## Walter P. Chrysler

Develops a New Manufacturing Principle
Quality Standariciation


Walter P. Chrysler is intensely
individualistic,
contemptous individualistic, contemptous and unawed by engineering traditions unless the years have proven them sound and endur
There is scarcely a car of importance in the industry today
which has not felt the influence which has not felt the influence
of his ideas, and scarcely one which does not show either in design or practice the effect of
that influence. that influen
In less than three years he has Chryslerized the manufacture cally abroad as at home. But he is not hide bound in his surrounding himself with strong men. There is no greater group of creative specialists in the eering staff. He works with them and they with him as a ellow craftsman.
His special genius is in subjecting all manufacturing practice of an absolute standardization of quality
The Chrysler four-car plan of ne of its kind in operation in the world today, reduces processes and practices to an en nd manufacturing mechanical and manufacturing absolute. and machines alike must deliver to all four cars an unvarying maximum of precision and excellence.


This Chrysler principle standardized quality manufacture is revolutionizing the buy ing of fine cars to day.
For at one step, it eliminates purchaser's risk, ends the buyty, makes possible the purchase of either the lowest priced or the highest priced Chrysler, with positive assurance that the quality in each is equally as-
sured and the value suprem sured and the value supreme in
its class.

Leading manufacturers have
been striving for years to achieve this absolute evenness of
quality. But Chrysler alone has quality. But Chrysler alone has
achieved it, translated it into fact by an extraordinary complete co-ordination on engineering and manufacturing resour-

Chrysler standardization of quality goes back to the sources
of raw material; it governs the very minutest operation; it makes certain that every unit is produced with the finest precision; it even moulds the man
ufacturer of accessories.

Of course Chrysler models differ in price, in size of chassis, speed and power, the model numbers representing miles per hour, but all are basically the ame in rigid adnerance to the ame law of quali
Obviously, cars that are built by one organization, under one all-
embracing system of standardiembracing system of standardibe essentially fine to a degree beyond comparison with other cars made under ordinary me-

This most important of Chryser advantages insures the suprior quality which is the foundation of superior and uniform
performance,
dependaldility, comfort, economy, and long life in every Chrysler.
That each Chrysler is far ahead of any car near its price, in quality of performance, you can easily verify, by comparative
demonstration.
Hundreds thousands of Chrysler owners know this to be a fact. We invite you to prove these superio-
rities of standardized quality for rities of standardized quality for
yourself.

## Kuykendall Motor Co. CHRYSLER "50--60--70--80"

Crysler Model Numbers Mean Miles per Hour


## Children Form The Saving Habit Easily--

Just get one of our home saving banks for your child and watch him. It's interesting.
He dreams wonderful dreams, even as you and I-and, given the chance and your training, will early learn the wisdom of saving.
Could you afford not to give him the chance?

Midland National Bank
United States Depository
"There Is No Substitute For Safety"


## Midland Teacher <br>  <br> Whoswho <br>  columbus had beth vision He dreamed a dream-he believed he was right and he had the courage oo attempt to transfor the Al oll us wish and dream and hope ut without action they will avail us us but witho nothing. America reserves the memory of Christopher Columbus not so muxh <br> First National Bank "The Bank of Personal Service" <br> For Over 36 Years <br> ire Prevention Week Designated Capital and Surplus $\$ 200.000$ <br> See our Window. A 10 quart gal-    By United eftorto prevent part of the citizens of Tex this waste reduced to a great extent.  specting the fire hazards about their houses donin everthy possibe to promote safety measures. Moris Carter and Mrs. R. M. Ba- ron returned Wednesday ron returned Wednesday from Dal- las where they visited their parents. Mr. Carter had a throat op while there but is recovering. <br> 



# What 30 Years of Cooking 

 taught Mrs. Rorer and even. They did not creep
or'crawl.' This is a real blessing or crawl. This is areal blessing
to the cook. She can forget her stove and keep her mind on her cooking.

PREFER oil kind. I speak from the fullness hem. Oil is clean, economical world of work No condable. in, no ashes to carry out. And no dust.
 "I have just completed a special experimen ing it under all possible cooking conditions I cooked many meals in my own kitchen. Every dish was deliciously cooked.

Immediate Cooking
Steak began to broil and my molasses cak began to rise almost as soon as I lighted the to 'come up.
"The bottom of every utensil used in the experiment was as clean as a china dish. No scouring was necessary. Those long Perfec-
tion chimneys certainly are insurance against sooty kettles.

All at the Same Time "I cooked many things at once. For boiling beef I used a very
low flame. I French - fried potatoes over a hot flame with yellow tips about $1 \frac{1}{2}$ inches high above the blue area. I cooked white sauce over a medium flame.
"I used all grades of heat at the same time satisfactorily.
$M_{R S}$ RORER is on of the six famous cooks who just completed a novel cooking test on the Perfection Stove. Others are: Miss Miss Margaret Allen Hall, Battle Creek; Miss Rosa Michaelis, New Orleans; Mrs. Kate B. Vaughn, Los Angeles, and Mrs. Belle
DeGraf, San Francisco. 'Very Well Satisfied"

$$
\begin{aligned}
& \text { "Altogether I was very well satisfied with } \\
& \text { the Perfection Stove. And, my good opinion }
\end{aligned}
$$ the Perfection Stove. And, my good opinion of oil stoves hasincreased, it that is possible." 4,500,000 In Use The other five famous cooks were enthu siastic about the 1926 Perfection, too. And every day $4,500,000$ women get real cooking satislaction from their Perfections. You the year around when you cook on the latest model Perfection. latest model Perfecion.

See th
at any dealer's today

## PERFECTION

Oil Cook Stoves and Ovens All sizes, from a oneburner model at 7.25
to alarge, five-burner range at ${ }^{1} 130.00$. Buy the stove en dorsed by Mrs. Rorer and the other five famous cooks,
the 1926 Perfection. PerfectionStove Dallus Banchich
825 Trunk Avenue



Send today for our free booklet,
"Favorite Menus and Recipes of 6 Famous Cooks." Coctipains
many of Mrs. Rorer's.

"Use this flame for pre-heating the oven for cakes. It has yellow
tips about $11 / 2$ inches high abovis the blue area," says Mrs. Rorer.

"Heat at the touch of a match tothe wick, when you cook on the
Perfection," Mrs. Rorer says. WARNING: Use only genuine
Perfection wicks on Perfection
Stoves. They are marked with red Stoves. They are marked with red
triangle. Others will cause trouble. Endorsed by 6 famous cooks


## Sold By

## Miland Harduare Company

## Midland, Texas

处


BRTEADS AND BISCUITS AS 3 EXPERT COOK
 Bread can be much more
than the uninteresting, prosaic "staff of life." It can be made so delicious that you eat
it because you want to not because you Hzin $\begin{aligned} & \text { think you } \\ & \text { oughto. } \\ & \text { F m ou } \\ & \text { cooks have }\end{aligned}$ 2. $\begin{gathered}\text { F } 2 \mathrm{~m} \text { o u } \\ \text { coors have un } \\ \text { earthed man } \\ \text { delicious bren }\end{gathered}$ earthed many
delicious bread
and bis cu it recipes from Mrs. Saran
v. Rorious parts
of the country for you. Follow their recipes
for pleasing variety in breads.
Easy Bran Muffins



-930Nuts for Nourishment
Irs. Roref has a vary appatiz






What does your new hat think of your clothes? Does it say, "Duds, you nifty and you are not Come on, walk the boss to a Clothcraft shop and let's achieve unity of effect?" And perhaps the gloves and walking stick echo, "Yea, go!"

Clotheraft
Tailored Clothes $\$ 25$ to $\$ 45$
 WADIEF-WIISON CO. Midland, Texas In "Dry Hide"
H. E. Cummins was in town Mon-
day. He informed his neighbor, W. day. He informed his neighbor, W.
C. Cochran, that the well on the Cole
Cole ranch was down to 3140 feet in "dry
hide." BEST PICTURES

| Monday, September 27 <br> RECKLESS LADY |
| :---: |
| Tuesday, September 28 <br> AMERCAN VENUS <br> America's Perfect Woman <br> A Great Fashion Show |
| Wednesday \& Thursday <br> September 29 \& 30 <br> Buster Keaton In <br> BATTLING BUTLER |
| Friday, October 1 <br> Hoot Gibson In <br> PHANTON BULLET |
| Saturday, October 2 <br> Pauline Stark and Conrad Nagel <br> IN SUN-UP |
| AT THE |
| IDLEITUUR THEATER |

See Buster Keaton in "Battling
Butler" at the Idlehour Wednesday
and Thursday.
Chiropractic Adiustinents, Phone 164
Miss Annie Lee Brunson was here
the frest of the week from Rakkin
where she employed by the Harlan
Abstract Company.


THE MIDLAND REPORTER

T. PAUL BARRON, Editor-Owner
. SUBSCRIPTION IN ADVANCE Advertising Rates Upon Application. $\frac{\text { Advertising Rates Upon Application. }}{\text { The Reporter strives to be clean and fair in the disemination of news. Any }}$ mers wheerfully corrected sugestions or criticisms are welcome



Two new items of considerable im-
aitance appeared in last weeks Re-

later cotton came, followed Ay other
orops. Who was
 current advertising rates, the streets
could be paved with the money almost. A newspaper is supposed to be pro-
gress itself. Very true, but her on the same subject constantly is not only very irksome but pa
both mentally and financially. Miss Kitta Belle Wolcote of Midland
is now attending State University at Austin. Last week Miss Wolcott
pledged Delta Zeta sorority. Miss pledged Delta Zeta sorority. Miss
Dorothy Graham of Odessa pledged
Chi Omega. Miss Graham is known here. Both girls are to be congratulated on receiving bids in
view of the fact that the number those rushed this year was con
able smaller than last year. Last Friday the Legislature a
jou:ned until the next Monday. O
Saturday a number of the solon

## FURNITURE

We Have It
New and Second Hand Exchange
NEW PERFETION AND NESCO OIL STORES
Congoleum Rugs, Etc.

KEY \& YEATS

## 


over this mental chaos on the Little
Theater which has just since been
typed, I am convinced that sailors are
not the only ones who can really reach fievy unattainable heights in flowery
thetoric.

"ham" stuff I expect the editor to fire
The reason I call it ham is: Firist-
amateurs in general are often refer
red to as hams. Second-ham is part
of a hog. A hog takes up an im-
measurable amount of room for noth
ing. Now ham it is and will remain.

## Tom Flood, Slim Mise and Noa

Buesday night.
Brammar was in Odessa Tues-
day night taking in the dance.
Joe Miller and family of Trinidad,
Colorado, are here this week visiting
Miss Winfred Ellrod arrived Wed-
nesday from Dallas and has begun
her duties as teacher of home eocon-
mics in Midland High. School. Miss
Ellrod held this position last year
Ellrod held this position last year
in Breckenrige. She was formerly
a student in Cornell University.
See our Windaw. A dandy good broom 25c Saturday. Help the Mid
land County farmers get rid of their
broom corn. Limit broom corn. Limit 2. Dr. David M. Elis, who with Mrs.
Ellis returned last week from an au-
tomobile trip to the northern and eastern states and Canada, state that the
worst roads he found were betwe worst roads he found were between
Howard County and Fort Worth. He traveled 5690 miles, used 284 gallons
of Gas, paying an average of 28 ents
per gallon. per gallon.
36 cents, i
he has bee tice since returning.
Mr. and Mrs. Smith Umberson re
turned yesterday morning from San turned yesterday morning from San
Antonio, where they spent a few days
visiting. They were accompanied to visiting. They were accompanied to
Kerrville by Jax Cowden Junior who
will attend the Schreiner Institute Kerrvile by
will attend
this year.

Our

A Year Of Progress
---For Which---
We thank the people of Midland and the surrounding country.

We have been in Midland now for almost a year, and we are more than pleased with the good business we have done. Our volume of sales has been greater than we expected and we appreciate your patronage.
It has been our practice at all times to sell QUALITY MERCHANDISE AT LOW PRICES! We believe this is the foundation of our success, because our customers have shared our profits.
In the future we hope to make our store even more useful than ever, and we invite your continued good will

Our Co-operative Buying Saves You Money!

# West Texes Dry Goods Co. 

A. P. Baker, Manager<br>Midland, Texas



## WHTTE HOUSE SPECIALS Saturday, September 25, 1926

| Picnic Hams, guaranteed to please, lb 27c |  |
| :--- | ---: |
| Preserves, White Swan, any kind, each | 26c |
| Sugar, pure cane, 5 lb carton, only | 38 c |
| Baking Powder, 25c size K. C. | 19 c |
| Syrup, Gallon White Karo, only | 59 c |
| Crisco, Large Can | $\$ 1.24$ |
| Pickles, gallon can, only | 89 c |
| Kraut, large 2 1-2 lb can, only | $\mathbf{1 6 c}$ |
| Globe Blackleg Aggressin, dose | 8 c |

Small Dictionaries, for the kiddies, FREE

## Three Meals A Day

At the Crystal Cate will satisty the keenest appe tite. We offer you good tood cooked the way you like it, at a price you don't mind paying.

## Crystal Cafe

Across Street from Post Office
Tom Flood, Proprietor-Midland, Texas


Paint that is cheap by the gind is not cheap by the job


OER and over again, by longer, it is the most economthis simplespreading ical paint you can use. sest, practical painters and Some other paints cost less

scientific laboratories have than Devoe per gallon, but found that Devoe Lead and no other costs as little per Zinc House Paint possesses spreading capacity. Because it covers better, Devoe Lead and Zinc House Paint is guaranteed to give | spreads farther, and lasts | according to directions. |
| :--- | :--- |

Meeks Furniture Co,
DEVOE Lead \& Zinc Pain


