


THE REPORTER-TELEGRAM


How to Determine Your City's Assets A group of researchers from Teachers' College of
Columbia University put 309 American cities under the the
microscope recently to learn what it is that makes the if ference between a good city and a bad city. There are
Cities have characters, just like people. There
busy, prosperous cities that nobody likes because they are so obviously on the make; there are down-at-the-heel
places which somehow managed to be friendly and appealat first glance but that are nice when you get to know
them What is that elusive something that sets such cities
apart? The Columbia savants wanted to know, so they
began a complicated but eminently sensible examination began a complicated but eminently sensible examination
to discover what it is that a good city has which a bad city has not. they got through they announced that it is
the character of a city's inhabitants, rather than the city s economic advantages that makes for civic "goodness";
and before you say that you knew that in the first place, look how they used to figure it
 e expressed in a financial statement.

 Star fed tam
 Captured the Shrine

$$
0.4
$$




SPARKS \& BARRON

 Fusses for Students
 sty of Texas student mail on trams
after the resuar
United
stater










## Texas Electric Service Company

## SOCIETY NEWS SECTION

Buffet Supper and
Christmas Party Is Compliment to YWA
RYCK \& KAYE

International Dance Team


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Dance Music Each Evening By
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Auxiliary Presents | Annual Ceremony of | $\begin{array}{l}\text { Reld Open House } \\ \text { Candlelighting }\end{array}$ |
| :--- | :--- |
| In Their New Hom |  |

## the the ne gitits sente tap ta



Reid Hodgsons
Hold Open House
In Their New Home

Steam Laundry
PHONE 90

## :"undaid











 | Annual Christmas |
| :--- |
| Party Compliments |
| Rountree Boarders |


 and

Junior High Room Is Entertained
With Party




 $\begin{gathered}\text { D. H. ROETTGER } \\ \text { JEWELER } \\ \text { Fist National Bank Annex }\end{gathered}$
AMERICA:S FINE WATCHI



Red \& White Food Store
"Christmas specials"
For DECEMBER 22, 23 \& 24

| FRESH DATES Pame |  |
| :---: | :---: |
| CRANERRIES | 15 C |
|  | 29 c |
| ORANGES Teme | 10c |
| CEIERY | 25 |
|  | 98 |
| cacoanuts | 8 |
|  | 194 |
| CRISCO | 576 |
| CAKE FLOUR Redem | 27 c |
| DATES minilud | 15 |
| MARSHMALOWS ${ }_{\text {Stem }}^{\text {Red }}$ | 178 |
|  | 158 |
| GIACE CHERRIES Wexate | 55 c |
| PECANS deteled , is | 376 |
| FOLGER'S SOFFEEE | 27 c |
|  | 85c |
| A-1 CRACKERS ${ }_{2,16}$ | 19C |
|  | $25 ¢$ |
|  | 15 |
|  | 23. |
| CORN FLAKES ${ }_{\text {dod }}^{\text {dod }}$ | 10 c |
| FLIUR, promeate | 10 C |
|  | 196 |
| TOMATOES, ${ }_{\text {som }}$ | 256 |
|  | 39¢ |
| PEARS, | 196 |
| PUMPVININ. | Qc |
| CRANBERRY ${ }_{\text {Nomec }}$ | 15¢ |
|  | 198 |


| GIVE FOOD FOR CHRISTMAS |  |
| :---: | :---: |
| MARKET SPECIALS |  |
| PORK CHOPS, ${ }_{\text {, }}^{\text {nice }}$ and lean, | 21. |
| FRESH GROUND ${ }_{2}^{\text {Matat }}$ | 25 |
| STEAK, ${ }_{\text {loef }}$ bef | 15. |
| DRESSED HEN ${ }_{\text {nice, }}$, | 18\% |
| BEEF ROAST: | 136 |
| OUSTERS, select, pim | 354 |

RESH DATES15.
Thextra fancy, doz.10.LETTUCE ${ }^{2}$ Firat, crisp heads$9 c$POTATOES194
CINCO276
DATES unpited ..... 15SUIAR blats154
RIES Whale376VEGETOLE85
A-1 CRACKERS ${ }_{2 \text {-lb. box }}$25
KUNERS ${ }^{\text {cu }}$ ..... 15
CORN FLAKES Rod \& White ..... 10 cOLEOMARGARINE Re.196Mothers who wanttheir children's schooling appreciate having ANall th
prices.

## MIDLAND BEEF ROAST:

OYSTERS,

[^0]Doyle Whitefield-John Locklar, Gro. Dept
Elmo Linebarger, Mkt. Dept.
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THE MIDLAND (TEXAS) REPORTER-TELEGGRAM





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# RInqais' <br>  

Offer These Attractive Prices on Nuts: :n: Nuts: (arser $\begin{gathered}\text { Large } \\ \text { Paper } \\ \text { Shells } \\ \text { Pound }\end{gathered}$ THE GOLD MEDAL FLOUR PEOPLE Wish You

A Merry Christmas

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