## VOL. VI

# ROAD NORTHWEST DESIGNATED 1 Dead, 11 Hurt When Fog Causes Pile-Up on Highway 



GEORGIA DEPOT IS DESTRUYED BY FIRE AFTER EXPLOSION


CHAIRMAN LOCAL BIRTHDAY BALL



New Locations for Week Set Highest Record in Five Years tor West Texas

COMMIISION ACTS FRIDAY TO END LONG CAMPAIGN Preliminary Survey
Ordered for New

coll

The Midland (Texas) Reporter-Telegram

THE REPORTER-TELECRAM
 The unemployment relief problem is one of the
queerest puzzlers any society could be asked to solve. queerest puzzlers any society could be asked to solve.
Tor when you work out a solution, you are apt to find
that For when you work out a solution, you are apt to find
that you have taken stens which will alter your whole
social and economic base in a way you never intended. An example is the subsistence-homestead plan. stration may develop this patches on an elatherate scale
his year. It is suggested that nearly a billion may be used to put $1,000,000$ families on 10 -acre plots Each family would be installed in a comfortable ouse and equipped with a horse or a cow and enough Figuring four planting
perts point out that in this way they would take 4,000 ,
000 people off the relief rolls and make them self
 small addition of
Viewed from this angle, the idea is all to the good.
Nor is there much doubt that the individuals settled on
hese plots of these plots of ground would have a better time of
than they have been having on relief. It is the second-
ary implications of the plan then We are now engaged in an enormous program t
reduce farm production and raise farm prices. How It it ireation of a million new farmers affect this?
af course, that these people would ven this would take a million not for the market; brial customers out of the market and, to that extent, world ceduce the de Then there is the industrial angle. A leading feature
the plan is that the homesteaders would not be fullthe plan is that the homesteaders would not be full-
time farmers; they would supplement their earnings by art-time work in local industries.
What sort of impetus would creation of a million part-time, small-town workers give to the decentraliza-
tion of industry? What would it do to wage rates? Would alities into our great industrial equation? The subsistence-homestead plan might easily lead u sions which would be taken-reaching importance-de ical set-np, but simply as incidents in a campaign
This is just a sample of the way in which the to cope with this relief problem may have undreamed
conseguences on the whole fabric of our national life GAG RULE TO GO
It is encouraging to note that the gag rule which has
stifled debate in Congress on legislation sponsored by the to be as unhampered on this as on other forms of pro An administration that tries to railroad through it
aws without affording any possibility of argument on and fears the consequences of unchecked questioning. a dictatorship only less apparent than that of Germany
or Italy or Russia, but almost as dangerous in its implica
tions So long as there is a semblance of a minority in Con-
gress, that minority should be provided all avenues of
ttack on whatever proposals majority whatever proposals the administration and it he people of the United States be assured of a fair and The best lovers are flatheads, says a midwest doc So the latest gold rush in Arizona turned out to be in-
flated as a New Deal dollar.
Tide Glantes . . . . . . . . . . . . by Clark

"I wish I,"

|Letters to the Editor|


Royal Bride





## CONTINUING OUR STORE-WIDE



THROUGH SATURDAY OF THIS WEEK
This January Clearance Sale so far has been the best sale that we have
$d$ since 1928. This is due to the fact that we are offering some of the had since 1928 . This in sue to the fact that we are offering some of the
bigestand best values in he history of this store. Hundreds and hundreds biggest and best values in the history of this store. Hundreds and hundreds
of thrifty West Texas shoppers took advantage of these bargains Friday
and Saturday and we expect many more to do so this weelk, for there are and Saturday and we expect many more to do so so
money-saving values left in this store-wide event.

## MEN'S OVERCOATS $\$ 5.95$


$\$ 16.45$


| LADIES \& CHIDRENS OUTING PAJAMAS OUT they go at half price |  |  |
| :---: | :---: | :---: |
|  | asime | 47c |
| sile site . . . . . . 57c | visue | c |
| BLANKETS | HOPE DOMESTIC |  |
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| maxymms 52.17 |  |  |
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Hundreds of Other Phenominal Values

## Rinesociety <br> Meus Tind

Home Economics Students Busy on Varied Projects


SALE! - of GOSSARD'S Front-Lacing Corsets





## 

Ford safety surrounds you whenever you ride in require but little pedal pressure. Correct dis-
the Ford V-8. It has been built into every part
of car.
The protective all-steel body is cround you as
you drive. . . Beneath your feet is the excepyou drive. . . . Beneath your feet is the excep-
tional sturdiness of the newly designed, more rigid X -type frame. . . . The car rides on steelspoke wheels, electrically welded into a rugged The windshield before your eyes and all windows in the car are made of Safety Glass. There is no compromise on this in the New Ford
V.8. All 1935 Ford cars are equipped with Safety Glass throughout at no additional cost. The New Ford V-8 brings you still greater ease of handling ... a most important factor in safety in motoring. The 1935 brakes utilize every inch of braking area and are quick-stopping and unusually effective. The self-centering shoes


Flynt-Hubbard Motor Co.

FEW COUNTRIES USE MOTOR FUEL


## FORD MAKES BOW AT N. Y. AUTO SHOW


H. 0. BEDFORD And Co. Brokers

STOCK MARKET QUOTATIONS PHONE 408 You are invited to visit
our board room in the Hotel Scharbauer Bldg.

Edward P. Lamar




If.

It's Across the Street
Across the Tracks
Across the State
Across the Nation

## LET <br> ME <br> MOVE YoU!

## J. B. (ROCKY) FORD

Bonded \& Insured Steel Vans

## $\underset{400}{\text { Midland }}$ PHONES $\underset{\substack{\text { Odessa } \\ 124}}{\text { 100 }}$






## HOT WATER



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 ANNouncing A NEW SERVICE FOR MIDLAND


You demanded Coca-Cola in your homes. We have provided a handy way to get it. Just telephone your grocer

## TEXAS Oca Gola Bottling

## Advertisements

## are a guide to Value

EXPERTS can roughly estimate the value of a product by looking at it. More accurately, by handling and examining it. Its appearance, its texture, the "feel" and the balance of it all mean something to their trained eyes and fingers.

But no one person can be an expert on steel, brass, wood, leather, foodstuffs, fabrics, and all of the materials that make up a list of personal purchases. And even experts are fooled, sometimes, by concealed flaws and imperfections.

There is a surer index of value than the senses of sight and touch knowledge of the maker's name and for what it stands. Here is the most certain method, except that of actual use, for judging the value of any manufactured goods. Here is the only guarantee against careless workmanship, or the use of shoddy materials.

This is one important reason why it pays to read advertisements and to buy advertised goods. The product that is advertised is worthy of your confidence.


## $D_{0 \text { atinam }}$ aniviminarail

MIDLAND HARDWARE \& FURNITURE CO.

Letters to the Editor

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Swedish Nightisgale Arrives


CROSBY AND CARLISLE TEAM MARKS RETURN OF POPULAR "ROMANCERS"

JANUARY SALE


Drop in-Look them over

## Wadley's

Of Public Servic

## SALE RUNS ALL this week!



MONEY SAVING OPPORTUNITY TO YOU

business you would be interested

at the office of the Assessor, eithe enable the County Official
rogram of economy and

## PRESCRIPTIONS <br> Palace Drugs <br> Save Money



