The Weather


## The Reporter-Telegram



## DIRIGIBLE CARRIES 73 MEN TO DEATH

BARNEGATE, N. J., April 4. (UP).-Navy planes and destroyers were scouting the ocean twenty miles out from here today for survivors of the Akron, pride

of the navy's air force, which went down in a stornh at $12: 30$ this morning The German tanker Phoebus rescued four, the only persons reported saved of the crew of 77. Chie
Radioman R. W. Copeland died aboard the tanker Lieut. Commander Herbert Wiley, R. E. Deal and M. E. Erwin were transferred from the tanker to a cruiser
nit were rushed to New York.




 aid.
Biair was trying to make arrange
nents this atternoon for having the
and of the high school jead the

## Late News



MIDLAND BAND IN ABILENE TOURNEY

Dirigible Toll
Since Year 1921

INTREPID AIRMEN SURMOUNT EVEREST

FLEW OVER THIS

$$
\text { CITY IN JUNE ' } 32
$$



RUSH APPLICATION

## 







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## Page Two

THE REPORTER-TELEGRAM


## sill COCICTUAN

Episcopal Auxiliary
To Contribute to Nat'l Organization




When yo r af er substitute for genuine Kellogg's, remember it is
seldom in the spirit of seldom in the spirit of
service."
The ORIGINAL Corn Flakes


2fRYelology

New 50 ¢ Size
lydia e. pinkham's tablets for women
They relieve and prevent
periodic pain and associated
disorders. No narcotics.
disorders. No narcotics. Not
just a pain killer but a modern
medicine which acts upon the
medicine which acts upon the
CAUSE of your trouble. Per-
sistent use brings permanent

 amis


Announcing The New
"Bernice" Pattern silver plated ware

e have the pieces in stock exact
in the above picture.
This silverware is plated with pure silver an $18 \%$ nickel silver base and finished by
tilled workmen. Knives with Stainless Blades are guaran not to rust, or stain. ye goods failing to conform with this bond.

WILSON DRY GOODS CO.


You want character as well as mildness in a cigarette...Luckies have both! Service dias


## Hothoint IRON <br> GENERAL Electric <br>  <br>  <br> 

## Texas ElECTRIC

 Company


How to regulate a child

 ENTERTAINMENT;
NOTED SPEAKERS
FOR WTCC MEET



## Smartness

\section*{EASTER COIFFURE} SPECIALS THROUGH SATURDAY, APRIL 15 $\begin{array}{lr}\text { Realistic Permanent } & \$ 5.50 \\ \text { Duart Permanent } & \mathbf{5 . 0 0}\end{array}$ | Oil of Tulip Wood Permanent |  |
| :--- | :--- |
| Eugene Permanent | $\mathbf{5 . 0 0}$ | Vita Tonic Permanent $\qquad$

$\qquad$

> Regular Prices: Shampoo and Set $50 \mathrm{c}-$ Manicure 50 c

Oork guaranteed to be as representen
SCHARBAUER BEAUTY SHOP
(illit's wis with
Conoco Brionge)
 Nicknamed!

## that's what happened

## T

HE contest for a name and slogans for Con-
oco's new gasoline is over. The winning name dogans have been selected and awards made the contestants listed here.
More than half a million good friends tried sincerely to help us, and we are grateful to all of them for the names and slogans sent us, each of which had a careful reading and consideration. Even though we have selected and paid for
splendid name, we find we cannot use it or any plendid name, we find we canot use it or any Here is what happened:
Personality always wins a "nickname." We never thought of that in our anxiety to get a good name for an outstanding gasoline. Bronze was used as a
lor to make this new gasoline distinctive and to protect our customers. It was liked by everybody -they, you, everybody called it Conoco Bronze. So, try as we might, we couldn't change now. I o much personality to avoid this popularity rat g-"nicknamed"!
Therefore, conforming with contest rules, we re using a name of our own creation, the name sed in all the contest advertisements - "Conoco ronze -even though it is not the name for hich we paid $\$ 5,00$
Each user of Conoco Bronze gets a perpetual prize of instant starting, lightning pick-up,greate mileage and power-for it is a great gasoline

CONOCO ज्वा BRENZE

Name and Slogan Winners

## GRAND PRIZE FOR WINNING

## Slogan Prizes:

$\qquad$
$\qquad$
$\qquad$



 End




$\qquad$




## Tuesday, Aprii 4; 1983

 The Midland (Texas) Reporter-Telegram

CLASSIFIEDS


## 3. Apartments

## FOR RENT: One, two and three room apartents, with baths completly furnished baths, completely furnished for light housekening Gas, water and electriciciy furnish. ed. Hot and coll reunning water, maid and janitor serv- ice Garase with each anart- <br> 15. Miscellaneous

 ment. Rents reasonable. See stamm ant dee his arrest hitere.

DR. GEO. F. O'CONNOR ROOMS 21-22, MIDLAND HOTEL
nc vaporized Mineral Fume Baths.
ASTHMA HIGH BLOOD PRESSURE RHEUMATISM CATARRHAL CONDITIONS general chiropractic practice

## 

WASH TUBBS




FRECKLES AND HIS FRIENDS



3






SANTONE GETS
NEW DEAL IN BASEBALL CLUB



games
oanagi
of tha
manag
terial
inl



| Chinese Magician | DISTRICT 3 GRID |
| :--- | :--- |
|  |  | SCHEDULE MAPPED

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Sill sint Muland


Petroleum Paves the Way for

## The March of


$\qquad$ enough to supply the
motor oi and grease.
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 Mobigas, Mobilgas Ethyl and Mobiloil . . the culmination


MAGNOLIA
Petroleum Company

