## Shivers Urges Gas, Cigarette Tax Hikes



Knights Of Ppthias

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Name Of State Legislator Is Brought Into Land Sale Probe

## 15 Persons Killed As Planes Collide



Hefty Push For Polio Campaign


## Rebel Airplane Attacks

 Capital Of Costa Rica

President Receives Highway Report President Elisenhower In Wuahington recelves from retired Oen.
Lucius $D$. clay recommendation for a 10 -bilition-dolitar federal-stato hiohwey proorm. The president and cley hold a map of a "strategic Advitory Committee which drow. up a proposed program. (AP Wirre
photo).

Benson Faces Decision On Wool Promotion Fee Plan

WASHingTor in-Secretary of
Agriculture Benson taces an early
dectision on whether the govern. decision on whether the govern.
ment shoukik take tipes to collect
fees from farmers to promote the it bep induatry's producia. iwothirds ot the producers votung
 The 1934 Yarime Aet gave the oder wink private orkantagronong would defuct frilture Department
'Baby Lift' Flight Takes Off For U. S.
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U. NANy L. Norman K. (Mose
 Donatoo and 17 -month-old Ro Ro their way on milltary loner to the Uleutenants's mase alitary
 nhe trangport which finally took Shannon Airport, Ireland.


## 8:15 TONIGHT AT THE CITY AUDITORIUM

THE Woun we ive ill
THE WORLD WE LVE EIN
> unity to prosent the superiative series, "The World Unig Spring is one of only 150 elities in the entire profected on a 30 -foot screen while David Hardy, noted ecturer, carrios the narration.
> Except for actual expenses, all proceeds go to the
Lons Charity Fund. Not one penny goes to the Llone Club or to Lifo Magaine.
> Live in," Just completed in Life 'Magrine.


C119 Crash And Forced Landing Texas Job Gains Leave Pilot And Co-Pilot Dead

## Called 'Amazing

SEWART AIR Fonce BASE,

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airport without incident. The two Boxcars were part of
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Midwestern Truck Drivers Win Wage, Mileage Increases
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## Plans Fiscal Probe

WASHINGTON (R-Rep, Patman
(D-Tex) declared today govern


Tonight, Jan. 12 8:15 P.M.

CITY AUDITORIUM
Tickets Only $\$ 1.00$


## A used car is

 only as good as theLEFT OF OUR PRICE REDUCTION
S A D T (ENDS SATURDAY)

## $20 \underset{\substack{\text { ASND } \\ \text { RECORDS }}}{\substack{\text { AEN } \\ \text { ASt }}} \mathbf{\$ 1 0 0}$ ALL

$D_{\text {recpros }} / 3$ off One 3-Speed Webcor Regular $\$ 89.95$

Pláaer
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Ono Now Hifili Doceca
Player
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Combination
\$24.95
One Slightly Used Treveler
Record Player
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17.95 Double Tubs

On Stand With The
Purchase of Any Rebuil MAYTAG WASHER 109.95 up
$\$ 5$ Down- $\$ 5$ Monthly
Big Spring
Hardware Co.
15-119 Main Dial 4.5265
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## FREE

30 Boxes Of IIDE

Record Player •
Recorder
$\$ 157.50$


Big Spring (Texas) Herala, Wed, Jan, 12, 1055

## ONLY <br> $-$ <br> DAYS

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Know the dealer before you buy a used car!


When you go uived car hunting, go
dealer hunting firrt. Find the man who
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We Ford Dealers are here today, here wi
We Ford Dealers are here today, here Want you as a permanent customer
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 You can trust our

## Ford Dealer

 $\sqrt{A-1}$ used cars and trucks
## Young Convicted Killer Dies In Electric Chair Without'Guests'

Mrs. Vanderbilt Says Policeman's Loan Bought Meal
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Father Kills 3 Children, Self


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AEC Security Plan Discussions Slated




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Big Spring (Torasa) Herald, Wed, Jan. 12, 10 ss
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JAMES LITTLE
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Thomas 8. Thomas State and Forderal Prectice First Natt. Bank Bide. Big Spring, Toxas



Wallace Vanderbitt says the dir ner she and her daughter ate of
Thanksgiving Day to 1053 eam from st given them by a kindi
New York City politeman. Testifying yesterday in her Cor separation from cornellus Van
derbilt JT, she sald she had ex
hausted her money and had ap
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Betore her marriage to Vander- $\begin{aligned} & \text { member of the opposition to } \mathrm{P} \text { 俍 } \\ & \text { mer Plerre Mendes.France, is }\end{aligned}$ Bilt went on the rocks, the teetified. new president bf the French $N$


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6exciting new ways to go !

New "Turbo-Fire V8" and two new "Blue-Flame" 6'sl Your pick of three great transmissions! Chevrolet's stealing the thunder from the high-priced cars with the greatest choice going of engine and drives!

What a choice it is! You can have the heart-lifting live liness of the new 162 -h.p. V8-or you can take your pick of two new sweet-running 6'
Then there's Super-Smooth Powerglide, new Over drive, and a new and finer Synchro-Mesh transmis sion. (Powerglide automatic transmission and Over drive are extra-cost options-and worth it!)

You can see below how the power-drive combina ions give you six exciting new way go. Come in and see how much an it is to drive the Motoramic Chevrolet of your choice.


More than a new car... a new concept of low-cost motoring!

A Bible Thought For Today-

##  diterent may be to each one. Glittering generalities loave us cold, but a personal message honors us.

Harlan's Nomination Has History On Its Side For Confirmation


## Much-Travelled Mr. Dulles May Be Undercutting His Ambassadors

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| erato traveler. He thinks nothing ot | Repportugg on a trip abroad |
| ing to Manila one week, Europe the | ber and October, Klein writus: |
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| Kleln sharp | have a point. A Pellow named Chamberia |
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|  | War II broke out. |

## These Days-George Sokolsky

France Must Face Fact That
Defense Lies In Washington


POTOMAC FEVER Whstnvcron - To ane Ume,

 suaranteed annual wage.
Army Secretary Stevens says he won't
enit, Under We Eitenkower then's milt
Eary manpower cutbacks, it tan't the Sec. rotary of
the Army.
Judeling by his message to Congress,

The Commerce Department says em-








## Early Bird Loses

somerviLes, Mass, in - Rolling out is taboo, Police clamped on restrictions
atter they recelved 12 am . eall that od it was a cilitien rolling out his it


Yoo Hoo There, My Good Friend The World Today-James Marlow

Democrats Likely To Treat President's Foreign Trade Plans Better Than GOP


Around The Rim-The Herald Staff
CRMWD Was Just A Dream Back One Day In June Of 1946




















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Austin Recollections-Raymond Brooks Political Playback

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| our day to the people of the Capitol came early one mid-July day in 1949, when the word apread that Gov. Beauford Jester |  |
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| was dead. |  |
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| $t \mathrm{Gov}$. Jester had been found dead |  |
| Pullman berth at Houston, |  |
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| session that ran into July. Jester arranged to get away for a day or two of rest, and took the night traln to Houston, back there |  |
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| before the Southern Pacific quit running passenger trains between the Capital City |  |
|  | passenger trains between the Captal |
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| was in the Press Room when It |  |
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| There was excitement throughout the missions. He had delayed |  |
| did not open. A rare modern-day newt- coming Gov. Shivers found |  |
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Inez Robb's Column
Jackie Gleason Hits New High On This All-Pay, No-Work Idea

## 

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The Big Spring Herald

Charge and give gm hil KEEP CHARGIN AND GVIN


Jo Ann Hunt Is Wed To Prentiss Rainey

 ter of Mra, John Hunt \&r, and
Prentiss Morribon Rainey, on
Mrs. Robert M. Young of Tampa

 nuptlal muste accompanjed at at
organ by Mra. Fred Bigelow organ by Mra. Fred Bigelow.
The bride was given in mar- from Plant High School in Tan-
riage by her brother, John Hunt in mitended Marshall College

Beauty Operators Set Date For Hair-DoContest

## Trainmen Ladies Name Chairmen For Year's Work <br> RT Tueaday in the home of Mrs. Albert Smith chintrmen were mp- polnted to asslist ench officer in a pointed to assist ench office given month in preesting the gram and other sectutlies. Offlieera and ter <br> Mri. G. Hr Brden. whice prest-  <br> 




Kitten Overalls!
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decorated with euterear pussys are
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Send 25 cents for PATERN atrern number to caroi ark 10, N. N Square Station, New
 Order as yoy do ne
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## COMING EVENTS

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## Bridge Party Will

 Aid March Of Dimes of arrangements tor the parth, and
Mros Jack Irons is in charge of players are urged to attend bridge af
fair. BPODoe Installation




$\qquad$


Reception To Hono
Col., Mrs. Young


Vive Les Curves

## Designer Oleg Cassint Indicatec the natural bustline on o pastel wool knit sheoth from his new collection. Designed for cocktail or

 cvening wear, the diress is bare-topped, snugly fitted, with long-torsoAltar Group Plans Party

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| Party Given . In Luther |  |
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Sheath Suit



SPRING FASHIONS

## Dramatic Cassini Clothes Keep Curves


model reveals BEAUTY SECRET
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## FOR SALE

READY-TO-WEAR FIXTURES
SHOE SHELVING see Jim Zaek At

## CLOSEOUT of famous.

## Cambridge Crystal



## School Board Signs Contract For Work On Oil Valuations



## Westbrook Field Gets Producer And Midland Completion Made

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Jury Unable To Reach Decision On DWI Charges


County Turns Down Further Pay Raises

|  | within the dincre <br> Turned down also was a requent from County Attorney Hatvey Hooser that salary of his secre tary be tncreased．The secretary now recelves $\$ 2,520$ per year，and Hooser asked that this be upped to 83,000 ． <br> silaughter had anked that his halary be ralsed from 85,280 to 36,000 per year and that the salary for each of his deputies by in－ |
| :---: | :---: |
| Residenf，Phone | weeks．The extra empioye would prpare the elerk＇s statement of accounts．Mrs．Petty said．her regalar statt has not had time to pertorm that work stince 1 late tin 1958. |
| The Clity Hall will possibly be the bitte ground for W． $\mathbf{E}$ ．Pate． |  |
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| 隹 appealed to the city com－ |  |
| company＇s refusal to move free of charge a telephone pote from |  |
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| proposed driveway at his home The commission has asked thathe and Fisher meet to discuss the problem |  |
|  |  |
| problem． |  |
| Pate asserts that the company representatives told him before |  |
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| telephone pole would be moved t he destred his driveway where the pole was then set． |  |
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| Consequently，when the street was paved，he had an opening left for his driveway right in front of | per manth and B |
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| Citit Manager H W Whitey |  |
| told commissioners Tuesday eve－ |  |
| ning that under terms of the Tele－ phone company＇s charter，the city |  |
| could have the pole moved．Com－ missioners gave the manager au－ |  |
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R．Y．Yancer Sr．，Dawson Pioneer，Dies
Lamess－Rutes were to be
sald at 3 p．m．Wednesday for Rob ert Yancy Lindsey Sr．，73，plonee readent of Lamesa and founder ot
Dawzon County first frug tore．
Mr．Undsey died suddeniy Mon Mr．Lindsey died suddeniy Moo－
day at noon at Graham where he
had atoped to vistt an nephew Chantopped to visit a nephew，
Chaucey Pentx，while en route to Fort Worth on husinegs
Services were to be hela，the
Higgtintotham Chapel with the Rev． $3=8$ $x=2$ $5=5$



 sey was a member of the Mirs
 Austin，and one great－granddaugh
D．Diane Esmond． Veekes，Wright Grant Poy，Guy Man Is Charged．In Break－In At C－City

 he oklahoma penitentiary on Dee．
21，acoording to Chlef of Police
Leon Yeager．He had been staying
in Ablene．

THE BIG SWING IS TO PLYMOUTH！ AMERICA＇S BEST－BUY LOW－PRICE CAR


## ALL－NEW PLYMOUTH＂55

## Plymouth is the biggest，longest car of the low－price 3 ．．．with the onily honestly new styling．．．and its 167 hp gives you the

 highest standard $V$－ 8 horsepovert A Also avallable： $157 \mathrm{hp}, \mathbf{1 7 7} \mathrm{hp}$ with optional PowerPak．Your choice of new Hy－Fire V－8＇sor the new 6 －cylinder PowerFlow 117．This year of all years，look at all 3，and you＇ll join the swing to Plymouth，tool



## How To BE SURE

## You Get Your Money's Worth

## Facts About Circulation

You, as a successful businessman, expect to get your full money's worth on any transaction. You want to BE SURE you get your money's worth.

- What about your advertising dollart You want your money's worth there, toa.

You advertise because you wish to communicate with people about your merchandise or zervice. When you buy newspaper advertising what you really are paying for is an opportunity to talk to the people who buy and read that newepaper.
In order to know what you are getting for your money, therefore, you should have certain facts about the paper's circulation.

Think of this circulation as an audience to which you are talking about your business and remember that you are investing your money for getting the most returns from the autience. The success of your talk, the goodwill that it generates, depends upon several things, but it depends to a great extent upon the size and makeup of your audience.

## Guarantee By ABC

Well, you can be GUARANTEED of the audience provided by The Herald through ite clrculation.
One be the great forward steps The Herald has just taken is the enrollment in the AUDIT BUREAU OF CIRCULATIONS (ABC). This is a national, cooperative association of 3,450 publishers, advertisers and advertising agencies. These buyers and sellers of advertising for many years have worked together in setting up and maintaining standards for measuring the clrculation of newspapers and periodicals,

The ABC has a large staff of skilled circulation auditors. At regular intervals these men visit every ABC member (Including The Herald) to make an audit of the crreulation records fust as a bank examiner inspects the books and assets of your bank.

When his report is made, then you have VERIFIED CIRCULATION DATA -the facts that can show you that you are getting your money's worth in advertissing.
ABC reports give FACTS ONLY. There are no "estimates, calculations, coneluslons, Inferences, or guesswork on potentials." The facts are the REAL NET PAD CIRCULATION of the paper, and where these papers are sold
and under what clreumstancea.
So, the Herald's ABC figures (and you are welcome to a report at any
time) give you CERTIFIED CRCULATION.

## Is It Really "Cheap"?

This is worth money to you, because you know EXACTLY WHAT AUDIENCE YOU ARE BUYING.

Oh, yes, you can buy some "cheaper" advertising. But before you purchase something that seems "cheap", Isn't it good business to be sure about the audience that you are reaching with such advertising?
"Cheap" advertising can be mighty expensive, when it brings little or no returns. You invest an advertising dollar to bring in returns on it. The worth of your advertising is the amount of RETURN.

You, as a successful businessman, are going to be surveying your advertising budget for 1955. There are a lot of demands for your advertising dollar, sure. So you want to find that medlum that gives you that top RETURN.

You don't have to guess about a listening or a looking audience at any given second of the day or night, when you use Herald advertising. You do not have to wonder whether an advertising message is lost in entertainment interest. You do not have to pay a big price for a "show" name.

## An Audience Every Day

You KNOW that people accept The Herald into their homes, because the ABC circulation report shows you they are ACCEPTING IT BY PAYING FOR IT. You know the home town daily paper is there, to be read at leisure, when your message can be read, digested; understood and ACTED UPON. There is no $30-$ second flash about your Herald ad. You know that The Herald is going to your audience EVERY DAY, not at rare intervals. The suceess story in advertising-for thousands of businesses, as well as YOUR business-is that the home town daily paper is the BASIC MEDIUM, the one with the TOP APPEAL
This appeal is now matched for you with CERTIFIED CIRCULATION, the ABC auditor's stamp which is just as unimpeachable as the sterling stamp on silver.

# When You Know Exactly What You Are Buying, Onlv Then Can You Be Sure You Are Getting Your Money's Wortn 

## Your GUARANTEED Audience In This Market Is Provided Dnly By

The Herald


Girl Saves Brothers From Fire

 hid GOP State Leaders Offer Nixon Defense

 faur GOP Midwestern state chalro
men.
Hollingsworth, Milinols; Morton Don C



## BSHS Students

 To Enter Denton Debate Tournament 5
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$30 \quad$ Big Apring (Terin) Rerla, wod, Jin 12, 1000




G. BLAIN

VACUUM CLEANER SALES, SERVICE, \& EXCHANGE Big Trade-Ins On New Eureka, GE and Kirby LUSE Bargains In Latest Model Used Cleaners, Guaranteed

1501 Lancastor 1 Blk. West Gregg gUaranteed service for all makes - rent cleaners soc up

Phone 42211



| Crossword Puzzle |  |  |  |
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DENNIS THE MENACE


## GRIN AND BEAR IT



## Forsan Bisons Grab Win Over Sterling

Oglesby Gets 28 Points
 Added Abuse

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|  | DOGIES ENTERED |
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Spooner is Not Only Top Frosh In Bums' Camp

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Christians And Mustangs Chalk Up SW Victories Alter Vicoor

| SALE <br> NOTICE: Prices Same Price | THESE CARS MUST GO! Ploinly Stored <br> To Everyonc |
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|  | TELEVISION LOG KMID-TV, Channel $2 ;$ KCBD-TV, Channel il; KDUB-TV, Channel 13. (Program Information is furnished by the TV stations, whe are esponsible for its accuracy.) |  |
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