



# THE REPORTER-TELEGRAM

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### Reaching New Peaks

The industrial things that are most interesting to watch these days are the industries that are reaching all-time highs. Not the ones that are laboriously climbing back toward something like 1929 peaks, but those which are each year reaching higher totals than ever before. The future is apparently in their hands.

Rayon is such a field. In 1938, production throughout the world broke all records, as it has been doing each year for some time. That is one of the industries which is already far beyond 1929 levels, and gaining each year. And yet it is one in which the United States finds itself third in world production.

Japan is first, Germany second, with United States production third, scarcely more than half that of Japan, and barely ahead of that of Italy. In fields like this one, which is obviously growing and reaching new high totals each year, it is not pleasant to find the United States in third place.

### 42 Per Cent of Nation's Farmers Said Tenants or Sharecroppers

Forty-two per cent of the 8,812,355 farmers in the United States are tenants or sharecroppers. In recent years the number of tenants and sharecroppers has increased at the rate of approximately 40,000 per year.

These 2,885,000 tenant and sharecropper families—more than thirteen and one-half million men, women, and children—depend upon rented farms as a place to live and work. The 1935 Federal census showed that 34 per cent, or more than one-third, had been where they were less than one year. Approximately 1,000,000 tenant and sharecropper families—or more than 5,000,000 people—had changed farms within less than a year. Many had changed communities and changed schools. In nine states more than 40 per cent of all tenant and sharecropper families had moved within less than a year.

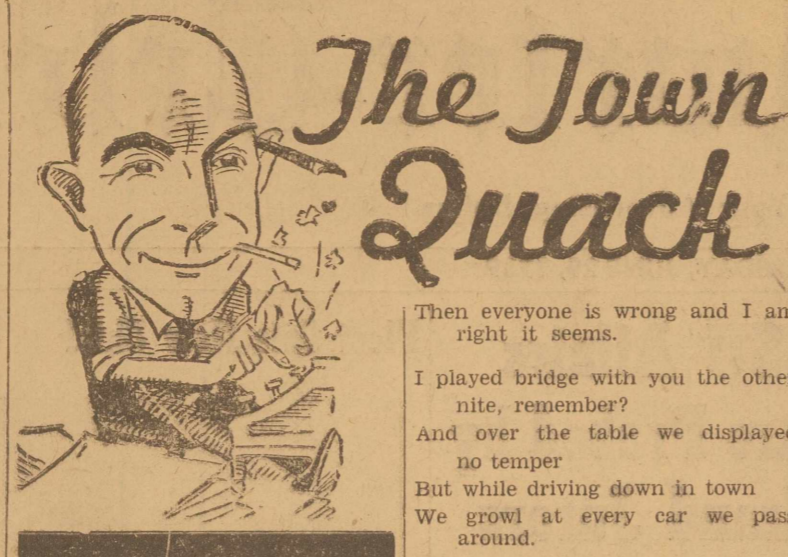
Some of these families had moved to better farms and better communities. A few had purchased homes of their own, but most of them had simply shifted from one rented farm to another without advantage to themselves or to their landlords. At a minimum estimated cost of \$50 per family for each move, the total annual out-of-pocket expense to the approximately 1,000,000 tenant families who move each year amounts to at least \$50,000,000. This is a drain on the resources of families who can least afford the expense and are most in

need of the things which \$50,000,000 would buy. The inconvenience and suffering the unhappiness and loss in human resources are immeasurable. While landlords generally do not realize it, the damage and depreciation to their property and the loss involved in placing their farms in the hands of new operators each year probably exceed the out-of-pocket expense incurred by the tenant families who move. In the end the nation bears the accumulated costs.

Much has been said about soil erosion and about worn-out land. The human erosion and the worn-out lives involved in this annual moving of 5,000,000 farm people from one rented farm to another are even more serious.

More than 80 per cent of all tenants and sharecroppers have only verbal agreements with their landlords and have no assurance that they may remain upon the same farm beyond the year. This situation, not necessarily the fault of either tenants or landlords, need not serve as a basis for condemning farm tenancy or for condemning investment ownership of farms.

Landlords and tenants have a common interest and a mutual advantage to be gained by joining hands in a systematic effort to improve the tenure system, with the cooperation and assistance of Federal and State agencies. The tenure system cannot be greatly improved except through the sympathetic cooperation of landlords and



Am I on the spot? I enjoyed every bit of this poem, as well as its editorial import, right down to the last line. And that was like a dash of cold water. Read this contribution from Rusty R.:

What bad manners we have, you and I  
When in our car we are passing by.  
Oh! mine are good, you say,  
How about that rude turn you made the other day?

Hey! guy, I'm in a hurry! Can't you see?  
And if you think I'm rude it's O. K. by me.  
Now you are a person of good manners I know  
Why be so impatient when the light is "go."

You greet greeds and strangers so polite  
To be so hateful on that green light  
When I'm behind the wheel I too frown and scream

Then everyone is wrong and I am right it seems.

I played bridge with you the other nite, remember?  
And over the table we displayed no temper  
But while driving down in town  
We growl at every car we pass around.

He's slow! He's dumb! He just can't drive, the Bum!  
Friend, that's you and I squawking, we can't keep mum  
Why were we in such a hurry that day?  
Oh! we weren't, we're just in the habit of driving that way.

When we're walking down the street  
We don't push and shove the one's we meet  
Wouldn't that be a scene to behold?  
Why, you and I wouldn't dare be so bold.

But in our car, my-how we can glare  
And yell, "You dope! get over there!"  
Could this friend, be you and I?  
Tis true.

This is the time "we" play the part of a rube.  
—Rusty R.  
P. E. How are Y-O-U-R driving manners, Town Quack?

### "Starring Tomatoes" Title of Booklet

COLLEGE STATION, Texas. — The tomato is one of America's contributions to the world. Early explorers carried it back to Europe where it was regarded as a curiosity, then as a poisonous plant, and finally as the "love apple."

Italy first recognized the tomato as a prized food, and it was grown there for nearly three centuries before it came back to America. Since 1835 it has had a valuable place in American gardens.

This is the history of the tomato as set forth in a leaflet, C-147, Starring Tomatoes, recently issued by the Texas A&M College Extension Service in support of its campaign for more food on Texas farms. The leaflet is now in the hands of county agricultural and home demonstration agents.

Every individual, states the publication, needs a serving of tomatoes or citrus daily.

In addition to a discussion of the food and health values of the tomato, the leaflet contains directions for canning and a wide selection of tomato recipes.

### Cornell Gages Shock Fences As to Voltage

ITHACA, N. Y. (UP)—Tests conducted to determine how much of a "shock" from alternating current is needed and is safe in electric fences to turn back livestock without injury brought, according to Prof. H. W. Riley, head of the department of agriculture engineering at Cornell, these conclusions:

Animals feel very small currents but larger currents are required to definitely turn them. There must be high voltage to make the required current flow through dry footing. If the voltage is high enough, it is possible that current-limiting transformers that permit only small currents may be effective. Just what voltage and current are needed are not individually and exactly known.

All animals tested indicated that they felt three milliamperes. Ten milliamperes definitely stopped Jersey heifers ten or eleven months old, but it took 15 or 20 milliamperes to stop full grown beef cattle.

A snail can crawl over the keenest razor blade without cutting itself.

tenants in almost all parts of the United States. The flexible farm lease usually will not prove satisfactory and successful, unless each tenant and his landlord counsel together in planning the general operations of the farm and in arriving at definite understandings. Occasional conferences usually will prevent the minor misunderstandings which cause most of the difficulties between tenants and landlords.

### What Kind of Insurance?

Is often a puzzling question. Come to us for advice on the merits of different forms of insurance as applicable to your case. We have had many years' experience in writing insurance and may be depended upon for an honest, unbiased opinion.

**SPARKS & BARRON**  
General Insurance & Abstracts—Phone 79

**\$5.00 Per Month**  
Buys a **New Fence**  
Phone 149  
**A. & L. Housing & Lbr. Co.**  
"Always at Your Service"

**FREE!**  
30 minutes free bowling with instructor for ladies who wish to learn how to bowl. Make your appointment at the desk.  
MONDAYS—TUESDAYS—WEDNESDAYS  
9 A. M.—11 A. M.  
**PLAMOR PALACE**  
Try the Plamor Fountainette's Butter Toasted Sandwiches

**BAR-B-Q**  
**WE SPECIALIZE IN BANANA SMOOTHIES**  
**RARE ROAST BEEF**  
**SHAW'S**  
Located in Palace Drug Store  
Phone 38 Midland, Texas

**1847 Roger's Silverware**  
Ambassador Pattern Only  
**50-PIECE SET**  
**1/2 Price** Open Stock Price \$58.69  
**Sale Price \$29.25**

# The Popular's GIGANTIC REMODELING SALE

## STARTS TOMORROW MORNING

Our store will have to be closed about three weeks while it is being remodeled. This sale starts tomorrow morning and will last until the remodeling starts next week. We have to move our merchandise quickly and have slashed prices far below cost to accomplish this. Be here early in the morning for best selections.

### LADIES' DRESSES

One Group of \$1.00 & \$1.49 Dresses—Take Your Choice at 2 for	<b>\$1.00</b>
One Group Dresses, Values up to \$7.95, Reduced to	<b>\$1.98</b>
One Group of \$4.95 & \$5.95 Dresses Marked Down to	<b>\$3.95</b>
Our \$6.95 to \$10.85 Dresses Are Reduced for This Remodeling Sale to	<b>\$4.95</b>

### LADIES' SHOES

One special group of summer shoes and sandals. Values up to \$2.98. Take your choice at, the pair—  
**53c**  
300 pairs of kid and patent shoes to move quickly. Values to \$3.98—slashed to  
**\$1.00**

### SLACK SUITS

One special rack of slack suits reduced to  
**\$1.69**  
All other slack suits drastically reduced for this event.

Ladies' \$1.00 Gowns & Slips reduced to . . . . . **39c**  
Ladies' \$1.98 Gowns & Slips reduced to . . . . . **\$1.33**

### CHILDREN'S DRESSES

Sizes 1 to 6  
59c & 79c Values Reduced to . . . . . **33c**

### CHILDREN'S SEERSUCKER COVERALLS

Short and Long—Marked Down to **33c**

### LADIES' SWIM SUITS

All Wool—\$1.98 Values for **77c**  
Children's All-Wool Swim Suits 49c

### MEN'S SHIRTS

One Large Table of **ARROW & AETNA**  
Shirts in a large variety of patterns; values to \$2.00; all sizes. Out they go at **69c**  
Men's Undershirts and shorts, 29c values—now . . . . . **13c**

### MEN'S & BOYS' ALL-WOOL SWIM TRUNKS

with Belts; values to \$1.50 . . . . . **69c**

### MEN'S KHAKI PANTS

Marked Down to **68c**

### LUGGAGE

Take Your Choice During This Remodeling Sale at **1/2 PRICE**

# The Popular Store

LLANO HOTEL BUILDING ON MAIN STREET

FRESH FRUITS GALORE

From the sunny land of California, the finest fruits in the world. Fresh cherries, apricots, figs, plums, grapes, peaches nectarines, oranges, lemons, apples, pineapple, grapefruit, and many others not mentioned here.

Buy NOW and SAVE



CALIFORNIA RED BIRD PEACHES lb. 9c

SANTA ROSA PLUMS lb. 9c

THOMPSON SEEDLESS GRAPES lb. 15c

360 SIZE SUNKIST LEMONS doz. 29c

FRUITS! FRUITS! FRUITS!

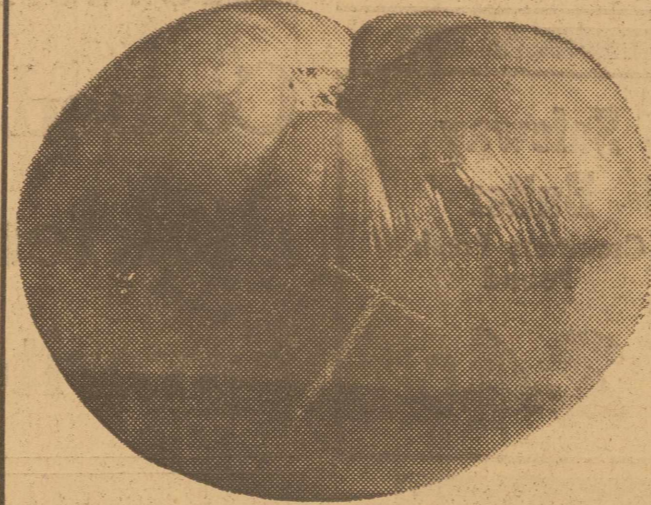
Follow the Crowds and Celebrate National Fruit Week at

PIGGLY WIGGLY

MIDLAND Specials for FRIDAY & SATURDAY, June 30 & July 1 TEXAS

Fresh Cherries, lb. . . . 15c

CANTALOUPE ICE COLD These Are Really Fine. Try Some This Week 3 for 25c



FRESH HOME GROWN VINE RIPENED TOMATOES 2 lbs. for 15c

ICE COLD Drive on Our Parking Lot and Get One WATERMELONS Pound 2 1/2 c

Fresh GARDEN VEGETABLES

Fresh green beans, peas, okra, bell peppers, cabbage, celery, lettuce, tomatoes, potatoes, onions, cauliflower, avocados, egg plant, radish, green onions, squash.

BE HERE FOR THIS SALE



KENTUCKY WONDER GREEN BEANS lb. 9c

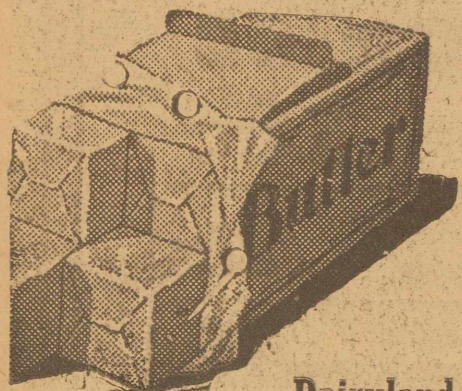
WHITE SWEET ONIONS 3 lbs. 9c

CHERRY RED RHUBARB lb. 5c

CALIFORNIA ICEBERG LETTUCE head 7c

Fresh Nectarines, lb. 10c

CANNED FOOD SALE



Dairyland

POUND 25c



QT. 33c



3-LB. PAIL 53c

DEL MONTE PEACHES

No. 2 1/2 Can 16c

- Lux or Lifebuoy Soap, 4 for . . . . . 25c
Piggly Wiggly Salad Dressing, pt. 21c, qt. 32c
Five-Pound Soap Flakes, box . . . . . 35c
Thompson's Malted Milk, can . . . . . 43c
Round Carton American Salt . . . . . 8c
Yacht Club Tomatoes, No. 1 tall, 2 for . 17c
Krispy or Cocktail Crackers, lb. . . . . 15c
Red Boy Puffed Wheat or Rice 4-oz. . . . . 6c 7-oz. . . . . 10c
Fireside Beans, large can . . . . . 9c
East Texas Blackberries, No. 2 can . . 9c
Plymouth Golden Bantam Corn, No. 2 can 12c
Ideal or Pard Dog Food, 3 for . . . . . 22c



2 LARGE or 4 SMALL 14c

WHITE SWAN PRUNES

No. 2 1/2 Can 14c



ANY FLAVOR PACKAGE 5c



POUND

27c

PURE CANE

Sugar 10 LBS. FOR 49c

MRS. TUCKER'S

Shortening 4-lb. Carton 39c

AUNT JEMIMA CORN

Meal 5-lb. Bag 17c

LARGE SIZE

Dreft BOX 19c

PLENTY OF OUR OWN NICE LARGE MILK FED

FRYERS

Dressed While You Wait

Pound 25c Pound

OUR OWN PORK

SAUSAGE

2 Pounds for 25c

PEYTON'S COUNTRY STYLE

PEPPER CURED

Hams EACH \$1.68

SEE THEM BEFORE BUYING

4-OZ. PKG. DRIED BEEF

2 Packages for 25c

CHOICE BABY BEEF CHUCK ROAST

Pound 18c Pound

Ground Meat No cereal or water added. POUND . . . . . 15c

Lunch Meat Assorted Pound . . . . . 24c

Salt Pork Jowls POUND . . . . . 8c

LAMB

Leg, lb. . . . . 25c

Bone Rolled, Tied

Shoulder, lb. . 23c

WISCONSIN

Longhorn Cheese POUND . . . . . 20c

PHILADELPHIA Cream Cheese 2 Pkgs. . . . . 15c

Fleischmann's Yeast 2 for . . . . . 5c

OUR OWN HOME SLICED

BACON lb. 19c

Armour's Star Sliced BACON lb. 27c



# OUR 2ND ANNIVERSARY EVENT

## AND EXPRESSION OF APPRECIATION

**JUNE 30  
JULY 1**

For the wonderful patronage accorded us during our two years in your city. It is this patronage that has made it possible for us to expand and serve you better. Please accept our sincere thanks . . . and join us in our celebration.

# FREE GROCERIES!

**\$100<sup>00</sup> WORTH** Of groceries will be given away absolutely free at our store Saturday, July 1. You don't have to buy a thing to be eligible to get the free groceries—Just register your name this Friday and Saturday. Get complete details from us at the store.

**\$25<sup>00</sup> in CASH** WILL BE GIVEN AWAY SATURDAY NIGHT ABSOLUTELY FREE. GET DETAILS FROM US AT OUR STORE!

## OUR STORE

HAS BEEN DOUBLED IN SIZE AND COMPLETELY REMODELED FOR YOUR CONVENIENCE IN SHOPPING. IT IS A GENUINE PLEASURE TO SERVE YOU.

## Quality Is Our Watchword

With as low prices as can be quoted elsewhere! You will find the standard brands of merchandise in our shelves. The most up-to-date market equipment assures you that our quality meats and produce are kept at the peak of freshness at all times. You are sure to find what you want at our store. We shall appreciate an opportunity to convince you.

- REFRESHMENTS BOTH DAYS!**
- |                |                     |            |                |            |
|----------------|---------------------|------------|----------------|------------|
| <b>SUGAR</b>   | Anniversary Special | <b>10</b>  | LBS. Cloth Bag | <b>49c</b> |
| <b>BUTTER</b>  | Anniversary Special | <b>LB.</b> |                | <b>24c</b> |
| <b>FLOUR</b>   | Anniversary Special | <b>48</b>  | LB. SACK       | <b>87c</b> |
| <b>LETTUCE</b> | Anniversary Special | <b>3</b>   | LARGE HEADS    | <b>10c</b> |
- BEST PRODUCE OBTAINABLE

## FREE

**BIGGEST SACK of FLOUR**  
IN WEST TEXAS



This large sack of Gold Medal Flour will be on display this Friday and Saturday at our store. It will be given to the person who guesses closest to its actual weight.

- REFRESHMENTS BOTH DAYS!**
- |                     |                     |             |            |
|---------------------|---------------------|-------------|------------|
| <b>BACON</b>        | Anniversary Special | <b>LB.</b>  | <b>8c</b>  |
| <b>PORK CHOPS</b>   | Anniversary Special | <b>LB.</b>  | <b>15c</b> |
| <b>BACON</b>        | Anniversary Special | <b>LB.</b>  | <b>15c</b> |
| <b>KRAFT CHEESE</b> | Anniversary Special | <b>Each</b> | <b>14c</b> |
- We Feature the Complete Kraft Line at New Reduced Prices

## AMPLE PARKING

Our store is located where you can park quickly. There's lots of available room and we want you to use it.

## MOTHERS


Enter your children in the big amateur program contest at our store. Get complete details over the loud speaker Friday and Saturday.

**AGAIN--THANKS!**

For your valued patronage. It is our greatest desire to serve you adequately at all times.

**L. L. HANKS & SONS, J. B. & BRUTUS**

**H. & H. FOOD STORE**



## Quality MEATS

We Deliver ARE A DAILY FEATURE AT OUR MODERN MARKET





