VOL. VII

Number 174

EXTEND MIDLAND FAIR DAT

Italian Spokesman Criticizes League Plan to Adjourn

CAN RECONVENE ON SHORT NOTICE BY NOT CLOSING

To Wait a Fortnight Before Starting Hostilities

By ASSOCIATED PRESS be reconvened at a moment's

to watch over Ethiopia's bor

was the agressor.

British quarters discussed the possibility of another cabinet meeting to discuss the Italo-Ethiopian dis-

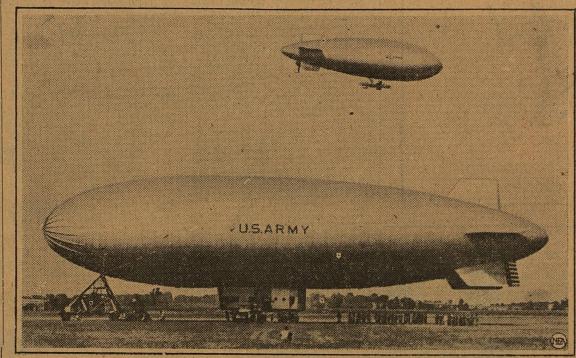
rench officials said that Britain and France were negotiating a mutual assistance agreement to cope with any European war threat.

PRISON SINCE

MT. BLANCHARD, O., —If this hamlet votes "dry" in November, the supporters of the prohibition momevemnt will be disappointed. The petitioners asked only that 3.2 beer be outlawed, leaving the vitte and hard liquor sallers the wine and hard liquor sellers winners.

House Passes Chain Store Tax Bill

Test of Largest Non-Rigid Dirigible Voted Success



Its test flight declared to be "very successful," the world's largest non-rigid dirigible, TC-14, new U. S. army airship, is shown here after the tryout, moored on Scott Field, Belleville, Ill., Nine army

experts composed the crew on the initial hop. The dirigible, built at a cost of \$200,000, is of rubberized fabric has a maximum diameter of 54 feet, and is 235 feet long. Capacity is 348,000 cubic feet of gas.

ship 90 miles an hour. Size of the new air giant is strikingly shown by the comparison with the small army blimp that floats above it.

Youth Hit by Car, Killed

U. S. DEMANDS ENG. Oklahoma Boy Dies TEMPERATURES OF

convicted and rushed to prison on a life sentence when mob action be came serious mem down here the convicts were wearing stripes and balls and chains," Does said. "You can't imagine the hell I went through until modern times brought's change of oregents in a communication to the commission plans to use about 20 similation of the sentence of the commission plans to use about 20 similation of the sentence of the sentence of the commission plans to use about 20 similation of the sentence of

Accident

Willard Spears, approximately 23,

Bible in their El Reno home.

C. E. Doss, 54, was paroled by Gov. E. W. Marland in answer to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of letters to pleas of Doss' aged mother, who has written hundreds of British views to holding an ingint on the highway west of Midland has thigh has down the end of this year, as required under the Washington naval treath of the washington nav

naval maneuvers in the northwest Pacific proceeded today, defying a typhoon which killed 53 officers and men. The ships were battling a 78-mile-an-hour gale.

STATE PLUNGED BY

dicap committee. Mrs. Frank Aldrich was appointed publicity chairman. Mrs. S. P. Graham, Mrs. R. W. Hamilton, and Mrs. R. C. Conkling were appointed as a committee to purchase dishes for the association. All wives and daughters of members of the Country club are eligible to membership in the association and are urged to call Miss Thomas if desirous of becoming

AUSTIN.—Minimum age limit for CCC enrollees has been lowered from 18 to 17, State Enrollment Supervisor Neal E. Guy announced re-

The ruling will apply for the October enrollment, when every eligible person in the state is expected to be given a chance to enlist in the CCC.

Goes to Senate 117-19 After a Stormy Session

AUSTIN, Sept. 27. (P).—The House reversed itself today and instructed the State Affairs Committee to remove the tax section from the bill to provide old-age pensions. The action would clear the way for the passage of the pension bill with revenue to be raised later in separate proposals.

eluding gasoline filling stations and appliance merchandising by utilities, to aid in paying old-age pensions and equalize competition with independent merchants.

The bill went to the senate, 117 to 19, after a stormy session in which Rep. Homer Leonard of McAllen, temporary speaker, was criticized by Rep. W. E. Pope of Corpus Christifor refusal to recognize Pope to offer two amendments.

drug stores.

W. K. Hopkins, Gonzales, of the license system bill, the ban against the sale in places where other i compounds or carbonated places where systems of the compounds or carbonated places where systems of the compounds or carbonated places where other is compounded by the compounds or carbonated places was a dispensed.

ing saloon' at one place," he said.
The dry group questioned the practicability of the amendment.
A perfected substitute bill, which Senator Clint Small, Amarillo, and a dry group offered, was adopted. It lengthened the definition of a saloon from 42 words to 103. Small said that it was aimed at the "drug store crowd."

Sadler's Stage Stolen Briefly By Rotary Club

Harley Sadler had his own show taken away from him for a few minutes last night when 25 or 30 Rotarians, with W. I. Pratt as Rotarians, with W. I. Pratt as spokesman, marched to the platform during Sadler's announcement period and presented the showman a handsome clothing cover to be used in traveling by automobile.

Accompanying the gift was a plaque on which was etched the Rotary code of ethics, Sadler being a member of the club at Sweetwater. Engraved at the bottom was an inscription in which the Midland Rotary club expressed appreciation

All wives and daughters of members of the Country club are cligible to membership in the association and are urged to call Miss Thomas if desirous of becoming members.

Lower Age Limit for CCC Applicants to 17

AUSTIN.—Minimum age limit for CCC enrollees has been lowered from the country of the country of

Spinning Cobweb for Catwalkers



It's doubtful if even an intrepid cat would tread this so-called "catwalk," being laid to carry workmen who will fabricate huge cables between towers rising 742 feet above the Golden Gate in San

height of nonchalance, these work-men go unconcerned about their job of building the world's longest

The Chicago Cubs today cinched the National League pennant when "General" Bill Lee, ex-member of the Cardinal chain, outpitched the Great Dean to win a 6-2 decision. The Cardinals took a two-run lead in the first inning

but were unable to hold on to it. The Cubs tied up the score in the third and increased their score with one tally each in the fourth, seventh, eighth and ninth. The winners got to Dean for 15 hits, one of them a

home run by Hack in the eighth. The Cards could get only six safeties off Lee.

The win was the 21st in succession for the Cubs and climaxed one of the greatest win streaks known in mod-

OPERATORS AGREE TO THE DEMANDS OF MINERS; COAL STRIKE AGREEMENT MADE

BAND TEACHERS TO GATHER HERE FOR CLINIC SAT. IS INCOMPETENT

person in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to be given a chance to enlist in the state is expected to the state of the state in the state is expected to the school bands in a concert and marching program. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands in the purpose of the clinic is the study of school bands at first hand by the band teachers of this area. The purpose of the clinic is the study of school bands at first hand by th

ALSUP CHARGES R. R. COMMISSION

others had been engaged in various engineering work. Applications were engineering work. Applications were engaged in various engineering work. Applications of timute their schooling as long as possible, with the hope of enlist-mothed to their schooling as long as possible, with the hope of enlist-mothed work. Two patients, Mrs. V. R. Drake down on the correct of the regime. Work patients of Sul Ross, Applications, oil limestone and anhydrite.

**Two patients, Mrs. V. R. Drake down of the regime work. Applications of Spring; Moody, Odessa; Walker, Monahans; McCown, Crane, Eskridge, Wink; Woolridge, Ft. Stockton; Granger of Sul Ross, Applications, oil limestone and anhydrite.

**Two patients, Mrs. V. R. Drake down on the function of Sul Ross, Applications, oil limestone and anhydrite.

**Two patients, Mrs. V. R. Drake down on the function of Sul Ross, Applications, oil limestone and anhydrite.

**Two patients, Writer blind Incentify was held to their homes from a Midland hospital.

**Spring; Moody, Odessa; Walker, Monahans; McCown, Crane, Spring; Moody, Odessa, Wink, Woolling, Moody, Odessa, Wink, Wools, Woolridge, Ft. Stockton; Orange of Sul Ross, Applications, oil limestone and anhydrite.

**Two patients, Mrs. V. R. Drake of Sul Ross, Mrs. V. R. Drake of Sul Ross, Mrs. V. R. Drake of Sul Ross, Applications, oil limestone and anhydrite.

**Spring; Moody, Odessa; Walker, Moonahans; McCown, Crane, Mrs. V. R. Drake of Sul Ross, Applications, oil limestone and anhydrite.

**S

PURSES BOOSTED TO OVER \$10,000 **FOR 8-DAY SHOW**

Starting October 19 Fair to Continue Through 26th

Dates of the Midland Fair have been extended to a full eight days, it was announced today, starting Saturday, October 19, as originally planned but continuing through Saturday, October 26, instead of closing on

October 23. The new schedule starts the rodes on the opening afternoon and the races Monday afternoon.

Rodeo performances will be held as follows: Saturday, October 19, at 2 p. m. and 8 p. m.; Sunday, October 20, 2 p. m.; Monday, Oc-

tober 21, 8 p. m.
Races will be 2 p. m. eacl from Monday, October 21, th Saturday, October 26. Instessix races a day, there will be races, the two extra events made up to suit the horses ent. The racing dates have been proved and granted by the proved and granted by the

Order Printing of McDonald Charges

AUSTIN, Sept. 27. (P).—The House ordered printed in its journal today the minority report of the investigating committee recommending J. E. McDonald, commissioner of agriculture, be impeached.

The committee majority protested the action and said that McDonald was innocent of any misconduct.

WASHINGTON, Sept. 27. (P).—An agreement to end the nation-wide soft coal strike next Tuesday, October 1, was reached early today between producers and miners, and union spokesmen announced their men would march back to work on that date.

The agreement, providing for various wage increases, was reached by the Appalachian wage committee after four days of almost constant negotiations.

The new contract is to extend 18 months, until April 1, 1937.

John L. Lewis, president of the United Mine workers, was jubilant of the White sand Negroes agreed to the United Mine workers, was jubilant offered to increase in the pay for miners who dig and load coal; a 50 cent increase in the pay of day men, and a 10 per cent increase for yardage and deadwork.

When the strike was called Sunday midnight, the operators had day midnight, the operators had offered to increase the tonnage 7 1-2 cents and to meet the miners' other wage demands.

Representatives of operators in the Virginia and Hazard, Kentucky, fields to book and President Roosevelt's would sign.

The clash occurred within a short distance of Cincinnati's recently built \$41,000,000 union terminal, Police cruisers were dispatched to the scene.

The injured Datrolman was

The injured patrolman was Charles Mulle, hurt, he reported while chasing assailants of an unidentified white man.

FLAPPER FANNY SAYS:



Punting a football is one way of getting a kick out of college.

THE REPORTER-TELEGRAM

Evenings (except Saturday) and Sunday Morning MIDLAND PUBLISHING COMPANY, PUBLISHERS 112 West Missouri, Midland, Texas

T. PAUL BARRON.. intered as second class matter at the postoffice at Midland, Texas, under the Act of March 30, 1879

Any erroneous reflection upon the character, standing or reputation of any persons, firm or corporation which may occur in the columns of The Reporter-Telegram will be gladly corrected upon being brought to the attention of the firm.

CRITICISM OF ALBERTA PLAN DOES NOT SOLVE

It is easy enough to shoot a lot of holes in that plan which is about to be tried out in the province of Alberta, whereby every citizen is to draw down \$25 a month from the government just for being alive.

What isn't so easy is to find an answer to the prob-lem which brought this scheme into being.

The \$25-a-month plan sounds like something that might have been thought up by a bright lad in the fifth grade. It is so deceptively simple, so completely and perfectly logical—on the surface.

Farmers, laborers and business men have been having hard times lately because trade has been slow. Trade has been slow because people haven't been buying things. People haven't been buying things because they haven't had enough money.

Why haven't they had enough money? Well, it seems to have been rather scarce. And where does money come from? Why, it is issued by the government. What, then, could be simpler than to settle everything by having the government dish out a handful of it every month to everybody in sight? Then everybody will have plenty, things

will be bought once more, and all hands will be happy.
It's all sweetly reasonable and logical—until you take into consideration the fact that money which is ground out at that rate soon becomes as worthless as a marshmallow which fell off the toasting fork into the coals.

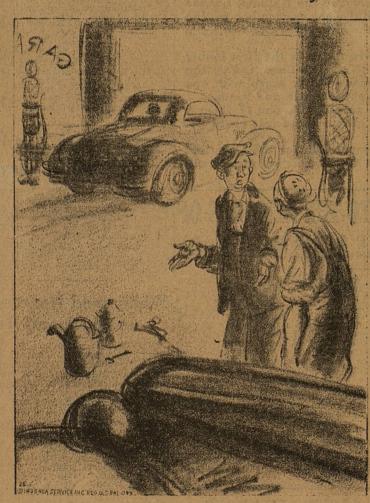
But although it is ridiculously easy to tell just why and how the scheme won't work, it isn't anywhere nearly as easy to say what should be done about the difficulty which this scheme was devised to meet.

Back of it all there is a widespread feeling that the only thing which ails us today is some defect in our circulating medium. We can raise enough food to provide three bountiful meals a day for everybody in the land. We can build enough houses to give everyone a comfortable home. We can make enough autos, radios, refrigerators, chairs, washing machines, cigaret lighters and clothespins to equip every mortal in more luxury and comfort than kings and queens enjoyed two generations ago. We have the plant to do all of these things, we have the workers, the skill and the energy.

And yet we have millions of people going without these comforts because they can't pay for them millions of people going jobless because these things aren't being

It is all very well to deride the Alberta plan. But dizzier schemes than that will be taking hold before long if we don't find some way of unlocking the doors of plenty No man yet was ever content to starve in the middle of a granary.

Side Glancesby Clark



"Her husband told me not to let her take the car out, but what can I do

After Studying the -ah - Industrial Averages



Noted Archway

Answer to Previous Puzzle

S P C GEORGES C OF

BIZET

HORIZONTAL 1, 4, 5 A famous arch of triumph in Europe. 1 To relieve. 13 Golf teacher. 14 Song for one

15 Cantaloupe. 6 Racetrack 17 Company

19 Measures of 20 Lost color 21 Norse mythology 22 Part of a 23 Egg dishes.

27 Measure of area. 28 To entangle 30 Prefigured 33 Toward. 34 Coin slit. 36 Bird

40 Silk fiber

42 Sanskrit Unknown dialect. 45 Black haws. VERTICAL 48 Denoting finar 2 Roll of film. 3 To telephone. purpose. Beast's home 5 To exchange. 50 Excavated. 51 Region.

52 It is located

of the

39 Sharp. 41 Starch. 42 Fairy 7 Hops kiln. 43 On the lee. 8 Greater in 44 Prevaricator 53 Below it is the number 46 Membranous French Tomb 9 To trudge. 10 Cowl. 48 Small child,

12 Call for help.

strations are

held here.

5 First woman

0 Obese:

26 Field.

27 Ready.

1 Sprite

35 Convex

32 Dealt out

scantily.

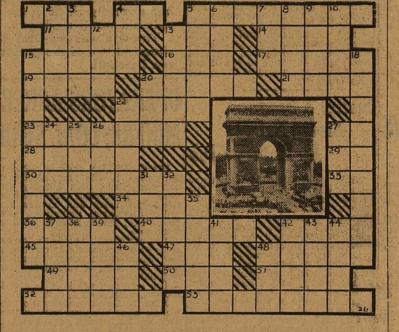
molding.

38 Rose shrub

family.

37 Pertaining to

13 Designs.



Century Plant Bloom Thrills

Boy Bakes Prize Cake BELLINGHAM, Wash. U.B.—
Flower lovers received a rare thrill when Mrs. M. Hinkle's century plant bloomed. Great, white waxy blossoms resembling those of a cactus opened at 7 p. m. and closed cactus opened at 7 p. m. and closed specific at 4 a. m. BELLINGHAM, Wash. (U.P.) -SUPERIOR, Wis. (U.P.) - Cooking

COX GARAGE

Magnolia Products-Goodrich Tires & Tubes

All Types Motors Rewound Repaired

454

Exide & Delco Batteries Lighting, Ignition

Starting Service Radiator Repair

E. N. THOMSON In Charge

Fender and **Body Repairs**

Painting Trimming and Glass Work

Authorized Duco Shop

J. B. BUTLER In Charge

Mechanical Repairs That Satisfy All Makes of

201 E. Wall

Brake Relining Hydraulic Brakes Our Specialty Our close car inspection will eliminate accidents

JIM KENDRICK In Charge



YOUR APPEARANCE

MIDDLETON TAILOR SHOP

Conception Of Him OOLOGAH, Okla. (AP).-The Herb

childhood, have learned two things about the American public's conception of the late humorist.

One is that anything owned or that was comected with him is considered public property.

The other is that Rogers' admires had their own ideas about his life at the ranch and it is a waste of breath to tell them otherwise.

McSpadden is a nephew of the late humorist and lives with his wife and three sons in the ranch house and manages the ranch. They attempt to live the private life of an ordinary Rogers county ranch family—but all they can do is try. Far as the ranch house is from the pavement and as obscure as the road is, hundreds of admirers of Rogers and the curious find their way to the ranch. To reach the ranch one must leave the highway and travel four miles over a rough dirt road. There are no markers but that doesn't deter the curious—and neither do markers "not open to the public" turn them back.

Sightseers come at all times of the day. Many of them do not knock, they just open the front door of the big white ranch house and walk in

"Many are the times I've come downstairs to find people I had never seen before walking around."

A local man told me he was going to have to change bankers. His financial adviser told him the wrong way about how to bet his money on the Baer-Louis fight.

Maybe you've read where they are going to have a fair here October 19-23? Well, they tell me it's going to be the 19-26. Same starting day, just lasts longer.

I think that's plenty smart. A town that can build a \$40,000 fair grounds and have it ready in two months time surely can stage a week's fair. If we held it to five days we would be through before half of us had enough.

A local man told me he was going to have to change bankers. His financial adviser told him the wrong way about how to bet his money on the Baer-Louis fight.

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Rogers' Relatives Learn Of America's

McSpaddens, who live on the old Rogers ranch near here, where Will Rogers was born and spent his childhood, have learned two things about the American public's con-

offer more constructive traffic talk in a small space than anything we have seen. Watch for the articles entitled "We Drivers."

about everything without taking a stand on anything). structive way these days about traffic danger and how to reduce accidents. The Reporter-Telegram shortly will publish nine articles, prepared by General Motors, which

Don't take chances with the laws of momentum. Man's speed laws may not always be observed, but Nature's speed laws always are!

When people get expert at something, they begin to get careless at it. Look out for the expert driver of an automobile.

Will be paid by the manufacturer for any Corn GREAT CHRISTO-PHER Corn Cure cannot remove

If It's **AUTO GLASS** WE HAVE IT

Complete Stock at All Times EXPERT TOP & BODY

WORK -- Every Job Guaranteed

Texaco Gas & Oils

555 SERVICE E. P. Eubanks - Hoover Bros.

Corner E. Wall & Baird

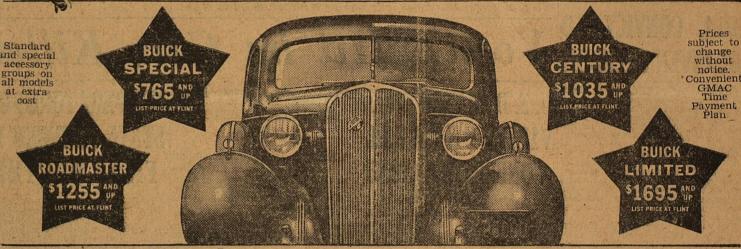
PHONE 555

NAILING OUR FLAG TO THE MASTHEAD

-In the largest single self-contained motor car factory in the world, thousands of veteran Buick workmen have focused for two years on perfecting four new series of phenomenal automobiles, and now they offer these to the public in full confidence that they dramatically verify the traditional Buick pledge: "When better automobiles are built, Buick will build them."

DISPLAY AT ALL BUICK SHOWROOMS

SATURDAY, SEPTEMBER 28TH



WO years ago Buick deliberately leveled I its sights on 1936.

It coolly set its aim on bringing to market for that year a line of motor cars that would startle the world.

It purposed to do that, not by freak or superficial design, not by skimping quality to make a price, but by sheer merit as expressed in automobile beauty, value, ability.

It submits to you now the eminently satisfying results of that fruitful two years of concentrated

Here are four separate series of sensational new Buick cars - cars called phenomenal by experts in the trade who previewed them.

Each is a feast to the eye schooled in mature modern styling, as you can see.

Each has under the smooth flowing planes and surfaces of its smart exterior, the solid, tough, durable, beautifully engineered chassis that underwrites Buick dependability.

And each offers you from the stepped-up power of its big thrifty valve-in-head eight-cylinder GENERAL MOTORS CARS

engine such safe, thrilling performance as you have never known.

These cars are big cars every one—built to almost lavish dimensions of body room and head clearance — yet they handle with the fingertip lightness of small cars.

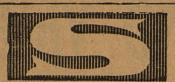
They are literally breath-taking in power and speed and take-off, yet under their new tiptoe hydraulics and easy-steering knee-action they are almost as manageable as a telephone.

They are thewed and sinewed by that quality which springs from Buick's third of a century of manufacturing experience, advantaged by \$14,500,000 worth of new tools, dies and factory re-equipment devised for these cars alone.

These things are so true and so obvious that everywhere you will soon hear the motor-wise saying, "BUICK'S THE BUY!"



Elder Chevrolet Company Midland, Texas



Chaparral Troop Holds Weiner Roast Thursday Evening

A weiner roast for mothers and daughters, held Thursday evening It seems that a snowball is not from 6 o'clock until 8 o'clock at the the only thing that grows when it

from 6 o'clock until 8 o'clock at the home of Mrs. L. G. Lewis, 714 W Kansas, took the place of the regular meeting of Chaparral troop, Girl Scouts for this week.

Following the supper, games and songs furnished entertainment.
Mothers present were: Mmes. Bill Van Huss, Fred Turner, O. C. Harper, James Tuttle, O. L. Wood, J. W. Jordan, and L. G. Lewis.
Girl Scouts attending were: Mary Jane Harper, Jean Smith, Imogen Moore, Jean Lewis, Fredda Fae Turner, Jane Bounds, Barbara Jean Harper, essa Lynn Tuttle, Eleanor Wood, Marjorie Jordan.
There will be no meeting of the troop the coming week, the next meeting being scheduled for Saturday, Oct. 12.

They put thing that grows when it gets started rolling. Take the Midland Fair, for instance. Original plans for stable room have been increased, and now we learn the Fair itself is to be lengthened from a five-day to an eight-day event.

Even neighboring towns which are often reluctant to display admiration for Midland do realize the ability of the citizenry to do what they want to do.

We heard a citizen of such a town last night urging a visitor from East Texas to stay over and attend the Fair.

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"They put things over which will be worth seeing.

Announcements

EMININE ANCIES BY KATHLEEN EILAND

By and large, we think Midland does put things over well and that is one of the qualities which make her citizens proud of the town.

Stars seem to be falling on West Texas fashions these days. At least we saw an attractive black dress recently which featured stars of brilliants on its collar and on the black belt. An unusual touch and one we

The Season's Outstanding Novelty

DANCE

FRANKIE ORMSBY and HIS ORCHESTRA

The Show of Shows

Nine Big-Time Acts Floor Show

SAT., SEPT. 28 **MONAHANS TUBBS HALL**

Check Your **Troubles Now**

With Our New SCIENTIFIC WHEEL EQUIPMENT -STOPS-SHIMMY, TIRE WEAR, WANDER

HARD STEERING

COMPLETE SERVICE FOR YOUR CAR

Bring Your Steering Troubles to Us

VANCE SERVICE STATION

223 EAST WALL -- PHONE 1000

CONTRARY By Helen Welshimer

WANTED a tea rose On a brown stem, Two cups and saucers, Three towels to hem.

ALL simple favors.

One would suppose Life could spare tea cups, One yellow rose.

SHE sent me orchids With best regards Carefully written



Heads Ethiopian Bank

1 Wide opening at the top of the shade throws light to ceiling and eliminates

2 Glass reflector softens light, prevents

3 Wide shade gives ample light over your

4 Shade lining is white to reflect more

5 Lamp is high enough to light a large working area.

IMPORTANT-Be sure to look for the

authorized certification tag on the lamp you buy. It isn't an I.E.S. Better Sight Lamp if it doesn't have this tag.

thought admirable.

One of the best examples of "escape psychology" that we know is the filling of our mind with dreams of foreign travel through reading travel bureau advertising when we know perfectly well we can't leave town even for a weekend.

1928 Club Opens Fall Season with Afternoon Bridge

Mrs. William Simpson was hostess to the 1928 club in its first meeting of the fall season. She entertained at her home, 801 W Louisiana, with three tables of bridge Thursday afternoon.

Green predominated in playing appointments and at the tea hour, violets centered the table.

Guests for the afternoon were: Mmes. Thos. B. Flood, F. F. Winger, Wheeler, and Allen Tolbert.

Prizes in games went to Mrs. Ed M. Whitaker for high score among club members, to Mrs. Tolbert for high score among guests, and to Mrs. Clarence Scharbauer for high cut.

Refreshments were served at the conclusion of play to: Mmes. Flood, Winger, Wheeler, Tolbert, C. C. Duffy, Scharbauer, E. B. Soper, John B. Thomas, M. C. Ulmer, Whitaker, James Fitzgerald, Johnson Phillips, and the hostess.

World Friendship Club Has Party At Annex

Honoring Mary Ruth, Henry and James Roy, members of the World Friendship club were entertained with a party at the Methodist annex Thursday evening for which Lois and Frances Guffey and Helen and Mildred Connor were named hostesses

Various games were played after

Various games were played after which refreshments were served, gifts for the honorees being set before them upon plates.

A game period also followed the serving and the party ended at about 9:30 o'clock.

Present were: The honorees, Lois, Louise, and Nellie Mac Terry, Beth Prothro, Minnie Frances Merrill, Thurston Eggleston, Sterling Eggleston, J. B. Terry, J. S. Patton, L. C. Hobbs, Alberta Smith, Mrs. W. F. Prothro, club sponsor, and the hos-



TUBERCULIN TESTED

From the Cow To Your Home!

100% protection all the way that's what we give our customers in Dairyland Pasteurized Milk. For your health's sake, demand it!

PHONE US FOR DAILY DELIVERY OR GET IT AT YOUR GROCER'S



Mrs. Self Hostess At Bridge Luncheon For Thursday Club

Mrs. S. R. Self entertained members of the Thursday club and guests with a bridge luncheon at

her home, 1501 Holloway, Thursday.
Roses and nasturtiums decorated the entertaining rooms.
Club guests were Mrs. J. B. Leonard, Mrs. J. M. Armstrong, and Mrs. E. H. Shaw. Miss Iva Williams was a luncheon guest.
The hostess, who is leaving Midland to make her home at Tyler, was presented with a gift from the club.

was presented with a gift from the club.

Mrs. Harvey Conger held high score in bridge games and Mrs. Armstrong second high.

In addition to the guests, the following club members were present: Mmes. O. C. Harper, John Cornwall, R. W. Hamilton, Thelma Jackson, Bert Hemphill, Harris E. Eastham, Jr., Myrtle Patteson, Conger, Geo. Abell, and the hostess.

CHRISTIAN SCIENCE CHURCH

TRINITY CHAPEL
Protestant Episcopal
P. Walter Henckell, Minister
in Charge E. B. Soper, Supt.
9:45 a. m.—Sunday school
11:00 a. m.—Lay reader service.

MEN'S CLASS
Hotel Scharbauer
The Men's Class will meet at 9:45
a. m. in the Crystal ballroom. Judge
Chas. L. Klapproth, teacher.

mediate Endeavors. 8:00 p. m.—Worship, Sermon by the pastor. All week day services will be an-nounced in Church Bulletin.

ST. GEORGE'S CHURCH
The Rev. Edw. P. Harrison, O.M. I.

Sunday morning mass for English speaking people at 10 o'clock and for Mexicans at 8 o'clock.

Sunday evening services at 7:30 o'clock.

Daily mass will be held at 8 o'clock.

FIRST PRESBYTERIAN CHURCH W. J. Coleman, Minister J. L. Kendrick, Church School Supt. Mrs. W. J. Coleman, Minister of Music 9:45 a. m.—Sunday school
11:00 a. m.—Divine worship. The
minister will bring a message on
"Intimations of Immortality."
8:00 p. m.—Evening worship. The
minister will preach on "The World
to Come"

FIRST METHODIST CHURCH Kenneth C. Minter, Pastor W. Ily Pratt, Supt.

Mrs. De Lo Douglas, Choir Director 9:45 a. m.—Sunday school
11:00 a. m.—Morning worship and
preaching by the pastor. Subject:
"Jesus Classifies Men."
6:00 p. m.—World Friendship club
meets at the church
6:45 p. m.—Senior and Hi Leagues
meet.

meet
7:45 p. m.—Evening service and
preaching by the pastor. Subject:
"Race Track Gambling in Texas."

FIRST BAPTIST CHURCH Winston Borum, Pastor

9:45 a. m.—Sunday school
11:00 a. m.—Morning worship
Preaching by the pastor. Subject:
"Building Walls." 7:00 p. m.—BTU training service 8:00 p. m.—Evening worship Preaching by the pastor. Subject: "God's Deliverance."

CHURCH OF CHRIST T. H. Bass, Minister 10:00 a. m.—Bible study. Let all who are enrolled be present Sunday

Heads Ethiopian Bank

SAINT JOHN, N. B. (U.P.)—The governor of the Bank of Ethiopia is a Canadian. He is Charles Saint John Collier, who was born in Saint John in 1880, the eldest son of the late William Edward Collier and Emily Waters.

In 1907, 338,452 inhabitants of Austria-Hungary emigrated to the United States. This was the largest number of people to move from one country to another in a single year.

Chas. E. Klappioth, teacher.

FIRST CHRISTIAN CHURCH
John E. Pickering, Pastor

H. G. Bedford, Supt. of Bible School
John Crump, Director of Music (Note: All services of the Church will be held in the Methodist Annex just north of Ritz Theatre while our building is under construction).

9.45 a. m.—Bible School.
10:00 a. m.—Bible study. Let all who are enrolled be present Sunday morning.

7:30 p. m.—The young people come together for a period of study.

8:00 p. m.—Evening services.
3:30 p. m. Tuesday—The Woman's Bible class meets for study.

8:00 p. m.—Evening services.

11:00 a. m.—Bible study. Let all who are enrolled be present Sunday morning.

7:30 p. m.—The young people come together for a period of study.

8:00 p. m.—Evening services.

10:00 a. m.—Bible study. Let all who are enrolled be present Sunday morning.

11:00 a. m.—Morning worship and sermon.

7:30 p. m.—The young people come together for a period of study.

8:00 p. m.—Evening services.

10:00 a. m.—Bible study. Let all who are enrolled be present Sunday morning.

11:00 a. m.—Holy come together for a period of study.

8:00 p. m.—The young people come together for a period of study.

8:00 p. m.—Evening services.

8:00 p. m.—Evening services.

8:00 p. m.—Evening services.

10:00 a. m.—Bible study. Let all who are enrolled be present Sunday morning.

Mouse Creates Static

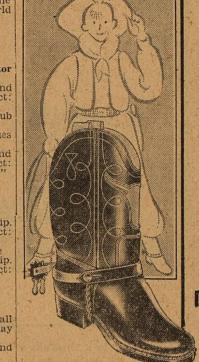
COLUMBIA, Mo. (U.P.) - W. H.

Nail Fatal After 10 Years

BELOIT, Wis. (U.P.) — Death of Wilma Kipp, 12, was blamed on blood infection persisting for 10 years after a small nail she swallowed when 2 years old was removed from a tube leading to her left lung.

It takes 10 tons of black coal turned into steam to make one horsepower, according to estimates by steam engineers.

NOW HE CAN Put the Spurs



Just a moment, Mother. We don't mean spurs to mar furniture and floors, for the rowel on these spurs is made of rubber instead of steel, but that will make no difference to the children. Nothing will please them better than a pair of these real Cowboy Boots . . . with spurs.

\$3.95 Sizes 81/2 to 3 \$4.95 Sizes 31/4 to 7:

Free Spurs With Each Pair Bought

Other Numbers as Low as \$2.95

WILSON DRY GOODS CO



Modern civilization has made exacting demands of human eyes. Visual tasks have increased many fold and weakened eyes, headaches and sometimes impaired health are the penalties for using our eyes under a poor light.

But Science has shown that it isn't necessary to take chances with our eyesight. All we need is better lighting to give our eyes a chance to see without unnecessary strain. This is especially true of children who study or read, for young eyes can be injured permanently by reading in a dim light.

A new type of lamp has been developed, scientifically designed to provide the right amount of glareless light for reading or studying. See these Better Sight lamps in our store, in floor lamp, table lamp or lounge lamp styles.

TEXAS ELECTRIC SERVICE COMPANY

R. L. MILLER, Manager

BULLDOGS FAVORED TO DEFEAT BADGERS FOR SECOND VICT

J. R. Norris Bye

W. B. Harkrider J. O. Vance

J. W. Stephens R. C. Barbour

With a seven pound advantage

With a seven pound advantage per man the Midland Bulldogs will enter the game tonight at eight o'clock with the McCamey Badgers a favorite to win by anywhere from one to three touchdowns.

The Bulldogs have suffered from a bad case of super confidence all week and have not responded to coaching orders as they should but nevertheless, should be able to defeat the visitors if they make up their minds to bear down and put out the best that is in them.

With an eight and a half pound advantage in the line and a six pound advantage, in the backfield, plus more experienced players on the team it would not be surprising to see the locals win by three touchdowns or more but, not if they play like they have in practice sessions.

The McCamey team lost a 13-0 game to Pecos last week but the Pecos scores were made on one long run and a long pass. The Pecos players had trouble all during the game going through the green McCamey line led by A. Green, tackle.

While Buffington, blocking half, still suffering from lime burns sustained in the game last week it is doubtful if he will start the game tonight but if not his place will be taken by B. Reid, another man out for the team for the first time. No weight advantage will be lost as both weigh-in at 145.

Admission price for the game will be 50 cents.

Admission	brice for	the game will
be 50 cents.		
The Start	ing line · ui	os:
Midland		McCamey
Bryant	LE	H. Green
Prothro	LT	A. Green
Mitchell	LG	D. Reeves
Richman	C	J. Belcher
Willis	RG	L. Shipman
Taylor	RT	Hock
Wright	RE	Dipon
Buffington		
or Reid	LH	Hoffman
Wofford	RH	R. Cates
Collins	FB	L. Belcher
Midkiff	QB	Campbell
	NO. OF THE PARTY O	All and the second second

The stunts of chin balancing heavy objects done by Milo Brinn have never been equaled. Brinn is capable of balancing a camon, with carriage and all, on his chin.

Max Struggles to Rise After Slaughter

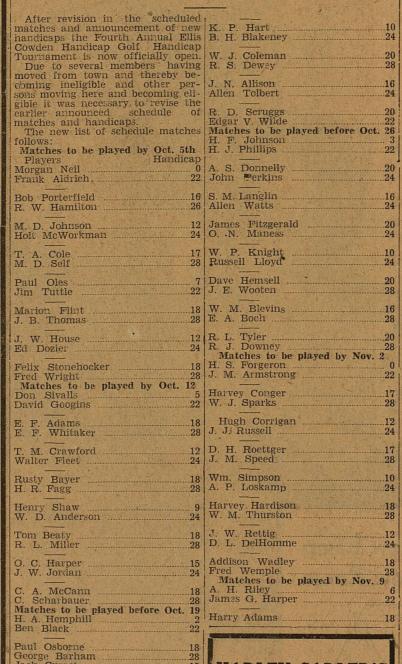


Beaten helpless by a hurricane of blows from the darting, punishing fists of Joe Louis, Max Baer here struggled to rise from one knee with the helping hand of Referee Arthur Donovan after the fatal ten had been tolled in the

fourth round. A volley of lefts and then a crashing right had finished the California larruper. Utter ex-haustion was stamped on the bieeding face of the playboy as he

gazed through a fog while 90,000 spectators made Yankee Stadium ring with their cheers for the victor.

REVISED SCHEDULE AND HANDICAPS ARE ANNOUNCED IN COWDEN TROPHY CHASE



PHONE 90

HARLEY SADLER'S BIG TENT THEATRE

TONIGHT 'The Auction Block"

A rural comedy drama full of "Toby" humor

8--VAUDEVILLE ACTS--8

JOE GOLFORB and His 12-Piece Orchestra

Reserve tickets on sale at Midland Drug

W. G. Whitehouse Winston Borum 18 Geo. Farley J. L. Greene Prentice Brown E. C. Kopp Tom Floyd
Bye
E. J. Moran
R. E. Clark Bye H. J. McClure P. O. Sill Chas. L. Sherwood Lynn J. Corsey J. C. Owens ... S. S. Spradling C. A. Mix John Adams C. S. Miller Dave Finley Matches to be played by Nov. 16
E. F. Daugherty
John Cornwall All members who wish to participate in the tournament must be in good standing with club officers. Dogs "Run Down" Child J. L. Crump S. O. Cooper

PHOENIX, Ariz. (U.P.—To 4-year-old Charles Brown of Phoenix goes the doubtful distinction of being the first recorded victim of "hit-and-run" bulldogs. Charlie was run down by two bulldogs with whom he was playing. He suffered a broken leg.

.24 It is theoretically possible for one pair of Australian rabbits to .20 have 20 million descandants with-.14 in five years.

Here is what you have all been waiting for. Now get out and make yourself rich—by betting the other way. First school named is our

waiting for. Now get out and yourself rich—by betting the way. First school named choice.

Friday Games
Alabama-Howard
Auburn Birmingham
Kansas State-Dequesne
Georgia Tech-Presbyterian
Kentucky - St. Xavier
Loyola (La.)-Redlands
Temple-Centre
Bucknell-PMI
Teaxs A & M-Sam Houston
Tulsa-Okla. Central.

High School
Midland-McCamey
Big Spring-Austin (El Paso)
Pampa-Bowie (El Paso)
Amarillo-Ranger
San Angelo-Cisco
Plainview-Tulia
Breckennidge. V

Plainview-Tulia
Breckenridge-Vernon
Cleburne-Port Arthur
Abilene-Sweetwater
Colorado-Snyder
Masonic Home-Mineral Wells
Polytechnic-Stripling
North Side (Ft. Worth) Denton
Saturday Games
Arizona. Teacheus-Temple

Arizona Teachers-Temple Arizona Teachers-Temple Arizonas-Kans. St. Teachers Hardin Simmons-Baylor California-Whittier & Davis Centenary-La. Normal

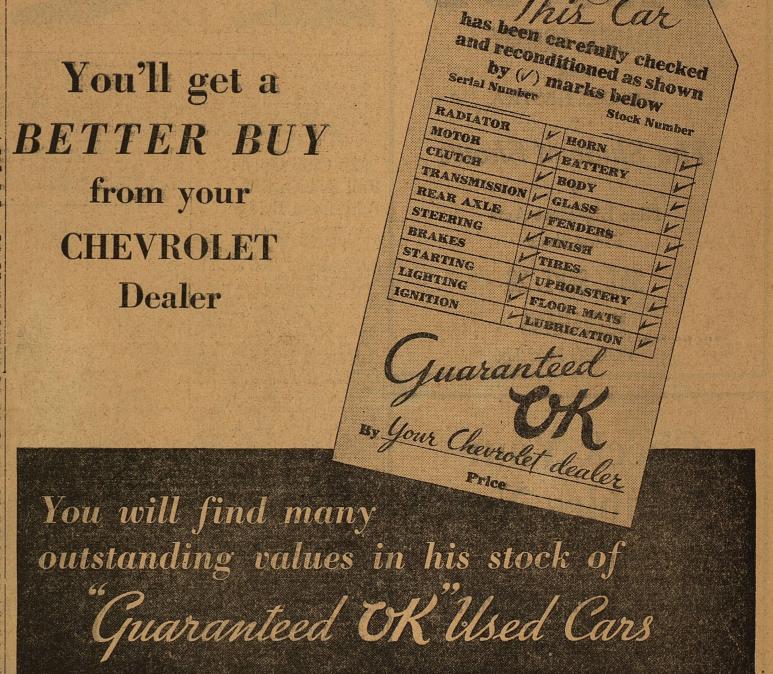
Clemson - VPI Colgate-Niagra Oklahoma - Colorado Cornell-St. Lawrence Creighton-St. Louis Darmouth-Norwich Duke-South Carolina Georgia-Mercer

Notre Dame-Kansas Note Dame-Kansas Rice-LSU Pittsburgh-Waynesburg Santa Clara-San Francisco SMU-Austin College Texas Texas A & I
TCU-NTSTC
Tulane-VMI
Navy-W & M
U. S. C.-Montana
Vanderbilt-Miss. Sta

Camera Snaps Six Presidents

PORTSMOUTH, N. H. (U.R)—Ar-word Belcher, an East Kingston cameraman, snapped a picture of Colonel Theodore Roosevelt with the same camera with which he photographed his father during his administration as President. Belcher has photographed five other presidents with the same camera.

A submarine can travel completely submerged with less than half the water resistance that occurs when the boat is traveling on the surface.

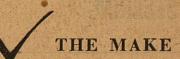


ORE and more people are learning that the best place in town to get a used car is at the nearest Chevrolet Dealer's.

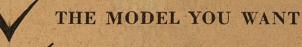
Visit him-see his wide selection of Guaranteed OK Used Cars-and you, too, will get a better buythe make you want, the model you want, at the price you want to pay!

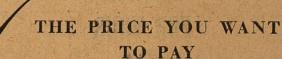
And what's more, you will get a car that's guaranteed to be in A-1 condition, for all cars bearing this famous Red OK Tag have been carefully checked and conditioned by your Chevrolet Dealer, and carry his personal guarantee.

See him and buy one of these fine Guaranteed OK Used Cars at lowest prices—today!



THE MAKE YOU WANT





WE HAVE SEVERAL OUTSTANDING BARGAINS IN DEPENDABLE USED CARS

See Us Before You Buy

Elder Chevrolet Company

107 South Colorado St.-Midland, Texas



Take the summer sand out of your rugs. Let us make them look like new. We'll call for and deliver them. . . . You'll be pleasantly surprised at their beauty.

SPECIAL PRICES

9x12 Cleaned . . \$3.50 9x12 Sized \$1.00

Other Sizes in Proportion

MIDLAND STEAM LAUNDRY

In His 6-Passenger Lockheed Vega

E. B. Dozier



RATES AND INFORMATION

CASH must accompany all orders for classified ads, with a specified number of days for each to be inserted.

CLASSIFIEDS will be accepted until 12 noon on week days, and 6 p. m., Saturday for Sun-day issues.

PROPER classification of adver-sements will be done in the office of The Reporter-Tele-gram.

ERRORS appearing in classified ads will be corrected without charge by notice given imme-diately after the first inser-

2¢ a word a day.
4¢ a word two days.
5¢ a word three days.

MINIMUM charges:

FURTHER information will be given gladly by calling 77.

—For Sale

in Midland County across road from Prairie Lee school; all in cultivation with fine growing crop. For quick sale, \$30.00 per acre. A. B. Anderson, Vernon, Texas. 166-10

WE have stored near Midland baby grand piano, small upright and a good practice piano, will sell for amount against them. For infor-mation write at once to G. H. Jackson, 1101 Elm St., Dallas. 174-1

3—Furn. Apts.

FOR RENT: Three room furnished apartment in duplex; utilities paid. 703 North D Street.

THREE mules, one mare, harness tools, feed, at bargain. W. R Skeen, 305 South Marienfield.

-Poultry

Order Baby Chicks

Hatch Each Monday Custom Hatching

Phone 9003F2 Midland Hatchery Not for Sale

Iû—Bedrooms

FOR RENT: Two bedrooms; private bath. 311 N. Main, phone

NICE bedroom close in; reasonable. 210 South Marienfield, phone 802.

DANCING SCHOOL Studio at 1704 W. Mo. Phone 361

FURNITURE Bring Your Furniture

To SANDERS PAINT SHOP 106 North Weatherford Rebuilding and Refinishing

Upholstering, Slip Covers MAKE HOME BEAUTIFUL Household Storage

FLOWERS

For

All Occasions

Buddy's Flowers O. M. (Buddy) Pulliam, Prop. 1200A W. Wall - Phone 1083

Typewriter Ribbons

Sold by us are delivered and installed free in the business section of Midland. Call us for this added service.

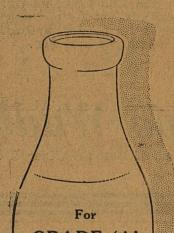
> West Texas Office Supply Phone 95

LEONARD R. MAULDIN ARCHITECT

415 Rust Bldg.—San Angelo

James H. Goodman Lawyer

Announces the removal of his law office from Lubback, Texas, to 512 Petroleum Building MIDLAND, TEXAS



MILK

PHONE 9000

SCRUGGS DAIRY

SPECTAL MADE MATTRESSES Mattress Renovating UPHAM FURNITURE CO. Phone 451

BOOTS AND HER BUDDIES





Whoopee!





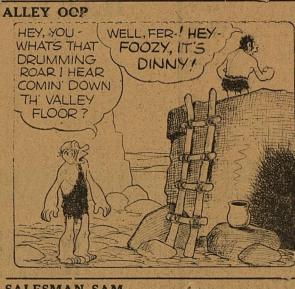
One Big WASH TUBBS SPLENDID! SURE, AND JUST TO SHOW SPIRIT, WE'LL THE KINDA DAME ON FOLLOWING SURE, WE MIGHT AS WELL MAKE THE BEST OF IT, FOLKS. LE'S CUT OUT TH' GRUMBLIN', AN' EVERYBODY DO HIS SHARE OF DE JUST I AM, FOLKS, I'LL ONE BIG, DO THE COOKIN' FOR HAPPY FAMILY. HOW'S TWORKS.



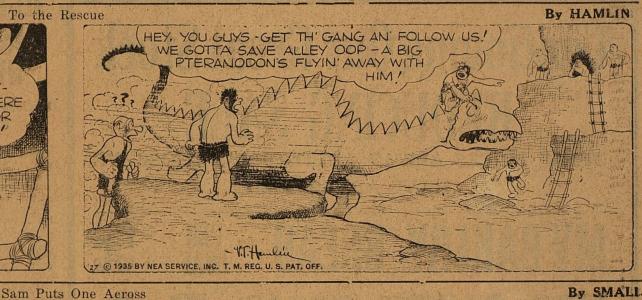


HAPPY Family

















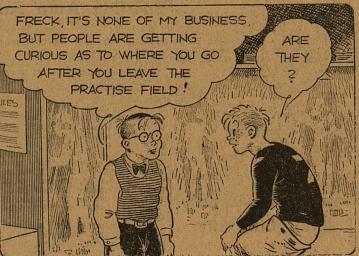
15—Miscellaneous

OPENING — My Nursery on West Wall soon; give me your order for early fall planting. R. O. Walker, phone 759J.

GEORGIA GOSS

165-10

FRECKLES AND HIS FRIENDS



THEY THINK YOU'RE EASING UP ON FOOTBALL FOR SOMETHING ELSE YOU'RE NOT GETTING THE SWELLED HEAD, LIKE THOSE OTHERS ARE YOU?







By AHERN

SUMMER SPECIAL

OF

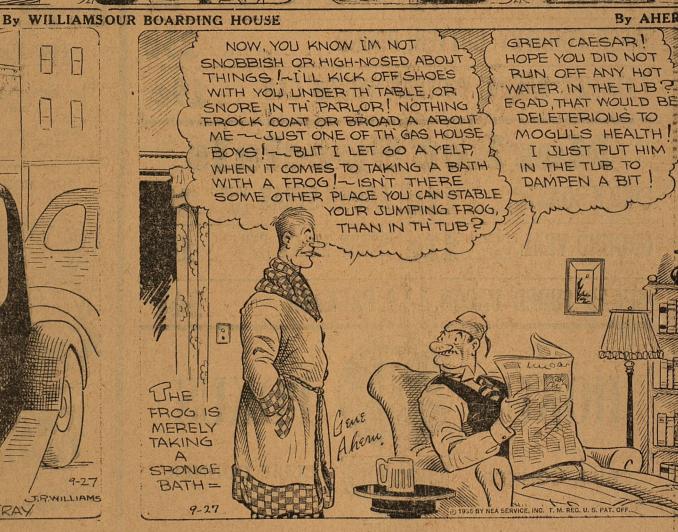
35¢ SHAMPOO-SET DRIED, AND PERMANENTS TO CONTINUE THROUGH SEPTEMBER ONLY

Attention

Faculty Members and Students:

Come in and see Mr. Boch about that new Fall hair cut and wave.

OUR BEAUTY SHOP





See The Big Games!



GO BY PLANE

Fast--Clean Dependable SEE YOUR

Of the Southwest

4-PLACE CABIN PLANE Leave Midland after effice hours, see a night game and be back for work the next morning.

Continuing Our Great Stock

REDUCING SALE

THESE PRICES ARE IN ADDITION TO THOSE WE

HAVE ADVERTISED

EDW. F. BOOTH, INC.

"LITTLE" GEORGE McENTIRE, Pilot

PHONE 481

Use Reporter-Telegram Classified Ads

MY BAKERY BREAD

MRS. BAIRD'S BREAD

Blondes Preferred For Stage Heroines Harley Sadler Says

it's true. Blondes are preferred—
at least for heroines of stage plays.

That is what Harley Sadler, premier tent theatre man of Texas, says of the preference of the crowds that fill his big tent and, from years of experience, Mr. Sadler should know whereof he speaks.

Youngsters like cowboy types for heroes and his audiences in general prefer the less sophisticated types of drama.

5c

he said, "I believe I liked 'Toby and was sheer entertainment, with no

pretense to other merit.

"ALL-BRAN FORMS MAJOR PORTION OF MY BREAKFAST"

Delicious Cereal Relieved His Constipation*

etter: "After suffering for years,

*Constipation due to insufficient

Research shows that Kellogg's ALL-BRAN furnishes "bulk" to exercise the intestines. ALL-BRAN also supplies vitamin B and iron.

Two tablespoonfuls daily are usually sufficient. With each meal, in serious cases. If not relieved this way, see your doctor.

cause as he says quite simply believe in it...

Bing Crosby, Joan The "bulk" in ALL-BRAN resists

MEET a man of the people—kindly, jovial and full of wit!

"THE VIRGINIA

JUDGE" with Walter C. Kelly Marsha Hunt Stepin Fetchit Johnny Downs

Charley Chase Comedy "Going Places" with Lowell Thomas

AND THE PROPERTY OF THE PROPER

RITZ TODAY

TIM McCOY

"The Revenge Rider"

Betty Boop-Serial

Vitaphone Act

SUN.-MON.-TUES.

leafy vegetables. How much better to use this gentle food in place of patent medicines.



CELERY Colo.
Jumbo, STALK

GRAPES Thompson Seedless, 60

10 Lbs. SPUDS No. 1 10c

10-LB. SACK

BANNER BUTTER Per 26¢ SCOTTISSUE PER ROLL

BELL PEPPERS Fancy Colo., LB. 50

WALDORF TOILET TO SCOTTOWELS EACH

23¢

FRESH COUNTRY BUTTER, POUND

CALUMET BAKING POWDER, POUND CAN

Market Specials

GROUND VEAL PER 120 STEW MEAT PER LB.

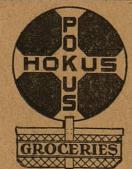
CHUCK ROAST Baby ROUND STEAK PER 200

SUGAR CURED BACON, 1-LB. PACKAGE

36¢

19e

BILL CONNER



ELLIS CONNER

AND MARKET

Today's Markets Courtesy H. O. Bedford & Co. 320 Pet. Bldg. Tel. 408

Atlantic		21 5/8
Continental		193/8
Standard of N. J.	19.44年高的主任	43 1/4
Ohio Oil		10 1/8
		28 3/8
Phillips		
Pure		77/8
Standard of Cal		32 1/4
Socony-Vacuum		11 1/8
Shell		9 1/8
Tidewater		9
Texas Co.		18 3/4
T & P Land Trust		91/2
T. P. Coal & Oil	CALL COM	73/4
General Motors		45 3/4
Chrysler		72 5/8
United Air Line	Charles .	19
Pennsylvania R. R.		27 3/4
Southern Pac. R. R.		19
Bethlehem Steel		38
U. S. Steel		45 3/8
Gulf		64 1/2
Gulf		
Humble		54 7/8
Cities Service		13/4
American TelTel		139 1/4
Radio		75/8
Total Sales	1	,120,000
	Close	Prev.
NY Cotton, Oct.	10.43	10.47
Cotton, Dec.	10.45	10.50
Chi. Wheat, May	98 3/8	98 1/2
Wheat, Dec.	98 1/4	98 1/8
THE RESIDENCE OF THE PARTY OF T		

Bennett Star In Ritz Newest Film

secretary in a series of lively incidents that become more and more hilariously complicated.

Going in search of romance and adventure to get material for his play, the singer starts a seltzer water battle in a night club, lands in jail, rehearses a love scene with the wrong girl which makes the right girl walk out on him.

Directed by Frank Tuttle, the cast includes Mary Boland, Lynne Overman, Thelma Todd, Ernest Cossart, James Blakeley and Douglas Fowley. The noted song writing team of Gordon and Revel wrote the following hits for the picture: "I Wish I Were Aladdin," "Without a word of Warning," "Takes Two to Make a Bargain," "Two for Tonight" and "From the Top of Your Head to the Tip of Your Toes."

Long Live The King!

WILL ROGERS

The Eternal Star

He was a King Among Men!
His homespun humor; his genuine
Americanism; his wholesome philosophy; and his jolly good nature
made many friends of the rich and
poor that even a king would envy!

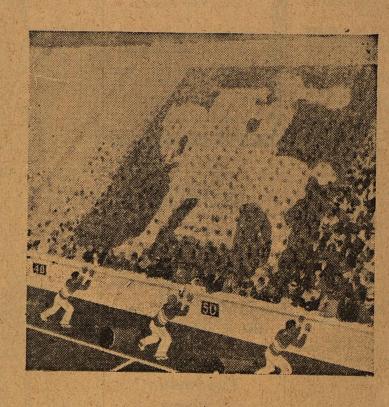
IF a typical American were selected, Will Rogers would be the
unanimous choice of all fellow
Americans!

Our sorrow for his untimely
passing will be somewhat consoled
by the realization that Will Rogers'
personality, voice, appearance and
his rich humor are preserved for
future generations in the wholesome
films that are being shown and
heard throughout this nation!

The YUCCA THEATRE is proud to present, beginning with a preview Sat. Night and Sunday, Monday, Tuesday, the new screen masterpiece of this beloved star.



Let's Beat McCamey, Bulldogs!



HART, SCHAFFNER & MARX CLOTHES

See the beautiful fall patterns on display in our windows. Come in and feel the luxurious, "meaty" fabrics. Examine the rich linings, and let us point out to you the features of the fine hand tailoring.

By then you'll be ready to try on a suit. It's there the big surprise awaits you. You'll see how the collar hugs your neck; how the whole suit moulds itself to your figure, fitting perfectly, yet soft and easy at every point. For looks, for style, for comfort and for wear, it's the biggest money's worth you ever saw.

Addison Wadley Co.

Home of Hart Schaffner & Marx

Newspaper Campaign
Boosting Auto Sales

Chevrolet Motor Company, which recently enlarged its national advertising program to include newspaper and magazine advertising of guaranteed used-cars, is receiving the country to the effect that used car sales have been greatly stimulated, and that an unusually large modern used car now. The hazards of cold weather are the severest test that a car must lated, and that an unusually large of six years old are figuring that they will save a lot of trouble and grief, and cash, by acquiring a more modern used car now. If it has been imported by reconditioned, it will, of sure as an index of business, interprets the increased sales of guaranteed reconditioned cars for winter diving.

It is not been that they used cars that they been thoroughly reconditioned. "Purchasers are showing wisdom in buying good used cars now in preparation for the winter season. The hazards of cold weather are the severest test that a car must lated, and that an unusually large or buying good used cars for winter driving.

At the factory, W. E. Holler, vice president and general sales manifer, and cash, by acquiring a more modern used car now. If it has been imporely reconditioned, it will, of ourself of the coming winter are those who have been making their old cars as a sign of improved purchasing power resulting from increased business, activity.

"This strongly felt demand for good used cars," he said, "is a natural consequence of the gradual improvement in the employment situation. That our own dealers are feeling the demand to an unusual degree, is, I believe, the direct repurchased a used-care before, but said of our used-car advertising, now realize that the old-time risks.

Newspaper Campaign used in cooperation with our dealer involved in buying a used car have organization, assuring the public been eliminated by the Chevrolet

Our Modern Homes

Once there was an old home that needed repairs, it had stood for years and years and its owner had not done the repairs that the house thought he should have, so the house started to argue the question

"It's been a long hot summer, Mr. Owner, and my hat is wrinkled up a bit and my top coat is not in shape to go through the winter months. What? You spent all your money on the vacation? Well, that is what you told me last year. Now look here, Mr. Owner, let me tell you something, I have hovered over you day and night for all these years, kept you out of the rain and cold (house begins to cry) and this is the thanks I get. Look at this dress—the same one for the last ten years; look at my weather-boarding all caved in; my hips are not even; my gutters are all down; my furnace won't draw for my flue is full of soot; my plumbing won't work this winter for my cutoff is broken. Now I will leave it to the public if I am not entitled to a change. Oh! You are going to leave are you? Well, just don't listen then and next week I will tell you more when you come home again."

So that is all, folks, until next week. Watch this ad and learn whether the house wins its argument or not.

We are willing to lay our bets that the old house wins

Neill's Plumbing-Sheet Metal Works

Phone 351 - Midland, Texas - Box 458 "What you want when you want it"