## THE MIDLAND REPORTER <br> AND GAZETTE - EXAMINER

Volume XXII.
Midland, Texas, February 1, 1918
Number 17
HABIT FORMED BY SOCIAL DRINKING
 Clean Victory
We have and pubish below a com-
minication from a citizen of Midland munceation from a citizen of Midand
shat merits a careul ocosideraion
of all our readers. We know the
 tered al a victim of the drink habit,
mostal all our people know. That, , how.
Jver, he hes Bere, he has ever been an honest man,
Big hearted and charitable, and per-
 may refouse to credit. We know,
hough, that this is so, and his plea
tor the prayers of good people that tor the prayers of good people that
he may have help $n$ resisting tump ae may have help in resisting tump-
tation, and that his friend and as.
sociates will ho longer offer him drink met witw an earpest com, compliance. His
ndmonition to boys rings with erity, on less tman hisg rank a amis-
oilon of his own weakness. This is the

NEW ENGINE TO BE INSPIRING LECTURE BRIEF WEWS ITEMS MID-TERM EXAMS,
$\qquad$ STARTED MEXT WEEK

HEARD LAST NIGHT
 EBRUARY USHERED
$\qquad$

## WEEKLY SPECIALS

## GROCERY DEPARTMENT Limited Coffee

For the coming week we will offer this coffee at

## Only 90c per can

This is a fine grade of roasted coffee packed in pound cans. If you like a good cup of coffee, y can't make a mistake by buying "Limited Coffee." This coffee is roasted and packed by Walker-Smith Company of Texas,

## A Real Bargain Only 90c for a 3 lb. Can

We have a large quantity of this coffee on hand and want to close our present stock during the next week.

## Don't Overlook This

Don't Overiook these Weekly Specials

## DRY GOODS DEPARTM'NT

 Bath Room Sets PINK--BLUE--GOLDExcellent quality, attractive designs. For the next week we will offer these at the following attractive prices:

$$
\begin{array}{ll}
\text { 7. piece sets only } & \mathbf{\$ 4 . 0 0} \\
5 & \text { piece sets only }
\end{array}
$$

You can't afford to miss this if you want a beautiful Bath Room Set. The above prices will move them. We want to sell the entire lot next week.

## A Bargain You Can't Afford to Pass By

Don't Overlook these Weekly Spectals

## Beautiful Spring Patterns In New Percales

 the first of the new Spring Goods, came this week.

Men's and Boys' New Spring Shirts and Blouses



## Men's Shirts

of fast color Madras and Percales, made in both collar attached and neck band styles,
either soft or laundered cuffs, sizes
14 to 18 is
$1-2$
Boys' Shirts


## Boys' Blouses

in beautiful new patterns, made of fast color Madras and Cheviots, sizes 5 to 14, each

## Next Week

We feel sure that next weak will bring severel neveaseos of sping merchandisise that have
 This store will ot hat domm on the job for

A Better Service and Better Values for 1918

## if yhat tis storer will offer

Dont Ask us to charge it; we cant do it; we have no books; we esel for cash on: Iy and eell for lese

Wadley-Patterson Company

BELIEVES MIDLAND
HAS GREAT FUTURE


LIST OF JURORS
IN DISTBICT COURT
Grand Jurors Called for 10 a.
Monday and Petif Jurors at 10
a. m. Tuesday

> Our Distinct Aim


## $+++++++++++++*+++$ + NEWS FROM ANDREWS <br> ANDR

Song For Courage

To domy wo
To Live!

To see to it I grow and gain and give!
Never look behind me for an hour! To wait in weakness, and to walk in
$\qquad$
$\qquad$ Always an
right.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Miss Spires, of Roscoe, is visiting Miss Spires, of Roscoe, is visiting
her brother, L. G. Spires, who ranch-
es west of Andrews. Linte Knox, son of Mr. and Mr
Hunter Irwin, has pneumionia.
A nice little cattle deal was pull
of this week when Mr. Andrew Kin old about 70 head of
o T. H. Easterman.

Mr. Connor, Connor Carson
Smith Umberson visited Midand
$\qquad$ been Meelrose (N. M.) Messenger has by friends of Mr W. H
Graham, Judging from the anount of Graham, oudging from the arount of
advertisements, rerried one would
think that Mr. Graham had bein ac. think that Mr. Graham had
corded a hearty weicome.

occupying the Yarbrough residence.
We eare very glad to welcome this es-
timable couple to Andrews.
Judge Smith, Jno. Speed and C. W.
Hart have returned from Portales, N
M., and report no cattle losses during
the winter.

is to make and keep this Bank active, progressive and, in the fullest and best sense, an up-to-date intitution Its present gratifying condition may easily be traced to the satisfactory service and courteous treatment extended to all depositors.

You are Invited to Do Your Banking Business Here

## The Midland National Bank

modern in all respects and would be a their efforts to sell merel.as ilise and Midland.
 and Homer Ham went to Midland last
week.
 NOTICE IN BANKRUPTCY $\quad$ and increase eypendisures In the District "Court of the United taken in exchange in most cases are, States for the Western District of
Texas. In the Matter of Walter ter terds to suppress the market
price and adversely affects sales of Henry Rohlfing, Bankrupt. No. 25

in Bankruptey. | in Bankruptey. |
| :--- |
| To the Creditors of Walter Henry $\begin{array}{c}\text { The strongest efforts are made by } \\ \text { the Treasury Department to have }\end{array}$ | To the Creditors of Walter Henry the Treasury Department to have

Rohlfing, Bankrupt.
these Government bonds purchased for Notice is hereby given that on the these Governmentment by the people-
25th day of January, 1918, the said and paid for out of savings, thus not Walter Henry Rohlfing was duly ad-- ond paid por out or saviding funds for the Govern-
judieated bankropt; and that the first
ment but effecting conservation of judieated bankrupt; and that the first
meeting of his creditors will be held effecting conservation of
at the court house, in the town of for and material; exchanging thenn
at at the court house, in the town of for
Midland, in Midland County, Texas within said Western District, on the pur
$\qquad$

$\qquad$ | examine the bankrupt, and transact |
| :--- | :--- |
| such other business as may properly |
| come before sy | \(\begin{aligned} \& My Tuesdays are meatless, <br>

\& My Wednesdyys are wheatless, <br>
\& Im getting more eatless each det\end{aligned}\) some before such meeting. properly
corr getting more eatless each day.

This the 28th day of January, | adve 1 tr | $\begin{array}{c}\text { den Palmer. }\end{array}$ | My |
| :---: | :---: | :---: | Ben Palmer,

Referee in Bankruptey,
LIBERTY
LOAN BOVUS in trade $\begin{aligned} & \text { My coffee is sweetless, } \\ & \text { Each day I get poorer and wise } \\ & \text { My stockings are feetless, }\end{aligned}$
I hope that the merchants $o^{*}$ Ghe My trousers are seatless,
country, upon a more careful consider.

Vellington News.

## To Our Customers

## and Friends

We have been doing a cash business for the past eight months. But, during th
ferent cases.

We have now decided to eliminate these HOLD tickets, and adhere strictly to the casarule. every purchase.
the counter for each and

This is, no doubt, the best and most economical way of doing busi-
ness for both you and ourselves, and we solicit your esteemed patronage on this basis.

Ie we are now holding any tickets for you, please call and settle

REMEMBER-Everything strict II caph after, Jonjuary, 1918.

# A Statement To Our Subscribers and Patrons 

There is no advantage to a community for a Public Service Corporation to operate at a loss; only companies making a margin of profit are kept improved

Under the present conditions it becomes necessary for this Company to increase its Service Charges.

This Company must be conversant with and be prepared for the de mands of the Public for Service.

There should be taken into consideration the extraordinary hazards of our business, such as storms; fires (against which we cannot insure); loss of patronage, caused by so many rural services being discontinued; and many items with which the general public is not conversant.

The Public demands good service all the time and they should be prepared to give adequate remuneration for good service.

We desire to show you just why it is necessary for us to increase our service charges.

You all know that every commodity of daily use has increased in price to the consumer since August 1st, 1914. Some of the evlery-day items from a small to a great per cent.

This has necessitated our increasing the wages paid to our employees: they are entitled to a living wage and excess to provide for clothing, recreation and education.

We have on this first day of February, increased our wage scale as high as 25 per cent.

This is not to officials of the Company but to employees, especially to the young ladies who do the operating and who must have more money to meet the constantly increasing cost of living

Every item that enters into the maintenance and construction of our plant has increased from 50 per cent to as high as 1,000 per cent.

The items that we use every day we note for your consideration.
Wire, poles, pole hardware and batteries are wearing out every day and have to be replaced to maintain service.

Copper wire has increased from a 13 c base to a 43 c base. Iron wire has increased from a 3 c base to a 9 c base

Pole hardware has increased more than 200 per cent and batteries over 400 per cent; these we are having to buy every day. They go into the plant and furnish you the service you demand.

Freight rates have increased by the addition of War Taxes and add even more to these items mentioned.

We have no control whatever of the price of this material and have to pay the prices asked for whatever we buy.

Now consider the Direct Taxes imposed upon a Telephone Company operating in the State of Texas.

We pay our Ad Valorem Taxes on our property to each city, road disWe pay our Ad Valorem Taxes on our property to each city, road dis-
trict, county and state the same as everyone else and the valuations placed by the boards have increased in the past three years.

We pay a Gross Income Tax to the State of one and one-half cents on Every Dollar we take in; this is a special tax levied upon Telephone Com:panies only.

We pay Franchise Tax to the State of Texas of 50 cents on each $\$ 1,000$ of our Capital Stock.

We pay License Taxes in various ways to the towns and cities in which we operate.

We pay a Federal Income Tax of Two per cent, to the United States Government, on our net income.

Now, to all these enumbrated above we have to pay these extra War Taxes, as follows:

A War Income Tax of four per cent on our net income.
An Excess Profit Tax of from thirty per cent upward.
An Excise War Tax of 50 c on each $\$ 1,000$ of the market value of the capital stock.

The United States Government every five years compiles a census o The Telephone Industry

> The last issue shows:

For 1907 Telephone Companies paid Three and Six-Tenths Cents, in taxes for every dollar that they took in.

For 1912 it had increased to FOUR and Nine-Tenths Cents, an increase of a fraction more than 36 per cent in five years

NOW, for DIRECT TAXES, we are paying an increase of FIFTYEIGHT per cent and with the addition of the WAR TAXES it will bring the increase to more than TWO HUNDRED SIXTY-THREE per cent.

In addition to these enormous increases we have to pay increased post age, stamp taxes, and other war taxes paid by everyone else; this additional burden alone would justify an increase in strvice charges.

We believe a fair and impartial study of the statements made wir pro to everyone that additional revenue must be provided to meet the increas cost of operation

We have nothing to sell but service, and service is what the public de mands; Good Service is the demand.

To supply this we must have money.
We can get it in but one way; that is to increase the service charge.
We have come to it at last after exhausting every other means to meet these abnormal conditions

Therefore, it was ordered by the Board of Directors of this Company, to be effective March the First. Nineteen Hundred Eighteen that the fol lowing service charges will be placed in effect at all exchanges owned or operated by this Company

For Exchanges having fewer than 300 physical connections

For Business Services.
For Residence Services
For Rural Services
.................... 2.00 per month

For Business Service
$\$ 4.00$ per month
For Residence Service.
For Rural Service
For Selective Residence Service

## The Western Telephone Company






## LISTEN

To own your own home puts you on a higher plane with your neighbors, gives you better credit at the bank and elsewhere. Should misfortune overtake you, you have a place to lay your head. TAKE OUR ADVICE
-BUILD YOU A HOME
ROCKWELL BROS. \& CO.
(Midland Lumber Company)

## MONEY

MID-TERM EXAMS
SHOW GOOD GRADES

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on 5 years time at 8 per cent annual interest, land security
Rates of interest on real estate loans may go up any day. Avail your self of the opportunity now. Secure what money you want. Call on gor write me

## W.J.Moran

MIDLAND, TEXAS

 cita foou for ion
 Is a duty fo
each one to eat only
much as
necessary
nentan maintatn the the
human body
This winter nealithy and strong. Thum bods winter
of 1918 is the period when is to be tested here in America wheth-
er our people are capable of vol
outary
individual sacrice to
save the world. That is the purpose of the organizzation of the
United States Food Administra-tlon-by voluntary effort to pro-
tide the foot that the world NEED RIC IITAS Hend
Europe's Meat Supply Must Come
$\qquad$
$\qquad$


## "Tricks in Trade"

You've heard that expression. There is no trick, however, when you buy building materials of us. We simply sell you Lumber, Paints, Brick, Lime and Cement, Ranch Fencing Supplies, etc., and back up everything with an iron-clad guarantee. Our prices are right, too
Are You Going to Build?
Better figure with us. We are more than likely to save you a pretty penny in this day of necessary economy.

Call Phone No. 58
Burton-Lingo Co.
TMIRTV-ONE YIEARS IN MIDLAND Lee Bradshaw, Local Manager

Many ladies have realized the great savings of cost in ready-to-wear. Garments have been sold at less than the material would cost. Many handsome bar gains left yet.
Where we have failed to sell a man one of our bar gain suits, is when he is not built right for the Suit Overcoats, Mackinaws or Sweaters.

Boys' Suits and winter pants are still going onefourth off. Many other bargains throughout the stock. We want to reduce our stock to half its present size. Until then you can find innumerable bargains in everything you have to buy. Don't miss this chance to save your money.

Our Terms are Strictly Cash
Highest Quality, Lowest Prices, Best Service Our Motto

EVERYBODY'S
J. H. BARRON, Proprietor

EVERYBODY'S Stock Reducing Sale

Has Been a Success

