## -THE MIDLAND REPORTER <br> AND GAZETTE - EXAMINER

Volume XXI.

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## NEW GOODS ARRIVING DAILY

Our fall stock will soon be complete and we invite your early inspection. We have used every precaution in the selection of our stock, so that we might give our customers the very best the market affords. We have bought our goods trom reliable concerns, thus we are assured of protection against shoddy merchandise. Come in and look at our stock. II New Shipment of Ladies Coats Received this Morning II New Shipment of Ladies

You will find it to your interest to buy your wants from us. We believe we are better prepared to take care of you--Ask our many Satisfied Customers No business too small to appreciate--No business too large to handle.

Trade Where Your Credit is Good
We extend any favor consistent with good business principles.

## We Want You to See the New Fall Merchandise at this Cash Store and--to Note the Prices

So many customers have said, "Why, that isn't as high as I expected," and "These are no higher than a year ago."
Truly, you surpasses an are much me pect to find. Especially is this ment. Here is greatest market direct from New and without a do bought at the sa Field's, Frankly greatest stores i Midland we do b of these city sto garments for
You do yourself an injustice if you should buy without seeing what we have for you this season

## Ladies' and Misses' Suits

In Broadcloths, Velours, Burilla Cloth, Serges and Poplins, are priced at
$\$ 16.50, \$ 18.75, \$ 21.75, \$ 24.75, \$ 29,50$ and up to
Ladies' and Misses' Coats
In the new Pompom chnt, Burifla elfoth, Velours, Broadeloths and Plushes,


## While the Dresses this Season

merchandise
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to-wear departul buying in the y garment is diknow personally ne same garments naker's, Märshall number of the fact that here in half the expense ) sell these same








 a $\$ 3.50, \$ 3.7, \$ .50$ and

Just a little thing, but we are glad to announce that we are able to REDUCE the price of steel crochet hooks and dress snaps back to the old price of 5 cents each. These are the same goods that for the past year we-have been forced to sell at 10c, and we are glad to be the first store in West Texas to be able to put the price down.
We believe there is a gradual readjustment of prices and this little Cash Store will be the first always to save you money.
We want your business on a basis of better merchandise for less money. That's the way we do business--for cash-for less.

Tadley-Patterson Company

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 his country is ofo offering the life fire for
possibe sacrifief, but the Ameriean
men and women men and women who support the gov- gov-
ernment with their money are doing
 largely out of the saving of the
American people during the war. th it
is not too great a sacrifice to
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Your Grocer will deliver





Bevo is nutritive-pure, through pasteurization and
sterilization - non-intoriciting wholesome and thorterilization $=$ non-intoxicating, wholesome and, and
oughly refteshing. NotemBevo should beserved cold. Bevo-the all-year-'round soft drink
 Bevoit bold fin bottlee ooly - nod in bottled excousuively by ANHEUSER-BUSCH-ST. Louis

WALKER-SMITH CO.
Dealers MidLAND, TEXAS

## WILL HAVE ALL-DAX SEWING NEXT WEDNESDAY

The Woman's Missionary Society of
the Methodist
We celt
 Me giri they are elothing in the
Merthodist ophanage at Waco Al
Atinare interested are cordially invittitare interested are cordacaly invil Mrs, Jno Haley, Pres.
Mrs. O. W. Ligon, Sec'y.

## Do you Wait TMolir



We do; in fact, it is absolutely necessary that we raise some at once. So we have decided to offer for sale regardless of cost or profts four Player Pianos, one Grand Piano and four Upright Pianos.
These are all new goods, straight from the factory, and as above stated we must raise the cash, and if you, your church or lodge, are thinking of buying a piano,
price.

BASHAM, SHEPHERD \& CO.

##  <br> It isn't surprising if your run into difficulties in your building plans at times. <br> We have had considéable experience in figuring over such plans and our services are freely at your command. <br> Make this yard your headquarters when you want lumber and building advice. <br> Burton-Lingo Company <br> WHEN YOU WANT TO BUILD

## Wolcott Autiomobile Company

We have an up-to-date line of GoodYear Cord Tires, Buick and Dodge Bros. Motor Cars.
Telephone Us For Demonstration Phone No. 354

BROKE TWO TOES WHEN
BLOCK OF ICE FELL ON FOOT
C. C. Thornton, of Stanton, eame up
has ween from Buena Vista, where
Harve Ms - field, who drives the ioe repo
wagon, met vith
, wuite a painful acci- calit,


Midiand Cople end thatily retumed to

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D. B. King was in trom Euite N.

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Bi. A. Anall was. in form Seoninole


## G START

## A Bank Account

Must Have a Beginning
If you are thinking of opening an account don't delay the step until you have accumulated a large sum.

Make the Start Now
with what you have, and the accumulations will come
the quicker. the quicker.

## The Midland National Bank

TO COISERIV OUF GASOLINE SUPPLY


 10


 plies of gasoline so that the Govern
ment may not be handicapped in that respect. a careful investigation of the
After
present gasoline situation, Mr. Van H. Manning. director of of the, Buroaun of
Hines, of the Department of the In
Mer Hines, of the Department of the In-
terior, has issued the following state-
ment. One-half of the gasoline used in the United States (one billion two hum-
dred and fifty million gallone) is us-
ed in ed in pleasure riding. the United It is estimated that the United
States Army will need three hundred
and fiftymillion gallons for aeroplanes, trucks, automobile tractors
and other machines. There is no way
of obtaining this in ine this ocomitry ex of obtaining thiss ing thiso ${ }^{\circ}$ onimitry ex-
cept-by saving from the existing sup-
ply, and this economy may be effect-


(Our Pleasure to Please-the House of Courtesy)
It is a frequent sight these days to see all the family grouped about the

## Columbia Grafanola

listening to the world's greatest artist. Come in and let us demonstrate to you. Also explain our plan of sale.

Every home should have a COLUMBIA GRAFANOLA, then you would always have sunshine. Try it.

## (3) City Drug Store

"HI Kopt in a Drus store wo have tr"
$=2=2=$


## Fuel Supply Serious

There is bound to be a winter shortage.

## Engage Your Coal NOW

## W. P. NUGENT

Transfer and Fuel
Moving Pianos and Household Goods a Specialty
TELEPHONE NO. 216
MIDLAND, TEXAS

The Western Auto Company, Incorporated
WE GIVE YOU COURTEOUS TREATMENT AT ALL TIMES and apprectiate your BUSINESS.
kibiy nuty a Allen Tolburt Day Phone to Niech Phome ss
c. C. .WATSON EITI Textered at as the pont office at milalund.

## FRIDAY, SEPT. 7, 1917

## Social Affairs

 By L. G. w. Phone 88Mesdrempliment to Miss Bernice Medidem Herry M. Huir and $\mathbb{W}$.
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Many ow ort our young people partleu
larly, will ibe interested in the wed
ding of Miss Madge Bolton Boyd
ilameda, Ca Mad on who is connected. A.th. She Chate-
go, Milwaukee and St. Paul Les. Angelee, and St. Paul railiroa-
their funtere they will make
Miss Boyd in Lo. Angeles, where they will make
their furime home
Miss Boyd is the only daughter of
Mr. and Mr. B. A. Boyd, former itit.
zens of Midiand. While only a little


 The Alameda (CaL.) Evening Times-
Star. says : Mrs. After a wedding breakfast
Mewat departed amid

 State."
ten





 nawn ail expresting itemaives.

 rande io be a student in Simmons
College and Minta in the high school.
2wown finishing year at simmons and w
prediet for her a bright, suceessfu
future.

##  <br> 

 ming room was opened this week and already she has turned out some beautiful creations. I We want
you to step in when you are down town. Glad to you to step in when you are down town. Glad
have you see this fall line.
 The gigantic operations of the wa trkings involved have been reflected in every phase of business activity, ac--
cording to dot tot taken from CommerYork. Wall Street, long aceustomed


 magnitude thet they have since











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whould have been considered remarkat
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and
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business
development


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WLL HAVE ALE-DAY



 BULLDING NEW WARE
HOUEE NEAR RALROAD

 Trs. Fannie Hart, tarmerly of Got
now oo Olahem City, is visit
 Mrs. Theo. Ray returned Friday, formally introdeced to thend young
of Mr. and Mran John Howerd
 Mr T. T. J. Holmealiv and bride of or



 Miss Leill Hill returned one day
his oweel crom a visit to friends in
Colorado criy. Mrs. George Brooks, of Peoses, is an
guest of her sister, Mrs. Walter
Jer-
 HAVE MULTIPLIED MANY TIMES OVER



## MAGGIE McCORMICL

 InsulationEvery part of your electrical system must be made leak proof. by insulation.
Inside your battery is the most important insulation of allthat which separates the positive from the negative plates, for this prevents the battery from "short circuiting," and thus put ting the whole system out of commission.
In the Still Better Willard, the insulation is made of durable, acid-resisting rubber.
Thus Willard Threaded Rubber Insulation means a better in sulated battery, a more durable, more efficient battery
Ask us about the remarkable service achievement of Still Better Willards on 35,000 cars.
Midland Battery Company
Southwest Texas Distributors

## Style in Clothes

## Moderate Prices

Every man wants style in his clothes, but few men appreciate how style in a garment is obtained. Style is but an-
other word for individuality. It has to originate in the designer's mind and must be worked into the garment by com-
petent tailops. Give the finest creation of the best designer petent tailors. Give the finest creation of the best designer
to a poor workman and his finished product will be limp as a rag. But give the
like those employed on

Our Many Lines of Tailored-to-Order Clothes and you will have a suit which will win admiration and have
a pronounced individuality as long as it is worn. HAVE US MEASURE YOU TODAY

## BELL \& TOLBERT

We Pay Special Attention to Our Cleaning and
Pressing Department PHONE 150

big spring marble and grantre works
Big Spring, Texas
M. G, CATER, Proprietor Manufacturer
th
Grade
Monar
Headstones, Curbing, Markers, Ete.
See Our Designs and Priess Before Placing Your Order
A post card, will bring the proprietor to see you

## EXELSO

Is the climax of artists who cater to the tastes of the public in the matter of beverages.

EXELSO is not only a beverage, but is a nutritious, health-giving tonic.

EXELSO is manufactured from the best of grains, and other materials of highest quality--containing absolutely no alcohol, and is refreshing and strengthening for children, as well as for vigorous adults and and the elderly.

EXELSO is sold at druggists' fountains, cafes and refreshment stands, and, is furnished for family use in casks containing ten dozen bottles each, or in cases containing three dozen bottles each.
Southern Ice \& Utilities Co. MIDLAND, TEXAS

## To Owners of Tractors

## and Other Heavy Farming Machinery

## You bought your equipment because of the very evident

 economies it would introduce-But, unless all the parts are kept in working order, you do One the fal benefit
He of the greatest causes of depreciation of tractors is
You can save tractor gears, and all other heavy duty gears

## TEXACO

## CRATER COMPOUND

We want to tell you that CRATER COMPOUND is one of the greatest discoveries in the field of lubrication. It fills a long-felt want.
It protects and preserves many parts whict. never before could be adequately lubricated. It coats each tooth with a WEAR-checking film which It coats each tooth with a WEAR-checking firm which
does not harden or scale off. It won't run or dry out. It is always there-lubricating. Dirt and flying dust cannot break this coating on the gears. It protects them from wear and rust.
CRATER is one of the many fine lubricants made by us and sold only under the TEXACO Brand.
You can secure CRATER, as well as a full line of lubricants, for any purpose whatever, from the TEXACO Agent near you. Call on him-it pays.
 $\Lambda$ Agents Everswhere



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Hecy, Bive, 1217
$\underset{\text { Widland, Texas }}{\text { Wm. E. Wallace }}$
DR. C. H. TiGNER

D. H, Roettger

AND EEGR NEWER
ALL WOR GUARANT



NEWNIE W. ELLIS
funeral director AND Embalmer

Room No. 108


MIISS LyDIE $G$. WATSON



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THE CASH MARKET
PHONES 300 and 71

The Cash Market

Prompt Delivery of Phone Calls

A Full Line of
Star and Leader Windmills
and Accessories
Complete well equipments, together with all sizes of
pipe, pumping engines, etc.
A New Electric Threading Machine Just Installed

PLISKA \& HUNDLE
PHONE NO. 57



## FOLLOW

the example of the Ball Player-. he always works for HOME. In planning the repairs on your HOME or the building of a NEW HOME, remember, we invite you to tise our facilities.
We have plans for all kinds of HOMES and can *give helpful suggestions and otherwise assist you

## ROCKWELL BROS. \& CO. <br> (Midland Lumber Company)



























## Cattlemen

It will be to your interest to consult us before arranging your cattle loan

## Because-

$$
\begin{aligned}
& \text { the officers and directors of this company are ex- } \\
& \text { perienced handlers of cattle, and are, therefore, } \\
& \text { bble to render the best possible service. } \\
& \text { cuaranty Cattle Loan } \\
& \text { Company }
\end{aligned}
$$

B. N. AYCOCK,

JAX M. COWDEN,

REPORT FAVORABLE BUSINESS OUTLIOK

| Federal Reserve Board Summar |
| :---: |
| Shows Promising Indications |
| at Dallas and Other Points |

 serve Board, monthly review at
Washington, reflect the seasonable
lull in many lines, eaution on the part
of buyers to await the formulation of of buyers to await the formulation o
the administration revenue and regu
latory measures and hesitation on th latory measures and hesitation on th
part of some interests it make com
mitments untin the future course o events can be more definitely analyz The outlook is considered favorable
in virtually everyy district.
Ry districts show! Boston- Midsummer finds business
on the whole good, but decidedly spot
ted, with no definite trent

 Cleveland-There is a good deal
the buy caution exist on
hesitancy with respect to new under
 Richmond Business continues un-
ussally anctive for the time of year
especialy in manuacturing lines.
Atlanta-Practically all factors un-Atlanta- Practicactly all factors. un-
derlying business continue in large
volume and high activity. derlying business continue in larg
volume and hifg activity.
Chicago Business showing some
hesitation, as masy buow hesitation, as many buyers wish
await the outcome of legislative an regulative measures.
fittle Louis-Business conditions sho Minneapolis- Bankers and business
men are optimistic regarding the out-
look
Kansas Kansas City-Considering the sea-
son and serious conditions which have
surroumded -crop devent surroumdec. erop devetopment, busi
Dass in general Is of volume.
Doralle The outlook is decidedly faSan Francisco-Two unfavorabl
elements are conspicuous heat an
drouth in the Northwest which an curtailed the
ordinary
hurt ordinary heat in -alifornia, which ha
hurt the range and lemon crops. IMPORTANCE OF HEALTHY
KIDNEYS
Midland Readers Should Learn
Keep the Kidneys Weil The kidneys have a big work to do
All the blood in the body is coursin
hrough the hrough the kingeys constantly to be
reed of poisonous manter. It is
heavy enough task when the eavy enough task when the kidney,
are well, but a cold, chill fever or
ome thoughtess exposure is likely
or irritate, inflame and congest the Kld
neys
work and anterrupt
the purifying
and hen the aching frequently begins
and is often accompanied by some ir-
regula



## 는․ <br> Our Cash Policy

## Is a Great Success

The trade demands it. They want lower prices and are willing to pay for them. Our prices are the lowest. Come and compare.

## See our new Ready-to-Wear and Millinery Window

A new line of Ladies' Boots $\$ 7.50$ to $\$ 13.50$ per pair

Come here for your Boys' School Suits Complete line just in, $\$ 5$ to $\$ 12.50$

## EVERYBODY'S

Midland's Quality Store

##    Sheep and Lambs (..fered this month, and thore will be J. A. RICKART, <br> SEE OUR <br> New Hats

Some beautiful creations in Millinery, Fall and Winter Styles, and it is our pleasure to show them whether you buy or not. Come and look through our stock. It will interest you.

Some lovely ginghams and piece goods, and of a variety that will be sure to please. We ask you to come and see.

## MANY NEW THINGS

This place is living well up to the significance of its name-Midland Variety Store. As the season advances we are getting a lot of new goods, new in style and novelty, and we feel that if there is a place in town that may interest you, it is here.
Come Every Day---Every Day is a Bargain Day


