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## Tension Mounts In Europe

| Tension Mounts |  |
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## Midland Addition

 AnnouncedFormer Lubbock
Man Is Carbon Monoxide Victim
 Feature Modest Gains As February Ends

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## Martolle MeDonold

District Attorney Marte
peam ind
1948 Is Good Year For The Twenty-Niners; They're Rare


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## Red Cross Drive Leaders

Georgian Quits As Finance Chairman

## Communists Start Czech 'Liquidation

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## Reagan Wildcat ls To DSTOn Oil Shows Above 9,282 Feet



VPC To Test Slight Shows Of Oil In W-C Project


Announcing Opening

# O K PARKING LOT 

212 North Main
(Just North of Tower Thearre) RATES

| 2 Hours | 15 |
| :---: | :---: |
| Day Parki | . 35 |
| Per Week | 1.50 |
| Per Mouth |  |
| On Duty from |  |
| Public To |  |
| M. L. TO |  |

Carries His Own


National League umpire Jocko Conlan natisfes his love of fowers
in his new chicago forist shop. The Aans say it with pop botiles

Meet Opens Wednesday

## A big three-night boxing tournament, sponsored by Terminal hangar. Fights begin at 8 p . m. nightly. Invitations have been extended to all surrounding  Sportumanshis Committee heare, is is ing large Midland squad is prepa- in charge of arrangements. Weighi-      Thich desire them. The purposc of the tourney is to stimulate good sporstsmanship and <br> BANK NOTICE

Both Midland Banks will observe
TEXAS INDEPENDENCE DAY

TUESDAY, MARCH 2nd

## LEGAL HOLIDAY

Please transact sufficient banking business Monday to carry your requirement until Wednesday

To
First National Bank
Tho
Midland National Bank


SPORTSLANE is going daily,
This column has been on Sundays since November; 194 . But there must be progress-after all, this is a daily
newspaper. So, if ou please, we will do our best to give you the
column every day. It pri-














## Your Firestone Store Has Grown With Midland For 18 Years

Come To Your Firestone Store For These Services And Products:

## Automotive Services Service Calls - Battery Rental Service Rep - Battery Rental Service

 - Quick Bottery Charging We have all of most modern toand equipment to do these jobs. - Specializing in Troctor Hydrofla-
tion and can do this on your form.

## Housewares

- Firestone Refrigerators
- Firrestone Wostring Moching
- Firestone Electric Ronges - Firestone Radios appliances and housewares.
- Point department-points and
- Auto Accessories
- Autiletic Equipmest
- Hardwore Department
- Bicycies and misdwore Department

Your Firestone Store was estoblished in Midland 18 years ago. It
was operoted ot. 624 West Wall Street until 1944 , when it wos
moved to the present location at 105 So. Moin Street.
This store has endeavored to serve from the beginning with a complete Firestone service, adding merchandise and services os fost
as it was justified and we are proud of the fine business we hove enjoyed through the years.

As,evidenced in the picture obove, we ore able to supply your tire
needs-from the largest to the smallest-we have Firestone tires to fit. . . Whether it be for possenger car, truck, troctor, controc-
tor or farming need. This compony owned store, hos been designtor or forming need. This compony owned store hos been design-
ated os a warehhouse point for tires, tubes and botteries ond all orge "national" accounts in West Texas ond New Mexico are
now supplied out of here. We carry approximately 700 tires and 1,000 tubes in Midland ot all, times.
CREDIT CONVENIENCE - Firestone has for your convenience regular 30 day charge occount service,
ollows up to 15 months on some items.

The following personnel is olwoys pleased to serve you: W. G.
Keeler, Mgr., Victor Horn, Office and Credit Mg., Kenneth Dod-

## firestone

chiten to the Volce of Mrestone every Monaky evening over NBB.C.


Research Seeks To Solve Question 'Does Atom Stunt Growth Of Child?


HEALTH Is your
GREATEST ASSET
Do You ENJOY It?


HEALTH is a blesing and is worth your effort to try th
Dr. Mewwin C. Fitch
701 N. Big Spring
701 N. Big Spring
speetitio Chifopraetle st the FOREMOST HBALTH restoring methoen


Glass Herefords Win At Monahans

Post-War Award Made For Merit, Bravery In War



Red Plot in Czechoslovakia Follows Familiar Pattern
 Japanese Police System Decentralized
токуо - General
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$\qquad$ In his latest 30,000 .
 some 458.000 acres unds had boug the lag c
Hid. C. Barrow. 72. who came
Maliand in 1888, died February


## CONGRATULATIONS

To Midland On Its Enviable Progress
We are proud of having been chosen to install the plumbing and modern fixtures within Midland's Reporter-Telegram plant Best Wishes and Success!

## C. F. GRAY a SDN

plunbing - plunbig fixturis - cortracting
STANTON, TEXAS

WA Expenditures Hundreds Attend Annual In Texas Listed Glasscock County Show


Wednesday morning, March 3rd, we will be open for business with a full line of quality jewelry . . diamonds, watches, sterling and and many other items too numerous to mention in this limited space. You will enjoy shopping here and it will be a pleasure to

## Worley Jewelry <br> 120 West Wall

Midiand, Texas

Library Lists Book Changes


## Former Mayor



## Mississippi Moves To

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##  aind ind cill wion $\mathfrak{c}$  <br> 5 Rotren ow <br> $\qquad$  <br> 5

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Texas Electric Service Co.
Has On Display
the
World's Greatest Vacuum Cleaners

Many At
PREWAR PRICES
BARROW

City Of Midland First Incorporated In 1906;


Lawson Rest Home
The Home for Elderly People, Invalids and Convalescence

Fully sterilized with germicidal roys,
and maid service.
Prices Reasonable
BROWNWOOD, TEXAS
1217 Arenue B
Phone 9324

zuti 2 modern features
YOU'LL APPRECIATE:

## DUAL ACTION

This modern winaow provides complete, healthful ventilation.
The top section is counter-balanced with the bottom, moves down as the bottom is raised. No dangerous drafts-no fuss with curtains, or
blinds-with Dual Action Metalart windows.

FINGERTIP CONTROL
Fine tolerances-perfect balance-in this modern window permit
it positions, such as over the sin

Metalart Precision Aluminum Windows embody many other
advanced engineering features such as adjustable sweep lock, burglaradvanced engineering features such as adjustabie sweep lock,
proof ventilation lock, water-proof, wind-proof Neoprene gaskets eliminating need for putty, now or sevene with storm windows, venetian blinds and other fixtures available. Manufactured by Metal Arts Manufacturing Co., Atlanta, Ga., from beautiful aluminum which will not rust or require painting,
they are quickly and easily installed. See It TODAY on Demonstration!
Enjoy It for a LIFETIME!

## BERT COLE, J.

## DEALER-DISTRIBUTOR

West Texas and New Mexico

The Eyes of the Continent Are
On Midland Today



Tide Water Believes In Midland And West Texas, Official States


 Cattle Suffer From Lack Of Vitamin ' $A$


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## FOLLOW THE <br> You, too, con save many hard

CHAMBERS INC


DOORS
Assorted Sizes
SASH WEIGHTS
FENCING MATERIALS

PLYWOOD
MOULDINGS
WHITE PINE DRAINBOARDS

ROLL BRICK SIDING
TILE-MARKED PRESTILE

MASTIPAVE FLOOR COVERING $\$ 100{ }_{\text {Ser }}^{\mathrm{Pa} . Y \mathrm{Yd} .}$


PORTLAND CEMENT
$\$ 100$
Per Sack
your building supply dealer hard-earned dollars if you'il follow the crowds to CHAMBERS, board-or a house-we have it here for you. If you haven't already paid us a visit, come on in . . look around . . you'll find a tremendous stock of top-quality building materials at amazingly low prices. Bring us your estimates-we'll gladly figure them without charge!


## Chi-Namel

paints, stanss and Varnishes
NO MONEY DOWN UNDER FHA PLAN Think of it! . . . you can make many, many imdollars per month! You can enjoy a monthly rental income! You can be more comfortable. Consult us
for details and improve your home today for NO

- Add Rooms


## - Build a Garag

- Insulate
- Repaint
- Remodel - Modernize

These are just a few of the many thinge you can do to make your home more comfortable .... more
enjoyable! Let us give you on estimate on your AND YOU HAVE UP TO 3 YEARS TO PAY
Consult Us For Details
Etimotes. Figured Without Chorge.

COMPOSITIO

## SHINGLES

215-Lb. SQuare-butt

168-LB. HEXAGON


## FLOORING

## end-matched Pre-Finished

 WHITE OAK



## re beautiful

$\$ 2800 \begin{aligned} & \text { Per } 100 \\ & \text { Board Feet }\end{aligned}$
B \& BETTER FIR


$\$ 22^{30}$| Per |
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| Board |
| Feet |

Certain-Teed Fiberglas
INSULATION
ROLS BLANKET STYLE
INCHES WIDE-2 INCHES THICK Eary to apply batween Joist

Only $\left.4 \frac{1}{2}\right\}_{\text {Sq. }}^{\text {Per }}$.

Coloraido and Front
Phone 369)

THE BULLDOG

P-TA Selects Midland Youth Center As Their Project For 1948 Activity



Students 'Pitch In Clear Canteen Site

DE Students
Make Survey Make Survey

Nine MHS 'Cuties' Midland Student Selected Will Model For For Baylor Preliminaries


Student Sobs Oh, Cleopatra





Sarah Lew Link To Be Major Of '48 Gold Jackets
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Two Athletes Make'District

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NADYNE GRIFFIN DANCE STUDIO Hour Lessons $\mathrm{T}_{\text {wice }}$


## Bere's Brand-New Power for your Buick

UR men do a master job of
keeping Buicks right up to
Buick high standards. They can
get everything out of them that
there is to get.
But maybe you'd like the thrill
of a brand-new engine in your car.
If so, we're ready to do that job
too-ready to put a straight-from-
the-factory engine in any Buick
built since 1937 .
You get an entirely new engine. It
has a new carburetor and air
cleaner. It has a new distributor
with both vacuum and centrifugal
spark control. It has new wiring
and spark plugs - even a new
smooth clutch that eases every
start and makes driving fun. On top of all that, this engine brings you the latest Buick features you read about-such features as pre cision cylinder boring and Flex Fit oil rings, Stratoflow cooling and all the rest.
We have these engines for you right now because Buick engine production is running ahead of complete car output.

So, in less time than a good overhaul would take - and frequently at less cost-you can have a car werything a brand-new Buick engine can give you, and a car worth much more when you're ready to turn it in

Good deal, isn't it? Worth looking into? Drop around and let us give you all the facts and figure


ELDER CHEVROLET COMPANY


|  |  |  |  |  |  <br> BEST BUY | $\text { CAIL } 3000 \star \star \star \star$ |  |
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5,000 WATTS

"HOMES"







## Ted Thompson Agency




## CHOICE REMAINING BUSINESS LOCATIONS IN MIDLAND For Sale By The Owners

$200^{\prime} \times 140^{\prime} \mathrm{S}$. E. Corner Colorado and Misage. Across from Midland Tower Building $150^{\prime} \times 140^{\prime}$ North " $\mathrm{A}^{\prime \prime}$ " and Texas Streets. Desirable for Apartment or Hotel.
$100^{\prime} \times 140^{\prime}$ Southeast Corner Lotss 11 and 12, Block 76, on Highway 80 . Ideal Busi-
ness Property Location.

Lots 7, 8 and 9 Original Town. Suitable for Warehouse and Near T\&P Railway. All of Block 73, across Street South of Mid lond Memorial Hospital. A choice Tourist Horm Downtown Corner with Service Station and Small Office. Enough Space for Another Office Building, North of Present Petro-
leum Building.

This Property Offered by McClintic Brothers
Pioneers in Midland Land, Oil and Cottle Development
Since 1901



## Onvard.....

EVER ONWARD...TO A greater MIDLAND!


## Allied Commercial Services

fRANK tRUE - ben franklin
106 N. Loraine

Magnolia, Pioneer Basin Operator Has Discovered 17 Fields In Area
 Construction Permits Now \$754,225


## Bob Campbell Named

 Pastor Of Cotton
## Flat Bantist Church <br> 

## GYCEA Nownot GGREEN DOLPRHIIN STREET

PANBANDLE

## 4RIZ <br> BLACK GOLD

 ? Cory Gront © Myme Loy Shirey Temple

"SADDLE PALS"

Story Of Midland Is Saga Of Progress
 The two words have the same meaning and may be
used interchangeably. And one also might use the word or words Petroleum, Permian Basin, Livestock-Agricul-
ture, and West Texas Commerce in general in connection
with the word Progress.


## SAN ANGELO'S

FAT STOCK SHOW AND RODEO

March 1-7
Grand Opening Parade 10:30 a.m., March 4 deo Performance Daily-2:00 p
Fat Steer and Breeding Sheep Steer and Breeding
Judging March 4th Fat Lamb, Hereford and Brahman Cattle Fot Pig and Aberdeen-Angus
bors fat stocis sale
Monday, March 8th-9:00 a.m. $\begin{array}{lr}\text { Ground and Grandstand Tickets_-_ } \quad \$ 2.50 \\ \text { Ground and Bleacher Tickets } & \$ 2.00\end{array}$ Ground Tickets only-Adults $\mathbf{5 0}$; Children 25 \& FOR RESERVATIONS WRITE
Fat Siock Show and Rodeo

Tension-
1

TTXAS OIL ROUNDUP
Tidelands Hearings Keep Official Washington Busy


## damen

Dumlaps

Grains Push Ahead
Slightly In Chicago


Nomonts. Come


Tonight!
BOB TUCKER
ond his STYRIDERS

## LOG CABD

## 4

Attend Church Today

## First Baptist Church

##  <br> If one could stand and ans Lank a bridge and let the history of Midland come flowing under with the many campaigns of Midaland come flowing under with the many ca maigns and programs toward better cith ai hittle boast with the aponsoring organization's name painted on them-there Would be or s.o many labeled ". Minidanded on them tunior Chamber ther of Commerce." They would come on and on. Commerce has contributed $\mid$ look tinto the matter and repart Ma

 much to a better Midland. W. B. Smpmon, Dr. w. E. Ryan It will contribute more. Its and R. c. conkiling.





 Hurnithed however.





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Successful Drive Assures Modern General Hospital

| rooms, minor operating room, four livery rooms, nurseries, kitchen and storage rooms, special diet room, dining room for staff and nurses, laboratory, radfography and fluoroscopy room, deep therapy room, conference room, 8 torage rooms and other facilities of a <br> The hospital will be open-staffed, with a hifhly skilled permanent staff. It will be open to any and land Memorial Hospital is a non- $\qquad$ the needs of the city, the county. and the entre area with its many oil fields and communities, many of which lack proper hospital faclitites. It be a hospital for everyone ed by the Midland Chamber of When a special committee was bilities. A study by the Midland 1942 had revealed the critical peed recommendations of the Cham- ber of Commerce committee establishing an organization to receive funds and construct and operate the hospital resulted in the chartering of the Midland orial Foundation in July, 1945. The signed by Dr. John B. Thomas, Stubbeman. The initial drive for runds followed in 1946, offlicers officers of Midand Memorial |  <br> Caller Gives Essential Info, But Omits Name <br> KANSAS CITY - (PP)- It was a ine volce intormed Norton Hoskins. I Just stole one of your pollce cars. Youththe youre our at FifteenFollowing up the tip. poilce found minutes earliler from a crime prevention detar in a cate. men wive the pair were in The caluer negiectred to give Hos- | At a dollar a year some of the early day cattlemen of Mactand had peidd-up subscriptions to his newspaper for 2,000 years in advance, C. C. Watson, ploneer publisher, pornts out. The cattiemen Hiked Watson and chey wanted him to stick newspaper here at Midiand. Often he got discouraged, however, and when he did they would subscribe for the paper "a year or so in advance." <br> Some of the cowmen, who had subscriptions from 250 to 2,000 years in advance, tnclude: Tom Martin, Taylor Brown, H. N. Garrett and Roll Drolin. <br> SPEED 4 TO PROGRAM <br> Engineers have developed a new type of machine which plants a three-mile row of trees in a little more than an hour. This machine will help to speed up your refores- tation program. <br> PINE TREES GO CHEMICAL <br> Pine trees of the southern states are destined to play a greater part in chemical industries. Rosin is in chemical industries. Ricals which find wide use in industry, princtpally in the manufacture of rubber and plastics. |
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Pioneer KCBS Is Strong Station; Power Increased

 ful stations in this area,
The station reaches all over west
Texa co. CCRS is a ploneer West Texas
station. It was established tin 1935 as KRLH
Scharbauer.
by the late Clatrente Much new equipment was added
when the station increased tits pow-
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## YOU BET! We've made PROGRESS!

Since we first started operating in Midland 4 years ago we've really made progress! We started by giving our customers the ultimate in speedy service and courteous actions! This was rewarded by more and more customers daily driving into our station! You bet, we've progressed! We can now boast of the largest volume of business we've ever had!

We've built a COMPLETE ONE-STOP SERVICE! Including mechanical work, body work, all repairs, gasoline, oil . . . just everything that is needed for your automobile! We've added on until the only way we can now expand is UP!

Our personnel and equipment are the finest! All our men are trained and experienced . . . we've the best staff in town! Our equipment is the yery lotest . . . we've equipment to do every job thoroughly! EXPANDED AND PROGRESSED:??? You bet!!!!

## BURL'S SUPER SERVICE

2-THE REPORTER-TELEGRAM, MIDLAND, TEXAS, FEB. 29, 1948
Midland Had Sand Storms In Early Days; Too


A ploneer Midaland photographer snapped this sand storm which "passed over" Milaland at 6 p . m . Feb-
ruary 20 . 184 Old Old timers say the dusters of yesteryears really were of world champlonship callbre, and cuis one apparently was among the best. Note the number of windmills in the the that
 Texans in washingonWomen On Fast Job-Hunting Spree
AUSTIN-(P)-High prices and version, the downward trend show
bare cupboards are apparently ed only a net decrease of 34,000 :


 tok jobs throughout the state
last year.
 more women will be working in
Texas then help their veteran husbands mak
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Tabor force increased
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e end of 1947,48 en crease. of 1947, a 48 per cent in
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##  <br> A PROGRESSIVE INSTITUTION-.-

Progress is the outgrowth of many concerted efforts . . . to serve to the best of one's ability . . . to establish and maintain courteous'and pleasant relations with associates and to do business in a forthright manner, honestly and efficiently

We are proud of the part that we have been able to take in the growth of Midland. It has been a pleasure to serve its ciitizens and to bring quality merchandise to our shelves for them.

To continue to render this service is our constant goal.

## chnims Brasten

 Complet Food Market

Rotary Club Organized In 1928; Has Fine Record Of Service




## MEAD'S fine BREAD <br> AND <br> MEAD'S fine CAKES

Have Maintained Leadership In West Texas Since 1918!

> MEAD'S Fine BREAD is always the favorite because it is uniformly good, always fresh and always available.

> MEAD'S Fine CAKES have remained the chosen fovorites because they're made of the finest ingredients, evenly textured and baked by expert bakers . . . distributed while fresh.




## This earily-day oll producer had fust been completed in a field in the   stoppped at atelatively shalow depthe -as comparred with the depth to which the average wells in the Permian Basin now are drill

## Can Stabilization Of Prices

 Raise New Housing Projects ?
## By 6. Buton hant

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Hosting

 New Tractor 'Would
Emanicipate Farmer'


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Jones, president: Neely and Tainer
aine, vice presidents



France Needs 'Red Lights' To Stop White Slave Traffic








In 1939 the Crawford Hotel opened its

The NEW CRAWFORD HOTEL
will have 130 rooms with even
more odded luxuries for the comfort of our patrons. Add Ing one more COMPLETE STORY to our building, we ore keeping up with the progrese of Midand.

In another once-notorious en Rembertiva coluan RERLBCTIVG COLLARS Bis tabishment, now madide
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in the tirst apartment,
"I won't tell you anything," al
ald. "We are respectable peopla



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iriendly doors to a small West Texas town. Boasting of 100 rooms, we daily made more
friends as more and more people turned to the Crawford for comfortoble açcomodations! As we progressed with Midland, we added more and more comfort for our patrons.

## e



## PROGRESS means comfort

AT THE CRAWFORD HOTEL!

Progress is the culmination of many endeavors . . : to serve to the best of one's ability . . . to establish and maintain courteous and pleasant relations with associates and to do business in a forthright manner; honestly, efficiently. AND ot the Crawford Hotel, one other could be added:
"To give ouir patrons the ultimate in comfort !"
We are justly proud of the progress that has been ours to enjoy, and we express our humble appreciation to those, whose pleasant business associations have helped make possible this progress.

Midland is moving forward with vast, progressive strides. Many have come to seek their fortunes in this land of opportunity and more are coming. That is growth. That's progress, for every citizen who has invested in Midland has a success story of his own to tell.

## CRAWFORD HOTEL



## Railroad Commission Office Here Administers Regulations Governing Area's Oil Industry





# BROWNE'S WEST-END MAGNOLIA 

Martin G. Browne OWNER


- cococtcococetcectect

CONGRATULATIONS .
to The Midland Reporter-
Telegram on the Telegram on the completron of their fine new
plant. We wish to express our appreciation to those our appreciation to those
whose pleasant business whose pleasant business
associations have helped make possible Midland's splendid progress.

## FOR 42 YEARS

IT HAS BEEN OUR PLEASURE TO WATCH THE FABULOUS GROWTH OF MIDLAND, AND TO SHARE IN ITS DEVELOMPENT BY TAKING AN ACTIVE PART IN ITS PROGRESS. OUR DUTY IN FURTHERING THIS REMARKABLE DEVELOPMENT IS CLEAR . . . TO AID THE CITIZENS OF MIDLAND AND WEST TEXAS IN EVERY WAY POSSIBLE AND TO' AFFORD THE KIND of SERVICE THAT WILL kEEP the Wheels OF PROGRESS MOVING EVER FORWARD.

AT PRESENT WE ARE IN THE MIDST OF REMODELING THE ENTIRE BUILDING, AND though at times we have inconven IENCED YOU IN MANY WAYS, IN THE VERY near future we will be able to presSENT TO MIDLAND ONE OF THE FINEST AND MOST MODERN FURNITURE, HARDWARE, APPLIANCE, SPORTING GOODS, AND GIFT STORES IN WEST TEXAS.

This Space Reserved For Photographs Of Our Beautiful New Store

* Fiventrage obenermear Store
* hardidare department
*APPLIANCES
* GIFT DEPARTMENT.

DEPARTMENT:

Midland Hardware \& Furniture Co.
-TEIE REPORTER-TELIEGRAM, MIDLAND, TEXAB, FAB, 29, 1948
Midland's Greatest In Sports Were Gridders Of 1936, Cagers Of 1943-44

Czech Leader, First Woman In Cabinet Post, Wants Real Equality





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"And as I know from experich
ence that privite and nationild
tol



land's greatest achievements perhaps were in 1936 when $\mid$ spore win the Texas tutle. the high school gridders copped the regional championship
and in 1943-44 when the cagers swept to a bi-district title and played in the state tourney, losing only to the state
champion. two, and was not defeated. 1936 foothall won 10 games, tied


 Rose Beam won a trip, to the 1 gasi
Reme truman Whitaker, L. Wimberley
ments.



 Eartier teams of Midland High Maurice (Dutch) Baumgarten and
 In 1930 Midland beat Marcorta what onn The great Midand High cage team





Some Top Lambs In 1947


These wero three successtul 4 -H Club lamb exhiblors in the 1947
MIdiand Livestock show. Delbert Davidson, left, Howard County





``` Ouy Tom Cowden, Bobby Hyatt and
Jimmy Edwards. Coach was Gene
```


cea


## Giving

Progressive
Nash Service
To Hundreds Of Midland

Motorists
ACE MOTORS
308-310 N. Big Spring St

## 4 \%

Progressing With

## Midland

As the oldest business institution of Midland we have taken great pride in the part we have played in the growth of Midland.

From a handful of hardy pioneers Midland has grown to, a thriving community of in excess of 20,000 and we look forward with eagerness to the fulfillment of the vision of Col. E. O. Thompson, who sees for Midland a population of 100,000 within a ten-year period.

It has been our pleasure to supply the materials for many Midland homes and businesses, and pledge ourselves to do all in our power to render the best:possible service to focilitate future growth.

## Burton Lingo Co.

BUILDING SUPPLIES PAINTS - WALLPAPERS
119 East Texas

## Presumptuous To Write History Of Midland When Greatest Area Looms



## Facts Presented, Gleaned From Early Day Citizens <br> \section*{tanner lanke}

It would be presumptuous of me, relatively a' newcomer and tenderfoot, to write a m history of Midland.
Especially would we be so presumptuous in view Especially would We be so presumptuous in view of the
presence of Mollie MeCormick, Addison Wadley, C. C. now. But we merely will try to set down some facts of
Midland's history for you, int








 West Texas wind for it was a rick-
ety old trame bulididg.
The The firam country home (rural)
was buit three miles southwest of





ONE OF WESTEX SERVICE STORE'S INDIVIDUAL DEPARTMENTS HOME APPLIANCES AND AUTO SUPPLIES
Congratulations

Best Wishes TO THE REPORTERTELEGRAM ON THE Formal Opening. May they continue to

midiand's best equipped lubrication and service dept.

# Midland Long Known As Good Cattle Country' 

Truman Doctrine Seemingly Nears Showdown Point
 AP Forelen Arratr Anayst
It would be more than passing
strange if purre colncidencee me-
counted
 amitan mititu wist min
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## Ranchers Take Pride In Herds



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United States IronOre Is Dwindling

Corner Of Wall And Loraine


MAYTAG PRODUCTS

- ZENITH RADIOS
- ROPER HOUSEHOLD ond - SPEED QUEEN WASHERS and IRONERS
- KELVINATOR PRODUCTS
launderall automatic washers
- temco floor furnaces

PERFECOLD COMMERCIAL
REFRIGERATION

- SELB MEAT CASES
- ICE CREAM CABINETS
- BUTANE TANKS ond APPLIANCES

MIDLAND'S Oldest APPLIANCE STORE...
So phenomenal has been the growth of Midland that, although this institution is a mere 11 years young, we col boast that we are the oldest appliance store operating in Midland!
It has been our privilege to see; in a few short years, a small town converted into a city of over 20,000 people! We've seen office buildings spring up, homes constructed by the thousands ... more and more people moving into Midlond!
Now, as this growing city stands on the threshold of new arld greater development, we at Cox's, join in inviting new industry to Midland!
You'll find Cox Appliance leading the field in serving the home with modern appliances, that are known for quality and beauty!




Champion At Midland Show In 1946


Butane Gas Shortage Said Due To Insufficient Storage Capacity By Dealers











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with the volun

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"PRONTO" lives here!

and he's been living here for the past two years! We believe that this is one of the best known residences in all West Texas! Pronto has added spice to the meals of Midlanders ever since he was introduced to the public here. He has attended luncheons, picnics, football games, baseball games and many, many more such

SURE PRONTO IS A LITTLE PROUD OF HIS POPULAR MI it has progressed with leaps ond bounds as he ha proud, too, of his progress and hove added many mor tosty foods to our menu. There's always cold beer to with each meal
"Wo're just a leetle

Solon Wanis Push-Button Congress; Lawmakers Balk At Vote Machine


Results Of Half Century Of County Elections On Record In Courthouse.


## Speaking of progress....!

this is only one illustration of the progress that we have given to the people of Midland. Not only have we re-built old out-dated businesses but also we've built homes and businesses, aiding the progress of Midland. We're proud of every job that we've done, and each job is a recommendation for another. We've a great deal of faith in the future of Midland and we lopk to each year with an anticipation of additional progress.

## Houston Hill

GENERAL CONTRACTOR
Phone 1567

MID-WEST PAINT \& GLASS CO.


## 16-THE PEPORTER-TELEORAM, MCDLAND, TEXAS, FEB. 29,1988

## County Library An Example Of Midland's Progress

## Half-Century Of Work Rewarded

 A noteworthy example of the spirit responsible fMidland's progress is the Midland County Library. It Midand
an institution of which the city and county can be proud,
and it has an institution of which the city and county can be proud,
and it has grown to its present position largely because
certain Midlanders persisted in helping it over a long line
of difficult of difficult obstacles.
The library's history dates back to January 13, 1903, when a group of ladies be-*
longing to the '99 Club dis-
 The clum secretary included
this report in her minutes of the
 Ahe possibility of the, 'gl Club mak-
ing an eftrit to estabish a pubbich
ilirary. The club was rite with


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Soldiers Parade On Army Day, 1941

Members of a Searchilght Batalion of the U. S. ATmy stationed in Midiand on maneuvers, parade through
downtown Midiand on Army Day. . 1941 . Severei soldiers stationed here with the searchlight group returned











## 




In this modern, up-to-date building, Murray-Young Motors, Lfd., has carried, out their basic policy of not only providins Midiand motorists with a complete automotive service when it is needed, but actually has anticipated their needs.

## SPEAKING OF PROGRESS

Murray - Young has continually expanded throughout the years to meet the needs of the fast-growing Midand. This expansion has inment new show experienced, trained personnel. And during our years of expansion, Murray-Young has tried to maintain the same low Ford prices ot a time when the cost of basic material, equipment and wages continue to increase

In keeping with their practice of continued expansion, MurrayYoung's newest addition is their acquisition of another building, almost doubling their present floor space, in which is located their very modern, completely equipped, dust-proof paint and body department. In this building they plan in the very near future to enlarge their specialized truck department where complete service on all trucks will be given.

Murray-Young's beautiful showroom, constructed to better show New Fords to a fast growing Midland. Within this mark of progress you will see the FORD progress that will give, not only Midland, but the entire country better driving!

In the Murray-Young parts depart ment is kept factory tested Ford parts all sold at Ford's low prices. Accessories, tires, and necessary parts are included in this complete department.



## Midland Rodeo Is Event Grown To

World Championship Measurements


FRIENDLY


MINIMAX DEALER

Williamson and Green
We are indeed proud to be an infegral part of this rapidly growing city!

Quality. Quality... Quality is our keynote! SATISFACTION
and SERVICE
is our motto! We pledge ourselves to carry out thess aims.

For Healthy Livestock Feed MINIMAX

We Farm and Ranch Deliver.
A Complete Line of Minimox Poultry Feed Minixam Range Cottle Feed Minimax Range Sheep Feed
Minimax Doiry Feed
Minimax Swine Feed
Minimox Horse and Mule Feed
Poultry Minerals ond Grit
Livestock Minerals and Salt
Hoys and Oats
A Complete Line of Veterinarian Drugs,
Vaccines and Instruments
Field and Garden Seed
Lawn, Shrub, Garden and Field Fertilizers Baby Chicks, Equipment and Drugs


To our many friends and customers we want to say "THANKS" for your loyal patronage. It has been a pleasure to serve you and we want each and every one of you to know just how much we value your cupport during the past two years we have been in business. We will do our utmost to continue to merit your support.

## Williamson and Green


Mmatise



FEED - VETERINARY PRODUCTS
FARM AND RANCH SUPPLIES
115 South Baird - Phone 1023
, Trinity Episcopal Church, Organized 4n 1929, Has Had Remarkable Growth

## 

On January 11, 1905, Rockwell Bros. \& Co. acquired the lumber yard of. M. T. Jones, who had established it in 1902. Rockwell Bros. \& Co. subsequently added two lots to the original site, making it the large yord that it now is. In our history, Rockwell Bros. \& Co. have had four managers, the first being W. B. Wadley, who was followed by C. S. Karkalits, R. V. Lawrence, and its present manager, James H. Jones. When we started operating 43 years ogo, we set up the policy of giving our customers quality building materials at a fair cost! This policy has proven itself through the years. Even through the shortages of the past years we have endeavored to satisfy every one of our many customers. We have done everything possible to give them the building materials needed in a progressive Midland.

Shown of the right is a part of our large yard. Every storage space is filled with quality building materials needed for the construction of the finest buildings in the Southwest. Out of this expansive yard roll thousends of dollars in building materials each month . . . all going toward a more progressive Midland.

We at Rockwell Bros. \& Co. have an unwavering faith in the future of Midland. We look forward to this year as one that will exceed all previous records for Progress . . . both for Midland and for Rockwell Bros. \& Co.

We are proud of the progress that has been made in Midland and we are doubly proud of the contribution we have been able to make to this development. We feel sure that this progress will continue.

## Rockwell Bros. \& Co.

112 W. Texas
BUILDIMG MATERIALS
Phone 48

First Presbyterian Church Has Shared In City's Experiences Since Organization In December 1885



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 and
 midit


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 Remm

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MR. and MRS. W. E. KING
CRAWFORD HOTEL


Members of Midland's First Presbyterian Church are engaged in a campaign for funds to erect and equip this two-story educational building
annex to the present building which also will be enlarged. The goal of onnex to the present building which also will be enlarged. The gool of
the campaign is $\$ 200,000$, more than half of which glready has been
received. When completed, the plant, which will contain odequate a ters for all deportments, will be one of the finest and most modern in Highland Park prosbyterian Presbyterian Church of Mailen. Areat and

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been enhisted in thembers hav the expanidg
program of the church. Under Mr
Hopper's ministry the prodet




(whew!!!!!)
AND IT'S QUITE A JOB! As Midland expands and grows, more and more printed matter is needed to satisfy their needs. We at Johnson's News Agency have kept our trucks rolling, bringing reading entertainment to this area.

With Midland, we have grown. In our fine plant we can take care of the desires of West Texans. Here we can boast of EVERY type of reading material that ANYONE could want!

Representing the Following Newspaper and Magazine Publishers in
32 WEST TEXAS TOWNS •

At the top is shown the Johnson New : Agency building locoted on the corner of Loraine and N. W. Front St.

To the right is shown our
gigantic work shop whert
printed material of all
types is distributed to
West Texams.

SUBSCRIPTIONS TAKEN ON ALL PUBLICATIONS.
Johnson News Agency

## North Park Hill Addition VJas Pianned to Meet ihe Needs of a Growing Midland

TWO YEARS AGO North Park Hill Addition was an open field-see picture below. But to meet the needs of a growing Midland it was opened for development. Lots were placed on sale in the early part of 1946 .

TODAY NORTH PARK HILL is a highly developed addition with some of the most substantial new residences in the city-see picture at top right. Reversing the usual procedure, in North Park Hill; the larger residences are being built on the section farthest from town. The new $\$ 200$,000.00 First Christian Church will also be located here. However, many very substantial homes have been built in the south part of Park Hill. The major restriction in this area being that houses contain not less than 1000 square feet of floor space.


KEY TO ABOVE: 1-Country Club. 2-Elementary School. 3-High School. 4-Junior High School.
Reasons W hy North Park Hill Addition Has Proven Só Popular...

## MANY ADVANTAGES

It is located near good residential sec tion. Close to schools and churches, and adjacent to the Midland Country Club The center of the addition is just seven blocks northwest of junior high school.
$\star$ It has deep, rich soil, clear of rocks. Level for easy landscaping and economical building.
$\star$ Folks who have purchased sites in Park Hill have bought them with the view of building their own home. That's why so many nice homes have been built here. Many more are being planned or are under construction.
$\star$ Utilties are now ayailable to most all parts of the addition.

## NORTH PARK HILL ADDITION

L-THE REPORTER-TELEGGAM, MIDLAND, TEXAS, PEB. 29, 1048
Hi Ho! Hi Ho! It's Off to Plant They Go!


With rakes over theer shoulders, eight Engish school boys herald the first promise of spring by
heeading tor their school garden These children, all under 10 , have already built an ornamental
pond in their school garden tel pond in their school garden in Wilesborough, England. Now. under the guidance of their teacher,
they're going op plant a regular garden.

Popular Scharbauer Hotel Is Haven For Ranchers And Oil Men Of Area

 their headquarters for
tin the great West Texas
in
and New

 Scharbuaer lobby than anywhere
else une the the reath, always amazed at the
But notwithstanding the magnt-
constant air of activity, the com-





|Hitler's Luck Turned $\ln ^{\prime} 42$, Briton Claims


Policemen Bring 'Dead' Baby To Life





Germs Of Q Fever Attlee Terms Russians Reportedly Killed By
Pasteurization Process
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Actress Spends 40 Years Along Road To Broadway
$\qquad$ by jean megan



\section*{Preferred in the entinct Sourn in the entire South

west, providing West Texans with the fin

# !n Midland 

# !n Midland 

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P
the old Banner plant that has long since been abandoned because of the growth of Midland.

To the right is shown the present Banne plant . one of th finest, most modern

Banner Products have been Midland's Favorites for many years. There's a dealer in your neighborhood. Modern equipment and long experience combine to guarantee Banner customers the very best in dairy products, whether it be milk, butter or ice cream.

Banner has faith in the füture of Midland and Banner . . . together with the entire Permian Basin, they believe Midland to be the center of this vast area.


Banner has kept abreast with the progress in the creamery industry by installing all of the latest equipment. Throughout the entire Banner plant Banner Milk flows only through stainless steel pipes. Some of the latest additions to our plant are

* Short Time Pasteurizing Equipment that gives you that same health protection in mifk more easily digested, a perfect food for EVERY member of the family.
$\star$ Aluminum Capper that is a sanitary measure to protect your health and also the flavor and quality of Bonner Milk.
$\star$ Stainless Steel Refrigerated Mix Tanks for preparing Banner Ice Cream mix prior to freezing.
Continuous Freezer that gives Banner Ice Cream a better body and a finer flavor


# North Park Hill Addition VJas Pianned to Meet ihe Needs of́a Growing/Sidland 

TWO YEARS AGO North Park Hill Addition was an open field-see picture below. But to meet the needs of a growing Midland it was opened for development. Lots were placed on sale in the $T$

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Reasoñs W hy North Park Hill Addition Has Proven Só Popular...

MANY ADVANTAGES ${ }^{3}$
¢

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* It has deep, rich soil, clear of rocks. Level for easy landscaping and econom ical building.
* Folks who have purchased sites in Park Hill have bought them with the view of building their own home. That's why so many nice homes have been built here. Many more are being planned or are under construction.
$\star$ Utilties are now ayailable to most all parts of the addition.


## BUILDING IS PROGRESS

We are proud to have played an active part in the progress and expansion that has taken place in Midland during the past few years by furnishing all manner of building materials for the many new businesses and homes that have been constructed.

Right now we have good stocks of building materials and have associated with us building contractors who are leaders in their field. It is our belief that now is a good time to build and we will be glad to aid you with your plans. Pictured here are five residences recently completed by five of these contractors. All materials in connection with these projects were furnished by us.


ABOVE: Home of V. E. Collins, constructed by Gregory Bros.

BELOW: Photograph of the new home of Louis H. Anderson. Building contractor, Park Hill, Inc.


Midland's Complete Home Builders Since 1937

B-THE REPPORTER-TELEGPAM, MIDLAND, TEXAS, TEB. 20, 1081 First Christian Church Organized Here In 1890; New Building Planned


A contract will be let soon by the First Christian Church of Midand
for construction of this new and completely modem church plant in Por construction of this new and completely modern church plant in
Parir Hill Additton The building wil house all departments of the
church and will replace the present plant at 215 North Loraine Street.
$\left.\begin{aligned} & \text { By The Rev. Clyde Lindsley } \\ & \text { Minister FIrst Christian Church }\end{aligned} \right\rvert\, \begin{gathered}\text { years before it was outgrown. } \\ \text { The present }\end{gathered}$

 County and perhaps in Texas.
Many of the the coors. of the congregation to meet
were destroved during the burn.
the court.








 memberst ind the homes of the to the tit before the new church ca
Methodist church. in the First





'Country' Men Are Called Healthier



 Yes, we at Wall's Laundry are keeping in step
with the progress of Midland by giving our customers the best in service and the best in equipment that is available at the present that thousands of people each month take adantage of , it is impossible to please every one
.. but we believe that we have come close to is impossibility.
We have an unwavering faith in the future of
Midland and will try to keep in step with pro-
WALL'S LAUNDRY


## james w. mims

## FOR 25 YEARS_-_

 An active participant inthe progress of Midland.
By properly insuring your
investments, we have as-
sumed our responsibility
of insuring the future
growth of our city. Mid-
land has been good to us.
Let us return the favor.

## Foresight Makes Midland West Texas Air Capital

## City Has Kept Good Airports

Fur-sighted rision into the
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The Largest and Best Assorted Stock of
FURNITURE



Growing with West Texas
For 40 Years!
Growing with Midland
Since 1927!

WE ARE PROUD OF OUR PROGRESS AND REALIZE OUR RESPONSIBILITY IN SERVING MIDLAND AND WEST TEXAS WITH QUALITY FURNITURE FOR THOLE
WHO CARE. In West Texas

10-THE REPORTER-TELEGRAM, MIDLAND, TEXAS, FEB. 29. 1948
First Airplane To Midland In 1912


Housing Problem Threatens Woman Appoints Self Family Desire, For Children As 'Do Good' Leader


















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REASONS WHY MOST PEOPLE PREFER HUGHES

- DIAMONDS -


## We've Åged

during the time we've been Holmes \& Edwards in business . . . but we've progressed of the same complete line of national-
known products
(0) VEWELRYCD.
'Curly' Tickles Tuneful Past For People Homesick For Yesterday


## A PIONEER



Champion Drylot Steer In 1947


Norman Drake, one of Madland County's outstanding 4-H Club hays, showed the champlon drylot steer the reserve champtonship of the sand Hills show in Odessa. A. .a. Boohannen of micland bred the fine cal


Shown obove is the interior of Service Drugs, Midland's most modern drug
store. Complete in every detail, the Service Drugs boasts of their many de-
first doy, the owners hove been able to sof
"You Bet, Weive Progressed"

| AI | Smokers' |
| :---: | :---: | :---: | :---: |
| Department |  |

Cosmeticas ano Perfumes
In our cosmetics department you'll find the best quolity
of cosmetics. Every line complete to the lost detail,
MARY DUNHILL - DUBARRY - MARY CHESS
ALEXANDER MARKOFF
OUR SODA FOUNTAIN
Breakfast - Lunch - Sandwiches SWIFT'S ICE CREAM

## Service Drugs

Illinois and Marienfield Sts.
Phone 1161 or 1162
RICHARD C. RUSSELL - JOSEPH C. LAWRENCE

## GRAFALAND... developed from a cotton field into the finest residential section in West Texas in $2^{1 / 2} 2$ years!

## ,

N JUST TWO AND ONE-HALF SHORT YEARS GRAFALAND has been developed from a cotton field into the lovely addition it is today-the finest in West Texas. An addition of paved streets, wide sidewalks, lighted thoroughfares, and a panorama of modern, spacious homes well landscaped and highly improved. All this in spite of the scarcity of materials and other building hindrances that have prevailed during this period. Many of the finest homes in Midland, or in West Texas, are to be found in Grafaland today. Others are being planned or are under construction. It's been the dream come true for many happy families who have spent years planning their "real" home. Grafaland proved to be the ideal spot because here they could build and be assured that their investment would be protected by not having unsightly and undesirable structures in the neighborhood.

Truly the mosi exclusive residential section between Fori Worth and El Paso -not only keeping apace, but setting the pace.


The Gordon Whites built and occupy this very lovely Grafoland home, located at 1603 West Michigan Street.


This is the modern, comfortable home of Dr. and Mrs. Homes B. Johnson, recently completed in Grafaland, at 401 West Broadway.


This lovely place is the home of Dr. Verner P. Neissl, located at 1604 W. Ohio Street, in Grafalond.

In the beginning. .

Reprint from The


This lovely, spacious home of Mr. and Mrs. Robert L. Wood was reecntly built in Grafaland, ot 1507 West Ohio Street.


This spocious, handsome Grafaland home is the residence of Mr. W. Watson LaForce, located at 1711 West Ohio Street

## Grafaland Built On 'Faith'

Without faith in the promises of the developer the many fine homes in Grafaland would never have been built. We promised protection against erection of uncomplimentary buildings in the addition as protection of the heavy investments these lovely homes represent. We promised paved streets, all utilities, and various other improvements. We have not broken the faith. Drive out and see for yourself-today!

A very limited number of choice homesites in Grafaland
still available. Inquiries invited from interested home
builders only. No plats sold for speculation.

Pictured Here Are Only Six Of The Scores Of Lovely Homes To Be Found In Grafaland.

The six homes pictured here were picked ot random from the many fine homes in Grafoland just to give an idea of the type in West Texas can you find more beautiful?

Grafaland Second Section To Be Developed Soon...

Development will be underway soan on Grafaland Second Section, which lies just north of Grafaland. It will be developed on the some scale, with the same protec-
tion and the same desirable features that hove mado tion and the same desirable features thot have mads Grafoland so popular. We promise you it will be equally opening of development will be made soon.

Men Came To Town Christmas Day

 Is 'More Thrilling Than Movie'


Our Faith in the Future Progress of
MIDLAND AND WEST TEXAS
is unwavering. We will keep the poce as we march forword with new
vigor and enterprise. We realize our responsibility to our patrons os a progressive store. That's why we corry such a large and varied stock of WALLPAPER, PAINT and ARTIST'S SUPPLIES, FLOOR COVERING, PICTURES, PICTURE FRAMING, ond that's why you can always depend on us for all that's new and in demand.

## SHMNMOM 

206 South Main

Midland's Old Llano Hotel Was West Texas'
Finest; Termed 'Parker House Of The Plains'
俭

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NHS Graduates $60 \ln$ 1936-37;
, 157 In 1946-47


3ank Deposits Chart Growh

Fingerprinting Of All Japs May Be Ordered



 Cat Comes Back After Visiting In Dallas

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Training School Code Commission Studies Facilities At Gatesville

ex

Water Meters Chart Great




Leckey Feld, MIdiand High ath-
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in 1039 at
sit
cost of $\$ 12,000$. It wil The reporter-teleghan, midland, texas, FEb. 29, 1948-18 in 1939 at cost of
seat 4,300 persons. of $\$ 12,000$. It will



The Midland Police Department


Midland Police Dept., Organized In 1941, Is Uniiormed, Has Equipment


Midland ConcertLecture Unit Was Organized In 1946

because wind or rain - fog or slect wont stop You when you Travel by trasn!

When the chips are down and getting to your destination is of the utmost importance .. it's wonderful peace of mind to know that weather or no-che trains still go! Yes, you can make your plans... set your appointments ... and keep them when you travel by train.
For solid comfort, for convenience and safety, for dependability, travel by train.... and you'll travel with peace of mind!

TEXAS \& PACIFIC RY.


## We Are Glad We Came

## To Midland

And we chose to cast our lot in. Midland long before she could boast of her present population of over 20,000; long before she could lay claim to being the thriving metropolis of today with its myriad of tall office buildings which house the operating headquarters of over 200 oil companies, and the many other achievements of today.

But-she could lay claim to some of the finest people on earth, with the biggest hearts and the heartiest handclasps; with the pioneering spirit that builds and does things in a big way. That's the kind of folks we like and that's why we are glad we came to Midland.

And We Are Proud That Midland Folk Learned
Long Ago To

## Come To Carl's For Fine Tailored-To-Measure Clothes

We are proud indeed of the reputation we have gained through the years of serving our customers with dependable, quality tailoring in made-to-measure clothes for men and women.

We Commend The Reporter-Telegram
The new plant of The Reporter-Telegram is certainly a tribute to the Greater Midland. It demonstrates the great confi dence this institution has in the future progress of Midland and the Permian Basin area, al d we join in commending this organization on their foresight and progressiveness. All Mid land is proud of their modern new plant

Ed V. Price \& Co. trade-mark is your label of distinctiont

Midland Schools Have New, Well-Equipped Cafeterias


Booster Club Was Organized In 1945





 and is in charge of purchasing food and planning and preparing meels. She also is in charge of cafeteria
personnel. The school sssem has eight full-tile catetetera emploposes. Food is purchased whotesile, and
the lunch cost to students is 25 cents


$\underset{\substack{\text { Tenans feied Giit of } \\ \text { Holuser They live In }}}{\text { HD Club Work Began In } 1928}$
House They Live In
$\underset{\text { NEW YORK - (PP)- A Brooklyn }}{\text { Landiord, harassed by complants }}$
Home demonstration club work
nad tits inception in Midiand Count
in 1928 .



 The tenante went.
 he house.


THE REPORTER-TELIEGRAN, MIDLAND, TEXAS, FEB, 29, 198-1 A NEWCOMER VIEWS MIDLAND-
City Has Growing Pains Aplenty, But Residents Are Taking Them In Stride






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Big Per Cent Of Britons
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 Professional Football Is
 Easier, Grid Star Says sional football is beaser than college

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and there are others, too, wuch as



 players are on the bench at least
hall the game. As a result, they
don't tre themsives out and arent
so easily themred. so easily injured." $\underset{\substack{\text { YoUR newspaper-serving } \\ \text { dom by serving }}}{\text { YoO. }}$

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church in Maciling
Growing paing


NEILL'S SHEET METAL CO


Air Conditioning Display


HARRIS-LUCKETT STORE


J-F-S RANCH HOUSE

## Toills

SHEET METAL CO
603 W. Missouri
Phone 1718

## FORWARD

with Midland, the
fastest growing city
in West Texas
We look to the future with confí dence os Midlond moves into its greatest yeor.

Contident
Midlond's spirit of copererot
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18-THE REPORTER-TELLEGRAM, MIDLAND, TEXAS, FEBE 20, 101
West Texas Chamber Of Commerce Has Served Area 30 Years; Big Projects Listed In 1948 Program




## We are doing our part in contributing toward the growth of Midland <br> by supplying <br>  <br> DECORATED CAKES <br> for all manner of social events <br> - Weddings <br> - Teas <br> - Birthday Parties <br> - Anniversaries

If you are planning a social event, just call Roy at 1101 and tell him what you need.

We also carry a complete line of bakery goods, cookies, doughnuts, etc., as well as cakes and pies.

$\left\lvert\, \begin{gathered}\text { Colorful spanish-American } \\ \text { vetean, wrar } \\ \text { W. }\end{gathered}\right.$


## A PROGRESSIVE NEWSPAPER IS VITAL <br> FOR A Procressive community

Performing a multitude of services which could not be accomplished in any other way, Mid
land's Reporter- Tele gram is leading the way to greater community progress and prosperity We are proud of this progressive newspaper It. is a messenger of neighborliness through It is a champion of all worthwhile civic enterprises: Yes, our news-
paper is vital for a progressive community and Midland is indeed fortunate to have such a modern, progressive

Oloultomeny Olaid Catalag Offic
Phone 1660 MIDLAND, TEXA

Headquarters for Farm, Ranch and Dairy


## YOU BET we can CROW!



Our faith in the future of
Midland is unwavering

Sure, we're young, but we can crow, can't we? Williams Feed and Supply opened for business in Midland January 5, 1946, dedi cated to the proposition that top quality merchandise sold on smaller profit margin would create greater volume resulting in continued progress for this store and greater savings to resident of this area. It has been tried and proven since our opening more and more people each day are becoming customers of ours that's why we carry a complete line of PURINA CHOWS and supplies together with:

- Corn and other Grains
- Sweet Feeds

Lawn and Garden Seeds

- Poultry Equipment
- Bran
- Shorts
-20/80


## WILLIAMS FEED \& SUPPLY

"The Store with the Checkerboard Sign"
East Highway at City Limits
Phone 2011


2-ThE REPORTER-TELIEGRAM, MIDLAND, TEXAk, FEB. 29, 1948
Eyes Of Nation Focused Upon West Texas And Its Vast Oil Reserves


Lady Leathernecks Cut Fifth Anniversary Cake


























## 101. <br> 

Our Hearty Congratulations And Best Wishes

## The Reporter-Telegram

Upon the completion and formal opening of its new plant . . . one the most complete and most Texas.

Our Faith Is In Midland
We, too, are a growing Midland its future. We believe Midland to have the brightest future of any small city in the Southwest and our plans are not only to keep brogress but to
fine printing and
Prompt Service
MIDLAND OFFICE SUPPLY CO.
105 W. Kentucky

## 

How Television Booms


Bill Before Congress Would Make Synthetic Rubber Industry 'Solid
by tex easley








Dr. R. T. Holman Joins A\&M College Staff

























Magazine Reports Theory Of Earth Made As 'Gas Bag'



## 18 YEARS OF PROGRESS

From a small beginning 18 years ago, our progress has been developed on one basic principle ... "to do a"better job." By continually bettering our equipment and giving better service to business and industry we have come a long way ... we will continue to keep pace with progress by maintaining our level standards and expanding our service as the needs arise.

It has been a privilege to see Midland grow and we are proud that we have had a part in the construction of so many fine buildings. In the past few years this city has, and will continue to make long and progressive strides.

## WE CONGRATULATE

The Midland Reporter-Telegram
on the completion of their new, modern newspaper plant. We feel jusily proud, as we had a large part in the construction of this fine establishment.

2 THE Reporter-txiboram, midLand: texas. pEB. 29, 198


Junior Canteen Started In 1944
Guard Insith


## WE'RE HELPING MIDLAND

## PROGRESS

by keeping her cars running


When we first came to Midland 20 years ago, we know that automobiles weren't a necessity to the office worker . . . if they didn't run . . . they'd just leave them at home and walk! But now in a growing city, the automobile is a necessity for getting around. . in this way we're helping Midland progress by KEEPING HER AUTOMOBILES RUNNING!

In realizing the needs of a progressive Midland we have installed the most modern, up-to-date equipment available for the repairing of brakes (a necessity here) Shown above is one of our latest pieces and operating it is Hank Hamnaford, one of the owners of this progressive business.
MIDLAND BRAKE SERVICE

Four-Way Roads
Essential In Building City








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Coat About $\$ 10,000,000$












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## B\&PW Organized In

Midiand In 1936





## WE ARE PROUD TO

BE A PART OF
MIDLAND'S PRCGRESS

> We take great pride in our staff and equipment and we are endeavoring to give the type of service this fine, progressive city demands. Your welcome will be warm and genuine at all times.

EXCLUSIVE DISTRIBUTOR
FRANCHISE HOLDER

FOR
B. $\dot{\boldsymbol{F}}$.

GOODRICH COMPANY

B. F. Goodrich The Tire That OUTWEARS 8. $\frac{4}{4}$


## EVER READY AUTO SERVICE

FRANCIS WEAVER
${ }^{\text {r }}$ I\&P Railroad History-


10






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 Winter in
mer month
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perienced

# PROGRESS! 



## First Of The 'Feeders' Pioneer Air Lines Serves Midland And Wide Area




The route map of Pioneer Air Lines shows all cities the company is authorized to serve. Because of airport
limitations the cities of Eastiand, Cisco and Ranger are not as yet scheduled. Service to Lamesa was re-

Pioneer Plane In Flight

BAKER DFFICE EQUIPMFNT


BAKER OFFICE EQUIPMENT COMPANY-Located 415 West Texes

We Are Keeping Pace With MIDLAND'S PROGRESS by

Offering to Midland and West Texas the most modern office furniture, typewriters and the Friden Calculators. We are constantly striving to improve our service and to cooperate in every way possible to furthering the growth of this great area.

Baker Office Equipment Co.

Fiden Calculator
415 W. Texas
. Midland - Phone 2634

Tech Cluh Here Among Earliest Alumni Setups


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Representative Worley Thinks There May Be 'A Tax Refund Racket'







##  <br> <br> 

 <br> <br> } 99,000.000 READY
TO VOTE IN ITALY
ROME -(A)- On the basis of
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## Roads To Empire



- PRESENT ROUTE.........
- PROPOSED EXTENSION... TMITHII by CURRY MOTOR FREIGHT LINES

W'VE inspected the new home of The Midland Reporter-Telegram. We
believe it to be one of the most modbelieve it to be one of the most mod-
ern and efficiently planned newspoper plants in the Southwest.

It
T is a privilege to congratulate the wner and every member of this greot service and their foresight into the future needs of Midland and the Permian
Basin. Curry Motor Freight Lines, now furnishing overnight and one doy
motor freight service between Amarillo, Plainview and Lubbock, hopes's in the near future to be directly serving
Midland and Odessa, thus helping to forge another link in the chain of in terests and services which will weld together the fabulously rich North and South Ploins and the Permian Basin and its neighboring areas of
New Mexico, Oklahoma, Colorado and Konsos. It, tokes four way roads to
make a city-North-South-East-West. make a city-North-South-Eost-West,
We want very bodly to be a part of your North-Sourh conner Highways to Empire.
$\mathrm{T}_{\text {ни }}$
we are now for your business which

> And may The keporterTelegram outgrow new quartert sooner than
wo think poealble.

PLAINVIEW
R. C. Jorden, Pres.

URRY
MOTOR PFREIGHT
AMARILLO
B. Poerce. Vp-Mgr. Fred R. Holl, Socr

LUBBOCK
Wolome Rogond, Mg.


This pioneer banking institution is keeping pace with banking and financial service tallored to the needs of Midland and West Texas, and to businessmen who serve them.

Midland and West Texas are moving forward with vast, progressive strides. Many have come to seek their fortunes and more are coming. That is growth. That's progress, for every citizen that has invested in Midland and West Texas has a success story of his own to tell.

We stand ready af all times to aid citizens in furthering this progress. You will receive a hearty welcome at this big, friendly banking institution.


United States Depository - Member Federal Deposit Insurance Corporation

## American Airlines Encircles T.i:2 World Oceans; Inaugurated Service To Midland Port In 1947






The New Reporter-Telegram Plant Is One Of The Finest In The State

Congratulations and Best Wishes


Pittman's Venetian Blind Faciory Develops Into Big Business Here

A Leg
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Hotel Scharbauer Is Area's Finest


The widely-known and popular 250 -room Hotel Schar rbauer in downtown Midand is one of the ftinest,
largest and most colorful hotels in the Southwest. Headquarters for stockmen, oll men and businessmen in



Watch Arteries To Stay 20th Century Club Young, Doctor Advises Organized In 1938





THE REPORTER-TELEORAM, MIDLAND, TEXAS, FEB. 20, 198.
America's Educational Expenses Still Not Enough





Biography Of Late John Scharbauer
Published In 1895 Cattlemen's Book


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Dentist Slams Parents Who Insist On Talking For Children In Chair
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They Can Dream, Can't They?

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## First Air Line To Serve Midland Is Continental; Has Fine Safety Record







Afier AllNot So Bad, Noi So Cold
$\qquad$
California Leads In Hunting Accidents Toll


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 Aithoush Varney held a mail
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Further expansion resulted in the
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speed or 300 mph.

## Midland Chapter SPCA Organized

Discussed in liate 1947, the offi-
cial organzzation of a Midiand
Chapter. Societ


 The SPCA stands for help to
homeless pets and is stronely op
posed to dos polsonise hers.
 teer is beroming




City-County Health Boord Formed In 1947 The Madand City and County,







Serving the Health Needs of this Area
A WORTHY MILESTONE IN MIDLAND'S RAPID, PROGRES. SIVE GROWTH. AN ADDITION TO THE HEALTH FACILITIES OF THIS CITY AND WEST TEXAS, OF WHICH ALL ITS CITIzens can rightly feel proud, and the services of which you are invited to feel free to avall yourSELF OF FOR YOUR HEALTH.

The Latest and Best Equipment and Service for the Sick
X-Ray Laboratory • Physiotherapy - Oxygen Therapy • Colon Theräpy

## MIDLAND NATUROPATHIC CLINIC

DR. HENRY SCHLICHTING, JR.
2201 W. Texas St.
Phone 1889

## Keyed To Midland's Progress!



$$
\text { Troop In } 1936 \text { To More The } 22 \text { Now }
$$






## Courthouse-

 Continued from page 1) $\begin{gathered}\text { to organite training groups } \\ \text { ieaders. } \\ \text { len } \\ \text { troop officicals. }\end{gathered}$



 1927, the court voted to pave the pin.
streese are and the courthouse
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 Notone courthouse.



 In 30 days it weather permitted. All
he asked was that the county. re-






 General contract. J. O. Everett and
Company, $\$ 211.580$ : pumbin





 Between December. 1929, and Oc- He has none of the trimmings
tober 1930. county orticialis used the the supermarket. Things are stacked
Petroleum Building. District and
around




 Student Leaders To $\quad \begin{aligned} & \text { George E. Wagner. . Co-owner }\end{aligned}$ Attend A\&M Event $\quad \begin{aligned} & \text { ed for many years by L. Wagner } \\ & \text { father or the two brothers. Then the } \\ & \text { brothers took over. }\end{aligned}$
 standing stodent ieaders from Texas neath them, on the floor, are buck
hlgh schools, will vist Texas A\&M ets of honey and boxes
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 tucky friend had sent it to her.

Chinese Buses Offer


THE REPORTER-TELBORAK, MIDLAND, TEXAS, FEB. 28, 198-5 Old War Plane---New Peace Job $\rightarrow 1 / 2$


## Supplying A Long Felt Need

...a direct bus route from Midland to San Angelo<br>** 4 ROUND TRIP SCHEDULES DAILY **

connecting the following towns:
SAN ANGELO, Sanitorium,-Water Valley, Sterling City, Garden
City, MIDLAND, Odessa, Goldsmilh, Notrees and Kermit
REASONABLE FARES
COMFORTABLE COACHES . . . COURTEOUS SERVICE

| FARE |
| :---: | :--- |
| Midland |
| to |$\quad$| During the short while the Baygent Coaches has operated the route from San Angelo to Kermit we |
| :--- |
| are very pleased with the fine business we have enjoyed and the friendly, appreciative recption our ser- |
| vice has received. Folk are fast learning that Baygent Coaches are comfortable, safe, and time saving |
| due to more direct routes and fewer stops between points. Too, Baygent Coaches drivers are always |
| San Angelo |
| $\$ 2.70$, tax inc. |$\quad$| courteous and interested in your welfare. Check with the local agent for fares $\ldots$. you will find them |
| :--- |
| to be much LOWER than you would expect. |

## BAYGENT COACHES

Depot at Greyhound Bus Terminal - Phone 500 - A. T. Wheeler, Local Agent


## THIS IS MIDLAND



# Population 

Churcines


## Health Unit Helps Guard Health Here <br>  <br> 



## Schools Map Expansion Program

 Present Buildings Are Overflowing




## ${ }_{\text {city. }}^{\text {c. }}$

 stock ordinance.
Health connel
The Board Personel and already rented from basement to roof before under construction-these are unmistakable evidences of under construction-these are unmistakable evidences of
sound, permanent expansion. Progress indeed.
But even But even more than these
things, Midland's school sys- building, according to tentative things, Midland's school sys- $\begin{aligned} & \text { bullding, ac. acording to tentative } \\ & \text { tem provides graphic proof } \\ & \text { plans, } \\ & \text { sill }\end{aligned}$ alls for an expenditure of tem provides graphic proof 5780.000 with $\$ 55.000 \mathrm{t}$ to bo ont








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## THE OLDEST ACTIVE BUSINESS IIISTITUTION IN MIDLAND TODAY!



Newnie H. Ellis
1889 to 1912


Newnie W. Ellis, 1948


Newnie W. Ellis, J
1943 -

As we pass the milestone that marks 53 years of uninterrupted service to the people of Midland and surrounding area, we assure you a continuance of the same business ideals, personal service and friendly counsel that has placed this es tablishment in its position of leadership,

ELLIS


## -

2-ThE REPorter-tzlegrak, midhand, texas, pzB. 29, 14s
Baptists Have Large Educational Building


First 'Baptist' Sermon Preached Here In 1885; Church Organized January 10, 1886
| Minutes Of First Meeting Of Baptist Church Here Lisis 26 Charter Members


Special Course Is Offered Counselors

 clay










## The Flying Red Horse...

 A Sign of Progress!

The friendly Magnolia Dealers Lisfed Here are ready to serve you

Nessier-Air Terminal S. S.
Midand Air Terminal
Browne's West End Maynolia
703 W. Wall
Hamilion \& Latimer

Ever-Ready Auio Service
300 W . Woll




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In 1928 the Hotel Scharbauer opened its doors and became host，throughout the years，to thousands of guests，many of whom have become permanent residents of Midland．
Founded by the late Clarence Scharbauer，whose vision and foresight did so much to further the progress of Midland，
Hotel Scharbauer，thru its efficient and courteous manage－ ment and personnel，was quickly recognized as the outstand－ ing Hostelry of the Permian Basin area．
By virtue of an exacting policy of＂service，＂Hotel Schar－
bauer has retained this leadership，of which it is justly

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## A Pledge

## to the people of Midland．

 No stone will remain un－turned to Scharbauer＇s re putation as the finest in the South－ as
west．

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Texas Peanut Farmers Encounter Difficulties In Production Quotas








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Under the profram, the gove

## Dunagan Sales Co.

Distributors
Budweiser and Grand Prize

Midland

Phone 345


Growing With Midland's "Younger Set"

We are justly proud of the ever-growing interes Mothers show in our efforts to bring to Midland adorable dresses, suits and all manner of apparel both for dress and play, for thèir young sons and daughters. It has been our policy to offer only qual ity garments that help to reflect the'personality of the young wearer. A cordial invitation is extended to alf Mothers to come in and see the beautiful new garments that are arriving daily to help your youngsters look their best in the Easter Parade

## Kiddies' Toggery

Midland Country Club Grows From 100 To 400 Members



Plenty, mister!
Cities, farms and industrial plants dot the landscapes in the Panhandle and West

Here, in this zeea which is still one of the world's richest producers of beef, fine wheat and other small grain are growing Oil wells are pouring out 150,000 barrels of oil per day.
Helium and natural gas are coming out of the earth by thousands of cubic feet. Eighty per-cent of the world's supply of carbon black used in making printer's sink, automobile tires and other commodities is being produced.

Tech To Spend Mor Than $\$ 300,000$ For Enlarged Facilities
 first city M
May 28, 1947. ts border gateways. Today-look at a Santa Fe freight roll. ing out of the Panhandle or West Texss. You'll find cattle cars, wheat cars, tank cars, coal cars, helium cars and cars filled with synthetic rubber, cotton, wool, turkeys, pecans and other important products.
Yes, there's plenty doin' in the Panhandle and West Texas these days!
SANTA FE LINES IN TEXAS Santa $F e$, a Texas partner and booster since 1880, and operating 3,693 miles of railin Texas, prooides rail service betveen the Lone Star State and Louistana, Oklahoma, Kansas, Missouri,
Illinois, Iowa, Colorado, Nrw Mexico, Arivona, and California.

SANTA FE SYSTEM LINES


SprinklerIrrigation System Better Than Dry Ice Method For Controlling Rainfall

Construction Of Building Here Is Indicative Of Stanolind's Interest



## Phamphlet In 1886 Cited Midland's Glowing Opportunities






28 Years of Progressive Service to Midland People!

Thru good times and bad it has been our pleasure to render to our customers the best service it has been within our power to give.

Ever since our plant was established in 1919, we have kept abreast of the times and by adding new equipment and using modern methods, hove maintained a standard of workmanship which has insured constant growth.

We take this occasion to pledge ourselves to continue to do our utmost thru the years to come, to continue our policy of fair dealing and quality

## Middleton Cleaners

109 South Carrizo Street


Portable, sprinkler-type irrigation makes it easy to give crops exactly the kind of rain they need when they need it - without wasting water, levelling fields or digging ditches!

Our sprinkler irrigation systems are made of aluminum pipes so light a child can easily liff a 20 -foot joint five inches in diameter. Two men can move a quarter of a mile of pipe 60 feet in half an hour and resume sprinkling. Patented couplings make it easy to couple and uncouple joints of any size pipe without tools of any kind. Systems are available in sizes adaptable to the strength of individual wells.

Here are some of the progressive farmers who recently have purchased our modern irrigation systems: H. R. Solomon, Ben Golladay, Alton Golladay and S. O. Golladay of Midland County; Ocie Smith, A. E. Pittman, Noel Glendenning, Tom Glynn and Leroy Mattingly of Martin County; and Troy Eiland of Ward County. We should like to thank them publicly and congratulate them for their willingness to be among leaders in adopting a system of irrigation which may well revolutionize West Texas agriculture.

## SPRINKLER IRRIGATION EQUIPMENT CO.

FOR COMPLETE INFORMATION CONTACT
J. C. MOTT - STAMTON, TEXAS

Telephone 915 - P. O. Box 162

## THE MIDLAND NATIONAL BANK



## TO THE

REPORTER - TELEGRAM AND ITS STAFF

We offer our sincere congratulations and best wishes. Attend their open house today and see one of the piggest assets which any city can have . . . an outstanding newspaper.

1947 marked the greatest year ever known to the Midland National Bank. We found more business and more people who needed our help . . . and so, we have grown.

We look to the future with confidence as well as with plans to render a fast growing city an even better banking service. You'll always find us doing our full part in aiding the growth and development of Midland and the Permian Basin area.

We hope to see you often this year and cordially invite you to come in and discuss with us any financial matters that may arise. Here you are assured a cordial welcome, courteous reception and an understanding consideration of your needs.

## OFFICERS

R. M. BARRON, President
J. R. MARTIN, Vice-President
E. J. (Jock) WICKER, Vice-Pres., Coshier

MRS. B. BOONE, Asst. Coshier
ray krusemark, Asst. Coshier
JOHN T. STANLEY, Asst. Coshier

## DIRECTORS

A. FASKEN, Chairman

ROY PARKS
R. M. BARRON
J. R. MARTTN
E. J. WICKER

## THE MIDLAND NATIONAL BANK

2-THE REPORTLRR-TELECORAM, MIDLAND, TEXAS, TEBS. 29, 1948
Cattle Industry Faces Bright Future, With Growing Demand, No Competition



| Geological Society Organized In 1931




Progressing thru Service
June list 1983 , isst o preses shoo-Aprit, 1940, hove odded new and modern equipment. We ore - large percentoge of those who fovored us with the people of this community, + offer the to Better Cleaning Service. Yes, we hove mode pro

EXCEL-SURE CLEANERS

## PROGRESS - -

##  <br> this block beautiful номеs CONSTRUCTED <br> c. VELVIN lumber co.

It Takes The Building of
homes, store and office buildings, as well as indus-
trial plants, to denote or promote progress in any community. In fact, progress itself is stalemated unless building goes forward. We think we are contributing a great deal toward this development by choosing only quality materials . . . by giving every aid possible to the building contractors. With these policies we hope we are contributing to good fellowship in the city, to the progress of Midland, and to the operation of a successful lumber

If yours is a building problem, let us help you solve it.

## J. C. VELVIN LUMBER CO.

204 N. Fort Worth

## How Midland Got On Super Highway


 type, the Farlin newspaper with
thee
procreates recternown circulation
proct Thiaf Adds Insulto To Injury Already Suffered



## Texan Drive-In Theatre

## TO OPEN SOON-MIDLAND'S FIRST !

On West Highway 80-Just Outside of Midland City Limits

## To Be Modern and Ample OUTSTANDING FEATURES

t Accomodations for 450 Cars Each Show * Also Comfortable Seats Down Front
$\star$ Children's Playground $\star$ Soft Drinks and Confections * New Central Sound System and Inner-Car Speaker
$\star$ Modern Thearre Equipment
INDEPENDENTLY OWNED AND OPERATED
Carrol Jones, Manager


## to -

## Midland Ex-Service Organizations Enroll Many Citizens



## We've grown, too...



Shown above is the interior of the Singer Sewing Center where sewing equip-
Singer appliances are displayed
You can now get for immediate delivery Singer Vacuums... a a truly fine piece of equipment that will make work easier for the busy housewife. Come in and visit us . . we're here to stay!
Singer Sewing Center




## Plans for the Future

 THIS MONTHMarch 10-12, Music Club Convention in HousMon, playing the 11 th on the program. arch 22, public recital in Amarillo under the
sponsorship of Music Teachers Associotional music fraternit, Date not set, Lecture course to piano students
and parents in McComey.

N THIS YEAR
Recitals of our local students as they build up ecture courses for students in surrounding Music Week recital in Big Spring. Other music
week engagements pending. Special courses for local students through June
and July. Normal refresher course for piono teachers
from surrounding towns in June. eries of recitals in the Permian Basin area
through the 1948-49 season, dates being
made now,

AND IN THE NEXT TEN YEARS .
Build studio quarters with small recital hall, practice rooms, closs-rooms, private piano
organ, voice and violin studios with a com plementary corps of teachers.
a few outstanding students
st job training os piano teachers ond rectitalof the music building.

LaVerne and Howard Orr

Midland Women Appreciate Franklin's Values

Fashions For Miss, Misses and Matron
-Coots
-Dresses

| Skirts |
| :---: |
| - Blouses |

-Belts -Robes
-Gowns
-Slips
-Slips
Gown \& Robe Sets
-Bras
-Hose
-Formals

Although Franklin's has been in Midland only since April, 1947, Midland women and girls have already learned that quality, na-
tionally advertised fashions are available
here ot much less than they pay elsewhere for the same quality merchandise. They have also learned that the NEW is to be found at Franklin's FIRST. We are proud of this reputation . . . it is the policy of All Franklin's stores. It is the reason for Franklin's universal popularity.

Lay - Away Is Popular Department Franklin's convenient lay-away service is
ovailable to all. A small deposit with perio-
dic payments will hold any item in our store.

## Midland Ex-Service Organizations Enroll Many Citizens



## We've grown, too...



Shown above is the interior of the Singer Sewing Center where sewing equipSinger appliances are displayed.



Plans for the Juture March 10-12, Music Club Convention in HousMarch 10-12, Music Club Convention in H
ton, playing the 11 th on the progrom
March 21, Lecture to teachers in Amarillo. March 22, public recitol in Amarillo under the
sponsorship of Music Teochers Associosponsorship of Music Teachers Associa-
tion for scholarship fund of Pi Mu, naate not set, Lecture course to piano students
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through the 1948-49 season, dates being through the 1948-49 season, dotes being
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AND IN THE NEXT TEN YEARS
Build studio quarters with small recital hall, proctice rooms, class-rooms, private piano
organ, voice and viol in studios with a com plementory corps of teachers. iob training os piano teachers and on-theists, their living quarters to occupy a wing

LaVerne and Howard Orr plano studios

Midland Women Appreciate Franklin's Values

Fashions For Miss, Misses and Matron

## -Coots

-Dresses
—Skirts
-Belts
—Robes

- Slips
-Bedjackets -Gown \& Robe Sets -Bras

Although Franklin's has been in Midland only since April, 1947, Midland women and girls have already learned that quality, na tionally advertised fashions are available here ot much less than they pay elsewhere for the same quality merchandise. They have also learned that the NEW is to be found at Franklin's FIRST. We are proud of this reputation ... it is the policy of All Franklin's stores. It is the reason for Fran klin's universal popularity

Lay - Away Is Popular Deparmen Franklin's convenient loy-awoy service is dic payments will hold ony item in our store.

Women's Style Center

El Maida Shrine Temple At El Paso Has Jurisdiction Over Area Counties

 1947. He first came to Midland
1916.


- ROLBY hats
- WINGS SHIRTS
- WINGS PAJAMAS
- WINGS SHORTS
- Wembley ties
- american gentle-

MAN SHOES

- fortune shoes
- miracle tread

WOMEN'S SHOES

- BUSKEN'S

WOMEN'S SHOES

- GORDON EDWARDS

DRESSES

- Kabro sportswear
- MEADOW BROOK JUNIOR DRESSES
- KAY McKOY
- beStForm founda

TION GARMENTS

- LARKWOOD
HOSIERY
- de leon

MILLINERY

TODAY - after years of triendship and service
the basic policy of ours remains the same as it was at the beginning . . . based on the fundamentals of honesty, integrity and a continued desire to serve you and give you the most for your money and to maintain a high regard for quality coupled with a consuming interest in fashion. We want to acknowledge with our grateful thanks, the patronage of Midland County citizens which has enabled us to render to our patrons a constantly improved service.

## cocecoece-ceot

We have faith in the future of Midland . . . it is our firm belief that in the n-ar future Midland will be the oil center of the entire nation!

## The Uníted



## PROGRESS IN ENTERTAINMENT.

Entertainment must keep pace with progress, that's why we, of the Midland Theatres, are striving to better serve the people in this fast growing area of Texas.

A very important progressive action was taken recently when we opened our fourth down-town theatre, the Tower . . . and ot the present time we have under construction the newest and finest type of drive-in theatre, "THE CHIEF," located on the Andrews Highway.

Look to your Midland Theatres, operators of the Yucca, Ritz, Tower, Rex, and the new drive-in, The Chief, for all that's new in entertainment. We will keep pace with Midland's progress by constantly striving to give you the kind of entertainment you so richly deserve, and to maintain leadership in this field of endeavor.


More than one-third of Midland County's pre-high school students at tend North Elementary schlool. It was built in 1987 at a cost of 975.000 ,


One Of Midland's Early Schools


 Heritage Foundation Has New Publicatio





## 15 years serving West Texans!

Midland is growing and we at the West Texas Office Supply fee it an honor to have had a part in making it the leading city in
Now more
Now, more than ever before, we are equipped to give the service progressive city needs.

- Furniture-General Fireproofing-Steel Furniture-

Gunlocke oak and walnut chairs-Myrtle oak and walnut desks
Complete Line of Office Supplies

- An up-to-date print shop, equipped to print forms and letterheads to ydur specification
- Factory trained office machine repairmen. Ready to give you 24 hour service on all makes of office machines.

We can give you immediate delivery on steel or wood furniture, Monroe calculators, Marchant calculators, Allen Wales adding. machines and 11" Royal typewriters.

Schools' Maparicums tax and inume wimew



## 26 Years In Midland...

have given us the experience needed to provide every West Texan with the insurance needs that they want. We have endeavored to keep up with o growing city and visualizing its insurance needs as it builds into a city of over 20,000 . This we have done to the best of our ability.

## Congratulations

to the publishers of The Reporter-Telegram upon the formal opening of their new newspaper plant We hove the finest newspoper plant to be found Their vision of a larger and greater Midland is well described in the construction of this modern, streamlined plant.

## Sparks, Barron \& Ervin

general insurance - abstracts and REAL ESTATE
First National Bank Bldg.
Phone 79

## WE'RE PROUD OF OUR RECORD

in Serving midland and west texas


## IN THE PAST 10 YEARS

Midland has grown more than at any other time in its history. We are proud of this growth, for we feel that we have had a definite part in it. Any construction project is only as good as the materials that go into it, and we have made a point of business never to offer anything but the best available in all building needs. We are looking forward to a bigger and better Midland.

STRUCTURAL IRON - STEEL ERECTION OIL FIELD CONSTRUCTION • WELDNSG, ETC.

# MIDLAND IRON 

900 West Front
Midland
Phone 2303



Progressing With Midland.


3

## sexy

Over the many years the J \& $M$ effort has been spared in the constant improvement of our service most modern equipment in order to more efficiently handle the laundry Midland The fine cond patrons in patronage we have enjoyed over

J\&M Steam Laundry<br>407 South Marienfield


midLAND's OLDEST GROCERY STORE
since we first opened our doors in 1933 on September 4th, we have watched Midland grow. Now in 1948 we have completely redecorated our grocery here in the heart of
Midland. We realized that to better serve our customers we would have to progress as

## Cash \& Carry Grocery \& Market


thi reporter-tgldaran, midland, texas, fEb. 29, 198-19


Midland's House of Leather! for dependable orticles of soddlery, boots, luggoge, belts and novelities. You, too, moy have leather problems. If
so, poy a visit to this specialized "house of leather" and see the mony useful and nite. ithse forearday Shop-Made Saddles

croftsmanship of the South craftsmanship of the South for utility-saddles for beauty -soddles of every type used matching bridles, chaps, bits, purs

## WESTERN CLOTHING

Frontier suits for summer
winter - good, dependable
work or leisure wear - blue denims and red duck soddle pants-these are just a part of the clothing stock at $T$. Paul Barron's. For the man in tow, wool clothes in the conver priced and from wely
 Rush, will bring people to this area
who will remain long atter the Midland will be to the Permian Basin what Denver was to the colo
rao gold area in the days of tits de city. Midiand will contunue as as
Iost pleasant and protitale oplace
within which to Hive and do bust


 8
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 manufacturers.
 oood cowboy boots, there is woiting necessory . . olways - good stock of boots on hand made by Hyer, Leddy, Justin and type-priced from $\$ 23.95$ to $\$ 37.50$.

Luggage, Priced Right! T. Paul Barron's Leather Goods Store specializes in high grode for men or women, made of top groin cowhide or natura rowhide-some in the popular
and the prices are most
reasonable, quality considered


A personal invitation is extended to you by the owner, $T$,
Poul Boarron, a native citizen of Midland who believes in providing Western merchandise in the heart of the West. Your visit will be opprecioted whether you buy or just
"look around" Remember, the Leother Gooods Store is on
the comer of Moin and Missourl in Midand.

## T. Paul Barron

LEATHER GOODS

## Midland First Methodist Church Had Its Beginning In 1885



## Midland Has Changed Since 1934

 and so has McMULLAN'S!
## McMULLAN'S

Below is picture of J. P. H. McMullan in his original store, made shortly af




Our Best Wishes and Congratulations
The Reporier-Telegram
on the formal opening today of their fine than Midland but we feel that their faith in Midland will be fully justified.

The Permian Basin's Oldest Radio Station

And Now The Permian Basin's Largest And Strongest Station

## KCRS

is Keeping Apace Of Midland's Progress RECENTLY ENLARGED

## 5,000 Watt Station

## SERVES WIDE AREA

The new 5,000 watt KCRS serves 42 West Texas counties and a large portion of New Mexico with a primary signal. It is the ONLY radio station to cover the entire Permian Basin areo-the largest, most extensive and most productive oil producing area in the United States.
5000 WATTS BY DAY
1000 WATTS BY NIGHT


550
silocycles



We Offer Our Sincere

## Congratulations

## Jim Allison

AND HIS FINE ORGANIZATION UPON COMPLETION OF THEIR HANDSOME NEW HOME

The splendid new home of The ReporterTelegram is another milestone in the outstanding
development of Midland, a city that has been making West Texas history for some time.

In 1943 , our ogencry inouuuroted the Uusi gram, and we have serviced this page ever since. of you much happiness and success in your new

## Jack Padgett \& Co.

Established 1941
Newspaper Advertising
trionol Bank Bldg Wichita Falls, Texos


LOCATED ON WEST HIGHWAY 80


4 YEARS
OF
SERVING
MIDLAND

FINE FOOD
FINE SERVICE

SERVING BREAKFAST - NOON LUNCHES
NOW SERVING EVENING DINER MEALS
FEATURING
payton blue ribbon steaks - mexican food
CURB SERVICE - Under Large Awning-Covered Parking Space
PARK INN CAFE
hOME OF THE "MIDLAND INDIANS BASEBALL CLUB"
West Highwoy 80

## Visiting Clergy First Served Catholic

 Parish Here; Two Churches In City


Furthering PROGRESS MIDLAND!

The Exterior sulating Brick BEAUTY DURABILITY ${ }^{-}$

Found Only Brickstone terior view of MACKEY stone. BrIckstone veneer for ue
over frame bulldinge over frame buildings, old
Stucco, Brick, Concrete, Rock, Bullding Fronts, Ett. Pire-
proos, Waterproo? proof, Waterproof, Lasts. In-
deffintely. Plastering and
Stucco Cond
 AKER,
President THE BRICKSTONE CO

Midland Cowboy Startled Movie World By Proving He Could Actually Ride

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...Introducing
THE NEW HOME OF
T3orden's ...

most up-to-date equipment available to give you better, more
sonitary, dairy products.

## Sorden Pledge ". . . to keep always in mind our original purpose-to produce milk that meets, first of all, the health needs of tiny children. By so doing, to offer to people of all ages milk that fulfills these highest stand-- ards of wholesomeness, richness and purity." "To maintain Borden leadership in scientific a nd sanitary require- ments, to deliver this vital food to you when you need it regardless of difficulties. Finally, to bring Bor- den's to you at a price that will en- oble millions to enjoy milk that con be depended upon.... always."

"SINCE 1857"

Hold Her, Roger, She's
Headed For The Barn


Episcopal's Trinity Cluh Organized 1939

 On he way, his car was in a ool ed razon- uning red out ot ont





a. W. Faminton was master of






To move from the old Borden's home,
better serve a progressive Midland.

- Midland with over 20,000 population.


## Continually Progressing...

. . . to bring you pure; wholesome dairy products. Now, too, Borden's offers a beautiful asset to Midland's buildings. The new Borden plant locat ed corner Missouri and West Wall is a masterpiece of construction beauty and scientific pro duction. Within this plant, Borden's products will be assured even greater popularity! Borden's men, who KNOW the dairy industry, will continue to offer the BEST in dairy products! Yes, Borden's is continually striving to give their customers the very best.

We, ot Borden's, firmly believe in the future of this area. This is shown by the investment we have in this city. There is a great future ahead for a progressive Midland and a progressive Borden's!

## Ohp flidland Inpuarter-Uplegram

New Home Of The Reporter-Telegram


New Tubular Press Prints 20,000 Newspapers AnHour $=v=$ Linotypes Are The $==$ Heart Of Paper's $\mathfrak{y =}=$ Mechanical Unit equipment., plus correct newspa
plant design, assures top-ight p
duction. Mounted over a thick-walles ce
ment tit the press sends newspap
ers flute-the bed dages of a book
Color may be printed on the press
and some color is used in this edi-

 Hundreds of persons have paused
at the large plate lase wise wind to
see the press opereta.
A 30-horsepower motar powers the large press. It also has separnte
motors for startisg and to. operate
mos trutratuic brakes.


fustments
operation
Filled men assure are on duty duty in
the presiled meom when the Duplex

## Safety Council Was

Fine Organization

Reoorter-Telegrams Flow From New Press




Reporiter-Telegram
Is Super-Lighted

|  |
| :---: |

> Four Telephone Lines To Paper, And Own System



Newspaper History Shows Growth And ProgressInMidland

## Volume XIX, Number 305 of The Reporter-Telegram

 came flowing out of a Duplex tubular press at the ma-chine-gun rate of 20,000 copies an hour, today, 1948 .
Volume II, Number 8 of The Staked Plain was handset and hand-printed on an old type press with much hour, in 1886.

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Plymouth Oil Company President Says Possibilities Of Area Unlimited




 Rdevelopment abreast of the remark rabile
the which is reflected in
 Imunties.






Rural Electric Co-Op Is Fast Growing Concern
 mind and

Modern Study Club Dates Back To 1925 And The Mother's Club


Plate Finishing Machine



## The success of a community is measured by the progress of its major institutions



The Midland Reporter-Telegram's new plant is an example of the kind of progress that is leading this community to success. When old, established business institutions have-such faith and confidence in a community it is a sure sign that this community's growth is on a sound basis.

## A progressive newspaper is vital for a progressive community

Performing a multitude of services "which could not be accomplished in any other way, Midland's own newspaper is leading the way to greater community progress and prosperity. A loyal citizen and proud booster of Midland, our local newspaper is our chief connection with the outside world. It
is a messenger of neighborliness through out our trade territory. It is the champion of all worthwhile civic enterprises. Yes, our newspaper is vital for a progressive com munity, and Midland is indeed fortunate to have such a modern, progressive newspaper

It is with pride and pleasure that we join all Midland in saluting The ReporterTelegram on the formal opening of its fine new plant.

## T. E. Neely Agency

Crawford Hotel Bldg.
Phone 1850

## YES, FELIX STONEHOCKER ERECTED THE MODERN, STREAMLINED REPORTER-TELEGRAM BUILDING

Here's The New Reporter-Telegram

We point with pride to these other buildings erected by us:
$\star$ W. W. VIRTUE DRY GOODS 201 N. Moin
$\star$ CECIL KINGS FINE FOOD 416 W . Texes

* DUNLAP'S

117 N. Main
$\star$ SHEPARD ROOFING CO. 204 5. Main
$\star$ STANLEY'S Humble Station 111 E. Front

We don't say this boastfully . . . but, we do say it proudly for we believe that all Midland can point with pride to the New Home of The Reporter-Telegram. This is one of the most modern and best arranged newspaper plants in the entire state of Texas. Thanks to the owner, nothing was spared in building this fine building . . . it insisted upon the finest materials and workmanship. It's faith in the future of Midland is well defined in the type of plant erected.

To The Reporter-Telegram and its staff we offer our sincere congratulations and best wishes for a prosperous future. Attend their open house and see one of the biggest assets which Midland has - an outstanding newspaper.

We point with pride to these other buildings erected by us:
$\star$ FURR'S SUPER MARKETS 411 W. Texas
$\star$ PLAMOR PALACE
211 W. Wall
$\star$ H \& H FOOD STORE 605 W . Texas
$\star$ KCRS RADIO STATION

* Williamson \& Green Feed Store 115 s. Boird

FELIX W. STONEHOCKER


## Congratulations

## AND BEST WISHES

to the publishers of The Reporter-Telegram on the completion and form opening of its

NEW BUILDING!
We are proudgto have done the glass work on this fine building!

SERVICE GLASS CO.
306 N. Weatherford

Phone 2432 ?



Secret Of How Circulation Department Has Type Comes Out Big Job To Do Every Day To Fit Each Page :


CHAMBERS, Inc. congratulates

## The REPORTER-TELEGRAM

UPON THE COMPLETION
OF ITS NEW BUILDING


Chambers, Inc., salutes this fine newspaper, The Midland Reporter-Telegram, so integral a part of this progressive city . . . ond is proud to be a part of Midland's daily life and activity.

## Chantlero. Snc. <br> BUILDING SUPPIIES \& SERVICE

## Congratulations

To
Publisher James N. Allison
and
Entire Staff of

## The Midland Reporter-Telegram

on the opening of your modern newspaper plant which is in keeping with the progress of Midland and West Texas, the oil center of the world.
C. H. Leonard

Publisher
Gainesville Daily Register

Gainesville, Texas

New Reporter-Telegram Tubular Press Is Installed
 The made-to-measure concrite pit in the press room of the new Reporter-Telegram building is readied for the installation of the printing equipnent.


Erectors from the Duplex Printio Press Company factory, aided by
 Installed on the frame. The press was made and assembled in Battle Creek, Mich., where a test run was made. It then was dismantled, Reporter-Telegram press room


Adjustments are made on the paper former which is in place


Pinal adjustments are made to the completely assembled press before a.trial run is made. The press was shipped to Midland in two rail 8. trial run is made. The press was shipped to Midand in two rail-
road freight cars. Its capacity is 20,000
16-page papers an hour.

Hot Metal I's Center Of New Process For Printing Newspaper
THE REPORTIR-TELPGRAM, MCDLAND, TEXAS, FEB, 20, 1940-


## To The

## Thpparter-Urlegram

There's been a heap of news since that day in 1886 when the first edition of your heritage appeared to the eyes of West Texans . . . when Main Street was just a sandy cowtrail and oil would have been an unknown topic of conversation on the ranches.

As each issue appeared the daily happenings in print have become the lore of our land, a story of the growth and development of Midland and its frading area . . and The ReporterTelegram became an important part in our daily lives without any of us realizing it af the moment.

So today we say to you: "Proud are we of the achievements of The Reporter-Telegram, your modern plant and equipment, your capable staff, and may your contidence in the fufure of Midland and its area be more than fulfilled by the events of days ahead.


B-THE REPORTER-TELEGGAM, MIDLAND, TEXASS, PEB. 29,


Advertising Department Was Jammed




The news room in the oid Reporter-Telegram plant was bulging and overflowing. Shoulders of staff mem-
bers practically rubbed. Desks were jammed together. Lighting was not exactiy ample. Every nook or cranny was utlized for files and papers and they spuled over all areas of the desks. The noise of fing-
隹 ing phones and cilcecing typewriters was terriic. The song of the teletypes was not far away-too. close

The Editorial And Advertising Departments

## Advertising Man Aid To Both <br> DAR Chapter Here Named For Colonial Ancestor Of Organizer

 Merchants And Readers
## 



 Brewer chapter, for the colonial. rect use of the fiag, good citizen- retary; Mrs. Ben Golluday, treas-
ancestor op or to
Mrs. Earl Powell








(

This Is The Editorial Department


The office of the publisber and the efiltor are near the news department of The Reporter-Telegram in it
new and modern buiding. From the wal on which is hung The Associated Press certificate of member-


## SIGNS OF PROGRESS

## REFLEGIING THE PROGRESS AND. DEVELOPMENT IN MIDLAND

## We Are proud of the Confidence placed in us.....

and proud to have been chosen as architect by many of the leading establishments during the years Midland has made such splendid progress. It is, and always has been our aim to offer the best architectural and engineering service obtainable. It is our intention to continue to merit the confidence in the future development that is sure to come. Pictured below are a few of the buildings we designed.


McCLINTIC BUILDING-ERECTED 1948


FIRST NATIONAL BANK BUILDING-ERECTED 1938


MIDLAND REPORTER-TELEGRAM-ERECTED 1947

MIDLAND TOWER—ERECTED 1947


MIDLAND MEMORIAL HOSPITAL-PROPOSED ERECTION 1948


PETROLEUM BUILDING--ERECTED $19 \%$

20 th Century Organized In 3 ' 38 ; Helps Form Progressive Club





I was very happy to have done the painting and decorating for

REPORTER-TELEGRAM BUILDING

Visit Them During Thei
FORMAL OPENING
J. A. TUTTLE

PAINT CONTRACTOR
Phone 785-W

News Room Is Nerve Center Of The Reporter-Telegram

Heavy Duty Matrix Roller






Within this shop, experienced mechanics are busy
faking the "dent" out of accident!
We've helped Midland progress ing have enlarged our shop to take care of a proing in our city ... more accidents are plobable

## Pringle's Body Shop

807 E. Florida

Congratulations
to The Midland Reporter-Telegrom and staff upon
the completion of their new plant. It is an example
munity to success. When old, established business
institutions have such faith and confidence in
growth is on a sound basis.
W. B. HARKRIDER

INSURANCE SERVIC
Phone 12304 Leggett Building

B\&PW: Promotes Women's Interest In Public Affairs


Potter Studios Salute


The Reprorter-Tlelegram


We've Expanded . . We've Modernized ... We've Progressed
 new meat market fixtures were oosded, mak-
ing this department strictly sanitary, Many other modern fixtures hove olso been Manded
to make for odditional shopping convenience.

WE DELIVER
Quality Products ... Low Prices Friendly Service
gress we have made. We hove merely endeavore to meet the, requirements of our good customers in order that we may be of additional service. W Included In Our Featured Lines Are Monarch and Del Monte foods, Stokeley's Hono Brand frozen foods, Gerber's, Heinz, and Swift's
meots baby foods, Light Crust, Gold Medal, Gladi meats baby foods, Light Crust, Gold' Medal, Gladi-
ola and Kimbell's Best flour, Swift's Premium, Armour's, Morrell's, Wilson's ond, Peyton's meats-
all of the best.

First Services Of Charch Of Christ Held In Midland In Summer Of 1925

|'Big Blowup' Designed




 marine men who have to stand top-
sde wateh to It onentrit ous wouminn rith an





##  <br> 

We're Doing Our Part
to keep up with a proyressive Midland , . a Midland that has grown to a population of over 20,000! It's a job to keep neceskeeping in step by giving you only quality merchandise.

## - Timken Bearings - Powill Mibutors for

- Gates Fon Bings
- Powell Mufflers Champion Spark Plugs
- Toledo Valves and Parts - A. C. Fuel Pumps Spark Plugs $\quad$ Blue Streak Ignition


## PRYOR AUTO SUPPLY

123 E. Wall

"IF IT'S IN TOWN - WE HAVE IT"
Phone 195

## 23 YEARS Steady PROGRESS!

PROGRESSED? You bet! Since we first opened our little repair shop here in Midland we have expanded into a manufacturing plant! In the last 18 months we have doubled the size of our building three times in order to give our customers the merchandise they wanted WHEN they wanted it! Not only that . . . but we've already opened up a branch factory in Hobbs, New Mexico . . . PROGRESS? YES!


## We cre proud of the strides we have made since we fists started

 operating here in Midland . . . we hove continued to grow since we started . . . due to our policy of giving the customer exactly WHAT he wanted exactly WHEN he wanted it . . . We've olways given 3 to 5 day service."OLD blinds made new"
Congratulations to The Reporter-Telegram

ON THE OPENING OF
THEIR NEW PLANT!
We have on unwovering foith in the future of Midiand ond of the Permian Bosin. we believe thot the years ohead wil
prosperity in Midand for Midland!

## SHU-R-FIT <br> venetian blind manufacturnig co.

HASKEL $V$. JOBE
Phone 852-M
HASKELL V. JOBE
Phone 852-M
Hobbs, N. M.
720 s . Turner St.
Phone 2633
Midlond, Texos Box 113


Here are the trucks that fulfill our policy to the best of theit ability... they get the merchandise to the customer WHEN he wants it! Our trucks are se
throughout the SOUTHWEST and are knowñ for their dependability!


10-THE REPORTER-TELEGRAM, MIDLAND, TEXAB, FEB. 29, 101
Reporter-Telegram Agents In Permian Basin Cities


Harrol and Carrol Kolb

## 



Harry Chandifer
CeElroy Camp, Crane


Prince
Garden
Ricker
City


Charles Blue
Rankin

$\underset{\substack{\text { John Dunbar } \\ \text { Kermit }}}{\text {. }}$

$\underset{\substack{\text { Billy } \\ \text { Golenn Smith }}}{\substack{\text { Sugar } \\ \text { Ted Croom } \\ \text { Gulf Camp, Monahans }}}$

$\qquad$
 The Reporter-Telegram In Area Cities



Vivian Armontrout's Play School
Open Daily - 24 Hours - Except Sundays - Regular Play School Training with Complete - Enclosed Outdoor Playground for Games and Exercise
REGULAR KINDERGARTEN CLASSES R'eading Readiness Number Exerçise
Vivian Armontrout's Play School

FELIX COX and VERN CUBIT wish to take this opportunity to announce the change of ownership of the Phillips 66 Sta-
tion located at 500 W . Wall Street in Midland. They are proud to invite their ffiends to a completely redecorated station that is thoroughly equipped to give you the best in wash and leaning; friendly, prom cleaning; friendly, prompt service; and the very best in auto-
mobile products. You will always find rooms here. They hope that you'll drive in and let them give you the service that you desire...

## "66" moves ahead!

management of the Cox-Cubit Oil Co. You can see for yourself that it
eosy to drive into . . . easy to get service. And the service is good!

## PROGRESSING WITH PROGRESS!

As Midland Progresses . . . so do we! In keeping up with a progressive city, we have enlarged our services to include more modern equipment, including Bear Wheel Balancing facilities, for service jobs; more merchandise on hand for more motorists! We carry a complete line of Butane burning and electrical home appliances. In doing this we are aptly showing our faith in the future of Midland. We believe that in this city of now over 23.000 population we shall soon see more prosperity than we have seen before. But no matter how Midland progresses you will always know

For the friendliest service in fown drive in!
COX-CUBIT OIL CO.
JOBBERS
500 W. Wall
"No Whisk-Brooms-We Vacuum Your Car Floor"
Phone 577 RETAILERS

Alert Boys-


Woman's Wednesday: Oldest Study Club Traces History Of 45 Years


Idea Of The Associated Press Was Born In Mexican War Over 100 Years Ago


## CLOVIS THOMPSON

younger brother of Ted Thompson, is now associated in the real estate department of As an ex-G.I., Clovis is extremely interested in seeing the veterans have a home and will be available at all times to assist the Mid land veterans with their home and loan problems.

beeh in the past, to supply the best quality of lumber, building and insulating materials in construction or remodeling of your home or business. HIGGINBOTHAM-BARTLETT LUMBER CO.

211 West Missouri

THE REPORTER-TELEGRAM


Teamwork For Progress.






$\qquad$
$\qquad$
$\qquad$formity with the requirements of good taste. Conflicting
These policies are required in the program to aid in
serving freedom by keeping Midlanders, West Texans and
me democra
"The success of our form of government depends uponpertinent facts, and second, intelligent discussion of them."
Newspapers are important not only in reporting the
ernment
as leade
No medium in the world has done more to build up
its country than the Hometown Newspapers. They have
been so busy building up every other worthy civic, state
and national institution that they have neglected themand national institution that they have neglected them-
selves. A Hometown Newspaper is a constant, construc
Your Reporter-Telegram, a Hometown Newspaper
YoUnable for several years to obtain adequate equip
Midland. It is established in its own fireproof buildingand equipped with the most modern machinery available.
The Reporter-Telegram is determined to give thepossible in a business area of this size. "Growing withmany years, but it has been pressed by shortages and limi
Telegram can develop only as Midland develops. Itsfuture is linked with Midland's future. Midland and the
Permian Basin need their newspaper, which is home-ownedor the
business
ganizatio
not the most modern equipment which the market offe
pride, as it reflects a growth through success. The reathe coordinated efforts of 38 individuals.
Each member of this staff directs his or her thought
Each is hopeful that each edition compliments the co
come in your homes as it has been for many years.member of the staff makes every effort to assure that
each edition is a true reflection of our community and areathout the cobe services of people unto people in the operation of anyenterprise an
and nations.
merit your coñtinued confidence. Bublic confidence is thgreatest a
Midland!And that investigator says the blonde is on her way out

## Welcome




WASHINGTON - (NE
tween the old Wagner and
that the government is now
file petitions for injunctions
ment from carrying out wh
labor practices.
NLRB General Counsel



Edifor


Credit Manager


Prospective Father Is Extused From Jury



Anywhere one looks in the Permian Basin area, the evidence of rapid, steady growth and expansion is clearly seen.

The cities, towns and communities of the area, the many oil fields, the industrial plants, the farms and ranches-all plainly show that the confidence the pioneers of West Texas had in the area was justified and that the Permian Basin bids fair to being one of, the fastest growing, most prosperous sections of the entire nation.
It was in the Permian Basin that Texas Electric Service Company
elected to build one of its new, ultra-modern power plants. This new plant, originally designed to produce 25,000 kilowatts of electric power but which is now planned for 50,000 kilowatts capacity, is being built to provide the additional electric power necessary for the continued growth and expansion of the great Permian Basin oil empire and the progressive cities, towns and communities of West Texas served by the Texas Electric Service Company. This new power plant is scheduled for operation in the near futura

(Above) Recently completed 66,000 volt substation located in the Keystone Oil Field of Winkler Coun-
ty.
(Below) Raising the 150 -foot, 114,000-pound steel smokestock
was just one of the major engineering tasks encountered in the
construction of the new Permian Basin power plant. The stack
was welded together on the ground and lifted bodily to its con-
crete base.
(Below) View of structural steel framework and sup. ports for the first two boilers in the Permian Basin power plant.

Texas Electriç, Service Company has pioneered in supplying dependable electric, power and light service to oil fields, industries, farms and ranches, kities, towns and communities of the Permian Basin. This Company became a part of this area more than 25 years ago. Electric power, through these years, has been one of the greatest single aids in the development of the area.
THE PERMIAN BASIN


TEXAS ELECTRIC SERVICE COMPANY
R. L. MILLER, Manager

Composing Room In The Old And New Plant Push Bution, Press Roars



Monahans Agen
The Stereotyping Department
 Composing Room Is Plan Fereman


Crowded Men And Machines In Old Plant






## Congratulations

## to the

Reporter-Telegram upon keeping pace with the development of The Permian Basin

EVERYTHING IN MUSIC





PROUDLY
but with grateful thanks
we bring you the nation's foremost lines of notionally known, nationally odvertised merchandise. And, we ore thankful becouse you, the customer, have mode this possible.

## A PARTIAL LIST

of the trade names that hang by more than a thread are as follows:

Rosenblum
McKetrick Western Foshions Tabak of California Pat Premo Mox Kopp Miss Holly
Irene Bury Irene Bury
Mariorie Mariorie Montgomery Rena Sportswe

Majestic | Mojestic |
| :--- |
| Textron | ${ }^{\text {Joxtron }}$ Garay Bogs Marilyn Belts Corette

Bennington Helene of Hollywood Gothom Gold Stripe Alba
Glamour Girl Milliken
Stehli Stehli Cohn-Hall-Marx Shirley Fobrics Logantex
Blockstaff McColl Simplicity Blumenthal Tolon

Edwin Clopp
Walk-Over
Maraquise
Jocqueline
Connie
Edwards
Trimfoot
Acrobat
Red Goose
Red Goo
Stetson
Lee
MLGregor
Wilson Bros.
Wilson Broo
$\begin{aligned} & \text { Hickok } \\ & \text { Paris. }\end{aligned}$.
${ }^{\text {Paris }}$ Club Fashions
Wilshire
Country Li
Sporteens
Windsor
Olympic
Edythe Wayne of
Californio California
Josi Cosuals Josi Cosua
Columbia Achilles of Hollywood
Gordon ond Marx
Blume Knitwear
Glengorry Sportswear
North Stor
Chathom
and scores of others!

HOME OWNED.. home operated

## Maintained Leadership Since 1908

Midland's Oldest Department Store


# Everybody's Has Fulfilled A Need... Kept The Faith 

Time brings about some very interesting happenings. For instance, many $d$ the styles worn by our best dressed women and girls of today are almost prea cisely the styles that were worn by the belles of yesteryear, way back in 1908, when Everybody's first began supplying the clothing needs of West Texal folk.

Reaching back into the past we find that Mr. J. H. Barron purchased the More rison \& Richards store in 1907. Mr. Addison Wadley joined Mr. Barron as a 'unior partner in 1908 and the name of the store was changed to Everybody's, naving as their slogan: "Everything to Wear." The store has been operated under various ownerships on down through the years but always in the same location and under the same name-Everybody's-since 1908. The present owners, Max , Gohen and Herbert Silverman (Colbert's, Inc.) purchased the store in 1945

Everybody's has been considered one of the leading stores in West Texas since its inception. We are proud of this reputation and are constantly endeavoring to merit the continued patronage and confidence of the women and girls of Midland and West Texas by bringing to them the leading fashions of the day by America's foremost designers-while it is new-and at most reason-. able prices.

And we are continuing to progress with Midland and Wẹst Texas. An expansion program will be begun shortly which will not only give us much more floor space but a thoroughty modernized salon . . . and an opportunity to be of even greater service.

Our Best Wishes go to The Reporter - Telegram on the formal opening of their modern new plant today . . . one of the finest to be found anywhere.

EVERYBODY'S
NATIONALLY FAMOUS FASHIONS FOR HER



MPCA Is Powerful Factor In Region's Agriculture
$\qquad$




 Sisely







Shell Company, In Basin Since 1924, Maintains Area Office In Midland

##  <br> 




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Early in ine Plant
gan constron of natural gas , shep theward be-
an Notrem


 as produced in thess fields which is
The beng fire fard
gasoline plants



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Petroleum Industry
 and

We sincerely appreciate your
friendship - Keep telling your friends
It's a FREEMAN shoe , (hamer


UNESCO Extended
To Ex-Enemy Nations
 Scientitife and Cultural Oranania
tion is extending itts activites

 Pror. Huxley sald the occupa
Hon authorites in orm
 Ive
rations in the near future, and han

 development
mian Basin
near future.

## "Speaking of Progress"!



Only through progress does a name become known $S \& Q$ Clothiers is proud to have had a part in Midland's progress, by obtaining top-quality men's and boys' ap-parel-"with a name." These and many more are
 available at your S \& Q Clothiers.


## "Nothing But The Best"

That's what The Midland Reporter-Telegram demanded when they started their modern, up-to-date newspaper plant. After a careful survey, Remington-Rand met their requirements. How well the job was done can be seen by inspecting this completely modern newspaper office. We are happy to have had a part in giving Midland this fine plant.


Photographs on this page show the beautiful office furniture, typewriters and equipment, including the various steel files, vault, double pedestal steel desks; comfortable, sturdy steel chairs. All supplied by Remington-Rand, Inc. To conserve space, desks have been placed together, making it possible for one telephone to serve more than one desk.


We join The Reporter-Telegram in cor dially inviting you to attend the open house today, February 29. It will be an excellent opportunity for you to se
how your local paper is published .. see what a modern newspaper plant is like... see the latest and best office equipment money can buy. We congratulate The Reporter-Telegram on the completion of their plant and upon the selection of office furniture and equipment, and we sincerely regret the delay in the arrival of a few pieces of special equipment.



Community Theater Here Was Started In 1946

## 1946 when a steering committee was formed for the pur-

 pose of guiding and leading the organization of a newcommunity-wide theater program for the city Memmunity-wide theater program or the steering committee were: Mrs. John P.
Member
Butler, chairman and Bill Collyns, Miss Elma Graves, Mrs. Fred Fromhold and John De-*
Ford.


 a nominating committee, the steer-
ing committee oftered e slate of of
inght, Burton Hull, Eddie Cunter
ficers tor the new theater project.
Betty Ximbough and Floyd Boles ficers for the new theater project.
Ronald Deford was elected presi-
Charter Granted
In April of 1948 , a charter wa



 geron.
March
$29-39$ (1948) Community Theater presented its $\begin{gathered}\text { Morst } \\ \text { first }\end{gathered}$ George Washington Slept. Here,
opening a season. The cast of the
Transportation And Fred Wemple Go Hand-In-Hand Pred Wemple of MIMIand is
member of the Texas nighway
Commission by appoytment in 1947. He has been connected with trans

portation one way or the other portation one way or the ocher for
most of his life.
Wemple's perests moved to Wemple's parents moved to Blos
som, Texas, while he was in servic
durtint during World War I in the Navy
Upon weturn from service, Wemple
married and made his home by the Texas and Pactic Railiroad in 1920. Later in Pa2t the Raliroad tin
moved to Marshall where he wa agent.
The
we passenger and ticke. In West Terpas in moved to Midland
ind
business dealing $w$ esthablish Wemple served for several year as member of the execuralive years
mittee of the Texas Good Roads As
 ceation of The State from 1 Hoard of Edd
until
appointed to the Highway Commir Wemple points out Texas is way
out abead our ahead in highway erforts and
has douboed its mileage it the last
10 years lespite the war impediment. 10 y years desplte the ware impediment,
Texas paces the nation in highwa Texas paces the nation in highway
construction and matching feceral
allotmants Istimates indicate that about one-
third of the land surface of the third of the land surface of the
world is to dry for agriculture
without trriget

Bank Building Housed First Oil Office


Katharine Cornell Sets Shakespeare Mark
NEW YORK
(P) NEW YORK - (P)- Kathartn
Cornell, one of the several
dites


 when SIr Herbert Tree starred ConClaudio Cleopatra Claudia Kay Kuykendall was the
Irst Midand baby of 1942 .

Enrollment Of Schools Shows Gain





## Helping Progressive Midland Achieve Greater Ilome Comfort! <br> Helping Progressive Midland Achieve Greater Ilome Comfort!



We of the Home Furniture Co. are grateful to our friends here in Midland County for your confidence and your splendid patronage. It has been our aim to bring to Midland the best in home furniture and home appliances. Pictured here are two views of our store, where you are always welcome. You will find us more than happt to help with all of your furnishing problems, to the end that you may derive from life a greater measure of home comfort.

Here you can choose from these nationally famous names in Home Furnishings:
$\star$ Firth and Gulistan Rugs and Carpets Sealy Innerspring Mattresses
$\star$ Crosley Radios, Record Players, and Combinations, Freezers, Refrigerators and Electric Ranges $\star$ Kuehne Dinette Suites $\star$ Monarch Ranges t Simmons Bedding Products $\star$ Tell City Chairs © Deena Lamps * Cannon Blankets A Armstrong Linole - National Blinds \& Columbia Window Shades

Labor Leaders Approve Sale Of Prison Goods



The Stanolind Oil and Gas Company is erecting this tine three-story office building in downtown miad house offices of the company's district land and geoligical departments, district production department, and Stanolind Cruce of Purchasing Company.
 here are two views of our slore,



Äddison Wadley, Retired Merchant Says Opportunities Are Unlimited


Rạtcliff Brings Large Gladiolus Industry To City
world's greatest cattle country, and
the ion captal of West Texas re
centiy has added the oll capital of West Texas, re
centy has added a new busines
which carries its nam centiy has added a new business
which cartres its name mito remote
sections of the United States ond sections of the United States and
Canama. Its gladiolus.
And what are gladious? Theyre. rowers.
They grow in tall spikes of 12 to
24 blossom
in the sim a bulb planted
 ply a " "glads" to those who know
them and grow thes. secon only
to roses as America's favorite cut


 ers. He sells them by mall in many
states, from a catalosue mailed
each January to $a$ list of estab








 Guperior to older sorts.
Glads Have Fancy Name
Olads.





 Among screen for several sears.
tray's finest
 that describe the varieties are some some thet
merely rifect the fancy of the or-
iginator. The




Judge In City Government



 | years. |
| :--- |
| Sold |
| Wadtere In |
| 1943 |


 Later it was the Wadiey-punson
Company, with T. R. Wilson as the
parter. Wadley. W.
in 192 in 1928 and Wadey-Wilson sole ous out spent a year or
so as manager
Robert
toper




 The pioneer. merchant down
through the years
nh ivic
has dic

 ber of Cor of the Me. Midanand Cham-
two terms ase
Council.
Ca member of the City A long, active, profitable and en-
joyabe carer in
and Addison Wadididand, Texas,
do it all Ex-Own Lease Camp Hood To Washington -
 owners of 22,000 acres at Camp
Hood, TTxas a chance to lease their
old farms. old farms.
The decisio
 There were 89 deaths in M
land County during 1936, 11
hem due to auton hem due to automobile accidents Lear, Aladdin, Blue Beauty, Lady
Jane. Ethel Cave-Cole, Spotight,
Chamouny and Minuet Ferruary, and March. The seaco
for pinting gads in the dee
south ends in early April.


Your Midland Fire Department


Deaf School Action Challenged By' Dallasite AUSTIN - (P) - State Beard the Deaf. voiced the criticicm in stady needs at the school wais
 the Dear were chaylenged as
amounting ow h hill of beans.
Louis B. Orill on polas.
dent of the Texas Association


## CATTLE...

 and general prosperity of Midland. 100,000 . Mexico.A Major Factor In Midland's Prosperity and Progress!


The Scharbauer Cattle Company wishes to take this opporitunity to extend hearty congratulations to the civic leaders and to each individual citizen of Midland, on their foresight, initiative and whole-hearted endeavors, which have been rewarded by a steady increase in the size

We are indeed proud to have played a part in this development. Since our organization was established in 1888 by John Scharbauer we have watched Midland grow from a small but hustling cattle town to its present size of over 23.000 population. In recent years; Midland, always the center of a thriving cattle empire, has attracted nationwide attention as the hub of the famed Permian Basin oil area. Numerous modern office buildings have sprung up and new industries are coming into being to help make good the prophetic statement of Col. E. O. Thompson, who recently voiced the opinion that by 1958 Midland would be a city of

The history of the Scharbauer Cattle Co., too, has been one of constant progress and development. Since the establishment of the first. ranch thiry-five miles northwest of Midland in 1888, the company has expanded until now its operations extend over Midland, Ector, Martin and Andrews counties in Texas and Lee and Chavis counties in New

Although the interests of the company are so widely scattered; Midland has been our headquarters since the time of the original organization, and we look forward to its continued growth and prosperity.
-THE REPORTER-TELLEORAM, MIDLAND, TEXAS, FEB, 29, 1988
Texas' Vast Highway System Leads All Other States In Primary Mileage

Nineteen Of Nation's 110 Oil Fields Are Located In Permian Basin Area




SEAT COVERS MADE TO YOUR ORDER
EVERYTHING FOR THE AUTO TRIM:

- SEAT COVERS
- FIBER
cotton
- MEAD LINING
- MOHAIR
: CARPET
- SPORT TOPS - COMMERCIAL TRUCKS ART LEATHER MILLER BROS. TRIM SHOP


Four Railroad Goals Plugged

Proposed Youth Center

## 

 The stractive Youth center which sponsors propose to erect at the cormer or nitnois and B streets in Report Mihai Quit With Gun In Face, $\begin{aligned} & \text { er } \\ & \text { trip. } \\ & \text { will accompany him on the }\end{aligned}$Roport M, Cui Wirh Gun In Face








## ORCHIDS

to MIDLAND'S PROGRESS from MIDLAND'S NEWEST HOTEL

Since our origin November 1941, we have watched Midland grow until
today, Midland holds an enviable position on the list of progressive Texas today, Midland holds an enviable position on the list of progressive Texas During the past 6 years, the Buckner Hotel has been host to visitor and traveler, many of whom have returned to a Midland and have played a
most important role in the Progress of Midland as oresented in The Remost important role in the Pr

We are indeed proud that we selected Midland as our center of activity and our home . . . that we have been a part of Midland's constant Progress.

## YES---

ORCHIDS TO MIDLAND! BUCKNER HOTEL

KOSSIE LONG BUCKNER, JR., President
IONE BUCKNER McALISTER, Secy-Treas.


Club Of Early '30's Is Foundation For Four Midland Garden Clubs

1
and

and

The Calvary Baptist Church, located at 1001 South Main Street, is one of the city's newest and miost
modern church plants. The main autititum was oompleted tin 1 Thes.
Calvary Baptist Church Organized In 1940; Progress Has Been Rapid







Although the church. plant w
completed only
the co
䢒


Hard Working Mother Hard Working Morher
Builds Two Story Home CHICAGO - (PP- Mrs. Evelyn
Rosko who operates a one-woman
 itwo-story trame house for her- When It Was Last Seen
Mand two young sons.
Mrs. Rosko .




 The Midand National Bank
organized in 1903.

## Congratulations

## TO THE MANY

 progressive firms in Midland who are represented in this.splendid "Progress Edition" prepared and published by The Midland ReporterTelegram.We are very proud of the opportunity of having supplied a large portion of the cuts and engravings that appear in today's presentment of Midland's enviable progress.

## TRUMAN McCRELESS

PHOTO-ENGRAVING and COMMERCIAL ART
1505 N. Muskingum


FORTY-ONE YEARS SERVICE TO MIDLAND.

## SUNDRIES

During the year 19p7 our present store was erected by John Potter ond leased to T. A. Fannin, who conducted the business under the present store name . . . CITY drug store.


We are proud of the honor bestowed upon us when our old and new friends term our siore "Midland's Pioneer Drug Store." We are happy to have the pri vilege of joining with the many Midland enterprises that are congratulating Midland's past, present and future . . . to extend our sincere thanks fo our many patrons for their patronage throughout the past 41 years.

2-tEE REPORTER-TELBGRAM, MIDLAND, TEXAS, FEB. 29, 148
Longhorn Cattle And Dusty Trails Were Routine In Midlanders Life



suit tuiut hatent oeft freat heat





























 A Real Live Rocking Horse


Ralph Zoller, of Vergennes, III., displays his 20 -year-old pony that


##  and prepared fors brouped tore togethe shower added beavenly vilence tor

 A Sign From Abovewhile the Indians discussed strat for them to come within shooting
distance distance, a big tat squaw slipped up
to one of the wagons accompanyin
herd of a herd of cotatle and begam on rum
mage through it in search of any
hing she mage throug
thing she mi
her widgwam.
cuddenly.
clouds boilin

 Cuaws go whe squaw. theyre whereved
Whecerouted the rest of the Indiens sa. this sign that powers from sbove
were on the copupunhers side, the some other time. . , fight unt
"They were scared anyway." Joh son remembers. "That was about ab
ruouse a bunch of cowpunchers and
borse traders. horse a bunch of cowpunchers and
lace..
Johaders as I ever saw in on He know hnew Sitting Bull, to
him three or four enough to give
herd every
nould the herd every time he dogies from the ."H
wouldert let him
lother ourt bother our outfit at all," he recalls
JTF Ranch. In 1882. Johnson took charge of of the Coloratho River. He stocked
the country
1600
 owners of the outfit , , one of the
be prudent tor

 Traded In Mldand
For six or dight years, Johnson
ran the TX. He bought supplies in
Ther ran the TX. He bought supplies in
Mhdand, and drove cattie here for
shipment. Though it was $a$ mere
vit shipment. Throge it was a mere
village tin those days, Mildand was
a busy place even then. Cattle a bage in those days, Midland was
from a place even then. Cattle
frew Mexico ratius in Texas and
Nere bro New Mexico were brought here to
be shipped. and herds were contin
ually on the way here or were ually on the way here or were be-
ing held in this vicinty until the
stock pens and cattle cars were
avaliabie one
 Midand and the TX. roan betwen TX
catleo were not being moved
the $r$ ranch che ranch tot the eraing moved from
Owners of the ranch couldn't Owners of the ranch couldn't get
along, and the outfit was sold over
Johnson's heated protest in the 90 s.
 with good cattle. it made money in
those diad days and kept would have
made all the owners' heirs rich for generations to come.
Steers At sils
Once, Johnson sold Nelison Mor-
ris,
 ridiculously low, price, Johnson
says, but the cattle made the ranch plenty of money.
Midand was a little wild at times
in those days. Cowpunchers carried guns as naturally as they wore
spurs, and it was inevitable that

Midland Is Air-Marked






 they posm suin outbreake, but sho in 1008, atter ho had made his





## The Overwhelming Favorite of

 Progressive Midland Housewives! BALDRIDGE'S SALLY ANN BREAD


#### Abstract

BALDRIDGE BREAD is made scientifically by one master formula, so that each loaf is exactly the same in quality and taste. Fine wheat flours are mixed and blended. All the ingredients then go into great, mixing machines that make the dough. This dough then goes into the snow-white fermentation room, which is kept at unvarying temperature and at uniform humidity. After it has risen sufficiently, the dough is taken to the divider where it is cut and weighed, then conveyed to the overhead proofer for aging. The dough is molded and placed in pans and taken to the proof box where they are given time to rise again. They are now ready for baking in the huge gas-fired ovens. The freshly baked loaves are uniformly cooled by air conditioning. Then the loaves go to the slicing and wrapping machines and come out sealed in the sanitary waxed wrappers that bear the distinctive BALDRIDGE'S label.


Rushed Fresh to Your Favorite Grocer


## "GOOD NEWS!' <br> MIDLAND'S NEW AND MODERN Trailer-House Courts NOW OPEN

 All conveniences. Modem bath house. Lights, water,butane gas to all trailer spaces. Large lots. Reason-

SKY-HAVEN TRAILER COURTS


## 

Story Of 'The Bell' That Did Not Toll










McClintic Building Under Construction


It All Started In 1920 When Empire Consumers Spent Of West Texas Embraced A New King 20 Billion More




## Congratulations

to the Citizens, Business Enterprises
and The Midland Reporter-Telogram
fRom the
Best Litille Hotel in West Toxas

## MIDLAND!

"The eyes of the nation are centered on this fine, ever advancing fommuintry.

We are prond to have aidel in Midland's success!

## Midland Hotel

"ON BROADWAY OF AMERICA"
GEO. R. and H. McDONALD, Props.
MIDLAND

## Business



Above is a picture of our mixer plant, which is the most modern in West Texas, together with part of our fleet of trucks which deliver scientifically mixed Transit-Mix right to the job. In addition to Transit-Mix Concrete we furnish laborałory tested highway maintenance materials, roofing gravel and masonry sand. For endurance, strength, beauty and low cost, build with Concrete and Concrete Products

Below are listed some of the many construction projects on which Transit-Mix Concrete has been used:

## Midland Tower

Wilkinson-Foster Building Woolworth Building Ann Juan Apartments Park Terrace Apartments Wes-Tex Service Store Standard Oil Co. Station Sinclair Station

We have also completed, to the entire satisfaction of the home owners, hundreds of, small residence jobs such as garages, garage foundations, side walks, etc.

- Call Es Far Estimates




The 12-story Petroleum Building in downtown Midand is one of the
largest and most beautiful office buildings in the southwest. It was
 In Mitland. The majority of its space now is occupied by the area
offices of the Shell Oil
pieterely any.- Inc.condititioned.

- Radio Catches Fire; Plane Lands Safely



Western Anto Store Is Convenient, Economical, Pleasant Place To Trade

|  |  |
| :---: | :---: |
| Besides our large stock of supplies for the home, form ond ranch we ore oble to make immediate deilivery of ruetone Wizard Botteries, ond Dovis Tires. |  |

等 WISTERN
AUTO
ASSOCATE
STORE

COURTESY, SERVICE and QUALITY At Lowest Prices Possible!

| Always plenty of parking space ot rear |
| :--- |
| of our store for our potrons convenience |

MORE FOR YOUR MONEY!
STORE MORE FOR YOUR MONEY!
HOME OWNED AND OPERATED BY
123 s . Main E. ALLEN Phone 300 James F .adiman or Midann
 and
 that our efforts have been opree.
citeded
So
in order to
be of of ind stock ord moke shopoping mere
 S.t We hove tried to progress sith
0
showing Miden
Milond ond we ossure you that we will continue to io improve our merchandise and
services os much as possible.

Besides our large stock of supplies for the home, form ond
ranch we re oble to make impediate delivery of Truetone Rodios, Wizard Woshing Mochines, Wizord Refrigerators, , Phone 300

Midland Once
Had College; $\begin{aligned} & \text { Midland County Had } \\ & \text { Prize Exhibit At } \\ & \text { Dallas Fair In } 1906\end{aligned}$






## We're PROUD of our PROGRESS

AND PROUD OF THE CONFIDENCE YOU PLACE IN US

IT IS and always has been our aim to offer Midland motorists the BEST SERVICES obtainable onywhere and it is our intention to continue to merit the confidence in the future development that is sure to come to Midland. It is our constant, progressive aim to better our services continually


Shown above is the Willis Sales Co., made lo accomodate EVERY size of outomobile or truck! Located in the business district, it is within easy walk-
ing distance of the center of town. You'll find plenty of hospitality and
friendship at this fine building.
SERVICE Department
Our service department, under
the manogement of . E. Jor-
don, is filled with modern, up-
to-date equipment ond is in
the honds of trained, ixper-
ienced mechanics. Every make
ond model outomobile is wel-
comed here.. . every repair
job is satisfoctory. Pre-war
service is our dim.
SALES Department
Jur sales department, under the
supervision of Tom Nipp, is mak-
ing deliveries on Jeeps, G.M.C.
Trucks. They are taking orders for
new Packards. You'Ilfind a square
deal here ... one that will give you
the benefit of the doubt.

## PABTS Department

 er derment, under (Bill) Thomas, is complete with every part necessary for the sotisfocitory repair of automobiles and trucks. Every occes-necessity is ready for your use.
$\star$ PACKARD $\quad \star$ JEEP $\quad$ GMC $\star$ ALLIS-CHALMERS FARM EQUIPMENT

## Willis <br> Sales

Co.


Midland Chamber Of Commerce Looks To Future; Leads The Way A's City And Permian Basin Area Show Great Progress



GREENE FURNITURE COMPANY

opened its doors to the public 2 years ogo and through these two years of service one ideal has remained paramount . . . to deal fairly and honestly

Asbury Methodist Church
Organized In June, 1947


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## Midland's Newest Progressive One-Stop Super Service Station



We are very happy to announce the completion of extensive alterations and construction to our station which will enable us to give to our hundreds of friends and customers the same kind of quick, thorough, efficient service upon which our past reputation was built. A cordial invitation is extended to you to come in and let us show you.

- Washing
- Atlas Batteries
- RPM Motor Oil
- Tire Repairs
- Minor Tune-Ups and Repairs

We share with other progressive merchants the belief that Midland is "on the move" and are ready to do our part to speed this development.

## Mack Richards

CHEVRON SERVICE STATION
'Miss Lydie And Mister Ned' Watson Organized First Music Clubs

A Foursome Formed Edelweiss Club In '27
 vemat olin Diutin


## Midland Production Credit Association

Statistics Show Britain Changing









## "Pretty Good Food"

is out of place in this establishment. Nothing but the finest is good enough for our customers.

Breakfast - Lunch - Dinner

Take home some barbecue or a sack full of sandwiches

## cagings

416 West Texas

## Speaking of <br> PROGRESS

Have you noticed our new yards under construction just south of the railroad east of the city?

In line with Midland's insistence on the finest and most modern construction, we are building here the best set of pens in West Texas. More than 2,500 head of cattle ot a time can be cared for at our new plant

The future of this livestock market depends wholly on the interest and cooperation of the people in this community. It's your morket. 'We're doing everything possible to build yards and a market you can be proud of.

Don't forget-we have a number of packer and stocker buyers the sale here every week.

## MIDLAND LIVESTOCK AUCTION CO.

DON ESTES, Owner

Mac McConal
Homer Ball

The Vast Permian Basin Ot Wesi Texas And Soufheast New Mexico







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## Heads Brotherhood

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N tence and the rest near the goal

Permian Basin Production Figures， Other Information Listed In Report

Numan
 wolyes in portugal London＇s Tea Ration




## HARSTEN－HOWELL AGENCY

AUTOMOBLI：


## bur




Midland Boy Scouts Look Forward To Biggest Year


South Side Church Of Christ


## Lions Club Since 1928



BUDDY＇S FLOWERS－LOCATED 1503 W．WALL

BUDDY PULLIAM MRS．LAURA VESTAL 20 years of experience
 assistance in all floral matters．All sea－
sonable cut flowers，potted plants and sonable cut flowers，potted plants and
bulbs are stocked． Floral gifts for whatever is required to
express any sentiment． Delivery service is ovailable onywhere
ony hour of the day or night．We will


BUDDY＇S FLOWERS

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## NORMALCY－＂＇The Generol State of Business

## PROGRESS toward normalcy

## Things are not back to normal ．．．not by a tong sight ．．．but qua－ lity merchandise is available at prices reasonable for these times．

 You can get fine office equipment from us right here in Midiand． order for you，getting delivery in short order．Here are some of order lines：
## FINE PRDTTLNG

modesty we tell you we doing the best printing anywhere in the Permian asin，ighot skilled men＇who know．how to use it．
GUNN STAR $\star$ LINE DESKS acclaimed the most proctical，most beoutiful moderate priced desk in the world todoy．In the new Hight oak or woinut，or
expensive chlppendole suites．Exclusive distributorship from Big Spring to El Paso．：
SOUND－SCRIBER the most revolutionary bussiness mochine since the type－ ter，foster，and of lower cost．Costs less to buy ond less to operate．Telephone recording ovailable．
LITTER－PERFECT WOODSTOCK for ease，speod，ond efficiency，the now de luxe Woodstock Typewriter is superb，Fotigue banishing，effortless，de－ ance，keyed for today＇s business tempo．
FLASH－A－CALL INTER－OFFICE COMMUNICATIONS SYSTEMS．Relieves switchboords，brings outer offices and warehouses to finger－tip control．Over
100 instollations in Midiand ond the Permian Basin－－

SHAW－WALKER EILING EQUIPMENT AND SUPpLIES．The hame Shavi－ Walker means quolity．Steel equipment still is in shoit supply，
ample stocks of file folders，guides，and other filing supplies．

Usually we hove in stock for immediate delivery Speed－Rite Check writers， Sturgis，Harter，Gunlock and Josper chairs，Erro－No copy holders，sofes，pos al meters，golden ook executive and stenographer desks，stotionery cabiness， typewriter stands，Wilson－Jones and shaw－Waker． 1 looselear supplies，mimeo－
graph paper，stencils ond ink，and generat stotionery supplies．If we don＇t

## HOWARD SALES CO．

211 E．WALL

## Dunlap's Measure Up To Midland's Progress...

As Midland's leading department store we are keenly alive to our responsibility to bring to our customers the best quality merchandise the market affords.
We are now completing an extensive remodeling program, which included enlargement of the store and installation of the largest type of modern fixtures and complete refrigerated Air Conditioning.
Our new facilities, plus famous brand name nationally advertised merchandise, in every department, is fulfillment of our desire to provide Midland with the BEST. We are indeed proud to be a part of such a fost growing and progressive community.
C. W. Dunnam, Mgr.

in the men and boys' department, George Philippus, T. A. O'Dwyer and Collin
Dunnam will take care of your needs.
FEATURING BRANDS YOU KNOW:

| Stetson | Resilio | Van Heusen |
| :--- | :--- | :--- |
| Dobbs | Hickok | Botany |
| Arrow | Field \& Stream | Hort, Schaffner \& Morx |
| B.V.D. | Rose Bros. | Life |
| Borsalina |  | Tex-son |

Tex-son


The newly remodeled shoe solon offers nationally known shoes for Ladies
Men and Children. These competent shoe men are here to oid you: R. J
Hays, M. H. Logan and W. B. Lord.
FEATURING BRANDS YOU KNOW:

| Andrei Geller | Florsheim | Shennagans |
| :--- | :--- | :--- |
| Rhythm Step | Buster Brown | Jarman |
| Gold Cross | Joyce | Proper Bilt |
|  | Mel Preston | 1 |

City Delivery
Twice Daily
Phone 77 or 78
For Approvals

Choosing of items in the Lingerie, Piece Goods, Household Goods ond Cos. metic departments will be made eesy by Mrs. C. W. Dunnom, Mrs. Una
Jones, Mrs. Ruby Lee Rhoades, Mrs. Edith Lawerance, Mrs. Bertha Kenney Jones, Mrs. Ruby Lee Rhooa
and Mrs. Esta Lee Rogers.

> FEATURING BRANDS YOU KNOW:

| Kickernick | Fownes | Artemis |
| :--- | :--- | :--- |
| Phoenix | Laros | Koyser |
| Formfit | Vanity Fair | Munsingweor |
| Pequot | Cannon | Jantzen |
| Vogue | McCall | Nashua |



3 Ways To Buy.. Charge Account Lay-Away or Cash

##  <br> Wed In Recent Rites <br> 'Spring Prevue <br> '48' Scheduled Wednesday



Billie Jean Callaway, James Roy
Exchange Vows In Church Rites



## What's New <br> And Where To Find It

The Easy Way To Be Right-
Then






Children's Service League Plans Easter
Campaign For Crippled



Pretty as a picture is the new look for

## 

You'll fully realize this when you witness the promenade of our
models on the Yucca Theotre stoge Wednesday, March 3rd.

HIGHLIGHTING
California Styles
Miss Hollywood, Jr. Pat Prem


Angelo Stock Show Opens Thursday With Record Entry List





Time to be your prettiest
in Paramounts that step into your spring wardrobe... put it
on 2 new and flattering footing! See our lovely collection to

helbert
Concrete, Alr Compressor,
Paving Bireoker Work, , Sond Blosting
NO MONIT DOWN
36 Monthe To Pey


Worley Jewelry To Be Formally Opened Tuesday
Mr. and Mars. w. w. wortey hay







 Antomatic Calculatans FRIDEN calcolatiag machile agaict BAKER OFFICE

you need relicion BECAUSE YOU NEED GOD

Not only is the above true, but wonderful to relate, God
wants you. Don't forget that! If God seems a long ways off, if you have been uncertain about Religion, if you want to learn more obout God's plan
tor you and yours, then do this, Write today for the Free
Correspondence Course in the all-embracing Cotholic Religion.
Sit down and relax and study the God-given teachings of
the Sovior in the quiet and privacy of your home. Don't
hesitote to hesitove obout leerning all privacy you your home. Don't
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swe and tenderness and ineffable love of God's sweetness and tenderness and ineffable love of God's plan
for the Solvation of you and yours, and for the Salvation of for the Salvation of you and yours, and for the Salvation of
all mankind. Your only expense in this intriguing and Godgiven Course is the three cent stamp that you pay to Uncle Sam for sending in the coupon. No obligations of any kind.
Write today! Don't Fill in the coupon at the bottom of this ad giving your name,
oddress or box number and the Correspondence Course will
be mailed to you immediately. A free paper bound book be mailed to you immediately. A free poper bound book
from which the course is token promplly will be sent to Write which the course is taken promptly will be sent to you you need God.

ADDRESS
INFORMATION CENTER, Box T, Midland, Texas

| Please send me (without olligation) the Pree Home |
| :--- |
| Study Course in the Cathollc Religion. |

Nadrese or P. O. Box
Address or
City


Weds Midlander
vetitans Approved For G.I. Trining
TO6 W. Ohio Phone 945

Shower Fetes Gwen Simpson, Bride-Elect


Episcopal Style Show To Take



Soond Contivection oisver:
 Son mombond divi somit, ofte Haynes:


BSA Announces Top Movig Favorites


 MR. KIRKLAND





 HATTIE'S MILLINERY SAL
The Exclusive Hot Shop
"THE NEWESTHSTMS THINGS FIRS


## Dlair Spaker Dete By BASIII SUIPPL Y. COIIIPRIII

But when it comes to cooking, a woman can learn the "easy way" if she has one

CHAMBERS RANGES
These ranges are equipped with Thermowell, In-aTop Broiler and Griddle and the famous Robertshaw Oven Heat Control. It actually cooks with the gas turned off. We have all models. See them Monday


## Basin Supply Co.

"YOUR AUTHORIZED G GENERAL ELECTRIC DEALER"

## Coming Events


$\left\lvert\, \begin{aligned} & \text { Dame Fortune Smiles } \\ & \text { Again Upon War Vet }\end{aligned}\right.$


Dimout To Affect Californian's Life


为

The Civic Music Club of Midland is proud to present
Oscar J. Fox
with Bernhardt Tiede, baritone,

## Wuded on the proxsom ore: the tomus, "MHills

Wetern sones

HIGH SCHOOL AUDITORIUM

TUESDAY, MARCH 2nd

Swis
Tq Prisoners Of War




Midlander Convinced This Could Bc Great Fruit-Producing Territory


Ŗead Reporter-Telegram Classified Ads!

We keep a permanent record of

## PROGRESS

in our files are permanent records, in the form of negatives, of the progress of a progressive Midland. We've pictures of the buildings, the people and the merchandise . . of all this we have records . . records that can be broughr to life in a very few hours.

In keeping up with Midland's progress, we, too, have progressed . . . each day a progressive Midland brings us new ond fine customers.

We extend our heartiest
Congratulations
to The Reporter-Telegram on the formal opening of

## Frank Miller <br> STUDIO and HOBBY SHOP

609 W. Missouri

## Helping Midland Progress



Midland paving program. This paring was laid on North Ft Worth Street . . . experienced men and modern equipment were re quired to do this job.

It is necessary in our type of work to keep up with the progress a city makes . . . it's really a job in Midland! All excavation work, concrete work, paving, and the other types of jobs, no matter how small or how large, require the best machinery available, plus experienced help. We're proud of the many jobs we've finished.

> We've on unwavering faith in this city . . . we relieve that the future holds much in store for the population of Midland!

## W. L. Johnson Co. GENERRAL COMTRACTOR



DOYOU

## KNOW

that
transit mix concrete
Gives rou the most for rours?
No Job Too Big Or Too Small
Sove Time, Fus, Muss, ond Bother

- Use Our Eass Poyment Plan

Juts Sco or Coll
Midland Concrete $\mathrm{Co}^{\text {. }}$
chuck hoorton, Manager
hone 1521


Placed against a ruler, these books, two ot the uniest in the world,
measure only $7 / \mathrm{m}_{\text {of an }}$ of inch high and $\%$ of an tnch wide. The


TAXI - Call 80 or 600 CITY CABCO
${ }^{\text {Progress }}$ With Copital ip's
West Texas Oil Helps In Solving Many Of State's Pressing Problems


## WE CONGRATULATE

the Citizens . . . Business Firms . . . Midland

in the PROGRESS presented by The Reporter-Telegram Today!

We are proud to be here and to serve our patrons DRUGS-CANDIES-SANDWICHES and FOUNTAIN, DRINKS

## SOUTH MAIN DRUG

601 S. Main

Midand, Texas



- WITH OUTSTANDING ACCOMPLISHNENT W., W. virtue, Inc. has been


## PROGRESSING with MIDLAND!

Out of this fabulous land of oil and cattle has risen a large, modern, family department store. A store whose merchan-
dising policy is founded on the old fashioned principle of giving its customers the most for their dollar. Presenting na-
tionally known and advertised merchandise at their lowest minimum price, surrounded with bright, cheerful atmos-
phere, and prompt, courteous service . . Yes, Virtue's has progressed with Midland and has helped Midland to progress


- Alexander Hats
$\star$ Bradford Suits
$\star$ Wembley Ties
$\star$ Roblee Shoes
$\star$ H. \& L. Block Jackets
$\star$ Samsonite Luggage
$\star$ Dickies Khaki Suits
$\star$ Cowden Overalls
$\star$ Billy the Kid Clothing
$\star$ Theme Hosiery
* Weather Bird Shoes
$\star$ Pepperell Sheets
$\star$ Purrey Blankets
$\star$ Cannon Towels -
$\star$ Bates Spreads
$\star$ Vitality Shoes

that will keep yau in advance of tomorrow's fash
ions. Domestics for the entire house, sheets, blankets,
curtains and drapes, everything for your living comfort
Ready-to-wear created by the nation's leading designers, created
especiang for West Texs women. Virtue's walue-conscious women. 3 remain the
$\star$ Betty Rose Coats
$\star$ Betty Jean Suils
$\star$ Youthcraft Foundations
$\star$ Form Fir Bras
$\star$ Clockwise Fashions
$\star$ Orr Health Blankets
$\star$ Claire Tiffany Dresses
$\star$ Cinderella Frocks for Kiddies
$\star$ Marvelo Crepes $\star$ Milliken Woolens
$\star$ Raja Rayons
$\star$ Quadriga Cloth
$\star$ Cameo Hosiery
$\star$ Gage Hats for Ladies
$\star$ Quaker Lace Cloths
$\star$ Glolon Blankets
-THE REPORTER-TELEGRAM, MIDLAND. TEXAS, FEB. 29, 19


## Poster Bedroom Suite



This beautiful bleached walnut and blonde veneer suite
includes the handsome poster bed, chest of drawers, vonity with $39^{\prime \prime}$ round plate glass mirror and vanity bench.

You'll be amazed ot the combined beouty and sturdiness that this suite will offer you. It's on outstanding value

White's Special Price

$$
\$ 149^{50}
$$

\$14.95 DOWN - \$3.25 WEEKLY
KROEHLER STUDIO SUITE


Spocious modern design, two-piece sofa-bed suite. Ideal fo small homes or for an "extraioom." Luxurious day or nig comfort achieved with wonder- White's Specia ful new KROEHLER "Cushion ized" construction. Large stor-
oge compartment. Colorful
modern covers. \$20.00 DOWN - \$4.00 WEEKLY

## DINING ROOM SUITE



Sturdy extension toble accommodates four to eight people uncrowded comfort. Six panel backed chairs to match, includone host chair. Buffet of- White's Specia fords ample storage for linens. White's Specio

\$13.95 DOWN - \$3.00 WEEKLY

Unfinished Chest



## 10 Years IN MIDLAND

Ten years ago White's opened a small auto supply house here in the small town of Midland. Now as Midland has progressed to a city of over 20,000 population, White's has expanded to include - one of the largest and most ccomplete furniture and household needs' departments as well as auto supplies. In their new building they are making more and more friends daily.

White's has an unwavering faith in the future growth of Midland . . . this is evidenced in their new store, one of the finest in the Southwest.
ness of the ploce floor which is ent


THE HOME OF GREATER VALUES
207 W . Wall

OCCASION

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10-THE REPORTIR-TELEORAM, MTDLAND, TEXAS, FEB. 29. 1948
Record Demand Races With Petroleum Supply


Only by speeding petroleum production to the utmost ran oil men avoid being swamped by the
record demand now lapping at theeir heels. The chart above, based on American Petroum Instirecord demand now lapping at their heels. The chart above, based on American Petroleum Insti-
tute figures, compares temand (not to be contused with actual consumption) with supply since 1400 ,
Postwar demand is larger than in the war years. Sketches show the nine greatest users of petroleim. Abnormal increase in their demands. plus distribution troubles, gre what cuase today's
local shortages. The Army and Navy, for instance, say theyll need 249,800 barrels a day in 1448 ; shortages. The Army and Navy, for instance, say they'11 need 249,800 barrels a day ir
the nation's farm tractors will use an estimated $2,821,000,000$ gallons during the year.




## Elder Chevrolet Co .

Phone 1700
 Payment for Major Repairs.


This emblem is your guarantee of fair and equitable Real Estate Service in Midland.

We are proud of our City and our coniribution to its growth, and pledge our best efforis to make Midland bigger and better.

## MIDLAND REAL ESTATE BOARD

L. R. Burnside, Pres. Jay Upham, Vice-Pres Cames WI Mims, Secy J. F. Friberg Sporks, Barron \& Evin Miss tauro Jesse


+ Rankin News +


EUNNY BUSINESS



## ACHIEVEMENT!

WORTHY OF SINCERE PRAISE


Let 'us all join with the ciitizens of Midland and its trade area and attend The Reporter-Telegram's Open House Sunday, February 29th - from 2:30 to 6:00 P.M.

## West <br> Texas <br> Gas <br> Co.


new patterns of CONGO WALL

## JUST ARRIVED！

White with Red
White with Black
White with Black
Blue with White
$69^{c}$
and Peach
Per Running
SDMMONS PADNT \＆PAPER CO．
206 S．Main

$$
\text { Phone } 1633
$$

There must be 3 reason why
MIDDLETON CLEANERS
has been serving the people of midLand for

## 28 YEARS！

－cold fur storage
－reasonable prices －ADJUSTA－FORM FINISHING －QUALITY WORK
－PROMPT SERVIC
109 South Carrizo St． Convenient Drive－In Parking



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## 贾品



WE ARE PROUD OF MIDLAND＇S PROGRESS SINCE WE STARTED BUSINESS IN 1929

Grace Lutheran Church Founded In Early 20＇s




 BOOTS \＄35．00 up －Bat Materaly
 Repaiting
Neotly Done Ramirez Brow wor North Mancolat Shop

## 

It has been a pleasure to supply many of Midland＇s new，modern stores，homes and business establishments with high－grade electrical wiring，lighting fixtures and electrical appliances．

Congratulations to Midland on its Enviable Progress ！
free estimates

## Permian Electric Co．

MIDLAND
Phone 2840
207 West 2nd－Phone 5442
ON TO GREATER PROGRESS WITH THE


Nothing like it for looks nothing like it for thrills．

Here＇s the automobile that you＇ve always hoped some－ one would build ．．．the low，long，postwar car ．．．the Studeboker．

It＇s brilliantly engineered and soundly constructed to give you top quality performance．

Take nothing less than this low swung，roomy postwa Studebaker if you＇re buying a new car and want the
finest．



Sprinkler Irrigation Equipment Co of stanton
Box MOTT, Representativ


## FROZEN FOOD LOCKERS

ENJOY THE BEST! Selection of BEEF and PORI you wont. Youll say it's the best." FROZEN FOOD LOCK ERS STILL AVAILABLE. FOR YOUR OBTAINABLE



1948 Chamber Of Commerce Committees Named, Listed






ENJOY SERVING THE PEOPLE OF MIDLAND

$$
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& \text { And we have mode remarkabe progress through service to our potrons. We hove } \\
& \text { olways maintoined that, bb oftering owest pries on quality merchandise, the } \\
& \text { foundations of business could be no firmer estoblished. } \\
& \text { MONDAY - TUESAX - WEDNESDAY SPECIALS! }
\end{aligned}
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S \& W FRUIT COCKTAIL $\begin{gathered}\text { Heory Syrup } \\ \text { No. } 21 / 2 \text { Con }\end{gathered}$ ..... 35 t
 ..... 39
SNOWDRIFT SHORTENING ..... ${ }^{5} 1^{13}$
DREFT - VEL - SUPER SUDS ..... $31 \phi$
Libhy's Sliced PINEAPPLE ..... $31 c$
FURES SUPE: MARKETS

PLUMBING
REPAIRS
FRANK GOODE

FOR.YOUR
HOUSE
MOVING
J. S. KIRKPATRICK
minh ND, rexis

## We Are Keeping PACE With PROGRESS

Streamlined for Efficiency



We are proud to be a part of a community which has made such tremendous strides during the past few years. Our beoutiful new streamlined building, pictured obove, wos planned ond constructed with the view of enobling us to give greater Uur service department is scientifically equipped and staffed by mechanics whe ore specialists in their work to the end that motor car owners can bring us their motoring troubles, with the ossurance that the work will be done speedily ond efficiently.
It is our belief thot Midland will continue to grow and prosper and we ore fully prepared to assume a full share of the resoonsibility of this progress.

## ELDER CHEVROLET CO.

Cadillac - Buick - Oldsmobile - Chevrolet • Chevrolet Trucks


Sunray Personnel Changes Listed; Intramurals West Texas Office In Midland Tower Occupy Many


 and
 Asind

Regan Says Opening Of New R-T Building Evidence Of Progress


## 

Reparter-. Teversim Buldur bive
mate in ound rapid diprexes beting
 surcees ife compine to prodice

 It Htrocts me a rrea deal



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Pioneer Physician Devotes
Time To Hospital Program


Triplets Hold Triplets


## Little Man' Biggest Man In Stocks, Bonds





 Mrs. May Cauble, 57 , rosident of
Mildand for 36 years, died July
1939.

If Building Obstruction Denotes Progress . . . Cameron's Is Right In The Middle Of It!

But We Don't Mind Midland's Growing Pains In Fact We Love It . . . And Are Trying To Keep In Step!

## 10 YEARS OF SERVICE... AND PROGRESS

Nationally Known Brands We Are Proud Of

Coumetice and Colognes
$\star$ DuBarry $\star$ Quinlon $\star$ Dermetics.
$\star$ Elmo $\quad$ Bonne Bell
Perfumes
$\star$ Frogonard $\star$ Lanvin $\star$ Ciro
$\star$ Corday $\quad \star$ Coty
\#\#\#\#
$\star$ Argus Cameras and Supplies
$\star$ Parker and Sheaffer Pens
and Pencils
$\star$ King's Candies
$\star$ Maintaining the largest stock of Pipes and Smokers' Sup-
plies in West Texas

## \#\#\#\#

And a host of other well known
lines too numerous to list.

Since purchosing Cameron's Pharmacy in 1938 we hove experienced one previous remodeling program' of the Crawford Hotel building and the preing Comerons Pharmacy is made more modern and the hotel building in which we are located is enlarged and made more modern, thus adding to the focilities and shopping conveniences of Cameron's. It's all a part of Midland's great progress . . . we're glad to be right in the heart of it.

## We are proud also that with each passing year Cameron's services have been

 increased, our stock enlarged and our circle of iriends and customers growing steodily larger. We hove tried to merit this growing business by supplying the most reputable lines of merchandise of low prices and rendering dependable, courteous servise at all times.MIDLAND'S REXALL DRUG STORE SINCE 1938

|  | Cameron's has always taken especial cart in compilation of prescriptions... matin- |
| :---: | :---: |
| quality of Rexall drugs is | taining a complete line of always freah |
|  | pharmaceuticale and chemicale and fill- ing esch preerription exactiy as precerib- |
| 硣 | We are proud of the reputation wo |
| fresh! |  |

products

## CAMERONS DHARMACY <br> CRAWFORD HOTEL BLDG. <br> PHONE 1882

 HOTEL DRUG

## We Have Faith In Midland

CONSTRUCTION STARTED Crestlawn Addition DELUXE RENTAL HOUSING<br>9 Blocks North Senior High School<br>Four 8-Unit Brick Veneer Apartment Houses<br>62 Brick Veneer Duplexes<br>All Streets To Be Paved<br>88 Living Units To Be Rented<br>68 Living Units To Be For Sale FHA Loans



FLOYD O. BOLES,
Real Estate Counselórs
Property Managemenf
Appraisals


## Wes-Tex Realty \& Insurance Co.

Gerieral Insurance<br>Real Estate Loans

Oil E Gas Leases and Royalties

16-TEE REPORTER-TELEGRAM, MIDLAND, TEXAS, FEB. 29, 1948
Noted Midland Quarret






College Publication Has Feature Story On Midland Student

Midland Scouts And

Style Show-


Continental Pilot Passes 20,000 Hours Of Flying Recently coations spowerner siosese








 Barrow Furniture Company and
Tailoritine.
Male Quartet $M$ Male Quart
Music will
 with a male quartet as a speciel
feature. The quartet includes four
members of the midiland Ments
Chors. members of the Midand Men's
Chorus, Duke Jimerson, W. W. Will
liams, Sam Swanson Miles. Augmenting the modeling of
clothes fashions will be aspecial
ald hatr fashion scene "Crowning
Glory," featuring Elizabeth Aytes
Coren Giory, Yeaturing Eilzabeth Aytes
Lorina overby Alyne Reynolds and
Norma Jean Hubbard. At the helm of "Spring Prevue
$48^{"}$ is Mrs. Payton Anderson, gen '48" is Mrs. Payton Anderson. gen.
eral chairman, assisted by Mrs. M. eral chairman, ossisted by Mrs. M.
F. Turner. co-chairman, and Mrs.
William L. Kerr. Willam L. Kerr. advisor. OOTher
committees include. Mrs. Guy Mc-
Millian and Mrs. W. A. Yeager


 Mrs. Ralph Keehr, Mrs. William
Potis and Mrs. Robert Frting, tage:
Mrs. Paxton Howard and Mrs. Wilt Potis and Mrs. Robert Pitting, stage;
Mrs. Paxton Howard and Mrs. W. Wi-
Ham Pennebaker, script; Mrs. W. T.
Hoey and Mre
 Committee; Mrs. R. W. Hamilton
Mrs. Dave Henderson, Mars. Don
Thompson and Mrs. Mrs. Dave Henderson, Mras. Don
Thompon and Mrs. Doan Husson,
advertising; Mrs. Ray Rhodes, mu-


 ers: and Mrs. W. A. Schaeffer
treasurer .
Ticketet Sale Limited Ticket sale . .s 1 Imited to 1,100 .
Tnformation on tickets may be ob-
 nounced.
Ust oring guests
Andersill be Dianne
Emily
Hamilton, Bet Anderson, Emilly Hamilton, Bet
Studdert, Mary Ann Searles, Joyce
Howell, June Hazlip, Magre MurHowell, June Hazitp, Mag

phey and Janice slough. | $\begin{array}{l}\text { Better equipment, years of ex- } \\ \text { pertence, personal service always } \\ \text { mean better cleaning. }\end{array}$ |
| :--- | D. E. GABBERT Tho

ORIENTAL CLEANERS \& DYERS

You will enjoy the Kiddies' Style Show Monday, March 1, at High School Auditorium

of Mrs. E. L. Phillips
and
Dancers by pupils from Griffin Studios Accompanist-Mrs. W. W. Wulliams
Songs-Ronald Haag

PROGRAM
Sktt: Modes of Dress-Hellen
Golladay, Sara Cameron, Ann Ashby, Joann and Ann Fitz 7 O'clock: "Early Risers." 7 Oclock: "Early Risers."
Reading: "Pashons" - Betty Lou Parr.
9
O'clock O'clock: "Readin', Writin' and 'Rithmette.". Marga
Sumith, Marlon Devee Serier, Mary Smith, Marlo
Ann Wilson. Ann Willson.
b. 11 O'clock:
Reader-Hele
8. Andrea Bea Cole.


10. 7 Orclock: "socletty Buasa,"
11. Solo Dance-Ardis Joy

12: "Cood Night Ladiegs"
Kiddies' Toggery
109 Morth Marienfield
Midelnd, Texes

Attend the Episcopal Guild Style Show
Yucca Theatre-Wed, March 3rd

C. E. Nelson Joins Firm Of Mims And Stephens
 Hrame and ral sate nime 0

Mrs. Proctor Receives Midlond Story' From Noshington Clubwomo





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Many Midianders See Garden City 4-H Show One of the largest groups of Nad- ton Brunson, Harvey Conger, gill
anders ever to attend a livestock - Barker. w. w, Fercifull, wa vent at Garden City saw the and- nell, Paul McHargue, smilo Mar
 County yisitors were high buy- $\begin{aligned} & \text { bert Downing. A. B. Cole, Pau } \\ & \text { bones, Leslie Foyd. Fred. PTombold }\end{aligned}$ 50 POUNDS LOST WITH BARCENTRATE

New is the Season and Beautitul are the Clothes!

March first - - exciting date in Fashion for it marks the opening of the
Easter season - - this yeo
more exciting than ever due to
the clever designing, beautiful
fabrics and inspiring treatments of
women's clothes -,- - shown are
typical fashions of Grammer-Murphey's
new collections!

Físt Nationdl Bank


Oil: Midand, Capitol of Mermian Basin Atea Located In Center of World Reservy, More Than Operatind inticerns



Scharbater Hotel



Iocated Half Way Between. Et.Worth
and E1 Paso. A1títude:2760 ft
Híchways:U.S 80-


