# 曾 Big Syring \#aily Herald 



## BUSINESS IN BIG.SPRING, REACHING LOW IN 1932, SEES.UPTURN IN 1933




## Safety... the most important

## factor in the consideration of

## Yonr Life Insurance

You buy life insuriance for a lifecime. Through good years and bad, your life insurance contract must be safe, a stable investment for your fuuure, an infallible procection for your family. Sound assets . . able management steady growth.... are essential in a life insurance company, and make for safety to policyholders. These characteristics are typical of Southland Life as it completes a 'quarter-century of service to Texas and the Southwest.
Southland Life begins 1934 with $\$ 1,000,000$ in Cash

ufecy in a lifi inurnace company, but cath in ooly Southland Life has loaned more than $\$ 9,000,000$ to Texas Citizens


Youn Policy
Southland Life's Total Assets are more than $\$ 20,000,000$

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Texas insurraces Southond 1 ife compenpoles. may well feel proud of this recoerd, and gritifed in the contemplation of more than twenty millioa Estimated Surplus to Policyholders is now $\$ 900,000$


OUTILAND LIES INSULANCB COMPANY.. Home OIICe ••BALKAS, TEXAS


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 MES A. REED TAKES A BRIDE


Senator James. A. Reed of miacouri married the former Mra Nell
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LEGION ASKS AID FOR VETS' WIDOWS


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HERE'S HOW TO CHECK EFFICIENCY!
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## Ohio Rum Director <br> 

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## In CWA Dispute



FORBIDDEN VALLEY




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 DAILY CROSS WORD PUZZLE





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The Bitter With The Sweet
by Fred Loc er


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| ANNOUNCEMENTS |  |
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Political $\stackrel{1}{1}$ Announcements

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