## Zuig Syring IJaily Herald

## VOL. 4 -NO. 160

## Christmas Season Opens This Evening,



WHERE SNOW-BOUND INDIANS DIED RECORD CROWD EXPECTED


| DOWNTOWN AT 7:30 o'CLOCK FOR UNVEILING OF WINDOWS |  |
| :---: | :---: |
| Show windows of Big Spring stores were hidden from view by curtains today as scores of merchants prepared |  |
|  |  |
|  |  |
|  |  |
| Big Spring's formal opening of the Christmas shopping season and unveiling of windows was certain ofinsofar as cooperation of merchants is concerned. |  |
| contest for the best window display. They are Bradshaw |  |
|  |  |
| The largest crowd assembled in the business district after $n$walks. |  |
|  |  |
|  |  |
|  |  |
| Gentry New Norris Seeks |  |
| President Of |  |
| Kiwanis Club | Farm Bo |
| Judge Smith Quizes Members On History of County Names |  |
|  | $\begin{gathered} \text { clares; Stone } \\ \text { Opinion } \end{gathered}$ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Work On Municipal Building Here

 To Begin InTen Days; Cards to Be Issued Men Seeking EmploymentTrial Opens
为


Law to Be Decided
 Assessed Here By District Court
Production Of
Crude Down $\qquad$
Runs To Sills, Gasolinn
Stocks Rise During

## Houston Car ${ }^{1}$

Game Ends Death Of Man

Evacuation By Chine
Expected To The Be
Requested
Pharmacists
Choose Austin

Choose Austin

$\qquad$ from Walter D. Adams, secretary
of the ansociation,
Mr. Philp, who a former prs.
ident of the asociation and now a of the executive commit. tee stated to a Herald representa-
teve that he intended "makkn" the
convention next year, even though

## The Weather





## TOYLAND

## On A Big Boom At

 WACKER'SWELCOME folks, to our Christmas opening. Come in and look around. ily, children, sister, grandad, every one both old amd young. You will enjoy looking at these as well as the children. Our line of Holiday Goods are new and different. Over 10,000 items priced from 5 e to $\$ 5$ and every one a greater value than ever before offerd. They are priced so
can shop for two with th same money you used to buy one.

WHEN you see our line of Gift Goods and novelties you tinen won't forget that friend you have always remembered on Christmas. Ask our
selesladies about any merchandise, she will assist you with every courtesy selesladies about any merchandise, she will assist you with every courtesy
possible. Whether you wish to make a purchase or not, you are always
welcome to our store.

I ${ }^{\mathrm{T}}$ is our intention to give each and every customer the same attention possible to get the first choice pick if you wait until the last minute to shop. Make your selection Now, pay one-third dowa and we will hold it $\mathbf{O}^{\text {tR store is your store, come in and compare our prices. }} \begin{aligned} & \text { Use your } \\ & \text { telephone. Meet your neighbors where everybody goes. . at }\end{aligned}$

## WACKER'S

je to \$j Store

Biggest Little Store In Texas

J. \& W. Fisher PRE-HOLIDAY SPECIALS

Starts Friday-Dec. 4-9 a. m.

We have gone through and marked down the entire stock and have made drastic reductions in prices. Also new Christmas goods that have just arrived are being put out at special prices.

## SEE OUR LARGE CIRCULAR

Now Being Distributed In The City And The Mals

## NO BUNK--AND NO JUNK

High Grade Merchandise At BARGAIN PRICES

See For Yourself-0pen Friday 9 A. M.


paus ruun
Big Spring Daily Herald |all, let alone the youth who dia not

 Motice To surescrivens


Washington
Cableok


## 728 or 729




## "I have to be kind to

 my throat"everal brands of cigarettes "I've tried Luckies. I smoke them reguiarly as 1 have to be kind to my throat. Plearned this from my previous stage experience.
Your improved Cellophane Your improved Cellophane wrapper is splenc
tab and it's open.

Tay fnaucis


When Noir Fravit hatume woiond en.

 no or womer troa, biromer torn

## Made of the finest tobaccos -

 The Cream of many Crops-LUCKY STRIKE alone offers the throat protection of the exclusive "TOASTING" Process which ine cludes the use of modern Ultra Violet' Rays -the process that expels certain harsh, biting irritants naturally present in every, tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE. "They're out-so they can't be inf" No wonder LUCKIES are always kind to your throat.
## "T'S LOASTEA" <br> Your throat Protection-gaginat luritotion-ogahon sayn

And Mloleture-Proof Collophane Keeps
that "Teasted" Fiaver Ever Fresh

mofwiswona
$\star$ Is mines Francios
Statement Pald For? You mery be interethed



MOISTURE-PROOF CELLOPHANE

pack ane. Hold downe ene helf with your $\square$ all, Uniquel Wroppedifinctits Stimple. Culde. Xiplatherts evem-proof Collophed io duan-proof, molivere-peos)



## The True Meaning Of Christmas

## Bridge Club <br> Receives Two

Public Health Notes


 county program, reaching mo
homes than any other elias of wo are Du Albert M. Fisher Company


## LAWRENCE WELK

To our way of thinking Christmas means more than just the giving of gifts ... It is a season of thoughtfulness ... Of understanding . . .given expression through presents. In choosing for your friends . stop and consider: to some people (especially this year) a practical gift, such as a coat, dress or gloves. may be ever so welcome $\ldots$. while to others, a frivolous gift of jewelry, perfume, negligees ... may mean happiness because this past year might have brought self-denial. Whatever the gift . . . whatever the cost (and smart things here by no means need be expensive) ... If it comes from ALBERT M. FISHER'S

## Fishier ta

Phone tee We Deliver
The Christmas Store


AT CALAMITY PRICES

* 



| $\$ 2.95-\$ 3.95$ | $\$ 4.95-\$ 7.95$ |
| :---: | :---: |
| $\$ 1.95$ | up |
| $\$ 9.95$ up |  |

Millinery Tho new meselinke
98 c to $\$ 1.95$
$\$ 2.69$ to $\$ 4.95$



Every Type of Women's Lingerie
 49 c - $98 \mathrm{c} \quad \$ 1.29$ - $\$ 1.49$
 $98 c$ to $\$ 4.95 \quad 69 c$ to $\$ 1.69$
Neckwear

tysuar zobstionany
trimmed ....... \$4.4



Hosiery


$$
88 c=\$ 1.29
$$ $\$ 1.69$

Women's Robes

$\$ 2.95$ - $\$ 3.95$


Men's Sow
 $19 c-29 c-39 c$

Main at Third


The bis, besultifuly-tcod angelo
and A merca's Biggest Little Orchestra
Playing the
Christmas Season's Opening Dance
Thursday 9 P. M.
SETTLES HOTEL

## J.C.PENNEYCD

The Answer to the Question: What To GIVE?
Is Sure to Be a Thrifty One at Penney's


## (3) Dromens; Society and Club News

$\underset{\substack{\text { Experienced } \\ \text { Demonstrator }}}{ }$ Demonstrator
In Lectures


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 Mrs. Ruth ivimy

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 COUGH IS YOUR DANGER SIGNAL




 Crocmulsion is is mharantered sermatisfa

 cold, no materer of how long sanding.
fis not relieved after tuling acoroding
to diroctions, Aot

Gifts for EVERYBODY On Your List

|  |
| :---: |

We Carry Complete Lines of Xmas Gooda
 eettles hotel bundina 217 main st.

## Meet With

 Mrs. Shive




Dec. 4 to 12 Inc. $8(884 \pi x a y$

United Dry Goods Stores
Phone 24
217 W. Third
Big Spring, Texas


## Have You Been Reading The

# zig Spring Daily 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 saying 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 sa fe 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 y ou. If a few cents spent to buy your paper can give you information that will save you many dollars, is it not a wise 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 With the Truck Market Problem" in the Herald of July 1? The story was very interesting and informative. There are 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 would 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 Communism 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 Docated? Do you know now?

Have you kept up with Governor Murray oklahoma a nd 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 take a back seat and let the others tell you all about it. Were 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 about 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 abo ut 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

1932. What will happen in 1932? What will it all mean to you; to all of us? Don't you think you would know more about just what to do about many things if you would keep up with the happenings all over the world? Keep 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 in the Herald
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 eariings here with you and who have their interests here with you. They are helphing overy day it is printed. The Herald is your own paper printed right he re in Howard County and is put out by men who spend their earnings he re with you and who have their interests here with you. They are helping
to build the town and work for the things 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 and
yours always doing what it can for the most benefit to all.

Now since you have read above jast a few of the topics that have appeared in the Herald (and those mentioned are just a few when compared with those written every day), don't you think it is better to read your own home DALLY paper, The Big Spring Daily 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 in Big Spring, so if you get much news from over the world you must take a daily printed out of your territory and then you do not get your focal news. So then you have to take a local paper to get your own news and news about your own community.
Why not get it all from all over the world and from your own territory, all the news that is important and that interests you in one daily paper every day (except Saturday) In the Herald you get the world and local news for mueh less than you can get it any other way delivered to you. The special rate by mail now is only $\$ 3.95$, and by carrier in Big Spring only \$4.95 per year. This is just a little more than a penny a day and if you were to mail a copy to a iriend the postage alone would cost you at least a penny. Just think of it! Any other paper would cost you that much or more and then you would have to take a Big Spring paper to get your local news. Read over some of the things mentioned above again. Wouldn't you like to have some of the stories mentioned above with you now? Why not subsc ribe for The Big Spring Daily Herald, your own home dour pacal news,
while the Special Rate of $\$ 3.95$ by mail or $\$ 4.95$ by carrier is on and then each day after you have finished reading the papers, file them away so you can get them for future references. It is real interesting and often it is worth real money to you and your friends. What would you give for a certain paper containing a story about something of much importance to you? The thing to do is to take your home town daily paper and then after
fil in the coupon 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 news and world news for only

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& \$ 3^{95}= \\
& \text { By Carrier } \\
& \text { Anywhere } \\
& \text { Big Spring }
\end{aligned}
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All The Year You Will Be Glad You Subscribed
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## The Herald's All-Star Page Of Comics And Features



## HERALD WANT ADS Where Buyer Meets Seller -- Owner Meets Tenant



Clothing Budget
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Howeve th is in
jout hoo these the
pant year.


## Dresses

$\$ 12.75$ to $\$ 22.50$
$\$ 7.95$ to $\$ 12.75$
NEW ARRIVAI
95 c to $\$ 1.50$
$\$ 3.50$ to $\$ 4.95$
New Gloves
$\$ 1$ to $\$ 3.95$
$\$ 1$ to $\$ 1.95$
Shop the Fashio

| Do Your |
| :---: |
| Christmas Shopping |
| Early |

Pash roi


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Use Our
Budget Plan
$\square$
Give a Raulo
Une Our Lay Amay Plan

Men's Dress Shirts

MONTGOMERY WARD \& CO.
$\qquad$
321 West 3rd St.

