500 NEW HOUSES Needed in Midland For 2,000 New Citizens

VOLUME VIII

THE REPORTER-TELEGRAM The Best Investment for Your Advertising Dollars

FORECAST WEST TEXAS: Partly cloudy, colder in the south tonight; Saturday fair, warmer in the north and east.

NO. 273

[(P) MEANS ASSOCIATED PRESS]

MIDLAND, TEXAS, FRIDAY, JANUARY 22, 1937

[(U.P) MEANS UNITED PRESS]

Strike Settlement Is Up to Roosevelt North Texas Freezes as South Texas Smothers MADE ON QUESTION

TEMPERATURES IN PANHANDLE NEAR ZERO, 72 IN SOUTH

Warmer Weather Is Foreseen by The Weather Man

20 LOWEST HERE

Mercury Climbs To 31 During The Afternoon

By Associated Press A cold wave gripped North Texas today while the Rio Grande citrus belt basked in almost summery weather.

Temperatures ranged from six degrees in the Panhandle to 72 at Brownsville. Despite sleet and freezing rain the weatherman saw hope of relief in clearing skies of the

Temperature readings of 20 de-grees were recorded in Midland last night for the fourth time within two weeks.

Following a steady decline in the mercury during most of Thursday it finally levelled off at nine last night when it reached the minimum figure, remained at that point for three hours and then started a slow climb back upwards.

At seven this morning the temperature had moved back up to 21, at 10 to 23 degrees. After the sun started warming things up later in the morning the mercury started gaining impetus in its climb, regis-

tering 31 at 1 p. m. Trees, lawns and other things covered with a thin coating of ice early this morning gradually took on a natural appearance as the ice melted and disappeared.

FARLEY IS NAMED



Killed Her Mate

Firing five bullets into the head of her husband as he sat with a woman friend in an automobile. holding their 11-month-old son, Wayne, Mrs. Joseph A. Hart-man, shown with the child in Cleveland jail hospital, then quietly submitted to arrest. The child escaped death only by a miracle, said Hartman's companion. The estranged wife had come from Pennsylvania, seek-ing reconciliation.



All Cities Served By West Texas Gas Co. Affected

GAS COMPANY IN

Users of gas as fuel in Midland and 41 other West Texas towns and cities will pay less for it this month as a result of the West Texas Gas Company announcing, through the Railroad Commission, an immediate reduction in the rates. The reduction was the second such

voluntary move made by the com-pany within the past 14 months and vill mean a large saving to those aking the service. The new rate is \$1.25 per month for the first 2,000 cubic feet, the

minimum bill, compared to the present rate of \$1.35. Other new schedules were: Next 48,000 cubic feet 50 cents per

1,000; next 50,000, 30 cents per 1,-000; next 400,000, 25 cents per 1,-000; and all over 500,000, 20 cents. Other towns affected were:

Canyon, Hereford, Bavina, Dim-mitt, Tappy, Tulia, Silverton, Quit-aque, Turkey, Kress, Plainview, Hale, Center, Lockney, Floydada, Abernathy, Lubbock, Shallowater, Slaton, Southland, Frieona, Post, Levelland, Littlefield, Amherst, Sudan, Muleshoe, Anton, Idalou, Lorenzo, Ralls Crosbyton, Wilson, Tahoka, O'Don-

Stanton, Odessa and Seminole

RATES 350 BBLS.

ON 24-HOUR TEST

LOVING STRIKE

Sea of Umbrellas Protects Inauguration Crowd



nell, Lamesa, Brownfield, Seagraves, This picture shows a general view of the inauguration with the presi downpour of rain did not dampen the spirit of the crowd of spectator dent and members of the inaugural party in the foreground. An all-day s, protected by a sea of umbrellas. (Acme Telephoto)



BY LEADER TODAY Efforts Being Made To Negotiate Quarrel

LEWIS ADAMANT

Administration Is Expected to Aid, He Declares

WASHINGTON. Jan. 22. (AP)-President Roosevelt said today that statements-not headlines-are "not in order" in efforts to settle the automobile strike.

John L. Lewis, head f the committee of industrial organization, told newspapermen last night "the same economic royalists the president assailed in accepting the democratic nomination had fangs in abor and that the people expect the administration to help repel the enemy.'

A new stalemate in governmen ttempts to negotiate the General Motors walkout made intervention by President Roosevelt appear inevitable. Both Lewis and corporation officials expressed a belief that a White House conference was the

next logical step. General Motors and labor union officials directing the strike in the company's plants have virtually left up to the president the next government move for peace.

Alfred P. Sloan, Jr., company pre sident, told reporters that he was leaving the capital, where labor de-partment officials had sought to induce both sides to negotiate for set-

tlement of the strike. Lewis, generalissimo of the strike, told reporters that there would be "no half baked compromise," then when asked if it was time for Pres-ident Roosevelt to intervene, said: "That's up to the president-but

labor intervened for him." Lewis, president of the United Mine Workers and generalissimo of the General Motors strike, gave Mr. Roosevelt both moral and financial support in his campaign for re-elec-

"We have advised the secretary of labor that the 'economic royalists'-

try to drive Mr. Roosevelt out of the

"Labor rallied to the president's support when they attacked him."

Lewis also told the conference that

After General motors signs a con-

AAA OFFICIAL SAYS

INCOME PARITY ON

CROP UNATTAINED

'Supply and Demand'

Consideration

Is Urged

BATON ROUGE La. Jan. 22. (A)

-Twelve-cent cotton was described

Duggan indicated that 15-cent

He told more than a hundred

agents at Louisian State university

that farmers should consequently consider the "supply and demand

He said "cooperation by farmers

in diverting acreage" had brought about a price of about 12 cents a

and home demonstration

before planting this

cotton would be necessary to estab-

mal production.

lish such parity.

parish

situation"

spring.

White House," Lewis said.



TO SUCCEED SELF

Life Not to Be Made Soon

WASHINGTON, Jan. 22. (P)- The senate today quickly confirmed the he raced a filly named Exotude unnomination of James A. Farley incumbent as postmaster general; al- that the mare was claimed by Earl Brigadier-General Thomas Hol- Kansas track. comb as major general command-

ant of marine corps. WASHINGTON, Jan. 22 (AP)-Pres-

ident Roosevelt sent to the senate is at present on his ranch south of is set at 2,910. today the nomination of Postmaster Midland. General James A. Farley for another term.

to return to private business but the president's action was interpreted as meaning that Farley desires to remain in the cabinet for the time being

Roosevelt also nominated Roswell McGill, New York, for under secretary of the treasury.

12 SLAIN AFTER REBELS RAID TOWN

Mexican City Raided By Group; Troops Take Up Chase

MEXICO CITY. Jan. 22. (A)- Re-ports from San Luis de Lapaz said today that 12 men had been killed when 40 rebels raided the Dulcenombres ranch.

Troops pursued the bandits, killing two and wounding several after one soldier had been slain.

Rev. Pickering to **Relieve** Epps for Services Sunday

Rev. Clift M. Epps pastor of the First Methodist church, announced today that Rev. J. E. Pickering, pastor of the First Christian church, would preach in his place in the pulpit of the Methodist church Sunday at 11 o'clock.

Rev. Winston F. Borum, Baptist minister, will conduct his church's services in the Christian church due to reconstruction work on the Baptist building.

Indiana. at 6:15 p. m. for their services.

of Riverside Park, Kansas City, adised the Los Angeles turf club Return to Private ted prepetrator of the "Blue Boot" Thursday that Paul Harvey, admitrace horse hoax, had been banned for life from the Kansas City race track

Perpetrator of

"Blue Boot" Hoax

LOS ANGELES, Jan. 22. (AP) -

esiding Steward E. K. Thornton

Harvey, Odessa, Texas, horseman

Barred on Track

Mason 2 Kyle May Run Tubing With Packer

BY FRANK GARDNER

The No. 2 Kyle is expected to

First 24-hour gauge after shot gave the Mason Oil Company No. 2 signed an affidavit last week that Mrs. Minnie Kyle, sensational new der the name of "Blue Boot" and discovery well in Loving county, a to militarists demanding dissolution rating in the neighborhood of 350 Japan's anti-army diet. so those of Charles Edison son of Beezley of Kansas, after winning a barrels a day. Actual figures on the the inventor as assistant secretary of the navy; Admiral William D. Leahy as chief of naval operations, last year. The switch in names allegedly occurred at the Massing a barrels a day. Actual lightes on the test were not available. The well is being allowed to flow today, and is making hourly heads of around 15 barrels. O. M. Mason, the operator announced that he will clean the

Blue Boot, name of the horse awell out in a day or so and later run dopted in the hoax, belongs to tubing with packer. The present flow

Sheriff A. C. Francis of Midland and is through 5 3/16-inch casing, which



Soviet Paper Says Radek And 16 Others Are To 4,000 acres surrounding the discovery. Other large lease and royalty holders in the immediate vicinity Face Firing Squad are Argo Royalty Company and T.

P. Land Trust. MOSCOW, Jan. 22. (AP)- The com-The Mason well topped the Delamunist party organ Pravda intimat-ed Thursday that Karl Redek, inware black lime at 3,859, 806 feet below sea level, and the Delaware ternationally known Soviet publicist, sand at 3,895. First oil show in the and sixteen Bolsheviks who go on trial with him Saturday, will be gan filling with oil when drilling

from 3,906 to 3,911, the total depth Asserting that the wizened, hu-A kick-up sufficient to kink morous little journalist and his as- drilling line was reported when the sociates plotted with foreign pow-ers to war on the Soviet Govern-ment, Pravda said: "The proletarian in the soviet gas and oil sand. Before shooting, the well made an oil head of 54 barrels in 52 minutes, Before shooting, the well made an court will pay them in full mea-

and when shot was run, it was sure for their low treason to the found to have 3,600 feet of oil in the Five hole. Steel line measurement made Competent observers believed the before running shot showed total phrase indicated the fate of Radek and his codefendants has been de-counted in view of the possibility of

termined-and that it ' will be cavings on bottom. Five foot anchor was set, and the well was jolted with 120 quarts. It cleaned itself immediately and flowed into pits for 15

anks

Postal Worker 44 Years minutes before oil was turned into Has 13 Years Overtime

O'Connor, superintendent of mails feet from the north and east lines of Iberian peninsula, blamed terror-at the Utica postoffice, has worked section 20, block 55, township 1, T. istic bombings on international agi-

Motherland.'

death.

13 years overtime since 1892, when he quit law practice. 34 the out a postenice, has worked be guit law practice. 35 c. Survey, two miles west and slightly north of the No. 1 Kyle, to he quit law practice. O'Connor figures he has put in which it is running more than 100 34,000 extra hours on the job, con- feet high. Total depth of the first sidering eight hours a normal day, well was 4,015, where water was But he has never collected any ex-But he has never collected any extra pay-his overtime was volun- topped the Delaware at 3,912, 911

tary. O'Connor is widely known in feet below sea level. Yoakum Well Acid treatment was not made yesthe postal service as "Uncle Dudlev.

terday on Texas Pacific Coal & Oil The land occupied by the public Company No. 1 Bennett because of services at the Methodist church, roads of the United States is equal cold weather, but the 5,000-gallon services at the Methodist church, he whole states is equal to the whole states is equal to the states is equal to

struck. With elevation of 3,001,

(See OIL NEWS, Page 2) today on business.

lage died today after doctors had opened an office in the Lubbock Dissolution of The sought to save them by a 40-mile race chamber of commerce headquarters 11 Are Dead, Many

who are subject to the unemploy-

ment insurance tax are cordially

invited to call on Merriam for infor-

in the city hall here Thursday morn over icy roads to a hospital. The other was reported to be in ing. Employers of this entire section



Anti-Army Diet

Demanded

conciliators seeking' a compromise

between army and parliamentary

Anti-dissolutionists in the cabinet

shaken by its hostile reception.

solution of the House of Represen-

leaders who charge the army is dic-

tating to the government.

placed before the electorate.

the bitter political warfare.

pending the Diet for two days.

INSURGENT ACES

BALKED AT MADRID

Defense Lines Are

Repulsed

By Associated Press

Portugal, fearing the civil strife

Germany prepared to reply to the

HERE FROM PECOS

northwestern zone.

waters controlled by them.

tle

tatives.

the

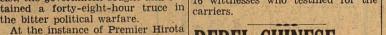
mations, advice and counsel regarding said act and the amount of tax they must pay thereunder. Consider Enactment Of New Regulations On

Registered Stock Is Truckmen **Listed for Auction** DALLAS. Jan. 22. (A)-Employers At San Angelo Show are apparently waging a losing bat- and employes gave their opinions a to the number of hours drivers and

It is indicated the issue of the other employes of motor truck and army in the government would be bus lines should work at an interstate commerce commission hearing The Cabinet of Koki Hirota, badly here Thursday.

The hearing was conducted by Thursday in the Diet, where it was Examiner R. W. Snow in line with pilloried as under the thumb of the the commission's plan to regulate army, Friday confronted a choice hours of workers, authorized under between its own resignation and dis- an act of 1935. Members of the Common Carrier Tuesday, March 9.

Motor Freight association seek a Vigorously attacked in both houses 14-hour maximum for 24-hours with booed and jeered at, criticized as militarist-dominated and pro-Fas-W. W. Callan of Waco was amor will be sold this year. Many leading uated. Hereford breeders of this area are Pum W. W. Callan of Waco was among sist, the government sought and ob- 16 wittnesses who testified for the



REBEL CHINESE the Emperor issued a rescript sus-**GIVEN WARNING**

> Offered Three Days In Which to Agree To Terms of War

Attempts to Break this year to handle the gavel at this sale. It will open Monday NANKING. Jan. 22. (AP)- Governnent warlords tonight gave rebelmorning at 9 o'clock and continue lious communist-inspired armies of until all animals are sold. W. B. Mitchell, Marfa, will serve the northwest three days to choose between war or "terms. Insurgent airmen attempted five Leaders indicated the revolution

imes today to break the Madrid had spread to Kansu, threatening defense lines while infantrymen the safety of 38 Americans. captured a strategic position in the

Distinction is Accorded To Kansas Law School

LAWRENCE, Kan., Jan. 20 (U.P)ators. The University of Kansas is leading Insurgents complicated the situa-the nation in the academic stand-the nation in the academic stand-

Sanco

tacts with vocational agriculture intion, announcing their ships had ards of its school of law, according been ordered to inspect any vessel in to the biennial report of Dr. William L. Burdick, dean. The American Bar Association year.

British note demanding a ban on and the Association of American foreign volunteers. The reply is ex-pected to be favorable. ginning law courses. Kansas for sev- boy showing the best calf in the eral years has required three years. show. Only youths eligible to com-

pete for this prize are those show-

MID-WEST RIVERS and the Du Ponts and Mr. Sloan (General Motors president) are among them-used their money to

Others Suffer As Waters Rise

CHICAGO. Jan 22. (AP)-Ohio valley rivers swelled toward their high-

tract, we expect to do a little collec-tive bargaining with Mr. Ford." Askest crests in history today claiming 11 lives and making 80,000 homeless ed whether the union then would tackle Chrysler, Lewis said—"Mr. Chrysler also." in 10 states. A major catastrophe loomed in

Portsmouth and Cincinnati areas where 25,000 are homeless. Thousands are ill and injured and many are unemployed because

of damaged factories. The flood stretched from Pitts-SAN ANGELO, Jan. 22Thirty-five

head of registered Hereford bulls burgh to Arkansas. A sleet storm have been listed with the sales com- added to the hardships in Illimittee of the Sixth Annual San nois.

Angelo Fat Stock Show for the auc-Portsmouth, city of 43,000 resition sale scheduled to be held Mon-day, March 8, the third day of the three mile, million dollar river wall, show. This year's program opens awaited its first serious flood since Saturday, March 6, and runs through 1913.

City Manager Frank Sheehan or-Culberson Deal, manager of the dered residences and business housshow, says that more than 60 head es in all except hilltop districts evac-

Thursday by I. W. Duggan assist-ant director of the AAA, as insufficient to provide income parity for Pumps now keep the water out still to enter animals for the sale. of the city. southern farmers even with nor-



wood; J. A. Queen and C. C. San-ders, Big Lake; J. R. Barton, Ster-ling; John P. Lee, Tankersley; Norman Martin, Dublin; and I. A. Bird, Invited to View Public Store on Its First Col. Earl Gartin, Greensburg, Ind

Day of Business livestock auctioneer, who has handled previous sales here, is returning The Shook Tire Company is making announcement in this issue of

The Reporter-Telegram of the opening tomorrow of its Seiberling Tire store ot 115 East Wall street. This new concern is under the

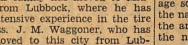
as judge of the Hereford cattle breeding class this year. In the F. F. A. and 4-H Club boys events this year it is expected that land from Lubbock, where he has age soil, and that although 34% of more than 500 youths from counties had extensive experience in the tire in the San Angelo ranching and business. J. M. Waggoner, who has the area they received only 21% of feeding section will have entries of also moved to this city from Lub-

five years of the programs an av- in its sales department, bringing with Royal Hawaiian Band

For the first time this year the Polson tubes and Gould batteries.

If the trip goes as planned, it ing baby beeves from Tom Green, ley where Sharp accepted a position an extensive Hawaiian Islands ex-

HONOLULU, Jan. 20 (U.P.)-The structors and county agents indicate troductory trade-in allowance for Royal Hawaiian Band, orgaized by this number will be swelled this one week and is handling the entire King Kamehameha V 28 years before the islands became an American territory, may be sent to the world's fair in San Francisco in



pound for cotton for the past four years. Duggan said the land in the cotmanagement of Merle Fulton, who ton producing area was only 74% as productive as the nation's averwith his family has moved to Mid-

the nation's farm population lived in the national farm income.

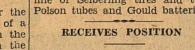
May Visit World Fair

lambs and calves. During the first bock, is associated with the busines

line of Seiberling tires and tubes,

RECEIVES POSITION

1939. J. E. Feeler and H. T. Sharp have returned from the Rio Grange val-



PAGE TWO

THE MIDLAND (TEXAS) REPORTER-TELEGRAM

/ FRIDAY, JANUARY 22; 1937

The United States is the largest

producer of raw furs in the world, though little American wild coun-

because the dialogue was furnished

STOPPED · UP

NO STRATES

due to colds.

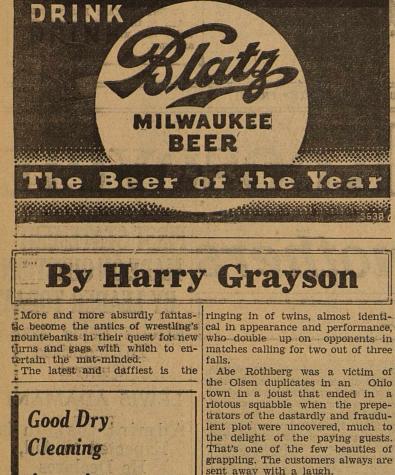
Use Mentholatum

to help open the

nostrils and permit freer breathing.

THOL

COMFORT



is an investment it saves your clothes

SUIT Clean and Press 50c Clean and Press 50c PLAIN DRESS SKIRTS Clean and Press 25c Clean and Press 25c TROUSERS **City Cleaners** Phone 89

second fall. A pair of dying gladia-tors wended their weary ways to the dressing rooms. Then the dirty work. The story is that, during the rest period, Hymie Olsen insists that "they can't do that to us." Anyway, he dons Hermie's sweat-absorbed togs, and apparently no one for the deciding fall. is the wiser as he clambers through | By this time there is every reathe hemp to pick up where the son for even a wrestler to suspect other member of the family left off. that there was something scarewy. Second Edition Altogether

Hermie Olsen pinned Rothberg

with a series of kangaroo kicks and

a scissors hold. Rothberg, accord-

ing to the popular plan, wiped the

canvas with Hermie in taking the

Too Strong for One Man





Jack Dempsey flattened villains.

Before Dempsey joined the pull-Rothberg stirs up a tremendous fuss. Acting the part of a mysti-fied and bewildered victim, he ers and tuggers, the accepted for-mula was for the hero to be boun-drite. The wildcat, which is report-

 Coo Strong for One Man
 fied and bewildered victim, he protests that no human could recu mula was for the hero to be boun- ced around good and plenty before ed to have topped brown lime at
 ness" programs was begun at Texas

Needless to say, Hymie, fresh as protests that no human could recu-a daisy on a dew-kist morn, loses perate that quickly after two gruel-little time in nailing the hapless Ro little time in nailing the hapless pleads with a perplexed referee to referee to rescal just before the curfew. Rothberg's shoulders to the deck do something about it right now. The third man, likewise flabber-

gasted, orders a thorough investithe referee all the way along the In Gaines, Amerada No. 1 Robgation State or city athletic commis-sioners are called in when they are

the circuit.

state of city athletic com-handy. State or city athletic com-missioners adore being called in on the back in token of a begrudged anything and at once become busier victory. That was the cue for the 4.820-25. than the New York Americans' knave to take a full roundhouse goalie. swing at the referee, which is when

Finally, the other half of the Ol-the Old Manassa Man unfurled Iron sen twins is ferreted from his hid-Mike and sent everybody out into ing place and produced in the ring. the night rejoicing.

There is no alternative but to dis-qualify the entire Olsen tribe and ling league any time he cares to. leclare Rothberg the winner. The His was grand and uproarious encustomer stare in amazement. Grap- tertainment.

And the Olsens not only have pling addicts always stare in amazement. They are amazing peo- something brand new but theirs will remain a novel attraction if The Olsens have yet to be tried for no ther reason than that they out in the larger centers, but they're are the only two ear massagers

proving a riot the first time around who look alike. Imagine Man Mountain Dean or Ali Baba coming up with a twin!



I once knew a man who paid \$1, 000 to have a wart taken off of his nose.

Nude pictures are a disgrace when located in a pool hall, but in an art gallery they are,-well they are just art. * * *

A local old timer went regularly to church as long as his wedding suit lasted.

wife seven years before proposing to her. She talked so much he couldn't get a word in edgeways. But finally she caught the mumps and he ly she caught the mumps and he popped the question. Any woman left. The town where he moved was can nod her head.

A new citizen moved here because his former home town was too slow.

When asked how slow it was, he bout four feet deep in salesman's said that when a man there makes samples this morning down in his as much at \$1.50 a day, he is too big basement, getting ready to announce as much at the for the town. another sale by that name. Really,

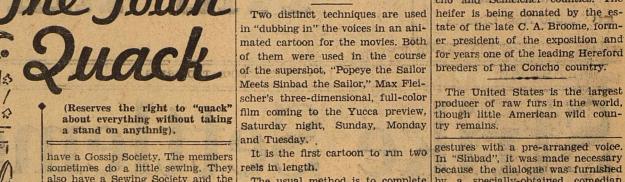
Over in a neighboring town they it.

block D, John H. Gibson survey. W. L. Pickens et al No. 1 Lewright,

Are Started at Tech southeastern Terry wildcat, was satisfactory along that line since scheduled to start drilling again this morning after an all-night shut-LUBBOCK, Tex. -First of a down for clutch repairs. It had reaseries of national "safety conscious-

After Dempsey's arrival, the the northeast of the northeast of bouglas, manager of the Lubbock section 1, block C-37, public school unit of American Automobile asso-threw the favorite after picking on land.

The program was presented on



reels in length. also have a Sewing Society and the members do a lot of gossiping. The usual method is to complete by a specially-obtained comedian the film from a script, run it thru who could not visit the studio.

several times for a rehearsal of the Speaking of new citizens. More of people who are going to contribute hem have bought or built homes voices and then run it again, rehere in the last few months than cording the voices with their proper ever before. Ask almost any oil timing. This was done throughout man who has been living here for most of "Sinbad."

a while and he will tell you Mid-The second, used when special land is going to be a town of 12,dialogue is called for, is to record 000 people before many months. the voice first, then animate from These people are in pretty good it. This was done for the se-quences in which "Boola," twoposition to know what's going on, and I would bank on their judgheaded giant in "Sinbad" mutters ment faster than on those of us who and talks to himself. have "been here too long." The second technique is more dif-

We once had a prominent citi-

zen who was helping work enthusi- their drawings correspond exactly I think he was the man the old asm for a chamber of commerce in the timing of lip movements and timers tell about who went with his one time. Among his alleged humorous remarks, he said: "We ought at least to get the town on the map enough that we can sell out and

> a-humming. And now a lot of its folks have moved over here.

There is No Place Like Home and a Life Insurance Policy Addison Wadley was standing a-A PRAETORIAN POLICY covering the mortgage on your home,

he was standing in quite a pile of

bins shut down at 4,834 because of successive nights in the men's and

means security for your family. The home which is theirs today can be theirs always—thanks to your foresight in providing against the unexpected. Protect what you have. A policy for every need. See, phone or write-J. WRAY CAMPBELL, Dist. Mgr. 'Safety' Programs

tion.

ficult, in that animators must have

Lubbock county superintendent of

schools assisted in the presenta-

601 Petroleum Bldg. - P. O. Box 908 Phones: Office 111-Res. 859-M Midland, Texas

Y-O-U-R H-O-M-E

Will Keep it Intact

GLADYS BEAUTY SHOP • GLADYS BEAUTY SHOP

H	\$6.50 Permanent Waves\$5.00	H
	Or two waves for\$9.00	O
N E	Plain Shampoo and Set 50¢	N
"E	Finger Wave 25¢	E
134	Manicure 50¢	
4		. 4
3	MISS OLLIE SNEED	3
8	Who specializes in permanent waving, is now with the Gladys Beauty Shoppe.	

Douglas' talk. Joseph R. Griggs, GLADYS BEAUTY SHOP • GLADYS BEAUTY SHOP

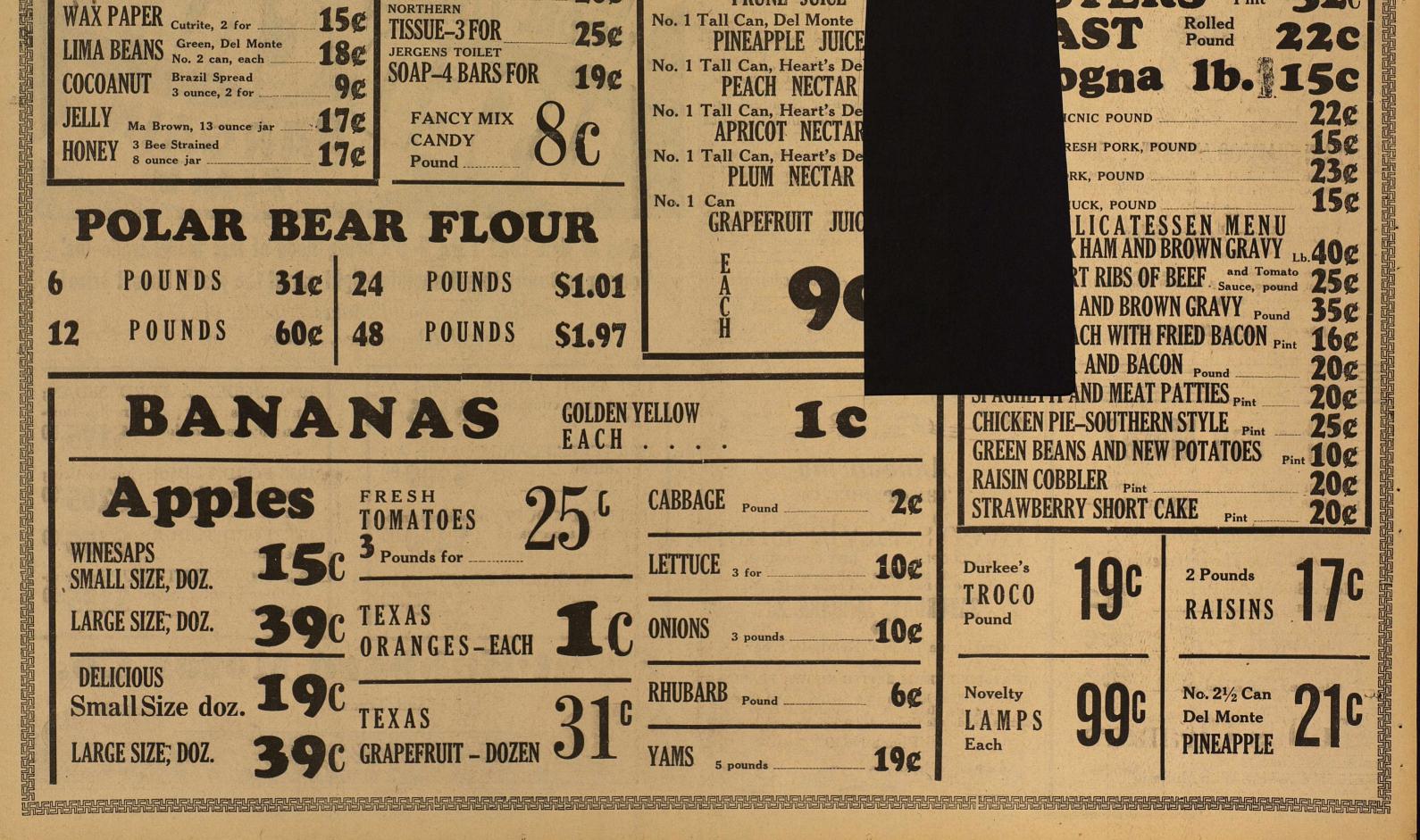




FRIDAY, JANUARY 22, 1937



PAGE FOUR THE MIDLAND (TEXAS) REPORTER-TELEGRAM FRIDAY, JANUARY 22, 1937 There's no question about these JANUARY 22nd and 23th AT **Rhoads' Wes-Tex Food Market** TEXAS MIDLAND; COMPOUND Pure Cane 4 SUGAR CORN 10¢ Ibs. FOR 51^C No. 1 Can Primrose, each Armour's 12 PORK AND BEANS Campbell's 3 for 25¢ Vegetole **Q** POUND SARDINES No. 1 Tall Can, 3 for CARTON 25¢ GREEN BEANS No. 2 can, each **10**¢ DOG FOOD Ideal, 3 for 23¢ COFFEE Market SOUP Heinz, Medium can, each 14¢ FOLGERS Special Pound SPINACH No. 2 can, each ____ **10**¢ **Specials** TOMATOES No. 2 can, 3 for 25e MILK VIENNA SAUSAGE 2 for . 15¢ Carnation or Borden's SAUSAGE 6 SMALL OR TOMATO JUICE Campbell's 14 oz. can, each . 9¢ TO-DAY POUNDS 25¢ CORN No. 2 Standard 2 for 3 LARGE 23¢ CANS SALMON No. 1 Tall Can 2 for 25¢ 6 pound **\$1.10** Pail SNOWDRIFT Round 25c Pound **FRUIT JUICE** BEANS Ranch Style, each ... **10**¢ **GREEN HANDLE BROOMS-EACH** Lakeview 29¢ 240 CHILI No. 2 can, Wolf's Each 25¢ Pound SALE LIFE BOUY **SOAP-3 FOR** Dressed KETCHUP Heinz 14 oz. Each 20¢ 21¢ Pound LUX TOILET SYRUP Gallon, Ribbon Cane, each No. 1 Tall Can, Heart's Del 63¢ **SOAP-3 FOR** Baltimore 20¢ PRUNE JUICE NORTHERN



FRIDAY, JANUARY 22, 1937

THE MIDLAND (TEXAS) REPORTER-TELEGRAM

PAGE FIVE





THE MIDLAND (TEXAS) REPORTER-TELEGRAM

FRIDAY, JANUARY 22, 1937

Announcing The opening of the Shok Tire Co.

SETTERLING "NO TREAD ON ALR COOLS PILLES

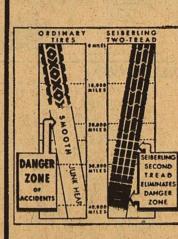
DISTRIBUTORS FOR SEIBERBERGING TIRES America's Finest Tires

Special INTRODUCTORY Trade-In Allowance **ON YOUR Old Tires** FROM January 23 THROUGH January 30



MERLE FULTON Manager

SEIBERLINGS ARE Unconditionally Guaranteed AGAINST ALL ROAD HAZARDS



Above is a scale which repreents the life of an ordinary one tread tire. Notice the tread has worn smooth at 20,000 miles. "Too good to throw away," the tire enters the danger zone of accidents. The patented TWO-TREAD Seiberling tire on the right has just run through to its second tread at 20,000 miles. It remains safe and tractive to the last mile!

Distributors

A SEIBERLING Tire for Every Purse And Purpose!

Choose any of the three famous Seiberling tires illustrated with the knowledge that you have the best single-tread tire money can buy. We make liberal trade-in allowances on your old tires.

Two-Tread Air Cooled SEIBERLINGS

CARRY THE STRONGEST GUARANTEE ON THE AMERICAN MARKET FOR REAL SAFETY

Driving on smooth, badly worn tires is as dangerous as handing a loaded revolver to a child. Smooth tires, like a thief in the night, slip up on you when you least expect them.

TWO-TREAD SEIBERLING tires Never Wear Smooth! When the first tread wears off, the second tread appears, thus, the danger point in ordinary tires becomes the new safety point in TWO-TREAD Seiberlings.

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