe. filiation with Mutual, numerous other outstanding radio prog rams from throughout the United States, Canada and Europe
We know that the Texas State Network will make just as great progress in 1940 as it did in 1939. Therefore, we urge that We know that the Texas State Network will make just as great progress in 1940 as it did in 1939. Therefore, we urge that
you keep your radies tuned to 1500 kilocycles-Station KBS T-so that you won't miss a program you'll regret missing. you keep your radies tuned to 1150 kilocyctes- Station KBST-ss that you won't miss a program you'll regret missing.
And don't forget the news! KBST will continue to bring you the latest in world news as quickly as it can be assembled and disseminated.

## and CAgain-MERRY Christmas

Now, as we enter the fourth year of service to you, we repeat: Thank you and Merry Christmas. May the forthcoming year bring you greater prosperity and more happiness than it has ever been your privilege to enjoy-that is the sincere wish

In the meantime, until another Christmas rolls around, may we urge you to keep your radio dlals tuned to $\mathbf{1 5 0 0}$ kilocycles -Station KBST. If you don't, you are bound to miss something.

## Station KBST

## THE HERALD STATION


jack wallace




ARY VANCE RENEASTER
Program Department







A Holiday Greeting For You

In earnest appreciation of your patronage in the closing year we son's Greetings and Best Wishes for the New Year."
WALKER WRECKING CO.
1109 E. 3rd

Phone tit

## Elluiy

## Christmasisi to All

The entire personnel of this firm, which has faithfully endeavored to serve you through the years, joins in wishing everyone in this section a MERRY CHRISTMAS!

Your gift to us lies in the measure of success this institution has enjoyed. That our family of many loyal friends has increased each year . . . that hundreds and hundreds are pleased with the services we have rendered them... these, and many other reasons make us truly thankful for the patronage and good will that has been ours.

MAY 1940 BE A YEAR OF INCREASING PROSPERITY FOR ALL IS OUR WISH

## EMPIRE $\underset{\text { SERVICE }}{1}$ SOUTHERN

J. P. Kenney, Mgr.
oas is your quick, cIman, bConomical servant


## Christmas!

A Day of Peace, Love
And Happiness
A day when human hearts are turned to finer things in life, a day of carols brightly sung, a
day free from strife, a day that teaches Peace on Earth, Good Will and Kindness to all.
As this Christmas day approaches and we
are ready to greet the New Year, it is our are ready to greet the New Year, it is our with added happiness and increased prosperity.
We express appreciation for your patronage in 1939 and hope it is our pleasure to continue

Elrod Furniture



# A Great Day 

 for Everybody!There's the beauty of Christmas Day - it brings Happiness and Good Cheer to more people than any other day of the year . . . It is an imperial visitor shedding its lustre upon the young and old, the rich and the poor.

To Each and Everyone, a Sincere Merry Christmas
and a Happy New Year!

## H. \& H. <br> FOOD STORE

"Where Your Dollara Have More Cents" 900. Main Street


Powell-Loy Combination In Another 'Thin Man'
Affair Is Christmas Feature At Ritz Theatre


|  | William Powell and Myrna Mr. and Mrs, Thin Man, have mystifyin gand fast-moving op film is at the Ritz today and <br> Unusual Santa Makes Rounds <br> In Army Style <br> OKLAHOMA CITY. Dec. 23 (UP <br> 23 orphanges. Santa Claus is <br> atrange fellow, It used to be that he never quit <br> got around to visit them on Christ mas eve, but all that has been <br> changed now, and next week th orphans will be aitting up late lis <br> guard trucks-and Santa Claus. <br> Santa Claus comes in the gua trucks because he's the state <br> Oklahoma and can do what likes with them. Santa Claus h <br> an office in the state capitol. Th sign on the door reads: "Sta <br> It's the only one of ita kind <br> it because it's a real Santa Cla and brings real toys and gifts <br> and brings real toys and gifts. Chief Santa doesn't look mu |
| :---: | :---: |
|  | CHRISTMAS |
| SWELL ENTERTAI |  |



POWEII Mom LOY ANOTHIR minatin
 wichilisonisixy


> Third Anniversary To Be Observed By KBST Today

Special Birthday And Christmas Pro- grams Scheduled For $191 / 2$ Hour Period



Sea Warfare Dramatized In Picture
In Picture




##  

 PRINCIPALS IN QUEEN FEATURE | STORY WITH A POINT | CHURCH-GOERS GET |
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| RICHMOND. va. (PP)-Morton | LESSON IN MANNERS |

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| Adelanski, a deaf-mute newsboy took personal pride in selling the | paris, Tenn. (UP)-Wors |
|  | astounded at a group |
| *Ki started the paper's employes. |  |

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ROBB AND ROWLEY ROAD SHOW

- D®C $\begin{gathered}\text { TODAY AND } \\ \text { CHRISTMAS }\end{gathered}$

GREATEST SEA-THRILL DRAMA OF THE YEAR! FACING DOOM TO SAVE THE WOMEN THEY LOVE!


New Deal And Abdication Also 'Big'

 of what may be a world-wide wan


 toing to bo en enexturn of peace are
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 Therey yerra of angulary, Span-
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$\qquad$ A RECOUNTING OF THE
BIRTH OF JESUS, N A
BETHLEHEM MANGER The Roman empire, dominant in
'On Earth Peace, Good Will Toward Men'

FISE MEN KNEW THE MESSIAH, WORSHIPPED
HM, BROUGHT GIFTS

Kidnaping Of Lindy's Baby


 - untion as to a third term for the the A Baby is kidnapke (1933).














 Ind Incredible events that opened was 19 monthan old when ho wan region of New Jersey on March 1.) woll. Hill body wan tound weeke on January 30, 1938, Acoit

 april 3, 1936. In those four yeary married, a father nond a paroled Prosident Hindenburg.



## Some Standout Personalitie Of <br> Some Standout Personalities Of 1930-40: They Helped Make It A Memorable Decade



## 

...are extended with every appreole. Hon for past patronage . . and the enprosaion of the hope that future relations may prove just as satiofactory, as mutually ploasant, as in the past.

## MEAD'S tim BREAD


 PUBLic works: Boulder Dnm dance vogue: swing nwept woman leader: mfru E. D.



Merry Thrisinats TO ALL

## Best Wishes for

 the New Year!As we think of the generous way in which you have patronized our business, we are moved to thank all of our good friends for the feeling shown toward un.

As Christmas Day approaohes, we hasten to offer our most atncere and hearty wishes for a Joyful Christmas, attended with a super-absudance of good will, happinese and well-being.

In the spirit of the greatest posaible neighboriness, we wish for you a Christmas unclouded by care and brightened with all that in good.

## Burnet-Uhl Machine Co.

## Our Christmas

## Wish

We are happy to join in wishing for you a merry Christmas and a Happy，Pros－ perous New Year ．．．and to express to you our sincere thanks and appreciation for your valued patronage and friendship．

The Personnel of


## IN THE SPIRIT OF

Christmas

Christmas brings to our minds the sense of obligation that we owe our friends and our customers who have made possible the growth we have made during the past year．

At this holiday season，that brings one year to a close and opens the gates of another， we extend to one and all our Christmas greetings；trusting the year ahead may bring increasing happiness and prosperity！

Thanks for your loyalty during the past year
．．．may we be of further service during 1940？

Best．Wishes for a


PRICE OF W AR－Pensively＇Eunke Lahtinen，${ }^{5}$ s．studies


Hills Take 0n Drama Setting For Yule Fete MADRID，N．M．Dec． 23 （UP）－
A piligrimage is underway to thio A Dilgrimage io underway to thio
central New Mexico mining com－ central New Mexico mining com
munity in a modern－day atmulition
in ago of the Three Wise Men． Moro than 60,000 perseona are ex
pected to visit Madrid，which pected to visit Madra，which
annually transtorms Itself $\left\lvert\, \begin{aligned} & \text { annually transtorms itseif into a } \\ & \text { southwestern American＂Palestine＂} \\ & \text { and }\end{aligned}\right.$ couthwestern American
to celebrate Chistmaa
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$\left\lvert\, \begin{aligned} & \text { The dry，barren hille surround－} \\ & \text { ing the town，20 milies ounhwest } \\ & \text { of Santa } \mathrm{Fe} \text { ，} \mathrm{N} . \mathrm{M} \text { ，closely resem－}\end{aligned}\right.$

 created each Christmas season
what has become known an one
Americas：most unusual yuletide
 ings are placed on the hallisides
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## A Distinct

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## CLUB CAFE

US Forecasts Brighter Year For Farmers
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## A Merry CHRISTMAS

## to You！

From quiet homes and first beginnings， Out to the undiscovered ends，

There＇s nothing worth the wear of winning But laughter and the love of friends．

## S．P．JONES Lumber Co．

＂A PLANK FOR EVERY PURPOSE＂
409 Goliad
Big Spring
Phone 214


## Greetings to Everybody！

．．Best Wishes for a Happy Holiday－－

Few Words Convey Greato Meaning Than－

## Merry Christmas

The spirt of Christmas is one in which all Nations－all Creeds－all Faiths －can unite．

It is the gblden rule for individuals and for all Nations．
May it be the will of men everywhere to be persuaded by the Christmas eppirit to help bring about＂PEACE ON EARTH；GOOD WILL TO MEN！＂

May you have a Christmas season gay with happy family gatherings－a Christmas that will bring you genuine enjoyment and New Year of Peace and Prosperity．

1930-1940: A Decade Devoted Largely To Search For Security




 But thats tho frat and liast of it.
Thie finme apurted firm fir Chirni,



The History
Of Yule Cards BoSTON, (UP)-It took a Euro-
pean revolution to give Americans
the bablt of sending Christmas the hablt of sending Christmiss
cards. In 1874 Louls Prang, then 54
years old, printed the first Yule foundationg for a a business now in- laying the volving millions of dollara an
whlch adds about $\$ 10,000,000$ year ly to postal receipta.
Prang was a native of Brealinw,
Germany,

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$\left|\begin{array}{c}\text { Engitigh cards, Prang'v produota } \\ \text { wero simple. } \\ \text { His earda featured such things }\end{array}\right|$
as roses in bloom, lovely girla roe rem
turning home from church on turning home from church
Christmas day and kitten.
card had two kittens singing: card had two kittens sithging:
"O tender mewsio now we sin
And to you, Merry And tender mow-sio now we sing
bring." Merry Christman
After Prang started producing
 and stage coaches became pro
nent. Thene were foliowed by
productlons of Madownas, w productions of MMadonnas, Wise
Men and other great masterpleces.
Each year more timel
 were used on cards and today you
can buy them featuring akily and
dirnduls-mierophones and televis-
lon Th Two Letter Carriers To Scatter Bird Seed HOLYOKE, Mass. (UP)-As a
regular duty this winter, Holyoke

Dazzling Lane Florida Town Of Yule Trees Of Christmas Kindles Cheer Has Been Busy
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 and will be lluminated -nighty yin
til Jani 1 tul Jan. L. An entimated aso,000 persont will troe-lined boulevard whileh will be from the Bromx and even pervons made brimant by mult-colored
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birds. the birds calls the postorfice and
a letter carrier will call for and
delliver the delliver the food to them. Class 's9 Geta Jobs
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mite the expensive hand-colored
sut he didn't foresee Adolf Hitler's ascending star.
And it wor who spread
the forces of fear and insecurity the forces of fear and insecurity
throughout the world as no one
man had done an JACKSONVILLE, Ala, (UP) -
Jacksonville state teachera collogg Jacksonville state teachers colloge
does all right by its graduates. Dr
C, W. Daugette said that every $\left\lvert\, \begin{aligned} & \text { does all right by its graduates. Dr. } \\ & \text { C, W. Dagette sadd that every } \\ & \text { graduate of the collegets } 1939 \text { class } \\ & \text { has obtal }\end{aligned}\right.$ ch
graduate ont the colloges 1938
has obtatned employment.

## Coca-Cola Bottling Co.

EXTENDS
Cordial Greetings

We have found that friendshlp in business is
its greatest asset and we are grateful for yours. We desire to convey the Season's Beat Wishes for a Merry Christmas and

A HAPPY and PROSPEROUS NEW YEAR

# 都 <br> <br> GREETINGS- 

 <br> <br> GREETINGS-}

of the Yuletide Season

As another Christmas season is welcomed ... and the spirit of giving predominates in the minds of all, the employes and management of this institution join in extending SEASON'S GREETINGS to our host of friends and customers.

The past year has been a good one for us . . . and we are in deed grateful for the splendid patronage that has been oura.

May your every Christmas wish be fulfilled and may the New Xear be one of Happiness, Health and Prosperity.


This day, of all days, is one for universal happiness. As Scrooge's nephew said, "Christmas time is a good time; a kind, forgiving, charitable, pleasant time." Let's all make it that way-let's all be happy, friendly and joyous, and forget for today all the discords, sorrows and disappointments that may exist at other times of the year-it's Christmas, let's make it merry! Remember those aunts, uncles, cousins, nieces-and of course, those of your immediate household-shout a friendly greeting to neighbors and friends as you pass them by-let the kindness and joy you felt inside add to others' happiness! So in this spirit, the entire staff of the Daily Herald sends heartfelt greetings to you-to everyone-to the entire world! Every person from the publisher to the carrier boys join in saying A VERY MERRY CHRISTMAS TO ALL!

## It's Christmas Time

Forget your cares and remember that
Santa's aboard in the land...
That your Christmas will be Happy and the New Year
your most prosperous ever is our sincere wish.
Higginbotham - Bartlett
COMPANY
and a Happy, Prosperous New Year

For YOU

SOMEWHERE IN FRANCE'-This is the Curitss Hawk 75A pursult plane mentioned in


Emergence Of Sales Tax As Texas Issue No. 1 Seen By Observer As Year's Political Event
By D. B. hardeman
Herald Austin Bureau


I?
Best Wishss

## Is OUR Wish

##   $\left\lvert\, \begin{aligned} & \text { sit the forceful } \\ & \text { it } \\ & \text { the atto } \\ & \text { ie }\end{aligned}\right.$  <br> $$
\| \begin{aligned} & \text { in } \\ & \text { log } \\ & \text { nog } \end{aligned}
$$ ment subsided when the governo repeated his promise to geto th measure measure ir legisisture U <br> Unanimous In 19ss In the nummer of 1938 ga tor governar <br>  sales tax. Bill McCraw nnd Erne Mompson both declared against it and then WW. Lee ODaniel adde his fervent conde      ihe people morer receptive by mha ing them the horrors of the tru anction tux. These surmises correct $\left\lvert\, \begin{gathered}\text { Soon } \\ \text { sales ta } \\ \text { and }\end{gathered}\right.$ var wa neas, the old age inese puah $\left\lvert\, \begin{aligned} & \text { Cob out } \\ & \text { hat } \\ & \text { nive } e \\ & \text { in man } \\ & \text { noprese }\end{aligned}\right.$ <br> President Herbert shown in Nower York shown in New York on his ar ar- rival to direct the organization of a Finnish relief cempa disclaimed any friction betw. his and nitl his and other $\left.\begin{array}{c}\text { groups or } \\ \text { relief for Finland. }\end{array}\right]$ Christmas Come In Spinach For were $\begin{gathered}\text { ne } \\ \text { the } \\ \text { and } \\ \text { and } \\ \text { Fint }\end{gathered}$ <br> HJR 16 and SJI tax constitutiona were trotted <br> $\underset{\text { se ates tax War issue }}{\text { se }}$ <br>  <br>  <br>  <br> months the the 5ette and raged for furlously tive but In the end the sales tax sututional and <br> The nalean tux reemerged in killed. tember when Governor asked letislatars if they would pasel the contents of SJR 12 in blll torm It is ntill on the horizon, and the tate of many an office-holder there is much debato whother the  

Greetings

That this Christmas will be your Happiest . . . and that the New Year will bring you good Health, Hap piness and Prosperity . . . is the sincere wish of
$+$
FISHERMAN'S
"Where Prices Talk"

LETYY T0 BANTA GOES WIMH STAM
DRAWN BY CHILD


 competition with the gove manafacture of atampa
On an savelopo ad


 them. Lampton stil hopen fo round
ut some of the miveng oif who
struyed from the antar.


We welcome this opportunity to wish each and everyone of our friends and customers a very...

## Merry Christmas

and a
Happy, Prosperous New Year

State National Bank
"Time Tried - Panic Tested"

## Wishing You-



Nothing gives us greater pleasure than to add our Christmas Greetings and to wish for you a most prosperous New Year. We hope that your every Yuletide wish may be realized and that the occasion will be a happy one for you and yours.


As the New Year approaches we pledge ourselves to an even greater and more efficient service than ever before. In maintaining this policy, we trust that we may continue to merit your friends hip and patronage.

Management and Employes of
SHROYER MOTOR COMPANY
"THE PLACE OF ALMOST PERFECT SERVICE"
A. H. SHROYER MRS. A. H. SHROYER

IRA SHROYER A. BHROYGRANVILLE DAWSON HARRY MONTGOMPBY DORA SHROYER ARCHIE KEMP

We sincerely hope that you are looking back over the year just passed with happy memories that will be cherished more and more as the years go by ... We wish you much happiness and joy during the holiday THE OLD-ON WITH THE NEW' may you look upon 1940 with a hope and courage that will bring you even greater happiness and satisfaction in achieving a worthwhile goal.

## Southern Ice



## Season's

Best Wishes

For a Hanpy Holiday Season to the friends and customers of this firm and a hearty thank you for your patronage during the past. We sincerely hope we're privileged to serve you again in 1940 .

Jesus' Birth $\pm 5$ = mine
 Who was to become Der Fuehrer
began dilacarding provisions of the pudhated befores ine the Relchastag
what lutte remalined of that tat In six yeara Hitler rearmed Ger-
many. reorganized the Reich's
economy, remiltarized economy, remiltarized the Rhine-
land, purged hit own flock, aboer land, purged his own flock, aborb-
ed Autrin, dismembered Czecho-
ed ounakia, buitt n Weyt wall Slovakia, bulte $n$ West wall agannst
France.
achieved
a Criumph at Muevich, a and dhematic thar-
ed again the might of Britain THE QUINS ARE bORN (1934)
Marie, Emille, Cecile, and Yonne Dionne are five Annttle
giria now more than tive years of
age and worth pretty ely age and worth pretty close to a
million dollnre. They carned all that money and. They earned al al ant a millon
words of notice by being born
wintuplets near Callander,
 the has been kept overthem since
the day Country Doctor Allan F
Dafoe brought them anfely normari, healthy to thetre prose
neep runs to $526,400 \mathrm{a}$ yeare
eear they keep runs to $\$ 26,400$ a year. Thi
year they greeted Le Roi and L
Reine from far off England. Prohibition ENDED (10s3),
For 14 years this nation trie




Texas Banks Make 850,000 New Loans
NEW YORK, Dec. 23 - That

Girl Fashions 'Cold Glowing' Yule Candles
 Brigga dreamed about a Chrintmas
party and today abe te maldng that
dream come true overy day th the dream come true every day in the
wook.
Before ohe
Britge had the dream mins
$\left\{\begin{array}{l}\text { chiefly, for table appointmente or } \\ \text { as decontions the recoptlon hath } \\ \text { or IVving roomk }\end{array}\right.$
 elallined hor art At first the moroly (wis-The historic old Ban Podro FD SENDS YULETIDE gave the vandlea to trtenda, But gold mine ls agitn producting un- FD SENDS YUKETIDE
the word apreat noon enoughi and der operatons of the Raskob Min. MESSAGE TO DEMOS



A Merry
Christmas
and a Happy New Year to Our Friends-

The spirit of Christmas calls us to a better appreciation of associates and the true value of friendships

There are many ways to say it, but none better or of more meaning than-

## Merry Christmas

| May the New Year bring you a full quota of happiness !

Chamber of Commerce



## Very Best Wishes-

## ..to you and yours

As Christmas time draws near, we think of the generous way in which you have patronized this businsss, we are moved to thank you from the bottom of our hearts for the good feeling shown toward this store . . .
. . and in the apirit of the greatest posai ble neighborlinesa, our entire permonnel joina in wiehing for you a Christritis unclouded by oare and a New Year brightomed with everything that in good.

| Homer Rompkins | Ellon Harrell | Ben Nelson |
| :---: | :---: | :---: |
| Misa Anita Bonds | M. J. stratton | Noble Mennime |
| Fred Barton | Albert Rounde | Mra, Allen Cors |
| Chestar Wiley | Jack Platt | Allon Cox, Mge. |

## Sherrod Bros. Hdw.



## PEACE

## On Earth

If you get the same thrill from those words that we do, we hope when you hear the Christmas Carol which contains them, you'll remember that our Christmas greeting for you and ourselves and the whole world is contained in these noble words: PEACE ON EARTH!


## Texas Electric Service Company

## Health <br> Happiness

 Prosperity -At no other time of the year than at this glorious Yuletide is the spirlt of happiness so much in evidence.' The usual Christmas Greetings are significant at this time when good wishes for all fill the air.

A glorious Christmas is our whah; of course, yet we want this sentiment to carry on through the coming years. r We want each of you to enjoy Health, Happiness and ProsperIty. It is our hope that your every wish. will be nealized, that each ambition may materlalize, wo that the New. Year may be the happiest of them all.

You have been most considerate of us in the ${ }_{g}$ past with your fine fyjendship and oplendid patronage; for both we are grate ful . . . May we continue this pleapant asnociation in the future?

Christinas Toys

Courtship And Marriage Studied At Penn State state collegale, Pa. (UP) -
Ignoring the old naw to the effeet that the chief caune of divorca th marriage, Pennaylvania State Col-
lege has insttuted a course in
"eourtship and marringe and "eourtship and matriage" almed at preparing studenta for happy mar
ried ilives. ried lives.
Professora
Protessors of rychology, eco
nomico, ociocology and plysical edu cation take turns conducting to te
coourse, which is open only to fourse, which is open only to
junlora and eentora. Three hundred Junlora and aenlora. Three hund
studenta now are enroled.

Good Neighbor Policy At Its Beat On Farm
TURLOCK, Cal. (UP)-Farmern
in the Turlock district proved themselves good neikghbors when W. H. Johnoon, West Turlock dis
trict farmer, was $\operatorname{tnjured} \mathrm{In}$ a fall
trom trict farmer, was Infured to a a tail
from a hay wagon on the handic
of a pitchfork Yrom a hay, wa
of a pitchork.
Wile Johnso
Whitechrork.
bohnson wan fle hat on hin hospital the war
farm was

 pensation, expected no
juat "good nelghbora."


Among our assets we like to count the only one that money cannot buy-your good will. And so at this happy holiday season we extend to you-not as a customer alone, but as a friend-the best wishes for Christmas and the coming year . . .

## PITMAN'S

Big Spring's Oldest Jeweler's

May the Christmas of 1939 Be a Forerunner for a Happy 1940

We cannot get away from the thought that our patrons have made it possible for us to go forward with this business, and it is therefore our greatest pleasure to remember you with kindly greetings and every good wish we know to send at Christmas time.

We feel we have made progress with our business during the past year, but whatever we have accomplished, we have done so because of the loyalty of our friends and patrons . . . and again we say, THE BEST OF EVERYTHING TO YOU AND yOURS THIS HAPPY CHRISTMAS!

## 

EMPLOY ES OF

## Big Spring Motor Co.

V. A. Merrick, President

## A Very Merry Christmas!

Now when Jesus was born In Bethlebem
of Judinea in the days of Herod the king,
behold, there came wise men from the east to Jerusalem.

Saying, Where is he that is born King of


When Horod the king had heard these
hings, he was troubled, and nall Jerusalem with him.
riests and seribes of the people together demanded of them where Christ should be born.

Judah:
prophet,
And not the Bethlehrm, In the land of Judah Judah: for out of thee shall come a princes of nor that shall rule my people Israel.

Then Herod, when he had pritily called the wise men, enquired of th
what time the star appeared.

And he sent them to Bethlehem, and sald,
Oo and search diligently for the youms ahlld; and when ye have found him, bring timp him anso.

When they had heard the king, they da
parted; and, lo, the star, whith they saw parted; and, lo, the star, which they saw in stood over where the young child was.
with exceeding great joy.
And when they were come into the hous Coy saw the young chilld with Mary hi and when they had opened thelr treasurec they presented unto him
frankitincruse, and myrrh.

ST. MATTHEW, Chap. II, 1-11

## OFFICERS

L. S. McDOWELL MRS. DORA ROBERTS

ROBT. T. PINER Active V.-President
IRA C . THURMAN
R. V. MIDDLETON
H. H. HURT
B. T. CARDWELL
$\underset{\text { Asat. Cashier }}{\text { REBA BAKER }}$
 Good 2till Toward Men!

And ahe brought forth her niratborn son. and wrapped hen
Inid him In a manter; beciling clothes, and
In room for them in the jnn.

And there were in thrisppoe country shepherds abliding in the fieldi:
over thetr flock by might.

And, lo, the anger at the bord, onme upon Them, and the grory of the Lord shown afrald.

And the angel sald unto them, Fear not:
for. behold, i bring you good tallinga of For unto you is born this day in the elty Lord.

And this shail be a sign unto you; ye shail tylng in a manger.

And suadenly there was wis we mass a and saying.
heace, good will toward men.

And it came to pass, as the angels were kone away from them into heaven, the shep-
herds sald one to another, Let us now go even unto Bethiehem, and see this thing
which has come to pass, which the Lord has made known to us.

And they came with hanto, and found
Mary, and Joneph, and the babe lyting to s manger.

And when they bad seen tht they made
known abroad the naying which was tola
them concorning thls chill.

ST. LUKE, Chap. II, 7-1X

## DIRECTORS

L. 8. McDOWELL

MRS, DORA ROBERTM
ROBT. T. PINER
HARDY MORGAN
d. B. COLLINS
T. J. GOOD
L. S. MeDOWELLL JR. mankind becomes fact. It's Christmas. Let's all live it to its ut most by mixing reflection with our pleasure, by instilling awareness with our joy. And in addition let's try to capture the Christmas spirit, and retain this wonderful thing throughout the year. A very Merry Christmas to all!
riers of race, language and religion; when the brotherhood of
$\mathrm{T}_{\text {HE star is s still shining. }}$ It gleams over a million homes-some sad, some happy-some troubled, some serenebut to all it brings a measure of satisfaction and peace. Its rays touch the child under the Christmas tree - their effect can be seen in the faces of mothers and fathers, and of sons and daughters-there's a spirit abroad that is as tangible as the earth, and paradoxically, as intangible as the air.

I T'S Christmas. Lovely phenomenon that levels bar-


[^0]:    $D \& H$ Electric Co.
    
    Greetings

    Wishing you the best of all your desires and a Happiness this Christmas that will continue throughout the coming year

