# CATTLE DEALS SHOW PRICE GAIN 

 Plane Thought the Columbia Is Sighted Near Cornwall Crane wilcat gusher teste for 35 BARRELS houriy


MARFA CATTLEMAN ON THE JOB
the Highland Hereford Breeders' asso



THite plan of cooperative advertising of catlle bred in the

## POINT TO REMEMBER

Dirigible flights during the last three or four yea
probably had most of us pretty thorough persuaded th the lighter-than-air craft was by far the safest form on sunsts into flame and kills all but four or five of her pas
strgers and erew, and the old doubts are, coming back
stronger than ever. A couple of noints, however, are worth remembering
In the first place many eeronatutical experts had thei doubts about the R-101 from the beginning, from th
viewpoint of design and construction. She was the world
ver largest airship, but not the best. And in the second plac
it is well to bear in mind that hydrogen gas filled her g
 : sarily

WHOLESOME ENTERTAINMENT
$=v==$
$z====$
ERRORCRAMS


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Daily Washington Letter Roathey $_{\text {Butheher }}$


Romance Rides in an Ice Truck-
And Lad Wins a $\$ 10,000,000$ Bride



Special Introductory Offer

New Subscribers
$\$ 100$

| J Jan. 1, |
| :--- |
| 1931, |
| 102 |



The Reporter-Telegram
Phone 77

Large Attendance of Mothers Opens
First Meeting of North Ward ParentFirst Meeting of North Ward Parent-
Teacher Association; Program Giv Teacher Association; Program Give Local Housewives' Choice Recipes

25 ounces for 25 cents KC BAKING POWDER efficient
it's double acting



$\qquad$
$\square$

## Birthdays in

Midland

## Personals

Mrs. Finlayson


$\qquad$
-


FOR HEAD
COIDS


| Personals |
| :--- | :--- | :--- | :--- | :--- | :--- |

SCOUT PERCALE


Fant Colorer
15

ET GOOD THINGS GET TOGETHER!

## Try golden honey and



## Kellogys

CORN FLAKES

WHAT a treat: Grisp, flavorful flakes in owl of milk and honey! Every one wil love them!
You'll never know how good corn flakes can be until you try Kellogg's - in the red-and-green package.
Kellogg's Corn Flakes have a delicious flavor and tempting crispness that no other corn flakes have ever duplicated. Try them for an extra special treat. With milk or cream - fruits or honey added.
You'll like them for breakfast, lunch or supper. Ideal for the children's evening meal. So easy to digest.
At all grocers. Served by hotels, res taurants. On diners. Always oven-fresh in the waxtite inner-seal wrapper
Made by Kellogg in Battle Creek, Mich. Also makers of Kellogg's All-Bran, Rice Krispies, Kellogg's Shreaded Whene, Wheat Krumbles and Kaffee Hag Bran Flakes, Wheat Krumbies and Kaffee Hag
Coffee - the coffee that lets you sleep.




# NEW STADIUM MAY BE CHRISTENED BY GAME IN RAIN TODAY 

Football Gets Away to Flying Start Over Week End

BIG LAKE OWLS IN
FINE CONDITION FOR JOUST


Green Wave Plays
COLLEGE STATTIN, Texas, O

- With both teams boasting fat
ackfield combinations adaptable
pen passing and rumning atac.
$\square$


RID OF POISON,
FEELS BETTER Constipation Relieved by Hel Bat Alereffect.

## 

Columbia Sees Sunny Days Ahead Under Old Penn Star



MICKS-NAVY GAME

RULES BIGGEST LAY-OUT




Rep cooss pumanacu

che me meike
$\xrightarrow{\text { After }}$ You've Tried
Them All.
SWAN
stramat en
Unbreakable
Unconditionally
nconditionall
Guaranteed
"Pen of the British,
Empire since 1843 "
West Texas
Office Supply

OUR SHOP WORK IS UNEXCELLED
Only White American Help Employed
Cars Washed and Brush Cleaned Inside

| Small Cars | $\$ 1.00 \ldots . .25$ |
| :--- | ---: |
| Medium Cars | $\$ 1.25$ |$\ldots . .35$

Large Cars $\quad \$ 1.50$
work done by hand--Utmost care not to
the finest car finish. No machinery used.
Careful Expert Grasing =imis imisizit
EVER-READY AUTO SERIICE

## They Couldn't Know

BACK IN 1818 the greatest newspaper of the day declared that the world had reached the limit of human expansion. It even went further, saying that there weren't enough supplies in the world to support further growth of population.
The mind of 1818 couldn't conceive of the miracles that human ingenuity would perform during the twentieth century. It couldn't imagine the wonders that would be wrought by new agricultural meth ods and modern manufacturing genius. It was ignorant of transporta tion as we know it, or the progressive sales methods of today. It could not see the vital part that would be played by advertising.
Even today there are some who fail to realize what an important factor advertising has become. Advertising is as much a part of today's life as electricity, antiseptic surgery or automobiles. It keeps us up to date on the many things we need in order to live profitable, happy and useful lives. It presents for our approval articles of all kinds and for all purposes. The requirements of each member of the family are met by advertised offers of good merchandise of proved value.

The advertisements save time, money and effort for those who read them and follow their guidance. They are practical guarantees of satisfaction.

DON'T LAY ASIDE THIS NEWSPAPER WITHOUT READING the Advertisements

Side Glances . . . . . . . . . . . . by Clark BOOTS AND HER BUDDIES

"Who could say that a pair of pants out of that
ouldn't match your coat? 'Specially if you're just
$\qquad$

$\qquad$


District:
R. E. THOMASON
El Paso.
For County Attorney:
T. D. KTMBPOUC
(Re-election)
For County Treasurer:
MARY L. QUINN
(Re-election)
(Ric-election)

For Tax Assessor:
NEAL, D. STATON
For District Attorney:
W. R. SMITH
$\frac{\text { (Re-election) }}{\text { For County Surveyor: }}$
For Constable:
Precinct No. 1


WANTED CLEAN COTTON
Rags
REPORTER-
TELECRAM
OFFICE
 WASH TUBBS

Their Exit Blocked


By Crano


By Blosser


ELEPHANTS OF
ISLAND SMALL, TEETH INDICATE


A daring thrill packed "ride" through gangland with
"Louis Beretti" gangster.

Rip-raring
tworeel
then



## Lamesa Co-op Is

Having Success
Lames, oct. .-One thousand
bales of cotton have been handed



Twenty-Seven Class
A Football Games



This Method May Do Away With Necessity
For Giving School Children Examinations




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$\qquad$

$\qquad$
 Frosh Will not Throw
Cores at Texas U. Now Cores at Texas U. Now
AUSTIN, Tex. (P).-No more will
ve the cash customers at University

| $\begin{aligned} & \text { Bill Roller } \\ & \text { Shop } \\ & \text { Foreman } \end{aligned}$ |
| :---: |
| $\begin{aligned} & \text { U. S. Tires } \\ & \text { Accessories } \end{aligned}$ |
| $\overline{\text { Gasoline }}$ |

sil10.00 in

## VANCE and COX

ONE-STOP SERVICE STATION


| Cars Grased |
| :--- |
| Storage |

COMPLET

## Errorgrams

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## And Only Six Fifty



We have just received a most varied selection of Fall Felts for our Budget section

Women tell us that they have never seen such beauty, such quality and style lines as these new MAYFAIR BONNETS possess, for so little a price. Do see them. They're only

## ${ }^{\$} 6^{50}$

EVERYBODYS
Midland, Texas


[^0]:    There are at least four mistakes
    the above picture. They may per-
    Crace yourserr 20 ror eacn or
    mistakes you find, and 20
    toin to gros. They may por- mistakes your find, and 20 for the
    arawing or whatnot See it you can
    by switching the letters around.
    istakes you find, and 20 for
    word if you unscramble it. Today,
    back page, we'll lexnlain the ord ic you
    n back page,
    akes and tel

