


More Cold Weather $\begin{aligned} & \text { Bids Received For } \\ & \text { New College Buildings }\end{aligned}$ Into Texas Tuesday


## chil

65 c pt. $-\$ 1.25$ q. tamales
50 © Per Dozen
6 for ${ }^{51.00}$
Hamburgers and Bar-B-Q Beets
CONET ILLAND
$6 / 75$
Cecil King's
Fine Foods

FOOT SPECIALIST
DR. A. V. JOHNSON, JR.

## Bob Richard

modern tap dancing
Beginners - Advanced - Professionals
Adult classes for exercise and fun.
BOYS - Get your footwork training for the ootball field in dancing. Many well known

You are invited to come in and watch classes. Call 3463 for information: Studio at 319 E. Texat

## Mr. MERCHANT:

## to you of this service!



Lt. Dale H. Barnes Gots Now Assignment oxiniom art okim







WHEN WERE YOUR EYES Examined Last
$\qquad$


## A LCOHOLICS

Open Meteting: Suet. Night

BOTANY'
No-Dye-Lot Yarns

HOBBY
HOUSE

## Don't Let A Bad Credit

 Rating Hold You Back! You've seen them! Men who gave promise of brilliant careet henwho plodded and strove, year after year.. yet failed just short of sudess! Held back by the "ball and chain" of a bad credit record.. theige efficien-
cy impaired by worries about bills . . their chances at importanteositions business opportunities were blocked by the shadow of "pooperedit.
Today's plans are the realities of tomorrow. Plan now to moke your credit a help in life. .... not a hindrance. Use your credit as a stepping
stone to better things. Buy wisely. . pay accounts promptly on the agreed
TUESDAY is JANUARY 10 -PAY for Marchandise Bought in December or Earlier
usociation it will par you to investieate the meny edrantecee
The cost is nominal-the returns great!
Retail Merchants Ass'n

Dieting With Patricia Morison-
Beware Those Tempting Between-Meal Snacks; They Always Pack A Powerful Calorie Count

sing scan mart

and






 sim

## bushman


New Years' Special

 Webster's Studio Lots of 110 Prouthan Space Offer Expires January 11 th

$\qquad$ Mixed great salad
Asparagus canned
Oatmeal
Cookies
${ }^{-1}$ cup.



Order of the Eastern Star will
meet at $7: 30 \mathrm{p} . \mathrm{m}$.
Hall. in the Masonic



## 

$\left.\right|_{\text {in }}{ }_{E}$


Circle Eight Square Dance Club
will meet at 8 pm. in the American
Legion Hall

+ Coming Events +
Tuspux







Chi Omega Alumnae will have as
First Baptist sanctuary choir re$\begin{array}{ll}\text { gan street. } \\ \text { South Elementary Parent } & \text { First } \\ \text { F }\end{array}$




arse at baptist ppm.
p.
or us
at
$8 \mathrm{p} . \mathrm{m}$.



$\star$ RUTH MILLET $\star$

$\qquad$

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do
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but








 fat. Add 2 tablespoons flour and
bound.
Add 2 medium cans tomato sauce
to to onion mixture, mix and add to to
meat. Add 1 tablespoon Worcester
shire sauce and salt and pepper

 FRIGATe?


## CODTMEMTD

HALF FARE
family travel

$\qquad$

CYSTITIS

Ozark ${ }_{\text {water }}^{\text {co }}$

SAN ANTONIO

The Blue Skyway
adminemag
2. Imitation to goad ealing ...
.$\quad$ day after day

The Miliolm Reportet Eetegram


Definition Of Profit I V Vital


The Washington Merry-Go-Round

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## Questions <br> and Answers



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peaking their minds.



 | Committee Plans For | Sales Training |
| :--- | :--- |
| Cancer Education | Course Will Open | Campaign In County Here Monday Night





$\qquad$



Congratulations Jos

 SNYDER-Open house will be be the West Texas state
held by the
Bank, Snyders newest batk cated, at the
she sauate at
than Watson, lan Walson
nounced.
Bustiness
lowing open

Cast Selected For Theater's 'Blithe Spirit


Dopular farce by drect the play,
cast was coward. The
headed by cosen oy a committee



TRI-DELTS WILL MEET
IN MRS. GRICE'S HOME
The Delta Delta Delta Aumne
Association will meet at
Thursday with Mrs.
at
1007 West Tennessee Sitreet. Trice
Delts who
have now
have bin been contacted by the and attend the meeting.
are invited to
and Almost $600,000,000$ aeress of west-
cern land in the United States are
For littl Fellows With Bis Colds...

## ONLY 2 DAYS LEFT

SALE ENDS WEDNESDAY, JAN. 11


4-Piece Modern Bedroom Suite
Mand

One Mahogany Secretary
Was $\$ 99.50$
NOW

## One 4-Piece <br> 18th Century Bedroom Suite <br> Blonde finish. <br> Was $\$ 249.50$ —NOW <br> $\$ 19950$

One
Blue Velvet Barrel Back Chair
Was $599.50 \ldots$
Now

## OUR ENTIRE STOCK OF FURNITURE NOW ON SALE!

Two Used Bedroom Suites


| 5-Piece Chrome Dinette Suite |
| :--- |
| $\begin{array}{l}\text { Was } 574.75 \ldots \\ \text { Now }\end{array}$ |

One 3-Piece Rattan Sectional<br>Was $\$ 189.50$<br>\$7950

One Group of Twin Beds and Holl ${ }^{2}$ wood Headboards
20 to choose from
Your choice

One 3-Pc. Ranch Oak Sectional
wow s5264.50 $\ldots . \quad \$ 9950$
Now

One
3-Pc. Plastic Covered Ensemble

$8^{\prime} 3^{\prime \prime} \times 10^{\prime} 6^{\prime \prime}$ Wool Rugs


Others al comparable prices.

FOR THE FINE RECEPTION WE RECEIVED OR THIS GREAT SALE, WE SAY THANRS. AND... FOR YOUR fine patronage we are extendmg the sale at still further neductions!

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hind them.
sit
sat
shen the the thing
vote the cation of the Aleague toon up most
of the time. AA hisey of dessa
and Larty Gilchrist of Roswell led to Class C. It was voted down, how-
ever.esident. Sayles announced Buck
Francis ois Ablune has been named
为



 Only Three Of Ten Top Cage Ouintels Remain Undefeated

the Sweetwail name am a manager for
He said ther club soon. dates and he will couple of cand1-
one of them by earls next weal with
Fawcett says the met. ably will bo a class catcher, but it
definintely will not be Sam Harsha-


## ${ }^{\text {Imamenis }}$ UNEW DES OTO <br> "elikil DeSoto



## see DESOTO and PLYMOUTH at

## MID-WEST MOTOR COMPANY

107 S. Colorado


## porter <br> Bulldogs To Play Lamesa In Opener

The Midland Bulldogs take their first shot at a Dis
trict 3-AA opponent Tuesday night when they engage th
Lamesa Tornadoes in the Midland High School Gymna sium. Two games will be played with the first scheduled
for 6:45 p.m.
The Bulldogs finished a lengthy warmup schedule Nawesus SWC Cage $z=$ Race Starts $=\mathrm{F}=$ Round Two
tiy Cage Leaque To Launch Season Wednesday Night

$\qquad$
$\qquad$ Work on the schedule had not
been completed Monday McMul-
lan ald the omplete slate wwll be
leeased sometime this week

| DON'T GAMBLE WITH YOUR CAR! |  <br> MACBINE CO. <br> 2107 WEST SOUTH FRONT Phone 3151 |
| :---: | :---: |
| Driving an uninsured car may prove costl) <br> * |  |
| WE SPECIALIZE IN AUTOMOBILE <br> INSURANCE |  |
| SEE or CALL |  |
| Jimmie Wilson AT |  |
| $\left\{\begin{array}{l} \text { GKEY \& WILSON } \\ \text { INSURANCS } \\ \text { IGENCY:E } \end{array}\right.$ | Building Supplies Paints - Wallpapers |
| 112 W. Wall Ph. 3305 or 3306 Representing The travelers, Hartford | 119 E. Texas Ph. 58 |

MOVING - STORAGE
Local and Long Distance Moving phone 400 - MIDLAND
Rocky Ford Moving Vans

This is
"BE - KIND-TO-YOUR-CAR"


Your car deserves good care-especially during cold, bad

Idsm
genuine factory parts.

ELDER CHEVROLET COMPANY
Phone 1700

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 Start Title Chase
With Poor Records With Poor Records








[^0] - Window Gla

## J\&P GLASS

306 N, WEATHERPORD
PHONES 3304 or $334-$ -

Boxes On Sale
 Chinese Reds Stake Bechiol Lists New Claims On Chiang's Openings For Jobs Last Thin Holdings


Chiang Loses Another Army



$+1$


| $2.955^{2}$ shits 1.90 |
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| 3.95 |


| 3.95 |
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| 4.95 shirts 3.90 |
| .9 .90 |

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Men's Topcoats

| Volues to 32.50 |  |
| :--- | :--- |
| Now ... | $\mathbf{1 5}^{95}$ |

Values to 39.95
Now
$21^{95}$ $24^{95}$

Men's Spori
Coats

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790
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Men's Spori
Coats

Values to 4.98
$2^{49}$





Texan Preaches To End First 100 Years
 Haysele is 100 years old Monday,
tirst celerrated the last day of his
preaching of tift sunday by Arse century of life Sunday
preaching an hourlong sermon
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Beteventh
Strreet
Churrch


Midland Mercantile Company
, WOUREEONA OUT LOW FOOD PRICES
TELEPHONE 1990
USE OUR FREE DELIVERY SERVICE Shop Our Windows For Week-End Specials!


An Alaska sealskin is so light a
plabie that an entire pelt can
passed through a napkin ring.

 | -By J. R. |
| :--- |
| SWEATER |
| ST AERE |





## BUY BALDRIDGE'S ${ }^{\text {Solll Amm }}$



BOOTS AND HER BUDDIES


- MISS YOUR REPORTER-TELEGRAM? IF SO, PHONE 3000 BEFORE 6:30 P.M. WEXKDAYS AND 10:30 A.M. SUNDAYS .. AMD A COPY WILL BE SENT TO YOU BY SPECLAL CARBIEB!

Mine Strikes-|Truman-


If You Are 85, 45 or 3, Hadacol Helps All Ages




Conditions In Texas NegroSchool Called Disgrace To Country $\mathfrak{c c c}$

为


## Sawing Wood



## WHAT'S THE MOST VITAL THING ADVERTISING DOES FOR YOU?

BRINGS INFORMATION TO MAKE SHOPPING EAS GIVES YOU BETTER GOODS FOR LESS MONEY. $\star$ RAISES STANDARD OF LIVING. * MAKES JOBS MORE SECURE. * ENTERTAINS AND AMUSES.

This Case History Shows How Advertising Gives You Greater Personal Security

T of soap. A big company had developed a better, faster-acting soap powder that washes dishes faster, makes clothes whiter with less work.
How could they sell it at such a low cost as to be able to sell it cheaply? Only through advertis-
Today they sell millions of dollars of this soap powder per year -making hundreds of new jobs in a huge factory, hundreds of
jobs with firms who supply the jobs with firms who supply the
raw materials, more and better jobs in stores that handle that soap-and in banks, railroads,
truck lines, insurance companies all of whom have more work todos, - and more money coming inbecause of this added soap busi-

Nobody Lost
For the amazing fact is-this new brand of soap didn't take money from other soap companies. The product and its advertising in creased the total consumption of soap. So there was more business, better busineses-more and better jobs.

## You'ro More secure

Apply this very proseaic soap story to the more glamorous felds of automobiles, refrigerators, clothing, furniture-everything you buy. You'llsee plainly how advertising acts as the spark plug of business. You'll see how advertiscreating opportunity for you, and making your preeent job more making your present job more

What Others Say


LABORER-There are no lay
offs when things are busy. rush means overtime for me. So my firm,
envelope


HOUSEWIFE-It's a perfect us women go to the store to buy, we stimulate business. And it's when business is good that
our husbands are secure in their jobe. So let's be grateful for ad-EXPRESSMAN-My job deAnd the main reasong goods are shipped is because they are sold. So by selling goods, ad-
vertising helpe me be sure of

SAILOR-A ship's business is to transport goods. Always tie up. So advertising to sell
goods is important in fiving goods is important in giving
sailorssteady work and a chance so get ahead.
saliorsteady

## Advertising <br> . or stume mors cooos <br> TO MORE PEOPLE Makes your iob more secure

## The Midland Reporter Telegram

30-the reportitr-telegram, midiand, texas. jan. 9,180
GOOD JUDGES OF O


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 Sets Pipe In Conyon

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IFIED ADS ${ }^{\circ}$



## Yellow Pine Lumber

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| , | MAYFLOWER |
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| Kitchens Waxe For $\$ 1.00$ | Phone |
|  | SEzVCL |
|  |  |
|  |  |
|  |  |
|  | - All Work Guaranteed -PROMPT PICK UP \& DELIV Avery Radio \& Aeedometer Servi |
| Slip Covers-Drapes Mrgs$1627 . \mathrm{W}$410410 |  |
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|  | Phillips Radio Lab EXPERT RADIO SERVICE Prompt Deltvery and Pick UD |
|  |  |
|  | Phone cuil 1019 W. Wall REFRIGERATOR SERVICE |
|  | $\square$ |
| MAP DRAFTING <br> AND POSTING <br> Roland R. Gray |  |
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|  |  |
| $\begin{aligned} & \text { Mattress Renovating } \\ & \text { and Sterilizing } \end{aligned}$ |  |
|  | tuth |
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| Mater | Classified Ad-Taker will help youphrase your ad tor economy and |
| CITY FURNITURE \& |  |

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|  | MAYFLOWER |
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| Kitchens Waxe For $\$ 1.00$ | Phone 4675 |
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| Hex |  |
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|  |  |
|  | - All Work Guaranteed -PROMPT PICK UP \& DELIVERY Avery Radio \& Speedometer Service |
| Slip Covers-Drapes |  |
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| Mrs ${ }^{\text {M }}{ }^{\text {Phnne }}{ }^{\text {B }}$ Franklin. <br> LINOLEUM LAYING |  |
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|  | Phillips Radio Lab EXPERT RADIO SERVICE Prompt Delivery and Pick UD |
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| EXPERT LINOLEUM LAYING AII Work OEsb See FOSTER Pbnne $3790-\mathrm{w}-1$ <br> MAP SERVICE | $\begin{aligned} & \text { Phone duil } 1019 \mathrm{~W} \text {. Wall } \\ & \text { REFRIGERATOR BERVICE } \end{aligned}$ |
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| AP DRAFTING |  |
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| $\begin{aligned} & \text { MATTTREss Resovating } \\ & \text { Mattress Renovating } \\ & \text { and Sterilizing } \end{aligned}$ |  |
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|  | all Pboor 300 nea 0 d |
|  | Classified Ad-Taker will help you |
| CITY FURNITURE \& MATTRESS CO. |  |
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$$
\begin{gathered}
\text { Dependable } \\
\text { Refrigerator Service } \\
\text { Genuine Parts }
\end{gathered}
$$

## 

## Mattress Renovating

and Sterilizing
 MATTRESS CO.

$$
\frac{\text { Sell Us Your Surplus }}{\text { we mestem Fuuriture }}
$$

SUITS and
Plain Dresses 80
Niddleton
Cleaners

DRAFTING


BUY A HOME NOW AND AVOID THE RUSH WHEN THE BIRD SINGS aUTOS For sale HOUSES for sale GAIN - $\mathrm{O}_{75}$ UTSTANDING VALUES ARE LISTED HERE

## $L \bigcirc \bigcirc K!$ <br> POWER OF THE PRESS

Top Quality 4tReasonable Prices
1947 Plymouth 2-door. Recoñditioned moto 047 in very good shape.
947 Ford 2-doo
1948 Packard 4
1939 Ford 2-door, dependable.
1946 Plymouth 2-door. Amazing value
These Commercial Bargains
1947 Dodge $1 / 2$-ton. 4 speed transmission.
Reconditioned pickup.
1947 International, stake body. Designed fo
painters' work car. This Week's Specials ${ }_{1943}^{1937}$ Plymouth 2 .door, radio ond heoter.

## CALL OR SEE <br> 'PENNY" COOK

 Phone $2454 \quad$ Lot Address, 106 S. Big SpringFORD A-1
START THE NEW YEAR OFF RIGH
TRADE YOUR CAR TO US!


Murray-Young Motors, Ltd.
We Sell Unused Transportation


Anore inize


ACE MOTORS, USED CARS 318 N. Big Spring Phone 3282
The Best Buys of Today


Elder Chevrolet Co.
USED CAR LOT - Phone 1016

| New and Used Car Specials |  |
| :---: | :---: |
| 1949 Cadillac 62 4-door, fully equipped. Lucerne green and French grey. No mileage. <br> 1950 Ford Custom convertible. Beige finish. New. <br> 1947 Chevrolet club coupe, looded. Cream puff. <br> 1940 Ford 4-door, fully equipped, good transportation. |  |
| ALL V | N |
| 2500 W. Wall-Richardson Motor Lot-Phone 4776 (Just West Hoover's Body Shop) |  |
|  dare keat conern, | * REAL ESTATE |
|  | houses for sale |
| 1947 Cherrolet nice, $\$ 1050$-door sedan. Extra nice, $\$ 1,050$ <br> 1946 Plymouth 4-door sedan, $\$ 850$ 1942 Plymouth t1res, $\$ 595$-door. New motor and | Nice 6-room home on North Big Spring Btreet. Bargatn. 6-room home, itl E nitnots, in good condition and reasonable. 3-bedroom home plenty pouttry houses and datry barn with 80 acres, houses and dairy barn with so acres, one mile from town in beautiful Ozarl Mountains of Arkansas. |
| See or call us for any make of new cars. <br> Auto Loans and Refinancing | 紧 section 3 miles out on paved road. would seil One acre on Andrews Highway. |
|  | List your tarm, property with us. svery tupz op dnsurance |
| Conner Investment Co. 200 E Wall Phone 1873 |  |

was in evidence yesterday in Loma Linda. Thousands of people milled through this beautiful sub-division, viewing the efforts of the sub-dividers, contractors, and sales management. The furnished house, which was furnished by Hardwick-Stewart Furniture Company and Western Appliance Company, Inc., will continue to be open throughout the week, evenings until 8 p.m.

## C. L. CUNNINGHAM BUILDER and DEVELOPER <br> R. C. MAXSON Soles Monoger

Office, 2000 North Edwards

## NEW STYLING

SUNDAY, JANUARY 15th From 9 a.m. to 8 p.m., we will have a formal openyou may see your home completely furnished from stem to stern. Terms $100 \%$ G.I. plus closing cost,
or F.H.A. J. T. Champion Construction Co., Ltd., in Loma Linda. All sales through R. C. Maxson, of-
fice 2000 North Edwards or 309 East Cottonwood
J. T. CHAMPION

CONSTRUCTION CO., LTD.
Our Homes Are Beiny Finished Daily In Loma Linda It is not a difficult thing to qualify for one of our nicely designed

See R. C. Maxson Today who will take your order! A small payment today,
will insure a home for tomorrow. All sales through will insure a home for tomorrow. All sales through
R. C. Maxson, office 2000 North Edwards or 309

Stonehocker Construction Co.


313 soutb Martenftela Pas



Second Section

## Attention Veterans!

Do you have your certificate of eligibility? You re entitled to $100 \%$ loon on a home. We will be plod to give vou tull intormation oo ooplying tor vur certiticate or ony othere intormation per.
 See Maurice Rogers, 1218 S. Ft. Worth Stô? in SOUTH PARK ADDITION, Phone 4687
R. M. King Construction Co., Phone 9511 Harston-Howell Agency
$\qquad$

SEE
LOMA
LINDA

| $\begin{gathered} \text { THE OLD WEST } \\ \text { DID RIDE } \\ \text { AGAIN } \end{gathered}$ |
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| rata |
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|  |
| DRIVE OUT TODAY |
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[^0]:    - Plate Glass - Furniture Glass - Automobile Glass

