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UBSCRIPTION RATES

## You Don't Throw

## Away Emeralds




BREAKFAST FRUIT


Identical Twins, 74, Confuse A Judge
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## News Headline Is

 Basis Of Co-Ed ClubPortaces. N. M. M. -A news.
paper headine has been blamed


## organization, the Ene Co-Eds."uragement of Cociat

 pouted Miss Gertrude Wink er
93-pound senior who founded the
society for "nnthick coeds"
Lumber Output Is Again On Increase
AUSTIN, Tex.- Southern lum-
"The SQUINTER"
He strains his eyes to
see with a dim light
WOMEN RALLY TO NATION'S DEfAY, o in red cross volunteer sh


## Don't Be A SQUINTER

He neglects to put the right size of globe
 in his reading lamp and wonders why his Lamp bulbs are cheap. A 100 -watt Electricity is cheap, too. A few pennies a night is what it costs the average family to

## SOMETHING TO REMEMBER

Nearly every store sells lamp bulbs. Phone for a supply or buy them the next time you go to the store. eyes grow tired. Cember than during the es same so.
day period a year apo, reports
.



## Texas Electric Service Comp



- First in International News
- First in National News
- First in Local New
- First in Popular Comics
- And Should be First in the Hearts of Our Home People . . . Because It's Your Own Home Paper.

SUBSCRIBE TO THE TELEGRAM--10c A WEEK

Know him? . . . He's the fellow who gushes wisdom after the game is played. He's the man who tells you what the team did wrong during that exciting second period.
It requires no special training to be a Monday morning expert. In fact, it's about the easiest profession in the world. It isn't very hard to know the answers... afterward.
But a truly wise person is one who knows the answers beforehand!
Fool-proof foreknowledge is well-nigh impossible in a game like football. But it's not impossible in the much more important business of your every-day purchases. Your dollars are guarded by the advertising pages of this newspaper.

## MONDAY MORNING EXPERTS

Here you are able to compare prices, compare values, compare the superior features of rival merchandise. You learn where to go ... to get what you want... at the price you are willing to
pay. pay.

And you know your dollars are protected, because an inferior product cannot bear the merciless publicity of advertising!

