

How Not to Fall on a Football


Casey Rides

Longhorns Again On SWC Hot Spot

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| J. B. "PETE" PETERSON |  |
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| WATCHMARER \& JEFELER |  |
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Heath $\&$ Templeton Plumbing Company
nim $\times$ wanternen

Again Bulldogs Open District Play

## fporte

## Sixteen Schoolhoy Elevens Still Have Unblemished Records




Notre Dame, Michigan, Texas<br>And Georgia Tech Rated Tops

South African Golfer Takes Home The Bacon READING.
succesfulu.
by any golfer

 Thursday
"Why can't I get more Budweiser?"

## ITS COMING!

Time and cgain we have enlarged the world's largest largest ever present expansion program is the trainloads of Budweiser without expanding our pres. net network of railfoad trackage. Supplying your demand for Budweiser has required us to build private railroad yards bigger than the terminal facilities of many major cities.
Although we are prodacing and shipping more Budweiset than ever before. it is scarce because more people are demanding it than ever before.
They demand it because every drop of Budweiser contains the quality that over the years has made it the most popular beer in history.
Meanwhile, we are distributing Budweiser equitably to thousands of dealers throughout America. It seems that people no longer ask for beer they ask for
Budweiser.

## Budweiser

More Than 300 Attend Style Show, Benefit Pridge Of Beta Sigma Phi


## AIR TICKETS

 Announcing the Opening of Mastercraft Furniture Shop REFINISHING and REPAIRING 210 W. WASHINGTON
## Free Gift Offer!

$5 \times 7$ PORTRAIT
of rouk saer
NO COST - - NO OBLIGATIGN
 5 Days Only Soroting Tuces. Woded. Thurs
$\qquad$
Western Auto Associate Store
T. E. ALLEN, Owner New Location- 123 SO. MAI
(1 Block North of Depot)







JUST RECEIVED! MAYTAG

## Home Freezers

Cox Appliance

##  <br> Good Cleaning Orienalal Cleaners <br> Midland Hotel

The Best Little Hotel In West Texas
On Broadwdy of Americ
Phone 342
Midand, Tex

Junior High School P-TA To Open Fall Season Tuesday Evening



with the compliments of California!
Try on the Roma for size, then face the
mirror. First you'll praise Lee loudly
for the graceful lines of its wide bound
edge brim and shapely

## nia spirit which it adds to your appearance

## LEE HATS

Don't take less than the best
don't take less than a Lee

CHĂS A. Hayn $=\frac{1}{\text { COMPAN }}$

THE REPORTER-TELEGRAM


## Two Truths


aster. The Britith people are not complaining about the
austerity proxramm-a similar measure would necessarily
industrial rece eress. What the are complaining about in
that the incredthe sacrifices made eby the poople in livin
standards. have gone for nothing. All the basic industrie


When socialism fails, its advocates always propos
more socialism as the cure. And that ha brought stil
another grave danger to the English peopple- the loss o
rights. Labor officials say that freezing a worker in
ob doos not amount to a labor draft -but that is mere
a play on words. when the law makes it imposible
man to change employment if he so desires. Agriculture
has been surrounded with dictatorial restrictions, and more
trathx-first. that socialism is wasteful and inefficient
and. second, that it is basically and inevitably a destroye
of induidual liberty! That is the lesson that England :


以


## Nothing Down 7 Years To Pay <br> Convert that gorage into on oportmen 2. Add one or more rooms to present house. <br> . Ad porch to your house. <br> 4. Build a garage <br> 7. Reroof, repaint, and rebuild. <br> Rockwell Bros. \& Co.

WE ARE NOT bankers

SAVINGS DEPARTMENTS! SAVE TIRES:
HAVE STEERING and WHEEL aligniment corrected

If your front wheels are but $1 / 8$ th out of line
you will reduce tire mileage $25 \%$ to $35 \%$.
it's It's a proven fact that 99 cars out of every
hundred need wheel alignment every 5000 miles.
BALANCE ALL WHEELS
Tires out of balance cause cupped out places to appear on the tread. A tire 1 ounce out
of balance will build up to 12 pounds at 60 miles per hour.
Elder Chevrolet Co.
Phone 1700
701 W. Texas

Tragedies Take 15 Texas Lives During Weekend



## HOW TO USE

 THE TELEPHONE SKILLFULLY then DOES them that wayIf you know the right answers to these four questions about using the

Question: What is the best way to anwer the telephone?
Answer: It'susually best to identify your self at once. "Mr. Hopkins speaking" helps start things off right-especially if It's much better than "Hello."

Question: Can the person Im calling hear me better if I talk loudly?
Answer: It's better to speak in a normal voice-clearly and distinctly-with your SOUTHWESTERN BE

Uuestion. Can I get the operator's a tention faster by "jiggling" the receive hook up and down rapidy? too fast it often brings in move the hook Move it slowly for better results. Question: When I'm talking on a party line, how do I know if another party wants to call?
Answer: You may hear him lift the re ceiver. If so, the neighborly thing to do is隹

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 ANTIQUES OF DISTINCTION
ANNE＇S ANTIQUE SHOP
 Approximately 900 squar
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 General Line of Cobinet WorkWindows，Door Fromes ond
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\text { WAREHOUSE SPACE }
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## D. J. CALLAWAY 309 S. BIG SPRING

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HEATH \& TEMPLETON PLUMBING CO.

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NO MONEY DOWN
36 MONTHS TO PAY
Just See Or Call
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CITY MANAGERS MEET
Mr. and Mrs. R. C. Hoppe and
children are in Coronado, Calif children are in Coronado, Calif.
where Hoppe, Micland city man-
ager, is attending the annual conager, is attending the annual con
rerence of the National City Man
ajers Assol

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| CABINET SHOPS $\begin{gathered} \text { GiMTES CABINET SHOP } \\ \text { A F (iates, Prop } \\ \text { Windows, Poors, Frames, } \\ \text {-creen Panels \& Hoors } \\ \text { Special \&abinet Work } \\ \text { 411, Winetucky } \end{gathered}$ | DRUG STORES <br> TILE DRE STORE <br> Midland's Newest \& Most Fountain Sersice <br> Prompt Delivery On Prescriptions | GROCERIES \& MARKETS <br> commenity cash grocery <br> w. E. Whitson, owner <br> Fine Foods-Meats- Serving you <br> 405 \$. Martenfield <br> Phone 1311 |
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