VOL. VII MIDLAND, TEXAS, THURSDAY, APRIL 11, 1935 EX-CONVICT HELD FOR MURDER "Worst'" Dust Storm Strikes Texas

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WOMAN EMPLOYE OF HOTEL IS SHOT TO DEATH TODAY Man Arrested at Gladewater


Urges Passage of Labor Dispute Bill


Presbyterian Men To Hold Banquet



## Quack <br> 

Spring Puts You in
Fair Wey to Get on The Greens-at Meals










BARBECUE FRESH MEAT
Barbecue Sanáwiches Home Killed Beef Choice Steaks 30 Special Orders fo Barbecued Chicken

## KING'S



AN inconsistent advertiser is one who has good merchandise, and knows it . . . but doesn't know the right channel through which to present it, to build volume sales. In other words-wan inconsistent merchant fails to advertise in his home newspaper, and therefore loses the trade of the very neighbors who would be most anxious to patronize him if they knew about his merchandise. But the successful advertiser is always consistent! He makes sure
that he has what the public wants, and he presents it through regular advertising in the newspaper they all read. And when Brother Bobby, Sister Sue, Mother and Dad all see the advertiser's name before them regularly, they become so familiar with him and his goods, that it's second nature for them to patronize him. What do you say, Mr. Advertiser? Will you be an inconsistent watch-them-go-by, or will yours be the door to which all shoppers beat a path to buy . . . buy . . . buy




FRIDAY \& SATURDAY OF THIS WEEK
We are inaugurating a weekly event of
Drug Specials. You'll have an oppor-
tunity to save money and we know that
well make satisfied customers during each
weekly event.








## MILLINERY

$\square$ Just the hat you are looking Just the hat you are looking
for to "top-off" your Easter costume. Medium and wide brim sailors, breton rolls, or flattering off-the-face styles of new rough straws, sisols and pedalines. Regular price
FRIDAY \& SATURDAY

- ONLY -

Wilson Dry Goods Co.



When two is company I don't make a crowd In your best friend gam you Lucky Strike

Never a bitter, undeveloped top leaf in me. Never a grimy, tough the mildest, best-tasting smoke. grant, mellow, expensive center wonder II your best friend. LUCKIES USE ONLY the center leaves... center leaves give you the mildest smoke (8)

They Taste Better


TENNIS, INDOOR EVENTS OPEN INTERSCHOLASTIC MEET FRIDAY

BASEBALL<br>Standings<br>Results<br>Schedule<br>$\qquad$


Regular Guy
 a Cllant is BOCK BEER-and why?

Every season of the year has some food or drink symbol expressive of an historical, religious, sen timental or superstitious legend or tradition. We have turkey and its trimmings with which to cele brate Thanksgiving. Plum pudding and sweet meats for Xmas. Hot cross buns for Holy Week Colored eggs at Easter time. Sas
safras tea, sulphur and molasses and Bock Beer in the Spring.
The origin of Bock Beer dates back to the early Teutons. The favorite year-around drink of these early Teutons was a home brew comparable in alcoholic strength to our present-day milder beers.
It was the custom of these agratian people to hold spring festivals at seeding or planting time in the early spring when they would gather together on lake shores, river banks and pienic places to invoke the blessings of the "God of Fertility" upon their soon-to-be-planted crops. These were real, festive occasions and in order to stimulate the merriment extra quantities of a heavier, stronger and darker brew than their regular beer was pre pared for consumption at these festivals.

Since the idea of brewing this stronger and darker beer for the planting festivals originated in and around Einbeck, a town in Prussia famous for its beer, the beverage we now call Bock Beer was known at that time as Einbecker Bier
It was many years later, after the brewing of beer had become not only a fine art, but a major in dustry in Central Europe, that Einbecker Bier acquired the name of Bock Beer and the Buck Goat became its pictorial symbol
The story goes that two German college chums, after graduation and several years' brewery apprenticeship, obtained positions as brewmeisters in separate breweries. One in Munich, Germany, and one in Holland. Though rivals in business their friendship peristed and their occasional meetings and visits with one another were full of good natured boasting, chiding and banter about the merits of their respective products.

One spring the Holland brewmeister brought : quantity of his special Einbecker Bier with him on a visit to Germany for comparison with the product of his Munich friend. As these two friends and business rivals sat in a Munich beer garden, drinking and comparing their pet brews, the Munich brewer ventured the opinion that the brew of his friend from Holland lacked the strength of a true Einbecker Bier.

This remark lead to a challenge to a beer drinking bout or joust, which challenge was promptly accepted. Seconds were drawn in approved dueling fashion. It was agreed that each of the brewers was to drink the
brew of the other, the wined by the ability to drink the the most and still be able to thread a needle withou wavering or faltering. The contest was staged in a large beer garden located in the rural subarbs

## of Munich. Equal quantities of the two brews <br> Coois BOCK BEER $\begin{gathered}\text { ons sodid } \\ \text { tpot } \\ 20 t\end{gathered}$

A Product of Adolph Coors Company, Golden, Colo.
San Angelo $\quad \underset{\text { RUSSELL DISTRIBUT ING Spring }}{-} \quad \underset{\text { Sweetwater }}{\text { CO., Distributors }}$
were measured out and the joust began. After each tankard the needle-threading test was made. In the meantime the domestic animals and fowls of the peasantry on farms close by wandered about unmolested and unrestrained as was their want. Among them were several goats-both billy and nanny
Eventually the erstwhile, steadiness of the hand of the Holland brewer wavered. He missed the brewer wavered. He missed the the wetted end of thread. Th German brewer clad th bout. But the Holland brewe Buck Goat had butted his chai just as he was about to thrust the thread through the needle's eye, deflecting his aim.

As to whether the foul was allowed the narrato sayeth not, but it is recorded that in the subse quent argument the remark was made that it wa the Buck that lost the bout and not the beer.
In any event, henceforward, this richer, heavier and stronger pure malt beer, especially brewed for spring festival drinking, became known as Bock Beer and the belligerent goat its symbol. The dictates of tradition, built up by centuries of custom, provides that the Bock Beer season shall start on the Saturday preceding Easter Sundaythat Bock Beer is a Spring season festival bever age-and that to market and drink it before this time is a violation of its legendary tradition-tha Bock Beer, before this time of year, is as much out of season and out of form as Easter eggs would be under a Christmas tree.
The Adolph Coors Company believes in preserv ing this fine Spring-time festival tradition-more concerned about perpetuating this sentimental symbol of the industry than they are in selling a few extra barrels of beer by rushing the season jumping the gun or chiseling the market.

Moreover, The Adolph Coors Company follows the tradition of making Coors Bock Beer a very special brew-a pure malt beer brewed to perfect caramelization (color and aroma) and retaining its full diastatic power without artificial coloring The brewing of real Bock Beer is a test of the brewer's art accomplished only by selection of the finest barley, rarest hops and complete control of the malting, fermenting and ageing process.

Coors Bock Beer for 1935 was brewed early in December, 1934. It is the best and most brilliant Bock Beer Coors has ever made. It will be offered April 20th, the day before April 20th, the day before Easter, as prescribed by tradition. In the meantime it will have been mellowed to the most taste-tempting flavor by more than four
months ageing. Worthy of your keenest anticipation
All of which makes Coors Bock Beer a genuine Bock Beer brewed with all the fineness of experience and offered to you with highest regard for its sentimental traditions.



## CLASSIFIED ADVERTISING

cates and information
 CLASSSIFTETS will be accepted
until 12 noon on week days and 6 p. noon on week days
and 6 s.ins.
daturday for Sun-


 mintimum charges: $\frac{1}{1}$ day $25 \delta_{0}$
$\frac{3}{3}$ dapys 50.
3 days $60 \%$.

$\overline{2-F o r ~ S a l e-T r a d e ~}$
$\overline{\text { LATE model. small cabinet } 5 \text {-tube }}$
Grunow radio. T. Paul Barron.
$27-3$

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FOR SALE Cheap: Light two-wheel
trailer. See at Rockwell Bros.
3-Furn. Apts.


|  | FURNISHED apartment, $\$ 30$ month utilities paid; close in. 810 Sout Eaird. 4. |
| :---: | :---: |

5-Furn. Houses

## 8-Poultry <br>  <br> CHICKENS, TURKEYS Give Star Sulphurous Compound in their drinking water (ussed ularly as directed costs cused reg- and it will keep them free of germs and and worms that cause disease; also tree of lice, mites, fleas and blue buss that sap their vitality and you  <br> 15-Miscellaneous

New and Used Furniture
Stoves, Mattresses,
Phone 451.
FURNITURE HOSPITAL

THAT
FAST
DEPENDABLE
MOVING SERVICE

Move Safely the Rocky Ford Way Bonded \& Insured Steel Vans REAL ESTATE
Let me find you a house, a farm, a ranch or business property - or let me sell for you.
J. B. (ROCKY) FORD $\begin{array}{ccc}\text { Midland } \\ 400 & \text { PHONES Odessa } \\ 124\end{array}$ 501 Petroleum Bldg.



