## Big Spring Weekiy Herald

## Japanese Army TakesManila

## Government Stops Car Sales; Local Tire Quotas Assigned

Auto Plants To Purposes Only




## Winter's Coldest Blast Brings 18-Degree Low

 Temperature At Amarillo Down To 5|  |
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President Hints
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 First Arrival Of New Year

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Anti-Axis Forces Sign New Pledges

## Separate Peac

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Signs Grow Japan Due For Surprise Allies Plan War
Strategy With
Long-Range View Long-Range Vis By Acoochted Prise










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United States
Spending Hits All-Time High

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 And New Year Begun
Visitors Return Home Visitors Return Home


Country Club Holds New Years Night Dance


## At The Big Spring Churches


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## CORRECTION

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The Big Spring Herald
$\frac{\text { Friday, January 2, } 1942}{\square \text { Dally Calendar Of Week's Events }}$




Annual Open House Is Held By Edwardses On New Years Day Here
Hollywood Lists 100 Marriages, 50 Divorces In ' 41



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# Oregon Upsets Duke, 20-16 Crimson Tide Rolls Over Aggies, 29-21 


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#### Abstract

Change Of Year Program Given At Lions' Club


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HOW TO LIVE For Less


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Fairview Residents On Holiday Trips

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You hear a lot these days about what adiver tising means to people...how it brings them better goods at lower prices, and makes life more comfortable and more enjoyable. Well, advertis-) ing does all that, of course, but Pm more in : terested in what it does for me as a retailer. ."

## 事昜

1. "I'm in business to sell geods, and T've learned about ad-- vertising right here at the store counter where results are what count. I've seen how advertising works with my own customers and, believe me, I've got all kinds..."



This retallor, like other successfil dealors overywhere, knows from his own oxporience that newapaper advertising is the one medium through which manufacturers can reach all his evstomers and prospects. That's why manufacturers produce more sales for their retallors...and thomselves...when they advortise in local nowepg

[^1]
## 1942 Sacrifices May DoUs Good



## Postal Receipts

 Car Registrations Advance In 1941
## Postal receipts set a new record, new passenger car reg istrations stepped up appreciably but building experience Its poorest year in six seasons during 1941, a survey of public

 agencles showed Wednesday night.A booming $\$ 82,565.85$ went down in the postal recor books, yielding a $\$ 75,000$ net which may mean certain fea
turea for the local office later on. Highlight of the big in
crease was the $\$ 10,807.24$ during December, the largest sin Ele month on rec





 City Due To Get Home Guard Unit

Authority to organize a home guard unit in Big Spring due to be received here by Friday or Saturday, it was an 6

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## Maxim Litvinov Attracts Washington Attention

Stradivari Violin Rides

## In Pullman Berth Of Own

## 'Tortilla Flat' Comes To Hollywood Stage

## The Big Spring Herald

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$35-$ Year-Old Herald Visions
Sreat Development In Area


Election Of Officers Held By Royal Neighbors; Installation
Planned For January 8th At Hall

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## Average Motorist Will Get No New Tires--

Here's How Government's Rubber Rationing Program Will Work




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[^1]:    THE BUREAU OF ADVEMTIINO - AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION * OF WHICH THIS NEWSPAPER IS A MRMBE

