# The Big Spring Daily Herald <br> MEMBER OF THE ASSOCIATED PRESS 

BIG SPRING, TEXAS, WEDNESDAY EVENING, FEBRUARY 13,193
Giant Dirigible Macon Meets Disaster At Sea Hauptmann Jury Gets Case At 11:12 Today 81 Crew Members


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Hy Course Durne
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Development Of No. 9 Highway Approved As A Relief Project

Body Found In Box Car At
 4th Witness Is Heard In KennamerCase r
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0 Picked Up By U. S. Navy Vessels SAN FRANCISCO (AP)-The giant dirigible Macon,
destroyed by sudden mysterious disaster, lay at bottom of the Pacific Wednesday.
隹ghty-one survivors are being brought here.
Two members of the crew are missing.
One or two of her gas cells suddenly burst as the One or two of her gas cells suddenly burst as the Macon,
sped through a squally fair and fog 110 miles south of San
Francisco. Commander of Cruiser Division Number Three trans-
mitted a report from Lieutenant Commander Wiley committed a repor Macon, saying:
mander of the Mell under fin is gone and
"Received word Number One Cell un
then the stern is crumbling, finally Number Two Cell was gone.
Tried to land near cruisers off Point Sur, but could not see
surface until shortly before landing."
SAN FRANCISCo Missing Man Of Macon Said Born In City No Trace $\overline{\text { Of E. E. Dailey, }}$
Macon Radiographist, Macon Radiographist,
Found In Big Spring

## ParkingIn




## No Other Industry In Big Spring (with few possible exceptions) Spends As Great a percentage of their Gross Receipts In The City!

## HERES ACTUAL FIGURES SHOWING HERALD ADVERTISING DOLLAR EXPEDITURES:

Salaries of Employees (All residing in Big Spring) . . . . . . . . . . . . . . . .47c
Spent in Big Spring for materials, supplies and other commodities and services . . . . . . .21c
Spent outside of Big Spring for paper, ink, metal, etc. .. . . . . . . . . . . . . . 20c
Set aside to replace wear and tear on Machinery and Equipment . . . . . . . . . . 12c
TnTAL................ 100 cents

The above figures show you notonly how each advertising dollar spent by local merchants and professional people is spent ... but also how the thousands of dollars received each year by the Daily Herald from National advertisers outside of Big Spring are spent.
No other business or industry in Big Spring can boast of a like mount of money that is brought to Big Spring, and spent in Big Spring, from the financial centers of the country as can the Daily Herald. The usual rule is for money to be taken from the smaller town to the financial centers.

Big Spring advertisers should look well to these figures before placing advertising other than in the Daily Herald. The Daily Herald offers advertisers a way to deliver their messages to prospective customers at a lower cost per person reached than any other medium . . . too, the advertiser has an opportunity of getting back a portion of the eighty percent of their advertising dollar which is spent in Big Spring by the. Daily Herald and its employees! The Herald advertising department stands ready to assist advertisers in preparing their messages to prospective customers.




## HERALD WANT-ADS PAY

One Invertion: 80 line, 5 line minflimu:
Each succemivo insertion:
 Monthlye, ratee $\$ 11$ per line
Readert: 100 per line, per
Ten point light face type as double rate. CLOSING HOURS Week days
No advertinement accepted on in in. 5 P P, M. No advertinement accepted on an "until forbid" order.
A specfice number of insertions must be given. An want-ads payable in advance or after firrst inserv
tion. tion.

Telephone 728 or 729

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EMPLOYMENT




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## Whirligig



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## CourtAffirms Death Sentence






District P.-T. A. Head To Visit Big Spring




| Disaster |  | 1. |
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| Wiven |  | Junior Calves Play |
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Mise Miller Employed
As Full.Time Agent As Full-Time Agent For Midland County
-NEWS BRIEFS

## Tass monnugky To







 Harley Sadler To Be Here Week Of Feb. 25
 It trope here unaer the wurpices
 Read The Herald WamtAde TTCHING TOES


BUSINESS IS BUSINESS A DRIVING-
-not a waiting game! Profitable employment is the of all bad times.

We will some day have to solve our local problems our-
selves-why not now while we have the tools to work
Your dollars continue to work for you, when spent at
Flew's Service Stations
and \& Scurry - Phone 61

## IN V EST...

## and clean up

## This is not a whideat scheme for making money. It's Just a matter of housekeeping Judgment. You can silt down with this newspaper

relax . . . , and make money .

## Maybe you need a vacuum cleaner . . . , or a washing machine

soap . . . . eleanlng-brushes . . . . kitchenware, china or pottery. How about your rugs and draperies? Now is the time to hivest.

You can trust the stores that advertise in this paper. The plain fact that they advertise proves it. Only fly-by-night vendora dare not tell about themselves with written words.

The advertisemients in thls paper are here for your help and guidanee. They are news-just as much as the front-page headines are nitwa!


## LYRIC <br> 




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Garden Club
Hears Carl Parker Talk City Park Gardneer Tell
Women How To Make Flower Beds

Class Holds
Valentine Fete

