



### Plant of Midland Fair, Erected at Cost Of \$60,000, One of Most Modern in State

Midland Fair, Incorporated in spectator or contestant. It is located on the highway at the east city limits, on a 100 acre tract.

#### Officers of Fair Extend Invitation To Attend Rodeo

Officers, directors and committee members of the Midland Fair, Inc., have extended to the citizens of Texas, New Mexico and the world at large, an invitation to join in the three day and night Midland Cowboy Contest September 4, 5 and 6. A program replete with western and national rodeo events of the south-west.

Clarence Scharbauer is president of the corporation, A. C. Francis and Foy Proctor are vice presidents and J. Homer Epley is secretary. The 1937 committees are as follows:

Chairman: Clarence Scharbauer; Vice-Chairman: Foy Proctor; Secretary: J. R. Martin, M. C. Ulmer, J. H. Epley; Rodeo: Roy Parks, chairman; John Dublin, Leonard Proctor, D. L. Hunt; Races: Tom Nance, chairman; A. C. Francis, Fred Turner, J. R. Martin; President: Geo. W. Glass; Chairman: Foy Proctor, E. B. Dickenson, H. G. Bedford, Frank Cowden, W. M. Pyle, W. W. Brunson, Roy Parks.

Concessions: J. R. Martin, chairman; J. E. Daniel, J. H. Epley, chairman; Publicity: Paul Barrow, chairman; Agriculture: S. A. Dehman, chairman; T. E. Blizell, B. T. Graham, J. C. Brooks, J. C. Miles, Carl Smith, S. O. Golliday, A. G. Bohannon, Mrs. Lura Hollingsworth.

4-H Baby Beef Show: S. A. Dehman, chairman; T. E. Blizell, G. W. Glass, and Tickets: J. E. Hill, chairman; Marion Flynn; Grounds and Buildings: Foy Proctor, chairman; Marion Flynn, A. C. Francis.

Jay Floyd, R. B. Cowden, Directors: Elected Jan. 1937: Clarence Scharbauer, chairman; W. M. Pyle, A. C. Francis, Fred Turner, J. R. Proctor, Marion Flynn, Tom Nance, F. H. Fuhrman.

SEASONKNESS FIGHT. Berkeley, Calif. (AP)—After trying for 40 years to overcome seasonkness by sailing around the Horn, sailing his own boat to Honolulu and back and sticking to the water's edge, W. P. Bennett has weakened. His boat is 107 days old. He admits he has never made any sea trip without hanging over the side.

Some 14,782 Indian boys and girls are enrolled in the 344 Indian schools maintained by the Canadian Department of Indian Affairs.



## BOOTS

HAND-MADE  
That Really Fit and Wear

MADE BY  
*Experienced*

AND  
*Competent*

BOOT MAKERS

♦ VISIT US

WHEN YOU COME

To the

# RODIEO

SEPTEMBER 4-5-6

## WALT'S BOOT SHOP

205 SOUTH MAIN

### SPEED IN BACKFIELD, POWER IN LINE GIVE AGGIES POTENTIAL CHAMPIONS

COLLEGE STATION—Speed and versatility in the backfield, power in the line and experience in the Texas Aggies hope to build a winning football team this fall.

The victory blaze that rocketed them from a tie for the cellar in the 1936 to a tie for third place in the 1937 Southwest Conference chase will hold its own at least, Coach Homer Norton and his assistants believe as they map plans to make their 1938 team as good as all the others. Thirteen freshmen, six of them seniors, are included on their squad roster.

The Aggies, despite loss of eight important lettermen of 1936, plan to put a speedy, scrappy and mobile team on the field. They should be a shade stronger offensively but ground and in the air. They will be lucky if they could defend better than last year's team. A strong defense work only average or less if years should be improved.

The 1938 letter wearers who won't answer the 1937 bugle include Bill Stages and Johnny Morrow, ends; John Whitfield, tackle; Walt Phythian, guard; Charlie DeWare, center; Les Cummings, fullback; Waylon Chick (Dawson), halfback; Roy H. Adams, fullback.

The 1936 lettermen who will return are: Bill Seago, Gilmer, end; Rankin Britt, Ranger, end; Roy Young, Port Arthur, All-Southwest tackle; Joe Routt, Chapel Hill, All-American guard; Virgil (Brahma) Jones, guard; Zed Coston, Dallas, center; Dick Vitek, Grainger, quarterback; Owens Rogers, Mart, fullback; Raymond Bob Nowell, fullback; Bill Boyd, Gilmer, halfback; and Jim Shockley, Gilmer, fullback. Add to these Bruno Schroeber, Lockhart, fullback letterman of 1935 who was kept on the sidelines by an ankle injury last year.

Coach Norton believes Nestria will solve a punting problem brought about by the departure of Steve Morrow. He proved his toe's worth in the latter part of the past season.

Joe (Boo Hoo) Boyd, sophomore from Dallas, may solve their other big puzzle, the tackle spot vacated by big John Whitfield. Boyd's 210 pounds, six feet three inches of weight and tough play give the line a definite direction. The next morning Vitek, Todd, Nestria and Shockley, each a star in his own right, are doped to make up the starting backfield. They are light, averaging less than 172 pounds, but speedy. Todd and Vitek are members of the Aggie sprint relay team and Nestria, once aspired to be a sprinter, is one of the wily wall ball players in the conference. Vitek ranks tops among the sections' signal callers and Shockley is among the conference's top flight passers. Rogers probably will play as much as any one of the starting quartet, and Boyd, a place kicking specialist, and Boyd, a place kicking specialist, and Boyd, a place kicking specialist.

NEW FASHIONS. (AP)—Police called the city dog catcher to reveal the of the pound keeper, a bystander examined the mangled animal lying in the street and discovered it was only a rag doll "dog."

CHICKS SOLD FOR POSTAGE. ALAMEDA, Calif. (AP)—Among other qualifications of a modern postmaster are those of auctioneer and poultry financier. Postmaster Samuel Ford was obliged to sell at auction 100,000 postage stamps which the addressee refused to receive.

The wels, a giant European catfish, grows to a length of 13 feet.

# WELCOME TO MIDLAND

WHERE YOU SEE

## GOOD

## RODEOS

WITH

### "Dependable"

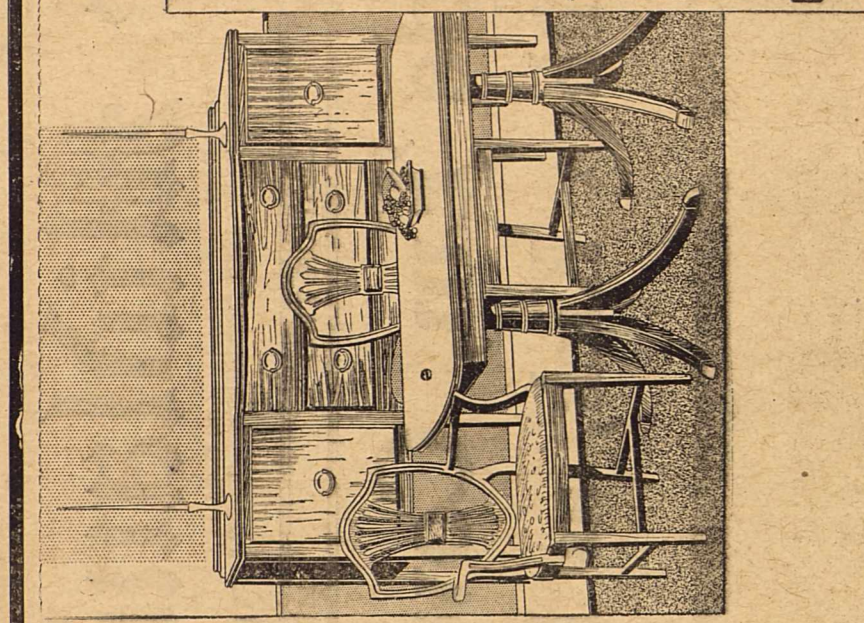
## BRONCS



Forward With Midland Since 1928

## West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE



# Welcome Rodeo Visitors!

## SEE THE \$1,000.00 Dining Room Suite

IN OUR WINDOW

18th Century English in beautifully grained acacia wood with the finest of cabinet work. Consists of 72-inch buffet, aproned leaves with 8-foot table, large glass door china, 2 host and 4 side chairs upholstered back and seat in striped high-grade damask.

See It

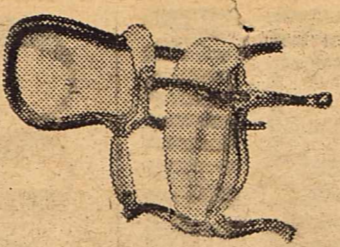
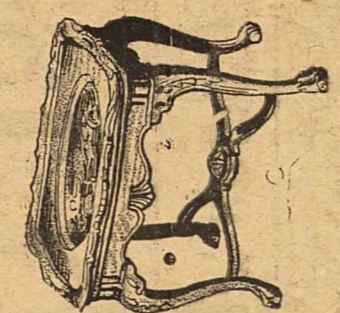
Finest Suite Ever Shown in Midland

Living Room Suites, priced from \$39.50 to \$385.00  
Bedroom Suites, priced from \$29.95 to \$450.00  
Dining Room & Dinette Suites, priced from \$37.50 to \$1,000.00

# BARROW

The largest and best assorted stock of from popular to high quality furniture in West Texas

WEST OF COURT HOUSE



# it's here!

THE NEW 1938 AUTOMATIC TUNING PHILCO

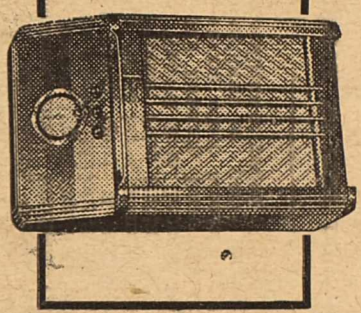
NO SQUAT NO STOP NO SQUINT

A completely new kind of radio... with complete tuning perfection! That's the 1938 Double-X Philco. The Philco Automatic Tuning Dial is on an Inclined Control Panel... inclined so you can tune with ease and grace. Standing or sitting, a single glance shows the call letters of your favorite stations! With a single motion, Philco Automatic Tuning gets them! And the Philco Foreign Tuning System brings you unsurpassed overseas reception.

Never before such an outstanding radio! Never before such remarkable reception... such glorious tone... such beautiful cabinetry! Come in... see, hear and tune a new Double-X \$10.00 Down Philco. We'll put one in your home for only

PHILCO 116XX\* Radio's finest! Inclined Control Panel, Automatic Tuning, Magnifying Scale, Acoustic Clarifiers, Cathedral Speaker, Philco Foreign Tuning System with Spread-Brand Dial. Gorgeous cabinet with protective back shield. \$219.50

\*Sold only with Philco High-Efficiency Aerial to insure greatest reception.



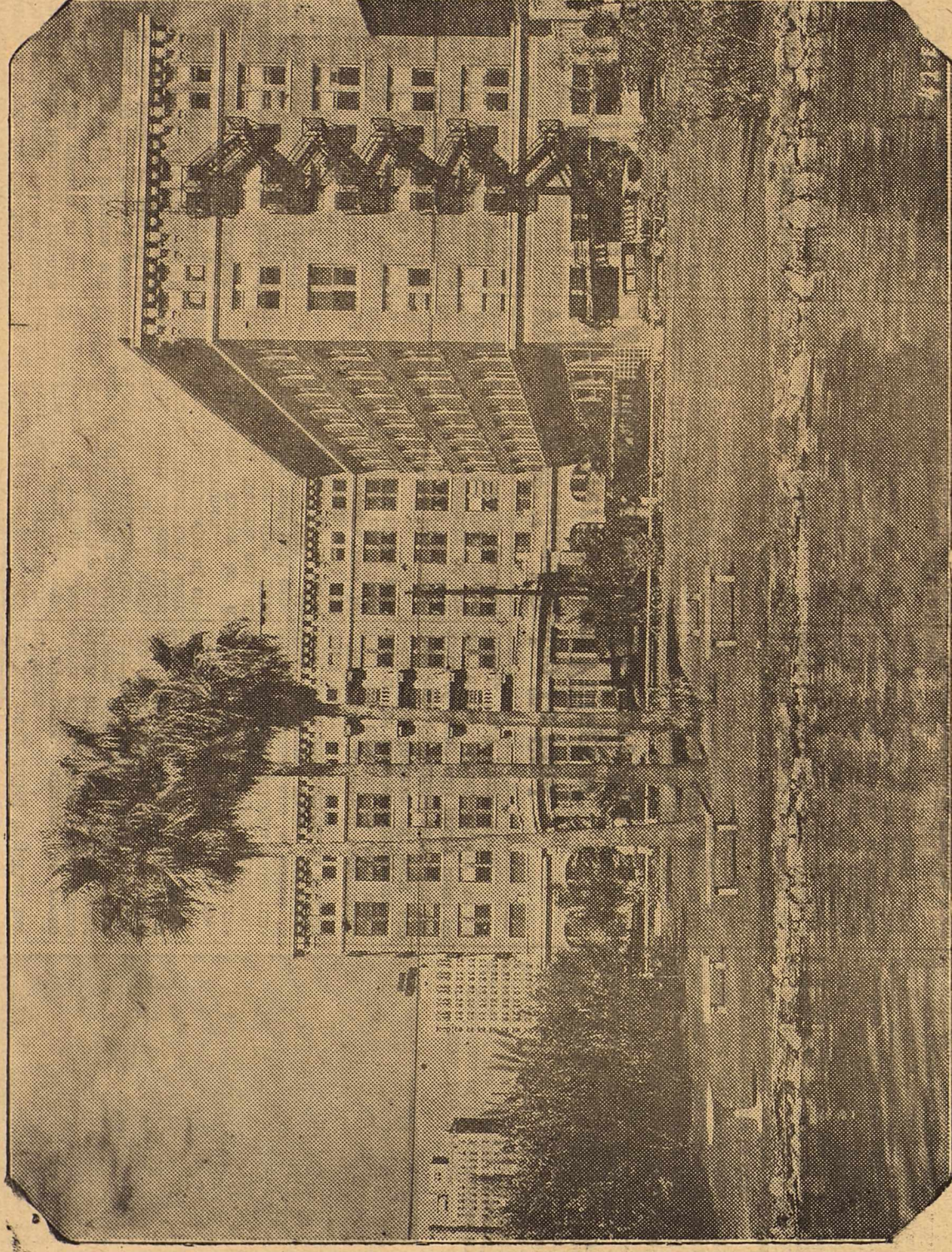
PHILCO 7XX\* Inclined Control Panel, Cone-Centric Automatic Tuning, Inclined Sounding Board, Concert Grand Speaker, 3-Point Tone Control, Philco Foreign Tuning System and a host of other features. Handsome hand-rubbed cabinet with protective back shield. Record \$89.95

## CARNETT'S RADIO SALES

210 East Wall—Phone 133—Midland, Texas

EXTRA LIBERAL TRADE-IN ALLOWANCE FOR YOUR PRESENT RADIO

525  
ROOMS



DEDICATED  
TO YOUR  
PLEASURE

## Invitation To Comfort And Convenience

### From "Your Host On The Coast"

This beautiful hotel, ideally located in the heart of the city and right on the edge of Corpus Christi Bay, is one of the largest and finest in South Texas. It is the center of civic and commercial ac-

tivities, unrivalled in appointments and with a standard of excellence in accommodations that has met with the approval of the public for many years.

## Ride 'em, Cowboys!



We send our best wishes to the people of Midland and West Texas for the most successful rodeo in your history. We number our cattlemen and "cowpuncher" friends by the thousands and they are always welcome guests at our hotel . . . When you are on the Texas coast, be sure to stop at the Nueces . . . it is cool, clean, home-like and smart . . . but with average prices.



## DINING

The Nueces dining room is famous from coast to coast. People who know and appreciate excellent foods at fair prices find the Nueces all that could be desired. A refined, though convivial, atmosphere combines with the cooling trade winds from the Gulf to make dining thoroughly enjoyable.

## DANCING

Every night the Nueces Orchestra plays for diners and dancers as they enjoy the evening in a tropical setting. The song of the surf—just a step or two from the Nueces . . . beautiful, cool ball-rooms . . . and the lilting rhythm of the orchestra . . . will help make your stay in the Nueces pleasantly entertaining.

# NUECES HOTEL

CORPUS CHRISTI, TEXAS

ARTHUR G. JURY—Manager

### Bronc Rider Gets Punishment in Ten Seconds Such as Prize Fighter Gets in 10 Rounds

Rodeo time calls for conversation light and the other is to ride loose, bucking the horse, absorbing the shock of cow milking or other "game" events. Some people prefer the rough excitement of bronc riding to all other rodeo sports.

Carl Studer, who is not trained to the standard of a prizefighter, recently wrote a letter to Vance Johnson of the Amarillo Globe-News, about broncs. And here is part of what he said:

"Ten seconds on the back of a real bucking horse is about equal to a prizefighter's punishment on a real prizefighter's punch."

"Nobody can tell what an outlaw bronc is going to do. Skill doesn't avail much when a bucking horse is going to do. Skill doesn't avail much when a bucking horse is going to do."

Texas living in the Rio Grande valley near Hidalgo returned to their homes after the Civil War with wild cattle whose numbers had increased surprisingly during the Mexican neighbors, the Texans began to "hide herd" on the outlaws with larrikin and six-shooter.

The first herd of Texas cattle made its way North to the Chicago market in the summer of '71. Twenty years later the cattle kingdom was a thing of the past.

Walter Prescott Webb, historian for the Big Bend National Park, estimates that almost half of the ranch foremen in the West in the early days were Texas.

Clayton were stopping at a tourist camp.

### Boys Roping Contest Is Innovative at Midland's Rodeo

Introduced to the Midland Cowboy Contest this year for the first time, a boy's roping event will be staged each day, with handsome trophies to be won by the winners in three age groups.

Boys aged 12 to 17, inclusive, will be eligible, with the 12 and 13 year olds in one group, 14 and 15 in another and the 16 and 17 year olds in the third. The youngest boy will rope Saturday, September 4, and the oldest boys on Monday, September 6.

Although most of the boys of those ages in the Midland section have done their roping principally in the pastures, several of them are grooming their roping ponies and practicing daily to get in shape for a "green" roping.

Due to the fact that a "green" roping is like a young horse, not anticipated that the most inexperienced boy might through good luck win the trophy in his age. Often a highly proficient may miss a complete roping which the big moment comes.

However, the youngsters over the country are getting ready for what ever happens and will be on hand to rope when their age group is called.

### "TRAILER BABY" REGISTERED.

OLD FORGE, N. Y. (UP)—"Born in a trailer," the county clerk noted as he recorded the birth of an 8 1/2 pound daughter to Albany, N.Y. The birth took place while the Claytons were stopping at a tourist camp.

### Indian Troupe to Add Color and Pioneer Atmosphere of Rodeo When Chief Parker and Comanches Swoop Down On Midland

Blood curdling Indian yells, picturesque waltzes, colorful interpretations of Indian lore and demonstrations of various kinds to keep alive the frontier days will be featured at the Midland Cowboy Contest when Chief Baldwin Parker, son of the famous Chief Quanan Parker, comes here from Cache, Okla., with a troupe of entertainers and tribesmen.

The colorful group will be featured in parades and at the standard of Parker, Okla., Wichita Falls, Okla., E. Ward, Wichita, Falls, Okla., and a friend of Chief Baldwin Parker contacted local people and assisted in booking the whites, he keeps alive the old ways of the Indians, and he with his entertainers are known to be the most colorful of the present-day party will be the youth-ful Cynthia Ann Parker who is a great-grand daughter of the historical woman by that name. Dressed in her Comanche costume, adding, "and plenty of it."

### Visitors to Midland Rodeo To Find City Far Different From Village of 2,000 Many Can Recall 10 Years Ago

Among the hundreds of persons that will visit in Midland during the rodeo September 4-5-6 will undoubtedly be many that have not been here in many years, persons that comported, attended, or even considered "colossal."

To the person who has not seen Midland in at least 10 years, along with persons who will be making their initial appearance here, the city is going to appear far different than expected.

Within the past 10 years Midland has stepped from the ranks of a small town with about 2,000 population to a first class city of at least 10,000 population.

Midland, the largest town between Big Spring and El Paso, a distance of 300 miles, boasts one of the outstanding growths in the state, having at present two high schools, a junior high school, high school, negro school and Mexican school. The John M. Cowden Jr. high school building and the new North ward school buildings have been built within the last five years.

Midland has off-times been called the "Tulsa" of Texas, and is ready at all times to offer proof that the title is clearly earned. At the present time, between 75 and 100 new automobiles are shown by the dealers here.

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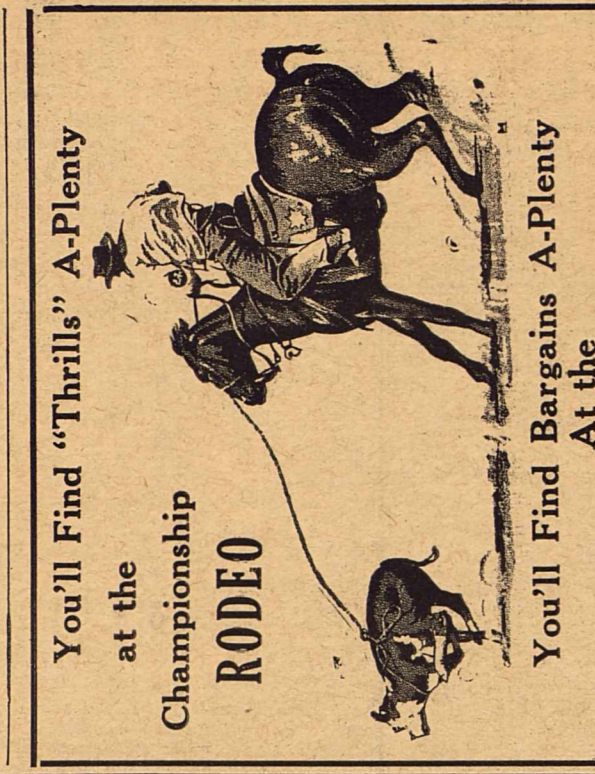
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### Sponsors' Host



Mrs. Foy Proctor, Chairman of the committee in charge of the Cowgirl Sponsors' Contest is Mrs. Foy Proctor, hostess here, in Midland, Okla., at the rodeo. Her husband, Mr. Foy Proctor, is a well-known oilman. Other sponsors are Mrs. Clarence Scharbauer, Mrs. Tom Nance, Miss Walter Faye Cowden and Messrs. Elliott F. Cowden and W. Chappell Davis.

the state for the year. It is doubtful if there is another city in the state with a population of 20,000 or less that can come close to the figure recorded here to date.

Bank deposits, another indication of the worth of a city, at least recording were comfortably near the \$4,000,000 mark. At one time, it was several years ago, per capita mortgages. While the title may have passed somewhere else, it is doubtful if there is another city in Texas that can claim the per capita wealth of Midland.

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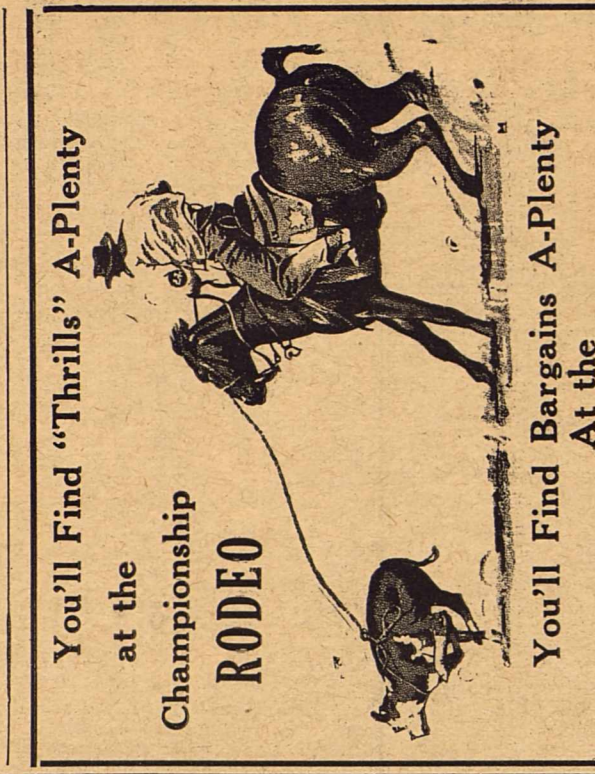
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### You'll Find "Thrills" A-Plenty at the Championship RODEO



You'll Find Bargains A-Plenty At the Upham Furniture Co. 201 S. Main St.—Midland

Complete Stock of Furniture Perfection Oil Stoves Gas Ranges Simmons Beds Mattresses Linoleum "Compare our prices before you buy"

# YOU BET! We'll See You AT MIDLAND'S RODEO

SEPTEMBER 4-5-6

WE INVITE OUR FRIENDS ALL OVER THIS AREA TO VISIT US WHEN YOU COME TO MIDLAND

**BUILDING CONTRACTING**

We specialize in building homes in every type of architecture. Many Midland home owners will attest to the satisfaction afforded them by our complete service.

**"HOME"**

Let us explain how easy it is for you to build a home of your own... and we have house plans that you'll adore.

## A & L Housing and Lumber Co.





### Wiry Mustang, Almost Extinct Now, Played His Part In the Development of the West; History Traced from Asiatic Countries

The wild mustang is practically extinct in the West today. The diminutive, wiry species of horse which overspread the plains in the middle of the nineteenth century is rapidly joining the butte and the mesa.

Needed no longer as a source of hides and bones, the mustang was divided into comparatively small plots of fenced, the Mexican strain is becoming less and less pronounced in present range horses. Twentieth century ranchmen are building up their stock by introducing Arabian blood and fast if hardly as durable and as sure-footed. Although the western plains were covered with wild horses no later than seventy-five years ago the Spanish mustang is not a native of the American continent. The first fact of the stock of wild mustangs which roamed the frontier are descendants of five ponies abandoned by the Ponce de Leon expedition members when their leader died and they took to the Mississippi river as a mode of travel.

At that time, the seventeenth century, the western Indians used dogs as beasts of burden and had no means of transportation on land. There had not been a horse on the North American continent in thousands of years, if ever. The first written record of man using horses as transportation comes from the Asiatic continent. Hordes of Genghis Khan brought horses into Europe and from there the equine branched off into Arabic and European stock. The wild mustang was Arabic. He came to America via the Moabammedans conquerors of Northern Africa, via the Moabammedans conquerors of the Spanish conquest of North America.

The western Indians saw their first horse when Coronado and his expedition came in search of the Seven Cities of Cibola. The first horse ever to be ridden on Texas soil belonged to Estevan, the negro who made his way from the Gulf of Mexico back to Santa Fe. The Redman learned rapidly. When Lewis and Clarke and other early American explorers pushed across the Great Divide in the early years of the nineteenth century, the horse was not only mounted but the rider, the Comanches and the Kiowas, Apaches, who inhabited this portion of the Southwest, were particularly adept on horseback.

The wild mustang was a vital factor in the development of the cattle business. Mounted on a wiry ride herd over a radius of miles, the Western plains a hundred years ago are the polo ponies bred on western ranches and trans-

ported to all parts of the world. But as an economic factor, the wild mustang has served his day.

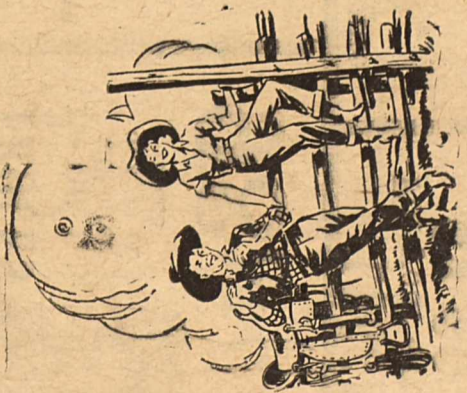
# RHOAD'S WES-TEX FOOD MARKET

Extends a BIG WELCOME To the WIDE WORLD

To Attend the

# RODEO

SEPTEMBER 4-5-6  
Midland, Texas



### Interesting Facts About Sponsors

An attractive and talented horsewoman who has spent practically all of her nineteen years on a ranch and whose ambition is to raise horses, is Miss Anna Lee Spahr, co-sponsor of the Sweetwater Sports Contest at the Midland Cowboy Contest, September 4, 5 and 6.

Miss Spahr, who will be a senior student at Texas University this fall, was admitted to the Bit and Spur Riding Club at the university during her freshman year and has held the offices of Leader, Assistant Leader and Secretary since that time.

The two favorite mounts of Miss Spahr are Run B Glory, a registered and thoroughbred sorrel with blaze face, and Smokey, a dun horse recognized as one of the best saddle horses in this section. Run B Glory better known as "The Woods Nolan" is owned by Tom Woods, Nolan county sheriff, and has been seen in action on the Midland race track.

Miss Fern Sawyer, who will serve as Miss Brownfield at the Cowboy Contest was born and raised in Terry county and received her education in that county. Her father, J. M. Sawyer, old time cattleman and one of the largest land owners and wealthiest citizens of Terry county.

Miss Jane Murphy, seventeen year old cowgirl who will represent Big Lage and Reagan county in the sponsors' contest, owns her own horse, saddle and cowgirl attire, and has much experience in riding on her own ranch. She is expected to be a strong contender in the contest, according to J. Wiley Taylor, Reagan county judge.

Mrs. Guy Caldwell, Albany sponsor, was the winner of the first prize in the Sweetwater Sports Contest last July. She will be a strong contender at the Midland show.

Miss Frances Cotter, selected by the Brewer county chamber of commerce to represent Alpine at the Midland Cowboy Contest, is a strong of Midland, and has visited here frequently. Mrs. Beria Clark Lassiter, secretary of the Brewer county chamber of commerce says that she will not be a bit surprised if Miss Cotter carries off the first prize because Alpine will have a good representation on the side lines to cheer her.

The Big Spring sponsor, Miss Mary Nell Edwards, is the daughter of Marion Edwards, well known Howard county rancher, who was an arena judge at the rodeo here last year.

Miss Mary Louise Voelcker, Wichita Falls sponsor, represented her city quite favorably at the Stamford rodeo last July, according to

### Fair President



Clarence Scharbauer, Midland cattle man, hotel owner, bank president, radio station operator and owner of Ector county oil lands, is president of Midland Fair, Inc. He stands forever ready to assist members of the rodeo committee, polo club or any other branch of the Midland Fair plant.

### POLICE WON'T ARREST BEES.

SAN FRANCISCO (UP) — Jerome Polizer, attorney, called on the police to arrest 50,000 bees which were "disturbing the peace." Police insisted the statutes for peace disturbers did not cover bees, but fortunately located someone who knew how to turn the trick necessary to induce them to return home.

### TWO OTHER PEOPLE, PERHAPS.

CONNEAUT, O. (UP) — Remarkable one woman to the other here in a street corner conversation: "I was talking to somebody the other day, but I don't remember now who it was. It seems that she remembers you, but neither of us was sure you, but we couldn't remember your name."

Miss Jeanne Davis, Midland sponsor, Miss Voelcker's father was the architect for the new elementary school building here.

Had not Mrs. Beverly Herridon respected the offer to represent Sweetwater at the Midland show, George Barber, manager of the Sweetwater board of city development, said that he would have asked every woman in Sweetwater, who could ride a horse to represent the Nolan county metropolis.

And how the stags will flock to the annual Sports Ball in the crystal ballroom of Hotel Scharbauer Saturday night, September 4,

# PREVIEW

IT'S A



## TO Welcome Our Friends TO THE MIDLAND RODEO AND Cowboy Contest

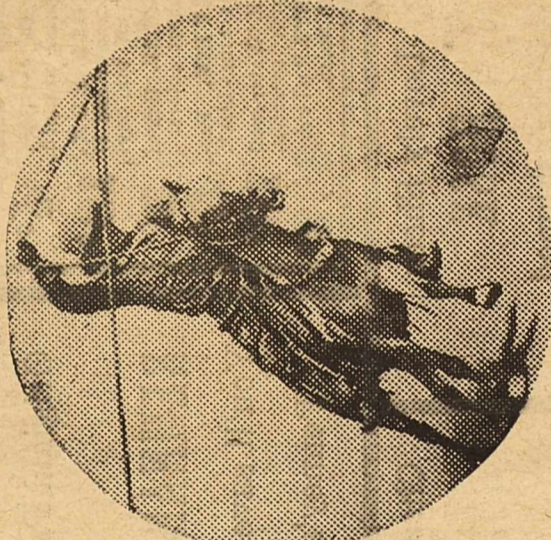
SEPTEMBER 4-5-6

WE SHALL BE PLEASED TO ASSIST YOU WHEN IN NEED OF...

- Hardware
- Furniture
- Sporting Goods
- Explosives
- Complete Ranch
- AND
- Farm Supplies

MIDLAND HARDWARE & FURNITURE COMPANY  
MIDLAND, TEXAS

### Welcome



## TO MIDLAND'S Big Rodeo

SEPTEMBER 4-5-6

This bank is glad to be of service to its many friends over a wide area... We WELCOME Your business and patronage



THE MIDLAND NATIONAL BANK  
MIDLAND, TEXAS

