The Weather The Reporter-Telegram
the daily reporter (Consolidated March 10, 1929) the daily telegram

# NATIONS ALARMED AT JAP MOVE Bull Market Watches Buying Boost Grain Prices Up 



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## SOCIAL NEWS PAGE FOR WOMEN



## 

[^0]| McBride and Miss Lula Hanna. E. B. Dilley returned to San An- | Choice Cooks' Corner |
| :---: | :---: |



teaspoon salt
2 teaspoon ginger
teaspoons cinnamo
1-2 teaspoons cinnanamon alspice.
Mix pumpkin with.
Mix pumpkin with milk, sugar
eeaten egs. salt and spices and and
jeat 2 minutes. Pour into pie tin
hich has been



Why Pay More when the best can
be had for less?

That Famous Line of

## Poultry

tock Feeds

FARMERS'

Chone 199
widaland

## "No Harsh Irritants for Lupe

## I'm a LUCKY fan"

No harsh irritants for Lupe. I'm a ucky fan. There's no question about it uckies are certainly kind to my throat And hurrah for that improved Cellophane wrapper of yours it really opens without a tug-o'm war -thanks to that tab.
Supe lelew


Made of the tinest tobaccesThe Cream of many Crops-LUCKY STRIKE alone offers the throat protection of the exclusive "TOASTING" Process which includes the use of modern Ulra Violet Rays-the process that expels certain harsh, biting irritants maturally present in every tobacco leaf. These expelled irritants are not presen in your LUCKY STRRKE. "They're out-so they can't be in!" No wonder LUCKIES are always kind to your throat.

## "It's toasted"

Your Throat Protection - against irritation - against cough

[^1]TUNE IN - The Lucky Strike Dance Hour, every Tuesda


MOISTURE-PROOF CELHOPHANE Sealed Tight - Ever Right Zip-And ity's open! See the new notched tab on the rop of the package. Hold down one half with your Then's. Tear off the other half. Simple. Quick. Zip: FRESH!-what could be more modern than LUCKIES' improved Mumidor package-so easy to open! Ladies the LUCKY TAB is -your finger nail protection.

# Fase Tour 

## RICE-TCU GAME CONTINUES RIVALRY STARTED. 18 YEARS AGO

GAME SHOULD BE HARDEST IN HISTORY






Yale's Mr. Booth Shows Dartmouth His Heels


## Special Prices For FRIDAY, SATURDAY, MIONDAY

|  | Ladies new hate , beautiful new fetts: 98 C |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
| Men's work shirs, good amality, oratstere 39 c |  |
| Suit cases, with leather straps, . . 98 c |  |
|  | Yard wide heary outing flannel, . . 12 C |
|  |  |
|  |  |
|  |  |

Open Saturday Nights Until 10 O'clock McMULLAN'S
Acorn Store Location
Midland


Drawn Shades

## Won't Sell Goods

Yod say you don't draw the shades in your show winwindow of them all in the window that everyone sees in the window that sells thousands of dollars worth of merchandise overnieht? ? That wind ow is the advertising pages of The Reporter-Telegram.
A window which doesn't wait for prospective buyers to pass by, but goes right into their homes and demands attention. Give your merchandise the sort of display it about, no matter how strong the inducements, or how big the baraxain. The Reporter-Telegram show window
should be YOU Show should be YOUR show window

RUN UP THE SHADES 'N'LET'S
SEE WHAT YOU'VE GOT TO SELL

## LET FOLKS KNOW WHAT'S GOING ON IN YOUR STORE

The Reporter-Telegram
$\qquad$ Something to Think About

(L) ASSIITID Classified
AdVERTIING Rates
AND
infurmation


## 1. Lost and Found




BOOTS AND HER BUDDIES



By Crane



Famous Sportsman



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OUR BOARDING HOUSE


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Page Six

|  | M |  | Football Game Is |
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| To Miners Who Get | District Chairman | d | To Be Hard Fought |
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## 92 Per Cent

TEXAS ELECTRIC SERVICE COMPANY

Mr. T. Paul Barron, Editor,
Midland Reporter-Telegram
Midland Per
Dear Mr. Barron:-
As you are interested in the advertising plans of the Texas
Electric Service Company, I am attaching, for your information, Electric Service Company, I am attaching, for your information,
proofs of four advertisenents which are to appear in the Midand
Reporter-Telegram, starting next week. This series of advertisements is to be a part of our regular
advertising oo electric appliances. Heretofore our advertising has
been directed chiefly toward the sale been directed chiefly toward the sale of electric merchandise,
While in the new series of advertisments we shall sek to stress
also the usefulness and economy of electric appliances in adding We feel that through the medium of consistent newspaper advertising we shall be able not only to sell electric appliances,
but also to increase the use of appliances already sold by showing
bhat but also to increase the use of appliances already sold by showing
that the cost is very iltte in compariso with the advantages such
use brings. in passing, it may be of interest to you that 92 per use brings. In passing, it may be of interest to o oun that 92 per
cent of our advertising approprition for space during 1931 is
being spent in newspapers. It has been our experience that no being spent in newspapers. It has been our experience that no
other advertising medium gives so much value for the cost.

Yours very trul
A. J. DUNCAN,
President.

This Company spent 92 per cent of its 1931 advertising appropriation for newspaper space.

It has been our experience that no other advertising medium gives so much value for the cost," Mr. Duncan said in the accompanying letter.

Newspaper advertising in creases volume and reduces the cost to the customer. Use your daily newspaper

WE VISIT 90 PER CENT OF MIDLAND'S HOMES EVERY DAY
The Reporter-Telegram


Maid, Mistaken as
Burglar, Is Shot Burglar, Is Shot
AN ANTonTo, Nov. 5. (UP)-
inda Flores was shot and criti-
y wounded today by Lee Soott.


STICTEER SOLUTION


[^2]

## Addison Wadley Company

West Coast Shelter Ready for Homeless


With
Charies Bickford
Rose Hobart
TOMORROW Your Marchants
Calendar Tickets.
(a) RUTH

Unfaithful"
COUGH OR COLD
THAT HANGS ON



[^0]:    The season's chic simplicity is achieved in these Patou ensembles. Destined to be worn under a long coat as trimming. It it fint, the dull black ofrepe dress at the left shows a discreet but effective drawn-thread work
    and dress and jacket suit at the right has decorative hand-embroidery enlivening the neckline of the frock and
    brown caracul fur outlining the collar, front, bottom and sleeves of the jacket.

[^1]:    And Moisture-proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

[^2]:    Richard Dix
    and
    Jackie Coper
    nal star of "s
    Jackie Cooper
    ensational star of

    Matinee Daily
    Admission 10c-25c

