

The Midland Daily Gusher

Volume I

Midland, Texas, Sunday, May 8th, 1927

Number 1

DAILY GUSHER CAMPAIGN GROWS IN INTEREST

Progress Noted In Building Operations

Survey of building operations under way in Midland, together with assured and contemplated buildings has convinced investors from Dallas to El Paso and Amarillo to Brownwood, all of which towns are represented by new citizens in Midland, that Midland is destined to be the principal, permanent city of the oil field operations now in progress on all sides.

The building survey, however, does not exhaust the logic investors use in picking Midland as the hub city of the oil fields for extensive operations in Upton, Crane, Ector, Winkler, Andrews, Martin, Glasscock, Howard and Mitchell counties. These new comers say Midland's strategic situation in distances from all these fields, Midland's municipal water works sewer system, high ranking school system, transportation facilities, hotels, potential agricultural lands, great cattle market, and other advantages indicate Midland will be a permanent city and a wholesale center and oil field headquarters.

Unanimity of opinion among leading oil officials, supply house men, newspaper writers, wholesalers and other investors that Midland will make the Amarillo, Abilene or Wichita Falls of the oil fields of the South Plains has been very gratifying to local people. Among the numerous men interviewed in these various lines of endeavor, not a single exception has been found to the prediction of Midland's future as well as present leadership.

Proof of this faith is seen in the fact that four wholesalers have located in Midland in the past two weeks, and others are planning to come as soon as store buildings are completed.

Proof of the faith of oil men is seen in the fact that seven oil companies have west Texas headquarters in Midland, and others are coming as soon as the new five story Thomas office building is completed.

Faith of retailers and other merchants is seen in the fact that during the past two months more than a score of new business houses or offices have been opened in Midland, and scores of others will locate here they say, as soon as they can get store buildings or space.

The fact that excavation has al-

ready started for the five story Thomas office building, which may be eight stories instead of five, the foundation being constructed for a possible eight stories, and the further fact that work has already been started on clearing the lot for the 150-room Scharbauer Hotel has given great impetus to the growth of Midland. The hotel and office buildings will be the last word in modern construction and will be the beginning, many believe, of a new skyscraper skyline for Midland.

Midland has roads radiating in every direction. The county commissioners and Chamber of Commerce are constructing a new graded road to the heart of the Upton and Pecos county fields. Midland has state designated highways to the Ector, Winkler, Howard, Martin and Mitchell areas of operation, and Midland has state designated highways to areas of operation in Andrews county and the field in Glasscock county. The Chamber of Commerce and the county commissioners are at work now building even better roads. Midland will always lead in road work.

Midland's water supply is inexhaustible. Midland has enough available water to supply a city as large as Dallas, and it is almost within the city limits.

The schools of Midland have 27 1-2 credits with the University of Texas. They are among the highest ranking schools in Texas. The churches are on a par with those in cities of 10,000, though Midland now has only about half that number of people.

Many investors are coming to Midland because they know the farming land is only one tenth developed. Midland can produce 75,000 bales of cotton a year, one former county agent declared. Midland is the admitted cattle capital of West Texas. Even without oil Midland will always be a prosperous city, investors believe. The fertile Midland soil produces all common farm crops well except small grains and corn.

In fact, city builders from other larger places than Midland declare that Midland has all the earmarks of making a metropolis—the leading metropolis of all the vast area between Abilene and El Paso.

POTATO CHIP FACTORY OPENED IN MIDLAND

Among the new enterprises in Midland is the potato chip factory, recently established in the rear of the Henry Half home by Luine Henderson and sister, Miss Roberta Henderson.

The process of making potato chips proves, on inspection, to be not only interesting, but enlightening.

Only old potatoes of a certain texture, can be used. They are thoroughly washed, then peeled, all sliced by an electric machine. The slices are left in cold water until crisp, then drained and boiled in a huge kettle of oil. Again they are drained then salted and put in a moisture proof bag for the market.

The dainty, tasteful nut flavored chips place the potato in a new category for those who eat them, and The Gusher is glad to welcome this new industry to our city.

To Stand Trial

LaGrange, Texas, May 7.—William H. Langhorn Jr., saved from the electric chair by former Governor Miriam A. Ferguson, will again face the charge for which his life may be forfeited, in district court May 20.

District Attorney Fred Blundell arranged for the setting of the case, charging the wealthy youth with attacking Minnie Zapata, a younger sister of Valeria Zapata, seventeen, for whose murder Langhorn was given the death penalty.

The charge of assault to murder Minnie Zapata was set for the same date.

CRANE CITY C. OF C. IS REORGANIZED

Crane City, May 7.—Ben F. Allen, who has been president of the Crane City Chamber of Commerce since its organization several months ago, resigned last week and a new set of officers were elected.

Dr. E. J. Cooke going in as president, A. J. Lewis, vice president and the board of directors are as follows: M. J. Haulsey, J. M. Halladay, Joe Ray, Ben F. Allen, O. C. Kennison, James Garrett, C. J. Caple and Pat Murphy. Leo Marx was retained as secretary-treasurer. This organization is composed of a live bunch of boosters which factor is helping Crane grow into a real oil town.

BIG POWER PLANT AT ODESSA.

Odessa, Texas, May 7.—Work on the erection of a half million dollar plant by the Texas Electric Service Co. is due to start soon according to report issued today.

The big power plant is to serve this part of West Texas with power for the oil fields and potash industry and proof of the prosperity that is in store for this town is seen in this company making their investment here.

A high line carrying 60,000 volts is now being built out of Big Spring and will be brought to Odessa where the power plant will distribute the power to the various oil field towns surrounding Odessa. In the event more power is needed the line is built so as to be converted into a 132,000 volt line.

EXTRA FREE OFFER.

To the young lady who is in the campaign for more subscribers to The Midland Daily Gusher we are making this extraordinary offer:

The one who turns in the greatest number of subscribers on Saturday night, May 14, we are going to present a beautiful Elgin wrist watch, purchased from D. H. Roettger, at Taylor's drug store. This beautiful watch is now on display in Mr. Roettger's show windows and is an extra prize that is well worth working for.

This extra offer will in no way interfere with your regular vote schedule, but is just an extra prize offered for you to put forth a greater effort to secure subscriptions during this week.

Each contestant will likewise be credited with their regular vote schedule on the Chrysler car, which is the capital prize.

All subscriptions must be turned in not later than 6 o'clock Saturday night, May 14, and the winner for the week will receive the beautiful wrist watch.

"Uncle" John M. Gist will assist the Midland Chamber of Commerce in the stunt for the delegation parade in the West Texas Chamber of Commerce convention in Wichita Falls.

Mr. Gist will take one of his finest registered bulls with him to the convention. Full details of the stunt are being kept secret till the parade day. Gist and his son Byron were principals in the parade in Brownwood three years ago, making the Midland stunt a "family affair."

Paul Vickers Undergoes Operation for Appendicitis

Our good friend, Paul T. Vickers, secretary manager of the Midland Chamber of Commerce, had to go and get sick at the crucial moment. Paul didn't treat us right by any means and we are sore at his old appendix, or whatever the doctors may call it for that part of Paul's anatomy had to be removed the latter part of last week, and now Midland is without a publicity agent, insofar as Paul is concerned. Paul is incapacitated, as it were. Now ain't that the very deuce?

Paul was eager to co-operate with the Midland Daily Gusher on its initial issue as a daily. He had in course of preparation many important items of interest pertaining to the development program now in course in Midland, all of which was to appear in the first issue of the Midland Daily Gusher. But that old appendix; why didn't Paul have it



The new Thomas office Building

severed in his early youth and not wait until he is an old man to have the delicate operation performed? It has wrecked havoc with the entire personnel of The Gusher, for we had relied upon Paul to be of great assistance in telling the world about Midland.

We wish to say this to Paul: If you grow another appendix and an X-ray discloses it, for heaven's sake get it cut out some dark and stormy night and be on the job the next morning.

Laying all jokes aside, we are glad to state that Paul is doing nicely and expects to be back on the job at his old stand within the next few days.

During his forced confinement, Mrs. Vickers is holding down the job at the local Chamber of Commerce offices.

PAUL YOUNG IS REAL BOOSTER FOR MIDLAND

Paul L. Young is one of the new citizens of Midland and is a real booster, too, but he has not altogether forgotten his old home town. Young is making a splendid success in Midland with his American Cafe, and is working like a wheel-horse to advance the best interests of his new city, but he still roots for Mineral Wells.

Young recently issued a new restaurant check reading on the front side: "Midland, Texas—the Hub of West Texas—Producing Cattle, Oil and Pep." On the reverse side in large type is this wording: "325 Miles to Mineral Wells, the South's Greatest Health and Pleasure Resort. The former Mineral Wells citizen's business in Midland is rapidly increasing since that city has been definitely placed in the lead as the oil field headquarters and jobbing center of the oil fields.

Business Good Says Bob Scruggs

"Business has never been better," declares R. D. Scruggs of the City Garage, distributors of General tires in Midland. "Usually buying is most brisk in a rising market, but we have figured out that the present great demand of Generals is because prices are so low. With tires costing the

user less than at any time in automobile industry, the percentage or poorest and the best tire is smaller actual difference in price between the than ever before. The result seems to be that people who have long promised themselves that 'some day I'll ride on Generals' are fulfilling that desire now.

"The factory reports that it is making and selling two and a half times as many units as at this time a year ago. This indicates that the beneficial effect of low prices on General sales is the same everywhere. We expect the biggest year's business we have ever had. And the start we have already made makes that practically certain—for even if tire prices are higher than now later in the year, as is generally predicted, a rising market promotes buying in itself.

"Tires are constantly improving, too, and the market for the secondary or bargain brand, made to sell at a price instead of for mileage, becomes steadily smaller with the small margin of difference in price between the 'bargain' and the recognized quality tire."

TRANSFERRED TO MIDLAND.

J. W. B. Hogan of Dalhart has been transferred to Midland to succeed Font Armstrong, resigned, as inspector for the Southwestern Cattle Raisers' Association.

Blanche Moran Forges To Front In Last Count

NEW SUBDIVISION BEING PUT ON IN ODESSA

One of the most recent transactions in real estate was made this week whereby Harry E. Hicks of Midland and Broadrick & Calvert oil operators of Fort Worth, obtained 70 acres for the purpose of a subdivision in Odessa. This division will be located four blocks west of the new Elliott hotel and will be known as the Scharbauer Place.

Work will begin immediately on clearing the brush, grading the streets and marking off the lots. After which they will be placed on the market.

FULL DAY SERVICE BY EXPRESS COMPANY

Full day delivery service has been re-instituted by the American Railway Express company in Midland after partial service for the past 18 months. The full day service promises relief from a situation which has caused much annoyance to Midland business men.

The improved service came as a result of the matter being taken up with the express company by the Midland Chamber of Commerce. At suggestion of Addison Wadley, dry goods merchant of Midland, the Chamber of Commerce gave the express company data and emphatic statements about the heretofore unsatisfactory service, pointing out that the condition was through no fault of Manager Voliva whatever. The improved service came less than a week later. Manager Voliva's conduct of the business was praised.

WORK GOING FORWARD ON NEW ELLIOTT HOTEL

Odessa, Texas, May 7.—Work on the new Elliott hotel started up again Thursday afternoon with the construction program in charge of Harvey C. Allen, architect.

Following a reported argument of the brick masons with C. A. Clayton contractor, over wages, the change was made. It is said that the masons struck Wednesday for more money, although they were receiving the union scale at that time. However, the differences were apparently settled, as work was going forward Thursday afternoon.

The Bridgeport Machinery Co., the Marion Machine Works and the Mineral Supply Company are the three erecting warehouses. The Lion Machine and Boiler Works men stated recently that they were going to start construction on their 20-acre tract as soon as the survey lines were straightened out. Their acreage is located a mile west of the present Crane road on the Bankhead highway.

Martial Law For Borger, Said

Austin, Texas, May 7.—Hint that martial law may yet be resorted to in Governor Moody's campaign to clean up Borger and Hutchinson county, was made when news was received that Texas Rangers captured a thoroughly equipped copper still of large capacity in that county.

There was evidence that at least twenty-five men were engaged in the operation of the still at the time of the raid. The still had an estimated capacity of forty gallons of corn liquor per hour.

A private natural gas line furnished fuel for the operation of the still.

Following the report of renewed activity in bootlegging circles Assistant Attorney General Calhoun and three Ranger captains returned to Borger today.

Following a conference with former Governor Colquitt today, Governor Moody had no comment to make on the report that he would make a declaration of martial law in the Borger area.

As the old saying goes, "a lull before the storm," applies in the case of the Gusher campaign for the Chrysler car, bought of and now on display at the Kuykendall Motor Co. in Midland.

However, Miss Blanche Moran, one of the Midland contestants, took a sudden spurt and overcame the lead of Miss Ruby Secrest of San Angelo, and now Miss Blanche leads the race by 41,000 votes. This little lady is making a supreme effort to win the capital prize, but she is not working any harder than the other ladies and the race is yet in its infancy. Time will tell, and work, work and more work will WIN. The winner of this beautiful and useful prize will have to get up and step if they expect to come out on top at the end of the race.

Just think, young ladies, you have only a few more days to work. In that time many changes may take place, and if you do not put forth superhuman efforts during that time your efforts are lost, as far as the capital prize is concerned.

Think of it—where can you receive \$1,000 for six weeks easy work? It can't be done unless you invest in an oil well that MIGHT come in a gusher. In this friendly contest if you will put forth every effort you can't lose, for those who do not win the car will receive a liberal commission on every dollar they take in.

And this extra inducement is offered: The Weekly Gusher is now daily. The subscription price is \$2.00 per year for the daily, or \$2.00 per year for the weekly. On the \$5.00 subscriptions each contestant will receive 10,000 votes. Just think of it; get one daily subscription for a year and you will swell your total by 10,000 votes. Get 100 subscriptions and you will receive a total of 1,000,000 votes. Can you beat that? If you do not win the car you will receive \$75.00 for getting 100 subscriptions. There never was a more liberal offer made.

And REMEMBER THIS, next week is the last time the vote standing will be announced. During the latter part of the campaign no announcement will be made of the standing of the candidates. You will have to put forth every effort to WIN and win you will if you will WORK.

Remember this, work for daily subscriptions. The Daily Gusher will be delivered to every home in Midland, Stanton and Odessa at the three erecting warehouses. The Lion Machine and Boiler Works men stated recently that they were going to start construction on their 20-acre tract as soon as the survey lines were straightened out. Their acreage is located a mile west of the present Crane road on the Bankhead highway.

Goose Goslin III

By United Press. Pittsburg, Pa., May 7.—Goose Goslin, Washington's star outfielder, was removed from the train here today and taken to a hospital. He was stricken with pleurisy the early part of the week and has been out of the game since. Attending physicians stated that his condition was not critical.

Miss Blanche Moran 994,000
Miss Ruby Secrest 953,000
Mrs. Jim Shelburne 710,000
Miss Kathrine Bettie 694,000
Miss Vera Burnam 686,000
Miss Wavie Coleman 546,000

There is yet time for the candidate last in the standing today to step in and win the car. You cannot sit still and win, and get subscriptions. Get out and mix with your friends. Very few will turn you down; they will give you a subscription if you will only ask them. But it takes work, ladies, and WORK alone will WIN.

If you do this you cannot fail.

GUSHER TO DAILY

It is with a feeling of pride the publishers of The Midland Daily Gusher announce its introduction to the people of Midland and West Texas.

This is the initial issue of The Daily Gusher, which will be published each week day afternoon and Sunday morning, an exception being made of the Saturday afternoon issue in order to give us time to prepare the big Sunday morning paper.

In the publication of The West Texas Gusher, which, by this change, has been absorbed by the daily, we enjoyed a wonderful patronage, and this was realized under very difficult circumstances in order that the weekly Gusher might begin its career we were forced to have it printed in Colorado, which was a very unsatisfactory arrangement, insofar as time was concerned. We had wonderful service from the Colorado printers, but the editor had to make weekly trips to that city which took a great deal of his time and therefore many important news items were overlooked, as well as it being unsatisfactory to many of the merchants who could not, and did not have the time to prepare their copy for advertisements.

Now this condition has been eliminated, for it is with a feeling of pride that we can announce that our entire plant has arrived some \$12,000 worth of machinery and has been installed in our new building on Texas avenue. We cordially invite the public to call on us at any time and inspect our plant which is one of the most modern in West Texas.

In addition to our excellent equipment we have secured membership in both the Associated Press and United Press. You all know what this means. These services are the best that can be obtained, and the publishers have gone to an enormous expense in securing them. It was done for the benefit of our readers, and we can assure you we will give you the very best that money can buy in both news and advertising service.

We have just placed an order with the Bonnett-Brown Corporation of Chicago, whereby we have secured an additional news and advertising service. In this it will revert to the benefit of the advertiser, in that we will be able to furnish mats or advertising cuts for their benefit free of charge. This service is an expensive one, but we wish to cooperate to the fullest extent in giving our advertisers the very best service possible.

On the first edition of the Midland Daily Gusher we are going to distribute the paper free of charge. Every home in Midland, Odessa and Stanton will receive a copy of the Sunday edition. This, however, cannot be kept up for an indefinite period, but we are doing this in order to get our publication forcibly before the people of this section.

The Daily Gusher will continue its policy of covering the oil activities of West Texas, and the fact that we will issue a paper every day should prove a great benefit to those who wish to keep up with the oil industry of this section of West Texas.

The contest between the ladies in the Gusher campaign continues as heretofore. The only difference made is that for each yearly subscription the vote schedule is increased. In other words if you subscribe for The Gusher for one year on the daily the contestant will receive 10,000 votes instead of 2,000 as on the weekly. The girls are working hard to win the Chrysler, so come to their support, subscribe for The Daily Gusher and have it delivered to your home every day.

Give us your support and we will give you a newspaper that is a newspaper, and one that you may well feel proud of.

NOBLE & BAILEY, Publishers.

During the past few days the entire personnel of The Daily Gusher has been on the job getting things straightened out for the first issue of "our baby."

Joe Bailey, one of the partners, has been busy at our location on Texas avenue, getting things straightened out in the mechanical department, laying out cases of type, getting out jobs that were promised and otherwise getting the "back end" in working shape for the initial issue of the Midland Daily Gusher.

It was rumored on the streets last week that another party had his eye on Midland and intended coming to Midland with the intention of starting a daily newspaper, and that the Associated Press "franchise" had been secured by these parties. We got kinder "skeered" and hopped a train and went to Dallas to ascertain whether or not the rumors were true, but found upon arrival in that city that we had been accorded membership in the Associated Press and also the United Press, the two greatest news agencies in the world.

Upon the editor's return to Midland we found a

BOB SCRUGGS OPENS BUICK AGENCY IN ODESSA

Bob Scruggs of Midland, widely known Buick dealer, has placed a sub-agency in Odessa under the management of B. F. Wolfe, who promises to excel "Bob" in the sale of Buick cars, although this is not saying much for Bob or Wolfe either one, for Buick cars sell themselves, leaving the salesman nothing to do but drive out another car for a demonstration.

Bob is selling many cars to the oil men of this section, and he states that the reason of this is that the oil men just naturally prefer Buick cars.

THANK YOU PAUL.

We are deeply indebted to our friend Paul Barron today. Our machine, or linotype, has been tied up behind the high waters of the grand old Mississippi, and Paul, with that big heart of his, even if we are his competitor (a fair one) tendered the use of his linotype machine in order that The Gusher might come out as per announcement.

Paul Barron is one of the squarest "shooters" on earth. We are glad to be identified with a progressive man like Paul, and if there is anything in our shop that he needs, he can get it—you can bet your life on that.

TEXAS ELECTRIC HAS NEW MANAGER IN ODESSA

B. F. Taylor lately of McKinney, has been assigned the management of the Texas Electric Service Company here and has already taken charge of his office. Mr. Taylor says his company is putting a lot of money in West Texas, over a million dollars and we are sure but what they will win. When lines are improved and more power is turned on, the service will be first class, including the use of more electrical appliances in the home, which will do much to lighten the labors of the housewife.

CHANGES HOTEL PLANS FOR LARGER BUILDING

Odessa, Texas, May 7.—McCrory Brothers of San Angelo and Ed S. Cox of Fort Stockton stated the first of the week that plans for their hotel were practically completed, but that plans were changing their working plans to make it a four story building with ninety or one hundred rooms.

The hotel is to be erected on the quarter block facing the highway and the depot.

telegram awaiting us verifying this fact, and once more we breathed a sigh of relief. This elation was shattered, however, when our partner, Joe, informed us that we had about seven thousand dollars worth of machinery in the freight office and then we had to hustle. Transfer men were commanded and with quick dispatch our plant was unloaded and now we are happy to present the first issue of The Midland Daily Gusher to our readers out of our own plant.

Stay with us, folks, and we will stay with you, boosting steadily for Midland and extolling its resources to the world.

Paul Barron is getting out a newspaper that is a credit to the profession, as well as a wonderful asset to Midland. Paul is a real newspaper man, and has endeavored at all times to keep abreast of the times, and in the change of policy from a weekly to a semi-weekly, he has shown that spirit of progress that is so evident in this section of West Texas at this time.

In the publication of The Midland Daily Gusher we want the people of Midland to know that we too are showing a great confidence in the future growth of our city. If we did not feel that Midland would grow and prosper and eventually make a second Amarillo or Abilene, we would not have invested several thousands of dollars in this enterprise.

Midland has a wonderful future. Take a trip to Dallas, Fort Worth or any other eastern city and you will be greeted with the query: "How is everything in Midland?" Midland is a byword and is recognized as one of the fastest growing cities in West Texas. This can be kept moving if we will only keep our shoulders to the wheel and continue to boost Midland Midland MIDLAND!

At the present time there are approximately 12 new business houses in course of construction in Midland, with more contemplated. All of these will house new enterprises, new business firms being established. This will bring more money to Midland, more citizenry. All this is a direct benefit to our city, and it is up to all of us to accord a hearty welcome and a handshake to these people who are casting their lot and their fortunes with us. Be a good and a fair competitor. That is a motto that should be paramount with us all, and if

Welcome to Midland

MIDLAND DAILY GUSHER

In the inception of your paper you have shown a wonderful confidence in Midland, and we are glad to be identified with other progressive business institutions in according you our congratulations and a hearty welcome to our city.

May you continue in the path of progress and be found eternally telling the world of the wonderful resources of

MIDLAND

Midland Hardware & Furniture Co.

Phone 36

THE SPIRIT OF PROGRESS

Is shown in the announcement of the publishers,
Noble & Bailey
Upon the Inception of

MIDLAND DAILY GUSHER

This Bank, eager at all times to cooperate to the fullest extent on any worthy project, is glad to extend the glad hand to The Midland Daily Gusher, and expresses a wish that they will continue to grow and prosper and prove a valuable asset to our town and community.

The Midland National Bank

And It's in Midland

we work in harmony and eliminate that little petty jealousy our town will continue to grow until we will in reality be known as the METROPOLIS OF WEST TEXAS.

The Gusher \$5.00

WAREHOUSES BEING ERECTED BOILER WORKS TO BUILD

Odessa, Texas, May 7.—Three new supply companies are now busy erecting buildings for their warehouses in Odessa and the town is rapidly becoming the "supply base of the West Texas Oil Fields," a large number of supply houses having announced their intentions of locating here or already have warehouses.

Wadley-Wilson Co.

Midland ---- Odessa
One Price--The lowest--For Cash

COTYS \$2.00 VALUE COMBINATION, 95c

This is the regular Dollar Face Powder and the regular Dollar Perfume, put up in the special package. We offer you this 2.00 value for **95c**

LINEN LUNCHEON SETS, 98c

This set is nicely boxed, cloth 36x36 inches, with 4 napkins to match. Natural Linen color, with borders of green, blue and orchid stripes. An exceptional value, the set **98c**

SANITARY NAPKINS, 39c

Marshall Field & Company manufacture this PURITAS 55 Sanitary Napkin under the most sanitary conditions and without question is the best item of its kind made. A sample for the asking. Packed twelve in a box, ready wrapped. Regular 55c value. Priced special for the week, the box **39c**

SCHOOLMATE DRESSES, 95c

Sizes 7 to 14 years, made of fast color materials, dainty, practical styles, a very special value, each **95c**

RUFFLED MARQUESETTE CURTAINS, \$1.39 PAIR

Two and one-half yards long, with tie-backs, in white and ecru. Splendid quality mercerized Marquessette, pair **\$1.39**

54-INCH UNDERWEAR VOILE, \$1.00

This dainty, fast color, imported Swiss Voile is exceptionally good for making dainty underthings. It is necessary to buy only one length, as it is wide enough for any garment. 54 inches wide, in white, peach, pink, orchid and maise per yard **\$1.00**

40-INCH IMPORTED BORDEAUX VOILES, 65c

This beautiful quality Imported Voile is fast color, and the quality is one of the finest made. To be had in all the wanted shades. 40 inches wide, per yard **65c**

40-INCH WASHABLE CREPES, \$1.95

In every wanted color, and every color is warranted washable. 40 inches wide and the quality is equal to the usual 2.50 value. the yard **\$1.95**

LEATHERETTE HAT BOXES, \$1.95

Just a dozer of this special value in a Black Leatherette Hat Box, full size, each **\$1.95**

GRADUATION GIFTS

We call your special attention to a very attractive selection of Gifts suitable for GRADUATION, including Dainty Crepe de Chine Underwear, Handkerchiefs, etc. We will be glad to assist you in making selections.

ALL PURE SILK PONGEE SLIPS, \$2.35

Made of Imported 12 Mm Pongee, in sizes 36 to 44, each **\$2.35**

12-MME PONGEE

Two pieces of this imported, full width, stamped Pongee. Special, the yard **69c**



Monday Morning and for the entire Week to Saturday the 14th-- Special Offering

in New Summer Dresses of----
Voiles, Flat Crepes, Georgette,
Printed Chiffon, etc., at
two prices

One Lot of about 50 Dresses, regularly priced at \$15.00, \$16.75, \$17.50 and to \$22.50 offered Special--Choice this lot

\$13.85 Main Floor

One Lot of about fifty New numbers that would ordinarily be priced up to \$16.75, offered Special at--Choice

\$9.85 Basement

Wadley-Wilson Co.

Midland ---- Odessa
One Price--The lowest--For Cash

BARGAINS THAT WILL BRING YOU TO THE BASEMENT STORE

Please Remember, every purchase in the Basement Store must be Cash--no tickets, no approvals. Any merchandise not satisfactory may be returned and money will be refunded promptly.

NET CURTAINS, 75c PAIR

Full size Net Curtains, with colored ruffles, tie back and valance, 2 1-4 yards long, dainty and attractive, the pair **75c**

BRASSIERS, 29c

Here is a very special value in Brassieres, sizes 30 to 38, in values that usually sell up to 65c, all sizes. Priced special for the Down Stairs Store, each **29c**

MEN'S HANDKERCHIEFS, 5c

And we would gladly have you compare the value with the usual 10c handkerchief elsewhere. Each **5c**

MEN'S COTTON SOCKS, 10c

Just another item that you can save 50 per cent on by going to the Down Stairs Store. Colors grey, black, navy and brown; Sizes 10 to 11 1/2. The pair **10c**

SLEEPWELL TAPED EDGE SHEETS, \$1.19

These are full size 81x90, made of Marshall Field & Company's famous taped edge Wearwell Sheeting--one of the best that is made, and is our usual \$1.50 value. Special, each **\$1.19**

A MAN'S GOOD OVERALL, 95c

Yes, they are worth much more; in fact, we would gladly have you compare them with the usual \$1.25 garment, and such values are making the Down Stairs Store more popular, sizes 32 to 42, pair **95c**

9-4 BLEACHED SHEETING, 33c

Our regular 45c quality, full width, soft and smooth, no starch, specially priced, the yard **33c**

9-4 UNBLEACHED SHEETINGS, 29c

And the quality is good, much better than you would think from the price, the yard **29c**

63x90 TAPED EDGE SHEETS, 89c

These are the same as the \$1.19 in quality, made of Fields taped-edge Wearwell Sheeting, in single bed size. A business puller for the Down Stairs Store, each **89c**

WIRTHMORE DRESSES, 95c

Read the advertisement elsewhere about this wonderful value in 95c fast color House Dresses, sizes 36 to 48, each **95c**

STRIPED COVERALLS, 95c

Fast color, well made, one of the biggest Basement attractions we have to offer, sizes 2 to 8, pair **95c**

MEN'S GOOD WORK SHIRTS, 65c

Made of Amoskeag Grey Chambray, two pockets, faced sleeves, sizes 14 to 17, each **65c**

81x90 SEAMLESS SHEETS, 89c

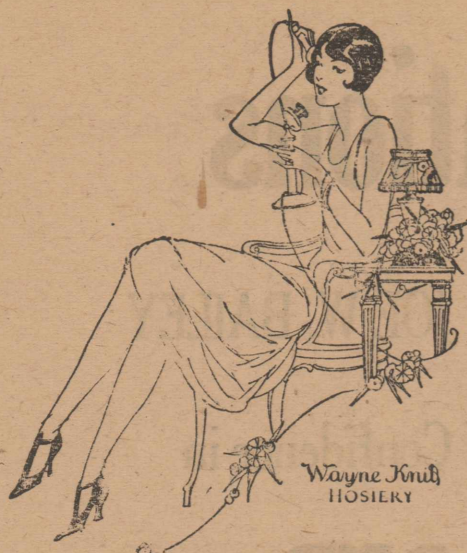
Of a fair quality, exceptionally good for the price, full size, each **89c**

42x36 PILLOW CASES, 17c

The quality is the same as the Sheet above. A very special value at the price offered, each **17c**

GARZA PILLOW CASES, 29c

Size 42x36, extra quality, made of the famous Garza Seamless Tubing, each **29c**



The Greatest Hosiery Value this Store has Ever Offered

THREE HUNDRED PAIRS OF WAYNE KNIT, FULL FASHIONED, PURE THREAD SILK CHIFFON STOCKINGS OFFERED AT LESS THAN HALF THE USUAL PRICE. PAIR

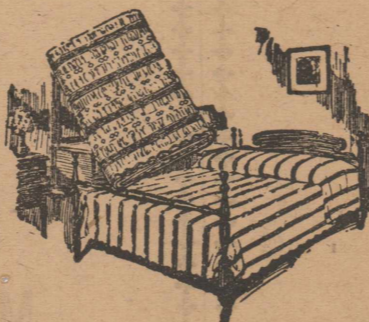
95c

This is the third lot of this Special Value that we have been able to secure for our customers, and are the irregulars of our regular No. 796 Wayne Knit, All-Silk Chiffon Stockings. Customers who have bought these before will want more of them for any imperfection is so very slight as to defy detection. Many buy these by the dozen pairs. The colors are assorted, sizes ranging from 8 to 10. ON SALE MONDAY MORNING AT 8:30--not a minute sooner. The pair **95c**

Three Extra Values In Bed Spreads

WE BELIEVE HERE IS THE BEST VALUES IN GOOD SPREADS THAT WE HAVE OFFERED

90x108 RAYON SPREADS in blue, rose, gold, green and orchid. Long enough for the bolster roll, extra good heavy quality, seamless, regular \$6.85 value; priced special, each **\$4.85**
80x90 COLORED DIMITY STRIPED SPREADS in blue, rose gold, orchid. Positively fast colors, and one of the biggest values in the house, for the quality is extra good. Each **\$1.69**
80x90 WHITE DIMITY SPREAD, regular \$2.25 quality, seamless, hemmed **1.69**



Entire Week of MONDAY, MAY 9, to SATURDAY, MAY 14

Mme LULU PEEK

DEMONSTRATING ELMO PREPARATIONS

Will be at this store in the Toilet Goods Section, to demonstrate and advise with you as to the proper care of your individual complexion.

You will find that the information she gives is very helpful and that Elmo preparations will prove entirely satisfactory.

This is a service we render to our customers without charge and invite you to take advantage of this opportunity, for you will find Mrs. Peek pleasant and capable far above the usual.

This is Mrs. Peek's fourth visit to this store and her many friends will be glad to see her again we are sure.

Monday to Saturday, Week May 9th to 14th



Special Values For The Week in Summer Wash Goods

DAINTY PRINTED DIMITIES, BATISTES AND PRINTS--THREE SPECIAL VALUES THAT IT IS A PLEASURE TO OFFER

50c VANITY TUB PRINTS--39c

More than forty patterns from which to select, and the quality is the Mercerized Pongee Cloth, in bright summery prints that you will like. Every piece is guaranteed fast color. Especially priced for the week, the yard **39c**

\$1.00 AND \$1.25 RAYON PRINTS--69c

Just six pieces in this special offering, but every one of them beautiful and the special price at which these are offered makes them more than attractive. Choice of this six pieces, every one fast color, the yard **69c**

75c RAYON PRINTS--49c

Pretty light color prints on this Woven Rayon material. Every one fast color, yard wide, exceptional value for Monday morning and all the week following, the yard **49c**

PRINTED FLAXONS, 40 inches wide, Special value, yard **39c**

PRINTED BATISTES, 40 inches wide, extra value, per yard **45c**

MCCALL PATTERNS



Materials For The Graduation Class

A SPECIAL PURCHASE OF EXTRA FINE QUALITY OF WHITE CREPE ELIZABETH AND WHITE WASH SATIN FOR THIS SPECIAL PURPOSE.

40-INCH WHITE CREPE ELIZABETH in an exceptionally beautiful quality, the yard **\$2.50**

36-INCH WHITE WASH SATIN, beautiful lustre and very serviceable cloth, the yard **\$1.85**

A TEN PER CENT DISCOUNT is given the GRADUATION CLASS on these materials and any other that may be bought for the Graduation Dresses.

The New May Wirthmore Dresses 95c

Ten dozen New May Styles of this Wonder Dress. In fact, there is no other store sell this dress for this low price and you will find that every garment is positively fast color, well made and the equal of much higher-priced garments.

Sizes 36 to 48. Choice **95c**



{ **Bargains Galore in Our Basement Store** }

GUEST TEXAS OIL ITEMS

CRUDE SLASH FAILS TO HALT ACTIVITIES IN EDWARDS PLATEAU

SAN ANGELO, April 30.—Thirty-four locations made during the closing days of April in the Edwards Plateau region of West Texas, half of them in wildcat areas, indicate that the slashes in crude prices have not entirely slowed development. Pecos county gained eight locations, Winkler four, Howard six, Crane two, Tom Green two and Sterling, Glasscock and Kinney one each.

The search for oil will be renewed in Tom Green county with the contract for the drilling of three tests to start by Aug. 1 on block 14 miles southeast of San Angelo. Charles F. Newsom is to drill the wells, according to papers signed with Tom Adams, trustee for the 15,000-acre block. The block is composed of Sections 127, 128, 130, 131, 132, 133, 159, 158, 157, 156, 160, 161, 162, 163, 189, 188, 187, 190, 191, 5, 6, and 7, all in District 11 of Tom Green county.

Upton County Activity

Upton county gained three locations near the Prairie's No. 1 Allie Lane, which extended the field south of the Orient railroad. Gulf production company is to drill on John Lane land, 600 feet north of the new producer, 1,650 feet from the south line and 330 feet from the west line of Section 3, G. C. & S. F. survey. The test will be north of the railroad track. Dixie will offset the Gulf No. 1 Lane 660 feet to the west with its No. 25 Burleson, located 3,630 feet from the north line and 330 feet from the east line of Section 2, John Midiver survey. The test will be even nearer the railroad than Gulf's No. 1 Lane. Dixie made a location for its No. 24 Burleson 660 feet due west of the Prairie's No. 1 Allie Lane, 4,290 feet from the north line and 330 feet from the east line of Section 2, John Midiver survey. It is south of the Orient. The Texas Company's test will be a quarter mile southeast of the Prairie's producer on J. M. Perry's land, 330 feet from the north and west lines of Section 3, G. C. & S. F. Railway company survey.

The Pecos Big Three Oil company made three of the locations in Pecos county as follows: No. 1 Holmes, 2,490 feet from the north line and 150 feet from the east line of section 35, block 178, T. C. Ry. Co. survey; No. 1 Robertson, 1,600 feet from the northeast line and 2,310 feet from the southeast of section 28, block 10, H. & G. Ry. Co. survey, and No. 1 Yates, 660 feet from the center of the south line of section 452, block 1, I.-G. N. Ry. survey.

Pecos Locations

The Pecos Petroleum company also made three Pecos locations: The Albert Harrall No. 1 in the center of the southeast quarter of section 82, block B3, G. C. & S. F. Ry. Co. survey; the Sherbino No. 1 in the center of the northwest quarter of section 31, block C4, G. C. & S. F. Ry., and another 330 feet from the south and east lines of section 98, block A2, on the Arthur Harrall ranch. The Red Bank Oil company made a location in the center of the southeast quarter of section 35, block C4, G. C. & S. F. Ry. Co. survey.

Three Winkler locations were made by the Independent Oil and Gas company, one being the No. 1A Hendricks, 330 feet from the west line of section 34, block B5, public school land, another the No. 2 Hendricks, 1,650 feet from the east line of section 42, block B5, public school land, and the No. 2A Hendricks, 990 feet from the west line and 2,310 feet from the south line of section 34, block B5, public school land. Texon Oil and Land company made a location for its No. 1 Hendricks 330 feet from the south line and 2,310 feet from the east line of section 41, block B5, public school land.

Gulf Production company made two inside locations in the McElroy area in Crane county. Its No. 10 McElroy will be 660 feet from the south and west lines of section 199, block F, and its No. 11 will be in the northwest corner of section 209, block F, both C. C. S. D., R. G. and N. G. Ry. Co. survey. No. 11 will offset Cromwell-Pickrell's No. 5 University location. This test will be 330 feet from the south line and 990 feet from the west line of section 47, block 30, University land.

Howard county's six new locations follow: F-H-E Oil company No. 1 Roberts, 200 feet from the north line and 1,320 feet from the east line of section 156, block 29, W. N. W. Ry. Co. survey; Gulf Production company No. 3 Chalk 200 feet from the south line, and 2,440 feet from the west line of section 125, block 29, W. & N. W. Ry. Co. survey; Lockhart Bros. No. 3A Chalk 1,322 feet from the south line and 1,447 feet from the west line of section 95, block 29, W. & N. W. Ry. Co. survey; Magnolia Petroleum company No. 7 Chalk 2,440 feet from the south and west lines of section 114, block 29, W. & N. W. Ry. survey; Pure Oil company No. 3 Chalk, 2,440 feet from the north line and 200 feet from the east line of section 125, block 20, W. & N. W. Ry. survey.

MANY TESTS IN NOLAN AND FISHER

Thirty-two tests, all in purely wildcat territory are now drilling in Fisher, Jones, Nolan and Taylor counties. Depths of the wells range from less than 500 feet to past 4,300 feet. In the same territory twenty rigs were shut down this week. The suspension

of operations has been due mainly to the general inactivity of the oil industry. With a return of conditions favorable to intensive development practically every one of the twenty rigs now idle will be started up again at the same locations.

Nineteen locations, where rigs have been erected and no drilling done, or where rigs will be put up shortly were found in the four-county area.

Five months ago there were twenty-five operating companies maintaining offices in Abilene. Today there are more than forty such offices here. Marland Oil company and the J. K. Hughes Development company are among the larger operators which have opened offices since the first of this year.

Gilbert Johnson, an independent operator, has announced a new location on section 1, block 6, P. P. survey in Taylor county, to be known as No. 1 G. M. Brown. Rig on this location is to be built at once and drilling started soon.

Roeser-Pendleton, Ft. Worth independents, have been given a permit to drill a wildcat test on the George Creath survey, No. 221, Southeastern Fisher county, on the Wheeler tract. The new test is to be close to a dry hole drilled recently by Clark, Harbin and Baldrige on the same tract of land.

The only development of interest in the Noodle Creek area during this week has been in the Marsten Oil company's No. 1 Winn, a southeast extension well of the pool, which was dry at 2,526 feet, the depth from which the first pay was found in the field proper. This well will probably go deeper as there is still a possibility of production being found below 3,000 feet.

Morrison & Thompson's No. 1 Mrs. Alice Rose, one and one-half miles southwest of the pool, section 20, blk 19, T&P survey, was running six-inch pipe this week with the hole 2,385 feet deep. This test has been making favorable showings.

A showing of oil, struck at 3,407 feet in Hart & Cole's No. 1 Cranston, section 10, block 17, T. & P. survey, eleven miles northeast of Noodle Creek, failed to make sufficient showing to be of commercial value and the well has been abandoned.

No. 1 King, Manuel Bueno survey No. 197, South Central Jones county, drilled by Gillette & Hickey and Cowboy Evans, is to be plugged and abandoned at 2,100 feet. A good showing of oil was found in that well at 2,070 feet. Bad caveins and a number of fishing jobs proved to heavy work for the "spudder" rig used in drilling the hole and it was found impossible to finish up a clean well. Owners of the test have announced that they will shortly make a location near this abandoned hole for another test.

Cowboy Evans has made a location for a test well on the King tract, a short distance north of the Simmons producers and will spud soon. Stebbins Oil & Gasoline company's No. 1 Higgs, Scott survey, three miles northwest of Nugent, East Central Jones county, in which a pure oil sand at 1,600 feet was struck a short time ago and from which fifty-five barrels of pure oil was pumped in six

hours the first of this week, is pulling pipe for resetting in order to combat gas which has been interfering with the pumping operations.

Wadley-Wilson Buys Sign

The Wadley-Wilson Company, ever imbued with the spirit of progress, has gone one better and installed an electric sign. The big sign which was installed yesterday reads: "Dry Goods---Men's Wear---Wadley Wilson Co." The sign is about ten feet in height and is imposing in its appearance, being run continually at night.

OUR NEWSPAPERS

Are Among the Most Valuable Assets We Have and We Join With All Other Business Institutions in According

THE MIDLAND DAILY GUSHER

A HEARTY WELCOME

and a wish that the publishers will enjoy the prosperity they so richly deserve in the confidence they have displayed in its inception

SPARKS & BARRON

Anything in

INSURANCE, LOANS AND ABSTRACTS

Complete Abstracts in Midland, Ector, Crane, and Winkler Counties

WELCOME

THE MIDLAND DAILY GUSHER

You will prove one of the most valuable assets to Midland. I am with you. You have displayed wonderful confidence in Midland and its future growth and I am glad to be identified with those who accord you a hearty welcome and congratulations on your confidence in Midland.

May you continue that program of development as outlined in your statement of progress, is the wish of

W. R. CHANCELLOR

REAL ESTATE—OIL and GAS LEASES
CITY PROPERTY
First National Bank Annex

THE CRYSTAL CAFE

TOM FLOOD, Prop.

Joins with all other business institutions in according The Midland Daily Gusher a hearty welcome. May you live long and prosper, is our wish

THE CRYSTAL CAFE

TOM FLOOD, Prop.

Everything Good to Eat

The Entire Personnel of The TEXAS ELECTRIC SERVICE CO.

Extends a Hearty Welcome to The MIDLAND DAILY GUSHER

As in all cases of public enterprise, we will be found at all times eager to cooperate in any move that tends to the betterment of the communities in which we operate.

May THE DAILY GUSHER prove one of the most valuable assets we have and continue in the work of putting Midland and its resources before the world.

Texas Electric Service Co.

T. J. FARRINGTON, Manager

Congratulations

To CALVIN NOBLE and JOE W. BAILEY

Upon their Evidence of Confidence in

MIDLAND

by the inception of The

MIDLAND DAILY GUSHER

May The Midland Daily Gusher live long and prosper and ever be identified with the further spirit of progress of our city, is the wish of

Everybody's Store

T. S. PATTERSON COMPANY

Also Boosting Eternally for Midland

A Full Line of

LADIES' AND GENT'S FURNISHINGS AND DRY GOODS

THE MIDLAND INVESTMENT CO.

—join the other Citizens of Midland and west Texas in extending best wishes and congratulations to the Midland Daily Gusher. A daily will fill a crying need and its owners deserve the support of this citizenship. we wish it unqualified success.

The Midland Investment Co. offers to the public the choicest residential lots to be had in this thriving City. Our west end Addition is convenient to High School, and is traversed by the Bankhead Highway. Lots, 50x140 each can be bought on easy terms at \$135.00 to \$300.00. They are a good investment, for a home or for profit.

In Odessa, our Company owns some elegant homesites and business property, offered at very reasonable prices. You can buy a QUARTER BLOCK, 3 big lots, for only \$375.00 Easy distance to Court House and school. A little money invested here should prove profitable to you.

Take a look—it means a “lot” at Midland or Odessa.

MIDLAND INVESTMENT COMPANY

First National Bank Annex

Midland, Texas

IN MIDLAND It's Middleton's Tailor Shop

—for—
EXPERT CLEANING, PRESSING, ALTERATIONS
Hats Cleaned and Re-Blocked

WE DO PLEATING
We join with all Midland in extending a cordial welcome to

THE MIDLAND DAILY GUSHER

May you continue to grow and prove a valuable asset to Midland, is the wish of—

MIDDLETON'S TAILOR SHOP
Llano Hotel Basement Phone 30
We Call For and Deliver

Middleton's Tailor Shop

HERE ARE SOME MORE.

Which is the longer steamer voyage, San Francisco to Yokohama or San Francisco to Manila?

If you are traveling in Europe by the most generally traveled route which would you find the shorter trip, Stockholm to Constantinople or Lon-

don to Constantinople?

Give within a thousand miles the distance from Boston to San Francisco via the Panama Canal.

Which is nearer, Berlin, London, Paris or Vienna?

Give within 25 miles the traveling distance between New York and Chicago.

TRY THE NEXT ONE. CURRENT EVENTS.

Try and answer these questions. The one who gives the most answers will receive a year's subscription to The Daily Gusher. The answers will appear in the next issue of The Gusher.

1. What U. S. battleship recently ran aground in New York harbor?

For what purpose is a great Red Cross fund now being raised?

What foreign president has been visiting in this country?

Why are Mr. and Mrs. Coolidge not living in the White House?

What American newspaper won the Pulitzer award this year?

What international conference now in progress is attended by the United States and Russia as well as many other nations?

In what country has the Prince of Wales been visiting the past few days?

Distinguish between Chiang Kai-shek and Chang Tso-lin.

What American airplane is being prepared for the New York to Paris flight?

NEW SWIMMING POOL BEING BUILT IN WEST END

The Midland Investment Company owners of the West End Addition, is building the new swimming pool and park just west of the city on the highway. The pool will be on concrete with bath house and tourist cabins, coffee shop and filling station. It will be known as the Pagoda Pool and Park. The architecture will be of Japanese effect and when complete will be of highly artistic and attractive. It will be a valuable addition to Midland.

The Midland Investment Company, incorporated, is owned and managed by W. B. Elkin, Leon Goodman, F. F. Elkin, Lee Bivins of Amarillo and Chas. F. O'Neal. All are business men of long standing and experienced in town building. A unique coincidence in the company is that two of these men or are have been at the head of cities, Lee Bivins now being the mayor of Amarillo, and Chas. O'Neal having served the city of San Diego, California, in the same capacity. Their experience should be of value to Midland's development.

West End Addition to Midland is in direct line of the city growth. The Bankhead highway traverses this popular addition as does the 100 foot College avenue. Many new and modern homes, attractive in design and

substantial in construction, are fast being erected in West End. The tract is restricted to good homes, insuring desirability and permanence of values.

Midland offers to home seekers and investors a splendid opportunity. Its proximity to the West Texas oil fields, its new Scharbauer hotel, the Thomas office building, many thousands of dollars being expended for new homes and business houses, insure handsome returns to the investor.

Wadley-Wilson Improves

The many improvements made at the big store of Wadley-Wilson Company in Midland, are outstanding features in the steady growth of this city. Under the able supervision of Addison Wadley, many worthwhile improvements have been made in this popular store, and due to the progressive methods used by the man-

agement the business of the store, during the past few weeks, has grown by leaps and bounds.

"I did not realize that we had wasted space that we were paying good money for," said Mr. Wadley, "and we conceived the idea that we could dig into old Mother Earth and utilize this space, therefore we conceived the idea of a 'basement store.' In this plan we could create space we were not heretofore using and increase our stock or goods whereby we would have the greatest array of merchandise carried in West Texas. In other words, many slow moving articles could be transferred to our basement store, which would be known as our bargain section, and we could make prices on these items that would mean great savings to our customers."

Which is nearer, New York, Boston or Baltimore?

WELCOME TO YOU Calvin Noble and Joe W. Bailey

Your foresight in the establishment of a Daily Newspaper for Midland is commendable and we join with all other business institutions of Midland in accord- ing you a hearty welcome.

May your publication live long and receive that co- operation that will assist you in building

MIDLAND

Is the Wish of

LLANO BARBER SHOP AND BEAUTY PARLOR

M. D. JOHNSON, Proprietor

It Is With Pleasure That We
Accord a Hearty Welcome to

THE MIDLAND DAILY GUSHER

It is also with pleasure that we announce that they selected this shop to do their machinery work. May you live long and prosper, is the wish of

JOHN PLISKA

Midland's Real Machinist

WHERE SERVICE MEETS QUALITY
It's At

C. GEORGE

THE TAILOR

Cleaning, Pressing, Dyeing, Alteration
Ladies Work a Specialty
We call for and deliver Phone 89

Which is the shorter rail distance, Seattle to New York or Sattet o Philadelphia?

Which is the shorter rail distance, London or New York to Washington? Detroit to Washington or Detroit to New York?

Which is the longer trip, Paris to New York?

Midland Farmers Discard Cotton

Cotton has made a lot of Midland farmers chicken hearted. That is, they have chickens on their hands and will diversify this year by raising poultry.

Farmers of Midland will also diversify by raising broom corn, Japanese seeded ribbon cane for syrup, peanuts, more hogs and bigger crops of melons and vegetables.

Experiments with some of these for several years and with broom corn syrup, cane and poultry this year proved to the minds of most Midland farmers that they don't have to depend on cotton in the Midland country, although these cheap fertile lands have proved to be among the most successful farming lands in Texas.

Ira F. Lord affords a brilliant example of the farmers who diversifies and makes money. Lord made \$325 off three fourths of an acre of land in vegetables and melons, besides what his family consumed. Cotton might starve

go down to five cents and Lord would not starve. For 365 consecutive days he had green stuff to eat in his garden. Cotton is Lord's main money crop, it is true, but whatever the price of cotton, this wide-awake diversifying farmer lives merrily on.

Then the almost classic example of T. Elmer Bizzell. The first year Bizzell was in the Midland country he started diversifying. He made about \$10,000 on 327 1-2 acres of cotton, maize, pasture, poultry, melons, fruits and vegetables. With cotton as low as it is this year, Bizzell is putting a good many hundred dollars in the bank. Bizzell is an apostle of the doctrine—the cow, the sow, and the hen. Moreover, the intelligent farmer is starting out already to teach his boys, whom is rearing to become farmers, to diversify their crops.

Pat Bodine is another Midland farmer, who "stays right in there and pitches," no matter what happens to cotton. Bodine was hailed out this year. He had nothing but a little "bumble bee" cotton. But his sweet potatoes, his tomatoes, melons, and other vegetables made him a living. Bodine raised tomatoes in 1925 at the rate of \$2,000 an acre.

Many other concrete examples could be given of how Midland farm-

ers diversify and make money by it, adaptability to other crops than cotton. This country has positively proved its worth.

Combined efforts of the county agent and Chamber of Commerce induced many farmers this year to plant acreage of Japanese seeded ribbon cane. J. J. Hankala, former East Texas syrup maker, built a syrup factory here. Now he cannot begin to supply the demand for the syrup at \$1 a gallon. S. F. Castellaw has raised cane at Midland which produced 200 gallons of syrup per acre. The high sugar content of cane grown on the virgin Midland soils has made the demand for it heavy and syrup cane growing promises to "rip" many a cotton acre.

The Chamber of Commerce and Co. agent aided by the First National Bank imported several hundred pedigree white leghorn winter-laying pullets. Farmers with winter layers are "cleaning up" this year. The local egg market has never been supplied by home production. A. G. Greenhill has installed 12,000 egg incubator to help promote the poultry industry.

Arrangement have been made by the Chamber of Commerce for an expert peanut man to address Midland farmers early in the spring relative to growing the goobers here. He says Midland will grow fine peanuts and will pay better than 20 cent cotton.

The peanut industry may be worked somewhat in conjunction with the hog raising industry, started here last year when the county farm agent and Chamber of Commerce imported pure bred swine from Iowa. Some farmers will likely "hog off" their peanut fields.

The county farm agent initiated a late melon growing movement. He induced farmers to grow melons for the late market, the Midland melons to be pushed about the time Central Texas melons went off the market. Still other farmers plan to feed out some of the famous Hereford cattle, thus utilizing their surplus feeds.

Business men of Midland are altogether sanguine about agriculture in this county, whatever beside cotton, if the farmers will only diversify.

Big Deals Are Reported For Midland

Several big deals are reported as having been made in Midland this week, whereby a number of big industrial firms will be located in this city.

A humorous incident happened in one of these deals. A man came in from an eastern city with the intention of locating in Midland—that is, finding a location for his company, which is a big one, release of the name to be made later. He could not make a trade on the spur of the moment, so he got in his car and went to Odessa. He was on a trade with a realty firm there for some property, and while talking to the agent a wasp stung him on the arm. He could not locate a doctor at the time, so he jumped in his car, came to Midland, had the wound attended to, and in conversation with the doctor found out that a desirable location was available. He immediately got in touch with the parties owning the property in question and the trade was consummated, whereby one of the biggest firms in the Southwest will be located in this city.

Another deal was made whereby a big lumber company will install a "better-class" to locate here.

yard here. This deal will be released through the columns of The Gusher at a later date.

Midland is coming into the limelight as the logical headquarters for the big enterprises. With the wonderful access it has to the oil fields, its accommodations and the fact that within a very short time the Thomas office building will be completed and the Scharbauer hotel will be able to care for the traveler, Midland is offering a wonderful inducement for

the big enterprises.

The Gusher \$5

Another deal was made whereby a big lumber company will install a "better-class" to locate here.

METHODIST CHURCH.

Sunday School at 9:45.
Morning worship at 11 a. m.
Evening services at 7:45.

The Methodist church will join with a million other churches in paying tribute to "Mother." We invite our old friends to come and be with us. If you are a stranger here you have an even more earnest invitation. Make the Methodist church your church home. We want you for what you are and want to be, not for what car you ride in.

The evening services will be for brides. Subject: "Marriage." Having performed the ceremony for about 200 couples in my short life none of whom have ever ceased to be wed we assume the role of lecturer on marriage. Be there. Our best attendance is at night. A full house; fine singing; a warm welcome.
T. O. RORIE JR.

FOR LEASE
THE MIDLAND ART STUDIO, in MIDLAND, TEX.
Doing all kinds of High-Grade Art and Photographic Work
Reasons for lease, have other business
For particulars, address—
MRS. W. E. WALLACE
MIDLAND, TEXAS

WELCOME
THE MIDLAND DAILY GUSHER
and its publishers
CALVIN NOBLE and Joe W. BAILEY
You have displayed a wonderful confidence in the future growth of Midland, and our hope is that your confidence will remain the same as it now is—that of cooperating to the fullest extent in its future prosperity.
W. E. WALLACE
REAL ESTATE—OIL and GAS LEASES
ROYALTIES—CITY PROPERTY

A HEARTY WELCOME TO YOU
MIDLAND DAILY GUSHER
What we consider one of the greatest assets a town can have—a Daily Newspaper
May you receive that cooperation you so richly deserve and always be found in the path of progress—that of cooperating to the fullest extent in the further growth of our town—MIDLAND.
Hyatt, Mims & Floyd
Insurance—Loans—Abstracts
Across the Street from Llano Hotel

News from Wink

Special To The Gusher.
Wink, Texas, May 7.—Activity in the Winkler county field is increasing in spite of the temporary cut in the price of crude.

The Texon has spudded in on its lease north of Wink. Immediately six other companies started to erect rigs and bring in equipment preparatory to drill offsets. The big companies are watching each other, and the bringing in of another well will start things on a big scale. During all times of the day and night long caravans of drilling equipment are being delivered to the field.

Building activity in Wink is increasing from day to day.

The Allen-Spaulling Lumber Co. from Amarillo district has unloaded seven cars of lumber and are building large sheds and buildings.

Wilkerson Lumber Company of Dallas and Odessa is building spacious quarters and moving in its yard.

The Rio Grande Lumber Company is putting in a yard.

A. H. Miller, who owns the Miller hotel at Borger, is erecting a two-story modern hotel in Wink. Mr. Miller says that Wink is the best bet in Texas and expects to have his hotel open by the 10th or 12th of May.

F. W. Elliott is building an up-to-date picture show and expects to have it ready for operation within a few days.

The Texas Power & Light company has twenty-two men erecting poles and building a power plant to supply Wink with power and lights.

A large number of residences and business houses are under construction. Those who have gone into business say their only complaint is that they can't haul in merchandise fast enough, the demand always being greater than the supply.

The telephone line which is being rushed will greatly aid in this respect.

A stage line from Pyote to Wink is meeting all trains and stages at Pyote.

Another asset which is greatly aiding Wink in its rapid development is an abundant supply of good soft water.

The Gusher One Year \$5

The Midland Chamber of Commerce
Joins with the business men of Midland in According a Hearty Welcome to
MIDLAND DAILY GUSHER
One of the Most Valuable Assets a Town Can Possess
The Chamber of Commerce will be found at all times eager in every way to cooperate to the fullest extent with Midland's newest enterprise,
MIDLAND DAILY GUSHER

THIS BANK
Always in the Line of Progress
EXTENDS A CORDIAL WELCOME TO THE
MIDLAND DAILY GUSHER
And with the hope that they will continue to grow and prosper, work whole-heartedly for the further advancement of the city in which they will operate
MIDLAND
This Bank has experienced a wonderful growth and we are glad to be identified with those who have extended a hearty welcome to
MIDLAND DAILY GUSHER
FIRST NATIONAL BANK
RESOURCES OVER
ONE MILLION DOLLARS

Midland Farmers Irrigating Successfully

Irrigation from wells has been tried at Midland and in other sections of the shallow water belt of West Texas with indifferent or no success in times past. It is a proved success now in Midland.

Irrigation might have always been successful had it been attempted by farmers who knew anything about irrigation farming. The only attempts made here, till the present year were made by ranchers or dry land farmers neither of whom knew even the rudimentary principles of irrigation. For example, one rancher who had plenty of money to dilly-dally about with, tried to irrigate a 200-acre oat field near Midland.

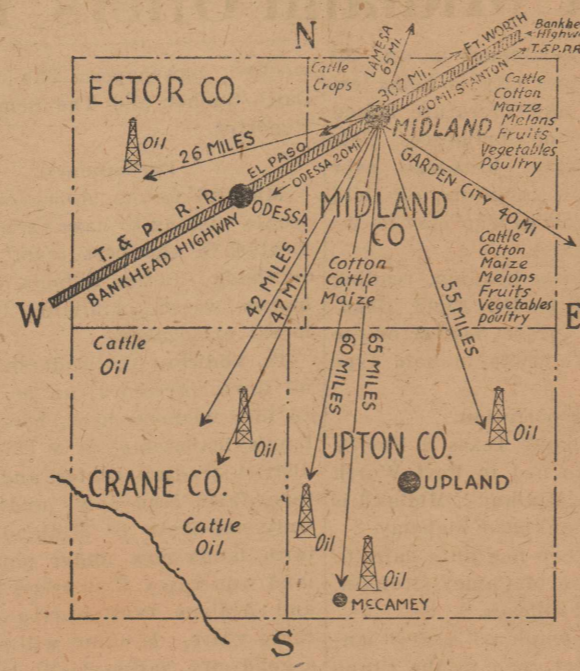
Oats and other small grain have always been a failure on the South Plains. When the attempt to irrigate this big oat field failed, irrigation was given the black eye it didn't deserve. Then a big experiment was made on irrigating cantaloupes.

A fine crop was in sight, but along came the aphid and no one here knew how to control that pest. Again irrigation received an undeserved blow. These examples of failures by amateur irrigation farmers might be multiplied. They were sufficient to convince the old timers that irrigation was a failure in this section.

But in 1925 came Ira F. Lord, experienced irrigation farmer from the Robert Lee country, where farmers irrigate from the Colorado river irrigation farming in the Midland. He was advised against attempting irrigation and the previous failures of large scale irrigation were cited to him. But Lord knew his onions, as the saying goes, so despite the pessimistic warnings of local people he purchased a farm one mile east of Midland.

Lord put in only a small garden plot this year. Land that was a Hereford cattle pasture up to the first of April, 1925, had produced a 57-pound watermelon within four months after the first plow was stuck in it. The irrigation farmer more than paid his living expenses from this small plot of melons, beans, peas cucumbers and okra.

And now Ira F. Lord is building a beautiful home in Belvedere Court, and he has made it all in Midland.



MIDLAND has 3,500 people, cool summers, warm winters, 2,700 feet high, 307 miles west of Fort Worth, on T & P. Railway and Bankhead Highway, ample rain for cotton, maize, cane, melons, vegetables and fruits, world's greatest Hereford breeding section, new \$150,000 high school, with 27 credits, affiliation with State University, churches that would grace a city of 10,000.

MIDLAND land sells at \$15 to \$25 an acre. Many farmers have paid for land with one year's crop. Farmers are satisfied. Thousands of acres open to farmers. Soil is sandy loam with red clay subsoil.

MIDLAND is gateway to Upton, Crane, Ector, Winkler, and Andrews' oil operations. Offices for oil men available. Best hotel from Abilene to El Paso—100 rooms, modern. Good roads to oil fields.

MIDLAND owns waterworks, sewer system, has electric plant.

MIDLAND won nine prizes out of eleven farm entries at Dallas and Abilene Fairs in 1924. Midland won first on long staple cotton stalks, second on short, first on peaches, first on quinces at Dallas Fair in 1925. Unlimited opportunities presented for farming.

MIDLAND CHAMBER OF COMMERCE, MIDLAND, TEXAS, will gladly give details.

The Gusher, 1 year \$5.00

BEST WISHES
And a sincere desire to see you grow and prosper, is my wish to

THE MIDLAND DAILY GUSHER
J. P. INMAN
JEWELER—REGISTERED OPTOMETRIST
"I Help You to See"

Vicksburg Continues Fight

By United Press
VICKSBURG, Miss., May 7.—Vicksburg, in the face of repeated defeats and reversals, Louisiana farmers and villagers continued to fight against the advancing floods in the hope of saving small sections that have escaped inundation.

Breathless, sweating, swearing crews worked on the levees at a score of points to stop the onrushing waters.

Capitalists, negro farmers and refugees, merchants and state convicts are working side by side in a supreme effort to build up and strengthen the river walls.

A concentrated effort is being made on the levee at Pineville across the river from Alexandria, where the Mississippi is higher than ever before recorded.

Refugees at the camp near the scene of the impending disaster have been drafted and are being forced into the work of saving the levee.

An ultimatum has been issued as follows: "No work, no food." This edict was issued by all refugees and workers in the effort to save the city of Vicksburg.

All able bodied men have been ordered to work.

United Press News Wire

Washington, May 7.—Martial law was declared throughout Bolivia today, following street fighting between federal soldiers and student strikers at Lapas, according to authoritative reports received here from the Bolivian capital.

In street fighting between federal troops and students one was killed and six wounded, according to the report received here.

hundred students from various parts of Texas participated in the inter-scholastic games here today.

Long Island, N. Y., May 7.—An all too vivid picture of the death of Albert Snyder came before Judd Gray as he testified in the Gray-Snyder murder case today. Dana Wallace, attorney for Mrs. Ruth Snyder, was conducting the examination.

With infinite pains and fierce sarcasm, he led Gray from detail to detail of the murder story, following no continuity and rapidly changing his point of attack. Gray seemed to grow nervous, his voice fell and he again told of how Mrs. Snyder allegedly led him by hand to the room where her husband was sleeping.

By United Press.
Austin, Texas, May 7.—Several

IF IT IS LUMBER—IT IS
BURTON-LINGO COMPANY
If it's a Daily Newspaper—It's
THE MIDLAND DAILY GUSHER

We are glad to be among the many enterprising mercantile establishments in according the Midland Daily Gusher a hearty welcome to our midst. We know, like all other public enterprises, the publishers will be found at all times working for the up-building of Midland and its resources.

May you live long, work hard for Midland, and prosper as you so richly deserve, is the wish of

BURTON-LINGO COMPANY
IT'S IN MIDLAND, TOO

CONGRATULATIONS
Another Valuable Asset Has Been Added to Midland and we are glad to be among those who accord a Hearty Welcome to Them—

NOBLE & BAILEY
the publishers of

THE MIDLAND DAILY GUSHER

Of course, among the other things we sell, such as Cold Drinks, a Real Fountain Service, Light Lunches, Magazines and Newspapers, we will also sell

THE MIDLAND DAILY GUSHER
The Elite Confectionery
W. S. Hill & Sons Prop.

The American Cafe
"Famous for Foods"

Joins With All Other Business Institutions of Midland in
According a Hearty Welcome to

THE MIDLAND DAILY GUSHER

and an assurance of the heartiest spirit of cooperation to this publication in the further efforts it will make in the

DEVELOPMENT OF MIDLAND
May You Continue That Program of Progress Instituted
by you, is the wish of

THE AMERICAN CAFE
OPEN DAY AND NIGHT

RACINE MULTI-MILE CORDS
LEAD IN ALL CASES

THE MIDLAND DAILY GUSHER
LEADS IN THE DAILY CLASS

And it is with pleasure this firm joins with all other business institutions in according our new Daily a hearty welcome.

If you have used Racine Multi-Mile Cords, you know their quality. If you have never used them, try them once and your next choice will be Racines.

Sold in Midland by
WILLIAMS AUTO SUPPLY
Corner Main and Texas Avenue

CONGRATULATIONS
AND A HEARTY WELCOME TO YOU

MIDLAND DAILY GUSHER

is the sincere wish and expression of our store. Your publication will be a valuable addition to our town and we know you will always be found in the line of progress and working for its continued growth.

This Store is for you—may you continue to prosper, is the wish of

TAYLOR'S DRUG STORE
Fountain Service Par Excellence—Prescriptions, Too

WELCOME

MIDLAND DAILY GUSHER

Its owners have displayed a wonderful confidence in Midland by the inauguration of the DAILY policy. We need you and welcome you as an added asset to our fast growing little city. We know you will work eternally for the further upbuilding of Midland and we will be glad at all times to cooperate with you whole-heartedly for Midland's further progress.

We, too, are new in Midland. But this organization will be found working to that end whereby Midland will continue to grow and prosper.

We are builders of Homes and it will be a pleasure to figure with you on anything pertaining to lumber.

Hlgginbotham-Bartlett Co.
Lumber and Building Materials

MIDLAND BATTERY & ELECTRIC SERVICE

EXPERT
STARTER, GENERATOR AND IGNITION WORK
SERVICE AND REPAIRS ON ALL MAKES BATTERIES
COMPLETE STOCK OF IGNITION PARTS

MIDLAND, TEXAS
Welcome to Our New Daily

TO THE MIDLAND DAILY GUSHER

We Extend a Most Cordial Welcome

You have shown a keen foresight in the inception of your Daily policy and we are glad to be among the other live business men in according you a Hearty Welcome.

We are with the spirit of progress and will be found at all times eager to cooperate to the fullest extent.

Jones & Johnson Barber Shop

6 Tonsorial Artists Across from Post Office

TO OUR NEW DAILY NEWSPAPER THE MIDLAND DAILY GUSHER

We Extend a Cordial Welcome

Your display of confidence in the future growth of Midland is commendable and this firm will be found in the channels already set forth—working for the continued growth of Midland in all its branches.

May you keep up the program as outlined—working eternally for the continued growth of Midland, in which program we are glad to be identified.

T. R. PRIDEAUX LUMBER CO.

One Block North of Light Plant

TO OUR NEW DAILY THE MIDLAND DAILY GUSHER

We join in extending congratulations and sincerest good wishes on its inception.

You will, no doubt, prove a valuable asset to our town and community, and we are glad to be among those who extend you a hearty welcome.

MIDLAND MERCANTILE

BEN WHITEFIELD

TEXAS AND PACIFIC TRAIN PLOWS THROUGH CATTLE, KILLING 22 HEAD

Twenty-two head of fine steers were killed and many others badly injured, some of which had to be killed yesterday, when passenger train number 5 on the Texas & Pacific plowed through a herd near the stock pens, east of this city.

The cattle belonged to Hightower & Edwards, who were driving them in for shipment to Fort Worth.

At the time the train struck the cattle a high wind was blowing and this probably kept the engineer from seeing the cattle and the cowboys in charge of the herd.

In another section of The daily Gusher appears a half page ad pertaining to the advantages offered in Belvedere Court.

Belvedere Court is one of the newest additions to Midland. The promoters, J. Gelin & Co. are "old timers" in the real estate game, and come to Midland highly recommended as gentlemen in every respect.

The local office is in charge of Mr. Grafa, who has charge of the sales organization of the company.

Belvedere Court is ideally located. It is adjacent to the newly formed country club and has wonderful access to the city schools. In setting forth the advantages offered by buying a lot in Belvedere Court, the developers present the following:

"Belvedere is one of the best located restricted additions in Midland. Just eight blocks from the court house, three blocks northwest of the new high school building.

"Belvedere is the closest addition to the courthouse now on the market. Belvedere is a restricted addition with new brick and tile homes now under construction. Restrictions \$2500 and up. No shacks. City water, electric lights, Septic tanks until sewer available. Nothing less than 5 room modern homes, all on an even line with the streets, sidewalks, driveways to garage.

"Drive out today and see the case of homes under construction. Brick columns at Belvedere entrance on C street. Shade trees from Columns on C street leading into Midland's new country club. All lots face north and south, 5040 feet. Also a few east fronts.

The prices as made on the lots in Belvedere Court are very reasonable. You can buy a lot for \$325, or you can go a little higher and pay \$475, and if you pay cash for your lot Mr. Gelin will finance you for your home on very easy terms.

Get in touch with the J. Gelin Co. at once if you want a home, and ye are sure you will want to locate in Midland when you do.

Harry Hicks has stepped out again and this time he has put over a real proposition. Harry went down to Odessa and tied up a piece of property that is going to prove a bonanza to the one who invests his money in it.

The tract Harry has located is only four blocks from the heart of the business district of Odessa. It comprises about 72 acres and at the present time Mr. Hicks is busily engaged in preparing the new addition for the market.

Announcements will be made after the opening date, and it will be to your advantage to watch the Midland publications for announcements of the opening of Scharbauer Pace.

If It's Insurance It's

George W. Glass

Life, Accident, Health and Accident

Only Standard Companies

Also Writing a Special Policy Concerning

Child's College Education

See Me for Particulars It's In Midland

IN MIDLAND ITS THE CRYSTAL CAFE

Where you get real service

And Excellent Foods

It sa pleasure to please you

TOM FLOOD, Prop.

What Midland Offers You

Midland's preeminence as an oil field headquarters city is being exploited through new literature issued by the Chamber of Commerce. This literature is being broadcast over Texas to possible investors, oil field operators and others who may be interested in Midland.

The leaflet has a heading, reading "Why Midland Is Oil Field Headquarters." The subject matter of the leaflet with sub-heads in bold type follows:

Transportation.

Midland is on the Texas & Pacific Railway. Go to bed in Fort Worth and wake up in Midland, Midland is on the paved Bankhead highway.

Midland has two bus lines daily to oil fields and to McCamey, Rankin, Crane City and Odessa.

Midland has completed a new land, graded direct road to the Crane oil fields.

Midland has graded roads to Rankin, thence to the Pecos county oil fields.

Hotels.

Midland has a hundred room modern hotel and several smaller hotels. The new Scharbauer hotel with 150 rooms will be completed about August 1.

Homes.

Four city additions are being sold in Midland. About sixty new homes are under construction and more than a score of others are to start within the next few days.

Schools.

New \$150,000 high school building, with 27 1-2 credits with the University of Texas. Three ward schools. One of highest ranking school systems in Texas.

Conveniences.

Municipal sewer system, municipal water works, contract let to pave all business streets. Ice plant, ice cream factory, light plant, laundry, modern stores.

Twelve new business houses now under construction.

A daily newspaper and a semi-

weekly newspaper—The Midland Daily Gusher and The Semi-Weekly Reporter.

Permanency.

Midland is the choice city of all people wishing to have their families located in the best town near the oil fields. Better schools, churches, homes, water, sanitary insurance, moral atmosphere.

In addition to leadership as an oil town, investors can permanently go into business here, because Midland's leadership as a cattle town, district trading center and agriculture, farm land now under plow. Only one-tenth of Midland county farm lands now under plow. Midland won many first prizes at Dallas and Abilene fairs during the past three years. Midland will always be a good city, substantially built, long after boom towns have faded into oblivion.

Wholesalers' Logical Point.

Midland's location as center of trade for Crane, Upton, Winkler, Pecos, Andrews, Marth, Howard, Glasscock, Gaines and Dawson counties, makes Midland the logical headquarters for all wholesalers and jobbers, as well as oil well supply houses and oil company headquarters here now and others will come when Midland's new five story office building, contract for which has been let, is completed. This handsome building will be erected by Dr. J. B. Thomas, an illustration of which appears on the front page of today's Gusher.

Midland's three state highways, main line railway, direct oil field road and numerous lateral roads give this city a strategic location as a jobbing and oil well supply center.

The fact that Midland is not a typical boom, shack oil town, but is the Amarillo, Abilene or Wichita Falls of the oil territory makes this city the sensible location for all permanent jobbing houses and manufacturing industries.

Just say I suggest _____ name for the new daily and sign your name with correct address and the one who suggests the name selected by the publishers will receive a check promptly for their efforts.

The Gusher Wants a New Name; Give \$5

A great many of our readers have made the comment that "The Midland Daily Gusher" is not a very dignified name for a "dignified newspaper." In this we sorter agree with them, and although the purpose of West Texas Gusher was to chronicle the oil news almost in its entirety, the purpose of the new daily will be to chronicle all news national, state and local. Therefore," stated one reader, "I suggest that a different name be selected for the new publication.

Being at a loss to select a suitable name, the publishers are going to leave it up to the dear public and our readers to make that selection. We are going to make it worth your while too in that an offer of five dollars cash will be given to the one presenting the most suitable name for the new paper, the selection of which is optional with the publishers.

Send in your suggestions to the Midland Daily Gusher, and the name chosen will be announced in the Gusher and the name of the party making the suggestion.

Do not make your answer lengthy.

Why was he Mississippi river levee dynamited in lower Louisiana, flooding property worth millions?

PROVES BARBER'S SKILL

Dublin, (United Press.)—"I reguins and other Sinn Fein eaders, so as to disguise them when they were on the run. On one occasion I changed President Cosgrave from a fair man to a dark one."

This was the defence entered in the local court here recently by a barber in answer to a woman's charge of unskillfulness in treating her hair. She had claimed damages and notwithstanding he defence was awarded \$80.

Is Vladivostok or Yokohama within nearer sailing distance of Shanghai?

West Texas Dry Goods Co.

Outfitters For Men, Women and Children. Work Clothes in its Entirety For the oil men.

IN MIDLAND IT'S WEST TEXAS DRY GOODS CO.

STANLEY'S SERVICE STATION

Joins with a host of well wishers in extending to

THE MIDLAND DAILY GUSHER

a Hearty Welcome to our midst. You will prove a valuable asset to our city and it is with a feeling of pride that we can refer to OUR Daily Paper. May you receive the hearty support of every citizen of Midland, is the wish of

STANLEY'S SERVICE STATION
SAY INDIAN TIRES

On the Bankhead Highway
Two Doors East of Main Street

BUICK

The watchword of the oil men

Ride in a Buick and you will want no other

Welcom to---

MIDLAND DAILY GUSHER

The City Garage

R. D. Scruggs' Prop.