The Best Investment for Your Advertising Dollar

## ECONOMIC, SOCIAL, MILITARY REARMAMENT ASKED BY PRESIDENT



TCU-Tennessee Invited to Meet In Atlanta Game
ovinglon Wildcat Setting Oil String Of Casing Today


Salazar Trial Is Scheduled for Jan. 11 at San Angelo

Catllemen Called To Andrews for Meeting Saturday

THE REPORTER-TELECRMM
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JOHN T. FLYNN

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Souls Are Often Won for Christ in Ways Seemingly Unimportant
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The Jown 2rack


St. Mary's and Tech Foothall Game to Be On Screen al Yucca

## "YES"



I'll be ready in a jiffy clothes from the Petroleum Cleaners and they

## You, Too, Should Be Prepared.

 PETROLEUM CLEANERSPRINTING

COMMERCIAL PRINTING CO.
CONSULT US BUILDING PROBLEMS
A. \& L. Housing \& Lbr. Co


Former Midland Couple Celebrates Golden Wedding Day

Beta Sigma Phi Studies Furnishing Of Girl's Room


## Recreation News

## The Recreation Program of Mid and han shad quite obtit of excite ment for the past week at he bo thd girls of the South ward play

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$\qquad$
Still Coughing?

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CREOMUISION
For Coughs or Chest Colds



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do the tomily wosh.' Our priese ore so thrifty ond

JUST
PHONE
-90 --
MIDLAND
STEAM LAUNDRY
UST


Mrs. Brown Tells PTA "What Children Think of Parents'

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 Alpha Club Meets With Mrs. Parker
Tuesday Afternoon


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| Greeting carrs R Reused |




Soveret 150 Years old



GERTRUDE LOW
SCHOOL OF DANCING
202 South Big Spring
New classes starting now in
ballet, tap, acrobatic
toe, balleop
toe, ballegoom - shag and
latest jitterbug Numbers.


Wesley Bible Class Holds Social at Johnson Home



Mrs. Cooper Hostess To Bridgette Club Afternoon Bridge



Announcements


TEXAS ELECTRIG SERVICE COMPANY

ONE STRONG FLEET, TWO CANALS
SEEN AS THE BEST' U. S. DEFENSE


Two Cage Games Slated for Gymnasium Court Tonight


Top 10 Scorers

Bartell Assures Cubs Sound Shorisiop for 1939 Season

## ADVERTISING <br> -A samerci to YOU

Advertising renders an important service by bringing to you the show windows and price tags of the nation. In the columns of this newspaper all through the year, you can discover and consider the things you want to buy. Thus you need not search through a hundred shops or pay more than you should.

The rule of advertising is simple. The more people know about the merit of a product, the more people buy it. The greater the volume of sales, the less it costs to manufacture. Savings in producing mean either lower prices to the consumer or an even greater value the next time you buy. This saves you money.



