## THE MIDLAND REPORTER

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DLAND, TEXAS, FRIDAY, OCTOBER 9, 1926

GULE PROOUCTION COMPANY TO
LOCAIE OFFICES IN MIDLADD
Deal Closed For Entire Second Floor Of First National Bank And Annex. To Come Soon
BAPTIST ASSCCATION
MEE HERE THS WEEK

Farm News Gives
Sound Cotton Advice


demand will




Methodist Revival
Has Good Attendance

TO HAEE REVMAL AT G CHSTIN CHURH


ECTOR AND WINHLER WLIDCATS ARE
ATTRACING ATTENTION THIS WEEK
Cosden Connell No. 1-A and Eastland Oil Com-
pany No. 1 Hendrix Are Centers Of Interest
In This Section.

## Thrree Meals A Day

At the Crystal Cate will satisty the keenest appetite. We offer you good food 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


All Savings Have Their Infancy, Let The Infants Have Their Savings

Just now while your children are small is the time for the begnning of their financial training

If they know nothing of extravagance in the years to come it will be easier for them to travel the thrifty way.

Get one of our home saving Banks for your child-and teach him its use.

## Midland National Bank

United States Depository
"There Is No Substitute For Safety"


Business is so good that we have hardly had time to prepare this Weekly Advertisement.
"There is a reason" as the Postum advertisements say, and the reason for this splendid business is -First-The best and by far the largest selection of the seasons best merchandise we have ever shown. SECOND-Values That Are With out Comparison.

## WE BELIEVE that for the same high qaulity merchandise, this store sells for less than any store or mail order house in Texas.

MEETING THE SITUATION
This store has never followed. Where drastic action was necessary, this store has never hesitated and has always led the way. Where lowering of prices was necessary to meet a situation, this store does not wait to be forced to this. The present low price of Cotton will naturally force lower prices on Staple Merchandise, to meet this, we have revised prices on this merchandise NOW, without waiting.

YARD WIDE OUTING 15c
This is the quality outing that we have sold at 25 c last year and we considered the best value inTexas at the price we originally offered it. Fifty rieces of this, lights, darks, greys, solids, specially priced to meet the situation, at the yard

27 INCH OUTINGS 10c THE YARD
This is our regular 15c quality in both lights, and darks and a value that you will not find in adozenstates, specially priced to meet the situation, the yard

MENS UNIONS $\$ 1.00$
A splendid quality, unbleached, medium heavy weight, nicely made full cut, mens unions, regularly priced at $\$ 1.35$, this lot specially priced to meet
$\qquad$
CHIDRENS TAPED UNIONS 75c
This is a bleached, full weight, taped and buttoned unions, sizes 2 to 12 $\stackrel{\text { years, specially priced to meet the situation, suit } \quad \text { 75 }}{\underline{\text { C }}}$
100 PAIRS DOUBLE COTTON BLANKETS $\$ 1.39$
Full double bed size, grey and tan with colored borders weighs full two and three quarter pounds, regularly priced at $\$ 1.95$ the pair, sold last year at $\$ 2.25$ the pair. Specially priced to meet the situation, pair $\$ 1.39$

BOYS OVERALLS 85c THE PAIR
In sizes up to 10 years, one of the best ones we have ever been able to offer at a dollarthepair. Specially priced to meet the situation, pr....85c

WOOL SUITINGS 95c
One lot of wool and part wool suitings, every one New this fall merchan dise, values to $\$ 1.50$ the yard, specially priced to meet the situation, yd 95 c 81x90 SEAMLESS SHEETS 98c
5 dozen regular $\$ 1.25$ values in this extra Bleached Seamless Sheet specially priced to meet the situation, each $\quad 98 \mathrm{C}$

## BROWN DOMESTIC 10c

Full yard wide, extra good quality, regularly priced at 15 c the yard, specially priced to meet the situation, the yard

THIS STORE SHOWS ITS APPRECIATION IN A SUBSTANTIAL WAY

## Wadley-Wilson Co.

one price-the lowest-ror cash only MIDLAND, TEXAS



Tired, Aching Feet?


 Sore, Tender Bunions?



Crooked R ,
Crooked, Run.over Hels?
Dr. Shollts Walk Strate Hell Pade


## Foot Comfort Expert from Chicago <br> will bat this asere mondar, october 18th <br> vilb beathis areac <br> 

## Free Demonstrations

For the beneitit of foot sufferers, this store will conduct a
Special Foot Comfort Demonstration. In charge of this important work is a foot comfort expert from the personal stafif of Dr. Wm. M. Scholl, the recognized foot authority. As he has been specially trained in the Dr. Scholl Method of Foot Correction, this offers an exceptionai opportunity for you to secure a full measure of reai, genuine foot comfort.

What is your foot trouble?
Your trouble may be simply a corn, a callous or a bunion, or it may
be the result of weak and broken-down arches, or some other form be the result of weak and broken-down arches, or some other form
of foot trouble. It costs you nothing to learn the true condition of Free Pedo-graph prints made of your feet
 Don't miss this opportunity to get foot
comfort. 1 Tt s simple, eass, inexpensive
Wailey-Wilsn Co.
Waimo-minal










 Mondas, october 18 ,-wiley Uni-
versity
vs.
Langston
University

 on Friday, Oct.c. contests.


 compet for tropnies ofieread by the
Sate Fair and private individuals
and firms.
Live stock juaging will take place
mit the live stock arena hegining at Tn the live stock arena beginning at
9 a. m., from Monday, October 11, to
 arena will be the horse show events,
to bo carried out on the evenings
隹




## Acclimated Fruit and Shade Trees

At Lowest Prices Since the War Our late blooming, sure bearing fruit trees are best suited to West Texas and Eastern New Mexico.
$\qquad$
$\qquad$
$\qquad$ 18 years in Plainview
Reference-averytody hero
Plainview Nursery
Box 1058

the midland reporter Friday October 9, 1926
How to Get

## Mr. and Mrs. C. W. Post and family have returned to Texas from a very Jesterday. Waddell was in from the ranc He says that with seve have returned to rexas trom a very yesteray. He says that with seven pleasant summer in Wyoming, Colo-. $\begin{aligned} & \text { inches of of raing fine. } \\ & \text { ald }\end{aligned}$ his grass is coming are visiting their parents, Mr. and Mrs. Ed Eriksen a few days before going to their home in Breckenridge <br>  <br> No finer line of toilet articles <br> 40th Annual STATE FAIR

Of Texas
Dalias, October 9-24, 1926
Excursion Rates

## Via



IN THE NEW AUDITORIUM

## "PRINCESS FLAVIA"

CAST OF 200 CHORUS OF 100 EVERY DAY THROUGHOUT THE FAIR

Magnificient Agricultural Displays Poultry Show Horse Show Dog Show Football Games, Etc., Etc.

Get a "close-up" view of the giant Locomotive of the T. \& P. Railway on display at the Dallas Fair.-Near Livestock and Poultry Buildings.

See T. \&P Railway Agent for Full Informa-tion-Geo. D. Hunter, General Passenger Agent, Dallas, Texas.


The actors who recently played " "Samle"" in mod-
ern business costumes ern business costumes
found they could not found they could not
rant in them. Dressed like folks, they had to talk like folks. Another proof that clothes gov-
ern. You feel right, talk ern. You feel right, talk
right, act right, in
 <br> \section*{Clotheraft <br> \section*{Clotheraft $\$ 29.50$ $\$ 29.50$ Serge Suits Serge Suits

 <br> WAOLEY-WILSON CO. Serge Sui} Serge Sui}



Foundation Is Up
On Nobles Bldg.
The pouring of concrete has been
under way for several days on the Nobles garage building, and the foun-
dation is ractically conpletd dation is practically completed.
Hollow tile and onther materials are
on the ground, and it is expected that on the eround, and it in expected that
the walls will be going up soon. The builders have been getting in
some fast work during the last two some fast work during the las
weeks. $\left\lvert\, \begin{aligned} & \text { Two days only. Positively can } \\ & \text { keep "The Son of the Sheik" anoth } \\ & \text { day }\end{aligned}\right.$ day. Monday and Tuesday, b
ning at 3 p. m. at the Idehour.


## Midland National Farm Loan Association

CAPITAL STOCK \$20,000.00
We have loaned our 90 borrowing members $\$ 300,000$ We take pleasure in announcing a new, low interest rate of 5 per cent. It is good policy to do business with your local Farm Loan Association, among people whom you know. We take your application and look after the details here.

No renewals, liberal payment options. Your payment of $\$ 30.00$ each six months on each $\$ 1,000.00$ bor rowed includes interest and principal

Come to see me or write for literature
H. W. ROWE

Midland, Texas
Member Federal Land Bank System


| Bungalo |  |
| :---: | :---: |
| everything | Charles W. Paddoc |
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| and paint it |  |
| JRTON-LINGO |  |
| COMPANY |  |
| Midand, Texas |  |
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## -PROFESSIONAL CARDS

| B. W. FLOYD <br> Land and Livestock Cheapest Good Land in Texas Office No. 2, Over First National Bank. PHONE 190 |
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| ODESSA ABSTRACT CO. |
| :---: |
| SPARKS AND BARRON |
| ODESSA and MIDLAND |
| Complete Abstract of Title to |
| Ector and Crane counties |


| LLANO BARBER SHOP <br> M. D. JOHNSON Proprietor <br> Courteous Expert Workmen Sanitary Specialties Beauty Parlor in Balcony Phone 273 |
| :---: |



## TWO MEN

## Who Have Made Industrial History

The Story of Their Business Success Reads Like Romance







His reception at Denison was discouraging. In those days
ice was not considered a necessity. Ice, such as was used ice was not considered a necessity. Ice, such as was used,
was "harvested" in Northern points during the winter and was "harvested in Northern poins during the wior
shipped in for those who could afford the luxury.
But Mr. Dawley knew the idea of manufactured ice was
sound. He staked his entire capital and every ounce of energy and brains behind it. The little e 12-ton plant he
built at Denison in 1886 was one of the first in Texas. built at Denison in 1886 was one of the first in Cexas.
Finally the idea took hold. People saw the convenience, economy and superiority of "factory ice." The busines grew. The plant was enlarged. A second plant was built
at Sherman, and then others at Paris, Corsicana, McAlester, Texarkana and Dallas.
Through the succeeding years expansion came rapidly;
more plants were added; additional related industries started. In 1916 Mr. Dawley combined all of his many properties into one great corporation, the Southern Ice \&
Utilities Company, and the business grew even faster. Today finds C. W. Dawley at the head of a $\$ 10,000,000$
industry, operating plants in 33 cities of for Southesetenn
states; supplying more than 300 communities. The busiindustry, operating plants in 33 cities of forit Southwester
states; supppying more than 300 communities. The bus
ness now includes the manufacture of ice, ice cream an
tint butter; car-icing and operation of power and light plants.
Such it the story of C. W. Dawley. a man who had
vision and the courage to develop an opportunity vision and the courage to develop an opportunity. Th
acorn of 1886 is now a strong and rugged oak, whose roots
will deepen and branches reach higher throughout the will deepen and branches reach higher throughout the
years... for truly ioe and its related industrise are among
the services most necessary and beneficial to mankind.



 a fellow mail clerk the only fifty dollars he had to ex-
change runs with him so he could study the territory where change runs with him so
he wanted to operate.
Without a cent of money, Mr. Couch formed a partner-
ship with the postmaster at Beinville, La., who was likewise ship with the postmaster at Beinville, La., who was inkewise
broke. They sold service ticket books in advance to get the meney to buy the wire for their first telephone line from
Beinville to Arcadia, and by both continuing their respec-
tive jobs, they managed to pull the business thru until the tive jobs, they managed to pull t the
first line was on a paying basis.
Because Mr. Couch wanted to expand and build other lines, and the postmaster did not feel it safe to do so, the
latter sold out his interest to Mr. Couch for $\$ 1,000$. Then, in seven years, Mr. Couch built up a telephone business with fifty exchanges and 1,500 miles of telephone lines in
four states, which, in 1911, he sold out to the Bell Tele-
phone Company. Phone Company.
Leaving the telephone business, Mr. Couch became
deeply interested in the deeply interested in the power and light business. He
made a contract with a swmill at Matvern, Arkansas, to
use its surplus steam, and by installing extra boilers he use its surplus steam, and by install itites extra Arkiadelphe
generated enough power to light the cites
and Malvern and furnish them with industrial power. This marked Mr. Couch's beginning in the electric light
and power industry in 1912 . Today he is president of a
$\$ 31,000,000$ group of power and light plants, which serves $\$ 31,000,000$ group of power and light plants, which serves
scores of cities and towns in three states, as well as hundreds
of farms and rural communities. It is particularly significant that H. C. Couch recently
diverted a part of his sime, capital and organization genius
to the ice industry, buyying heavily into the Southern Ice \&
Utilities Company in April, 1926, and is now a Director of Utilities Company in April, 1926, and is now a Director of
this $\$ 10,000,000$ ice manufacturing institution.

You will be told in an early announcement in this newspaper how you may you may share in the prosperity of Southern Ice \& Utilities Company, a great institution of service to the Southwest, which these men have built. This announcement will describe a new Customer Ownership Policy that is being inaugurated by Southern Ice \& Utilities Company for the benefit of its customers and friends. Watch for this important announcement. We know it will be of interest to you.

## SOUTHERN ICE \& UTilities Co.

CENTRAL OFFICES: 520 SANTA FE BLDG., DALLAS, TEXAS
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