# THE MIDLAND REPORTER 

## volume xxis <br> REAL ESTATE DEALS ON INCREASE IN MIDLAND CIIY PROPERTY THIS WEEK

IDLAND, TEXAS, FRIDAY, sEFTEMBER 23, 1927 NUMBER 73
biggest deal since llano hotel sale made tues day evening when outside capital is investED IN LOTS NORTH OF COURT HOUSE
 entered, has excellent show room
storage space and stock and repai
rooms.
Hill Building Sells Another deal of considerable mag
nitude involved one of the best loate nitude involved one of the best located
brick business houses on Main Street,
J. E. Hill having sold the building in which the Idlehour Theatre is located
to H. T. Hodge of Abilene, who states that he will remod
throughout and put
picture theatre ther
picture theatre there.
This is an east front building, lomer of Main Street, regarded as
mot principal street intersection of the city
The consideration of this deal was not made public, but it is reported
that Mr. Hodge paid a good price to Atkins Urges
Farmers Enter
Swine Contest County Agent Atkins, calls atten
tion to the ""on Litter Contest" spon-
sored by the Extension Service of \& M. College and the Progressiv Prizes totaling $\$ 325.00$ are offered
in this contest which will be based on total weight of the litter of hogs at 150 days old. Litters of ten pigs
should weigh at least 2000 lbs. at the age specified, with smaller litters in proportion.
of Ausurned between the dates of August 5th and october for entry in the contest. Midland county should have at lea
six farmers with entries in this con-
test, and those interested in makin entry should see the coun
once for further details.
W. M. S. Meet Monday

The Womens' Missionary Society of
the Baptist Church will meet Mon-
ived with a boom Tuesday even-
and New York bought from J. B.
Barron eight lots, and from W. S. Barron eight lots, and from W. S.
and E. H. Barron, two lots, all
oss the street north of the court

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According to information received
here, the big steel doors were made
by young Langford with his own
hands, and without assistance. Mid-
land, people will be glad to learn of
the success the young, fellow is mak-
moland rpprisenito


VIGLers atteennag Petrolezu
EXPOSIIION IN TULSA, OKLLAOMA

CATTLE TRADING ACTIUTY IN
IIDLAND CONTINUES TO BE BRISK
MIDLAND SECRETARY, ARMED WITH LITERATURE TOTAL OF ABOUT 3,500 HEAD CATTLE CHANGED HANDS ABOUT MIDLAND, WILL SHOW OIL MEN THE ADVAN- IN MIDLAND EARLY PART OF THIS WEEK. TRADTAGES OF HEADQUARTERS CITY
dvantages of Midland as the "Oil Capital of Southwest ening in Tulsa, Okla. tomorrow and continuing through Oct. 1. Tulsa Wednesday night to arrange the Midland booth.

On suggestion of Ralph M. Barron, warmly seconded by W. A.
rectors unanimously decided to send the Secretary to Tulsa to ad-
vertise Midand directly to the oil men at what is said to be the vertise Midiand directly to the oll men at what is said to be the
biggest gathering of oil men in the world. President W. R. Chan-
cellor named these two as a special committee. Literature prepared under direction of Mr. Barron and Mr.
Yeager, and display slogans suggested by them will be used in the
Midland advertising campaign. The literature sets forth on Midland advertising campaign. The literature sets forth on one
side Midland's advantages from location, transportation, schools, side Midland's advantages from location, transportation, schools,
conveniences, hotels, office building etc., while on the other is a graphic map in red showing Midland's central location with refer-
ence to the oil fields. to the oil fields.
The Southwestern Map Company donated this drawing made
manager Powell to the Midland Chamber of Commerce. This by manager Powell to the Midland Chamber of Commerce. This
same literature will also be distributed by the Chamber of Commerce to scores of inquiries who call or write at the office of the organization. Oil men, generally, have declared that the Tulsa
exhibit will go far toward acquainting oil men with why they exhibit will go far towa
should locate in Midland
 Furnished rooms, houses and apart- a house for the winter. Mr. Reynolds
nents are much in demand, according
is with a tool company in Coffeeville to Miss Pearl Wimberly at the Cham- from Amarillo to Midland. ber of Commerce office. Those who
have furnished rooms should get in
touch with her at

## Thirtu- $\mathbb{C}$ ur Hzarg

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Anù In The Frime (Of Ifife -TODAY IS REPORTER'S 32nd BIRTHDAY-

Among the oldest citizens of Midland is The Midland Re-
porter. Today is its thirty-second birthday, and it s now in the Contrary to the usual custom, The Reporter is not running
a birthday edition, selling advertisements of "congratulations to itself." It is holding its own celebration without capitaliza to itse
tion.

Loouing that time recall that the newspaper has been great factor in the development of this section of West Texas. Sreater opportunities than ever before ownee the newsenpaper,
for The Reporter to assist in building a Greater Midland As the thirty-third year of its service as Midland's official
newspaper begins, The Reporter renews its pledge of service to newspaper begins, The Reporter renews its pledge of service to
the community. It will continue to champion the cause of progress, of constructive building, of right li
and of the higher ideals of citizenship.

The Reporter has "strained every muscle" to keep pace with the rapid growth of Midland during the past few months, and will continue to add to its physical equipment as it has done
during that time, so that it may render full service to its patrons. It is now one of the best equipped weekly or semi-weekly papers in West Texas, "if we do
plant will continue to be improved.

The addition of mat service, an outstanding advertising service, a full time advertising manager; the employment of a
society editor; the change from a weekly to a semi-weekly paper; and the installation of a high speed automatic job press, a power saw, a power stitching machine, and a casting box;
these are some of the accomplishments of The Reporter since the first of the year. Within the next few months, the management hopes to have bigger and better announcements of in--
provements to make, in keeping with the expected phenomenal provements to make, in
development of Midland.

And now on its thirty-second birthday, The Reporter is
thinking not of its past but of its future, and with its present "pep" and enthusiasm, it hopes to be live and active when another thirty-two ye
ed a "ripe old age."
impano now has




## W A IT! <br> ... tor the WWV FORD

## Ready Soon

## Nothing quite like it.

More Speed---65 miles per hour.
Quicker Starting
Faster Get-Away.
Smoother Operation.
More Beauty and Style.
Greater Durability
More Responsive Controls.
Greater Comfort.
Increased Strength.
Less Gas and Oil per Mile.
Factory Test-Proven for every Operating Condition.
A Car that has cost Many Millions of Dollars to Produce but Moderately Priced.

## Cowden Motor Co. "FORD" Products









## Lumber for all Purposes

We are prepared to furnish building material of all kinds. Estimates cheerfully furnished.

ROCKWELL BROS. \& CO. PHONE 48

## A Good Name

We are proud of our good name-and 苞 are continuing to keep it this way by rendering first class plumbing service-All the time.

## HOWE \& ALLEN

Licensed and Bonded Plumbers
Phone 232
Midland, Texas

"Notice The Lighting Equipmenl"

## Many Hours a Week

are saved for you if you have your home wired properly and have a few electrical appliances to go with this wiring. Let us help you save these valuable hours.

## BLACK ELECTRIC COMPNY

of C . Bldg. "Anything Electrical"
Phone 438

There's just one way in which your story can reachit practically every buyer in the fown and county:-through the advertising columns of the Midaland Rejorter.

This is the era of selling by the printed word, and ne business can survive the stress of modern competition wiffout advertising. So tell them-sell them-litrough

The Midland Reporter

## Spread Your Values

 All Over Town!



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Have Christ in Your Heart
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SPEED
ART
QUALITY
Buyers of printing often want speed in production; they usually want an artistic make-up; and every shrew:d buyer insists on quality of material and workmanship.

With its ever increasing facilities for high class commercial printing

The Midland Reporter Solicits Your Business

the miland reporter, frijay, september 23, 1927


Scald Quickly





 Mrs. Rorer's Table for Blarching
Spinach



 - Fiesta String Beans






 Another sood dish foon




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Glazed Carrots




 valve connection either
water can be pumped.


PERFECTION


QUICK LIGHTING-.-QUICK COOKING
Let us show you the latest models of the world's best oil stove. (More
than half of all the oil stoves now in use are Perfections.) The stove that than half of all the oil stoves now in use are Perfections.) The stove that will be a time saver in your kitchen. Even if you are not ready for a new
stove, come in and let us show you the many advantages of the Perfection.

WINTER-HAYNIE HARDWARE COMPANY
BARRON FURNITURE COMPANY

## Leadership for

 largest manufacturers of oil burning devices. $4,500,000$ satisfied users. Why experiment when you have the judgment of millions to guide you? See the newest Perfections at any dealer's.

## PERFECTION

Oil Stoves \& Ovens


THE MDLAND EEFOTEES FRIDAY, SEPTEMEER 23,1927



