

## VOL. VII

This foreign gold, which sought safety in our dollar
nd profit, in our stock market during 1935 , may decide
pack up and leave at any moment, and many bankers believe this would
nancial welfare.

$\qquad$
$\qquad$
$\qquad$ indications that the important decision may be expected
soon.
If the United States had postponed its declaration of doubtedly would be protecting it from Communists.
cold, which makes it easier for the susceptible boy cause a friend,
after a sad picture, to explain away thoze snuffles.
U. S. Oil is Wasted on Huge Scale In Corporations' Bitler Struggle
 $2=-2$ $-=4=5$

THE NEXT 'BACK TO THE SOIL’ MOVEMENT



$\qquad$

## 490 40

## $\$ 25$ м молтн ...now buys any

 NEW 1936 FORDV-8 light commercial car or pick-up! AUTHORIZED FORD DEALERS OF THE SOUTHWESTNEW $6 \%$ PLAN Ford Dealers Offer You Three Advantages1. New Lower Monthly Payments - no
need to pay more than
after down-payment.
 3. NNew Complote Insurance - actual
value broad form frre and thefis $\$ 50$
deductible collision; combined add deductible collision; combined additional
coverage such as damage from falling
aircrafe coverage such as damage from falling
aircraft, ccylone, windstom, earthuake,
tornado, flood, riot, hail and explosion. ALsO: New Lower Finance Cost on Ford ized Ford Deater for details.


Next whiskey drinks you mix start on an even footing with the old-time Southern gentlemen who mix the world's smoothest! Get their grand Kentucky straight whiskey . . . Schenley's CREAM of KENTUCKY

Sponsors Will Sell
Bridge Tournament Tickets at Door
 Anti Club Meets
With Miss Roberts


## Announcements

 The North ward pra wil song

 che forion fiday, med






 ${ }^{n 5}$




Caution Is Indicated When Airing a Baby







## of hans Get free fuel

## oDererolt Ta Uu. Southeast



## DOES MONDAY NIGHTS SPLITTING HEADACHE CANCEL THE FAMILYS RADIO PRO GRAM! 

## Beauty Assets Is

Wisdom For Girl


DAVID M. ELLIS CHIROPRACTOR

306 North Main St

| $\substack{\text { office } \\ \text { Phone } 822}$ | $\begin{array}{c}\text { Residenco } \\ \text { flone 1094 }\end{array}$ |
| :---: | :---: |


| for .- - <br> Bookkeeping Equipment <br> Call-Phone-Write <br> West Texas Office Supply Phone 95 |
| :---: |
|  |  |
|  |  |
|  |  |

MAYBE hubby and the children sympathize with
you-but inwardly they're wondering why on earth you have to be wearier and crankier than
other mothers are! Why on earth you slave over other mothers are! Why on earth you slave over a
washtub, when WE can do your wash and ironing
for you at the lowest, most economical prices.

|  |  |
| :---: | :---: |
| Familly Finish, per Ib, s.150 ${ }^{\text {20] }}$ | END US YOUR RUGS! |
| File Work, per lbe. | SPECIAL PRICES |
|  | on Rug Cleaning |
| Double Cotton Blankets. 3 3ef |  |
|  | 0 |
| Patrons are always telling us how they appreciate our Soft Water Process. |  |
|  |  |
| MIDLAND STEAM LAUNDRY |  |
| PHONE 90 |  |



# THEY DO THE READING and 

## THEY D() THE BUYING

And if your merchandise is properly presented to them

## YOU'LL DO THE SELLING

## The Wise Merchant

> Is the merchant who uses the medium of advertising that appeals to the eye . . . the newspaper . . . it contains complete news of the day . . . it contains pictures of outstanding people and happenings . . . it contains comics of the highest type . . . it contains the BIGGEST NEWS FROM THE MERCHANTS' STAND. POINT: the advertising of his merchandise.

## All of This Creates Reader Interest!

 And It Pays Advertising Dividends!


Page Six
$\$ 765$
 sories groups on all models at at special costt. Ales.
Bull
Buick prices include saffy glass throughout
is Elder Chevrolet Company
 three dollars more per week puts
a big car at your doorstep-may-
 you in dollars-and-cents terms?

## Resinol

J. P. INMAN

Optometrist

A fuil line of frames and mount-
ings. bromen lense quickly and
accurately replaceed.
New Dress Shop to
Be in Ritz Buildin



RITZ $\underset{\substack{\text { Tomorow }}}{\text { Tod }}$


