



# Almost Every Day

## BRINGS NEW Spring Merchandise

TO THIS STORE

New Linweaves

New Percales

New White Goods

New Draperies

New Silks

Our buyer is now in the market and while our purchases will be lighter than in normal times, you can depend on finding the choicest of new spring merchandise at this store.

### NOW ENROUTE

is one hundred pieces of *New Spring Gingham* which we hope will reach us in the next few days. This is of an extra nice quality, 32 inches wide, absolutely fast colors and the price will be no more than ordinary gingham, yard **25c**

### This Cash Store Wants Your Business in 1918

and will give you a better service and greater value. We sell for cash only and sell for less.

# Wadley - Patterson Co.

One Price--The Lowest--For Cash Only

### COMMISSIONER DAVIS FOR RE-ELECTION

Austin, Texas, Feb. 15, 1918.—In a statement setting forth that he will be a candidate for re-election to the office of Commissioner of Agriculture, Fred W. Davis stresses the point that, while many people deem it his duty to remain at his post, owing to the importance of agriculture in this time of world travail, he himself looks forward with pleasure to further service in the cause of agriculture because of the swiftly growing needs of the nation and its allies for greater efficiency in agricultural production.

Favorable comment is heard here from the thinking people of every section of the State concerning Mr. Davis' clear vision regarding the coordinating of all agricultural agencies in the State and the final solution of such problems as may be considered

existing in the agricultural activities.

In announcing his candidacy for re-election Mr. Davis said:

"Within the last several weeks I have talked with many people who are taking a leading interest in public affairs, and without exception they have stated that in their opinion it is my duty to remain at my post until this world-wide crisis is passed. Many believe in a long office tenure for this character of work, but most of those I have talked with spoke from interest in our present military conflict, realizing the vital relation agriculture bears and will continue to bear to our nation and our allies in this world tragedy. A sense of duty alone, therefore, would cause me to offer my continued services, but duty, however impelling it may be, is not the sole reason I have for seeking re-election.

"The warring nations are now straining every nerve to prevent starvation

while fighting for mastery on the battle field, and when this hallucination, misnamed "divine right of kings," with its attendant obsession that brute force is righteous, shall have passed away—and it is now dying a slow agonizing death—agriculture must become the first concern of governments and peoples. I firmly believe that we now fully realize that agriculture is the foundation of the nation's strength, and governmental neglect will no longer be tolerated, and all necessary provisions will be made by the State and nation from this time on for agricultural advancement. With this new awakening I wish to work, to do my best in representing a cause which I have given the most earnest thought and effort of my life.

"I desire to thank the citizenship of the State for the confidence they have heretofore shown in me, and to say to them that I shall cheerfully abide by their decision at the coming primaries."

### MUST SAVE TO WIN THIS WAR

Some Practical Suggestions About Conserving the Soil and Saving the Products

Columbus discovered a fruitful soil which the American people have skinned ever since it was discovered. They have not only robbed the soil, but they have wasted, world without end, what they have taken out of it.

Meantime, the present war emergency forces upon the country a much needed lesson in frugality; a desideratum second only to that of winning the war, and the lesson comes none too soon.

Since the Lord ceased making soil, some thousand years of sweat and toil have passed away; but don't forget that He is making people yet. From which at last, we understand, We must save the crops and save the land.

Among the ways to save the soil is by deep plowing, by planting cover-crops, and by terracing.

That the Texas farmer of late years is giving more attention to keeping up and building up his soil is visible to the naked eye from the car window.

And the little show along the line of conservation of soil fertility the Texas farmer has made, is but a hint of what he will do in the years to come.

Bread and meat scraps, fruit and vegetable peeling, etc., should be fed to pigs and poultry instead of to dogs.

From the cities and towns, tons upon tons of garbage are hauled to the dump, and it is estimated that ten per cent of it is worth saving as feed for pigs and poultry.

Dietitians agree that as a health saver, the frying pan is a failure. Therefore, both health and fats may be conserved by using the frying pans, and the stew kettle and broiler more.

When rabbits are a pest, which they generally are, two rabbits may be killed with one stone, by ridding the farm of the pest, and at the same time saving other meats. Our State Agricultural Department will be glad to send a leaflet how to make even a John rabbit tickle the appetite.

Great savings may be made by a careful handling, especially of perishable crops, and this one year we cannot afford to divide with the insects.

The surplus orchard and garden stuff should be saved by canning, preserving and drying. In some portions of Texas vast quantities of wild berries and other fruits annually go to waste, and the saving means good living and good health.

In harvesting his crops, the southern farmer has never been a careful gleaner. He should get it all the coming season, and especially if he cannot follow with live stock.

Every fork full of lot manure that can be raked and scraped should go upon the land. Its value will be great in results this year, and it will be good for ten years.

### SOME NEWS ITEMS FROM SEMINOLE

(From The Sentinel)

Tuesday of this week Mr. Lon presented the local Red Cross Auction with a nice, fat, dressed pig, which was auctioned off in cuts to the highest bidder. Several times the buyer donated his purchase back, which was again sold. The final sales amounted to \$38.50. Wednesday Mr. J. H. Hughes proprietor of the Lone Star Hotel, gave the proceeds of the dinner for that day to the Red Cross ladies, which amounted to \$12.50.

Mr. and Mrs. J. R. Cousineau, of Lovington, N. M., were visitors here, Thursday. Mr. Cousineau is making the race for sheriff of Lea County, of which Lovington is the county seat.

Tuesday afternoon Mrs. John Haney, entertained the Merry Bidders Club. The guests grouped themselves around the tables placed for playing according to the numbers drawn, and enthusiastically entered into this ever popular game. At the close of the club hour a salad course was served to Mesdames Ramsey, Malone, Hopper, John Cobb, Gibson, Slaton, Floyd Stark, Rutledge, C. B. Richards, Stone, and Miss Ramsey.

Will Mann came in from Amarillo Thursday to attend the bedside of his father, S. F. Mann, who has been seriously ill for the past few days.

The many friends of Mr. and Mrs. John Dublin will regret to learn of the death of their baby, which occurred in Midland last Saturday.

Mr. and Mrs. Glen Stark arrived here Monday from Snyder. Glen has accepted a position with the People's Mercantile Company, at Blythe.

Mrs. P. W. Dalmont returned Tuesday from Farwell, where she visited her mother, who has been ill.

### "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.

THIRTY-ONE YEARS IN MIDLAND  
Lee Bradshaw, Local Manager

### UNIQUE THEATRE

"Even as You and I," last Friday night was a portrayal that is seldom seen in our little city. The great moral lesson, and sermon, that it gave was doubtless one of the best we have ever seen. Such pictures as these is what the world is needing today. The great truths that it brought out was what we have to confront daily. Aside from the great good this master picture accomplishes, the entertaining feature and the great scenery and acting was magnificent. While we are only having the picture show opened three nights in the week, we are getting better pictures.

On Saturday night we had Herbert Rawlinson in a delightful comedy which was done up brown by this favorite young screen star; also a Big V comedy made up an enjoyable evening of pure, wholesome comedy.

Something unusual in pictures tonight entitled "Is Any Girl Safe?" The press and pulpit endorse this picture in the highest terms. America's foremost divine, the Rev. Dr. Parkhurst, says, "The enormous extension of the white slave traffic and the traps which are so seductively set by disolute cunning, that no innocent young girl in the city is absolutely secure, are facts which it is time for fathers and mothers to understand and to face. It is an order to their enlightenment that a picture drama has been produced by the Anti-Vice Motion Picture Company, which will bear the name of "Is Any Girl Safe?" It was

put on private view a few days ago before a small company of people known to be profoundly interested in social conditions and was inspected by them with breathless interest and received from them unanimous endorsement. The drama gives an idea of the captivating devices employed by procurers and their agents, and was declared by one who is officially engaged in suppressing the traffic, to be true to the life and no exaggeration. It transfers to the screen a kind of preachment which might be expected from the pulpit were it practicable for the clergy to deal with existing conditions with a perfectly free hand."

### MOVED TO FT. WORTH TO MAKE THEIR HOME

J. D. Wesson and wife will leave this week for Ft. Worth to make their home with a daughter, Mrs. O. F. Rowland. Mr. and Mrs. Wesson are getting old and both have been in rather feeble health during the past winter. It is hoped by their many friends in Midland that the change may prove beneficial and that they may soon enjoy their usual health.

**That Terrible Headache**  
Do you have periodic attacks of headache accompanied by sickness of the stomach or vomiting, a sallow skin and dull eyes? If so, you can get quick relief by taking Chamberlain's Tablets as directed for biliousness, and you may be able to avoid these attacks if you observe the directions with each package. For sale by C. A. Taylor & Son. adv lmt

## To Our Customers and Friends

We have been doing a cash business for the past eight months. But, during this time, we have taken quite a few HOLD tickets in different cases.

We have now decided to eliminate these HOLD tickets, and adhere strictly to the cash rule. This means that we must have the money over the counter for each and every purchase.

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

If we are now holding any tickets for you, please call and settle same.

## Midland Hardware Co.

"A Square Deal to All"

REMEMBER—Everything strictly cash after January, 1918.

# To Our Subscribers and Patrons

## Beginning March 1st, 1918, Our Telephone Service Rates will be Increased to Meet Increased Costs of Operation and Maintenance of Our Properties

**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 demands 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 every-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 13c base to a 43c base. Iron wire has increased from a 3c base to a 9c 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 district, 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 Companies 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 enumerated 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 50c on each \$1,000 of the market value of the capital stock.

The United States Government every five years compiles a census of 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 FIFTY-EIGHT 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 postage, stamp taxes, and other war taxes paid by everyone else; this additional burden alone would justify an increase in service charges.

We believe a fair and impartial study of the statements made will prove to everyone that additional revenue must be provided to meet the increased cost of operation.

We have nothing to sell but service, and service is what the public demands; 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 following 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.....	\$3.50 per month
For Residence Services.....	2.00 per month
For Rural Services.....	2.00 per month

For Exchanges having more than 300 physical connections:

For Business Service.....	\$4.00 per month
For Residence Service.....	2.00 per month
For Rural Service.....	2.00 per month
For Selective Residence Service.....	1.75 per month

# The Western Telephone Company

E. V. GRAHAM, Secretary-Treasurer

C. L. ALDERMAN, President





BUSINESS CARDS

DR. C. H. TIGNER
Dentist
Office
Second Floor
Gary & Burns Building.

WM. W. BODDIE
ATTORNEY-AT-LAW
Midland, Texas
OFFICE: FIRST NATIONAL BANK BUILDING

Tom T. Garrard, Jr.
H. A. Leaverton
GARRARD & LEAVERTON
Lawyers

B. FRANK HAAG
Lawyer
Practice all the Courts
Phone No. 2
Midland, Texas

Dr. L. B. PEMBERTON
Dentist
Rooms 212-214 LLANO HOTEL
Office Hours
8 a. m. to 12 m., 1:30 to 5:30 p. m.

Dr. J. F. Haley
Physician
Office Gary & Burns Building
Phone No. 12.

W. K. SINCLAIR
Architect and Builder
Midland, Texas

Dr. L. C. G. Buchanan
Practice Limited to
DISEASES OF EYE, EAR,
NOSE, THROAT
GLASSES FITTED

L. J. FARROW
Painter and Paper Hanger
All Work First Class
Phone 90-b
Midland, Texas

NEWNIE W. ELLIS
FUNERAL DIRECTOR
AND EMBALMER
Room No. 108

LLANO BARBER SHOP
PUCKETT & JOHNSON
Proprietors
Courteous Expert Workmen
Sanitary Specialties

Meet Your Friends at the
GEN BARBER SHOP
6 Barbers - 5 Baths
SERVICE UNEXCELLED

TIN SHOP and
PLUMBING
Call on Me for
TANKS,
SHEET METAL WORK,
PLUMBING AND REPAIRS
H. H. HOOPER

Chas. C. Azell, of Alpine, and W. C. Penn, of Los Angeles, Gal., were here



Successful Men
Need the services of a strong, substantial Bank in the expansion of their credit.

We Accommodate
our customers up to the full limit of the credit they have established with us.

Now

RELIABILITY ACCOMMODATION - STRENGTH & SERVICE
THE MIDLAND NATIONAL BANK
OF MIDLAND

NEWS FROM ANDREWS

By Mrs. "X"

Will Gates was in from his ranch Saturday.

Mr. Jones, of Shafter Lake, was in town Tuesday.

Mr. Faskan, of Midland, was in Andrews this week.

Commissioners Howell and Meadow were in this week attending court.

C. W. Hart is spending a few days on his ranch near Portales, N. M.

Mr. Homer Ham and wife were here today on their way to Midland.

Mr. and Mrs. M. E. Philips are the happy parents of a fine boy, born on the 13th.

The families of Jno. Speed and Roy Wilson have moved to the Carr residence.

Judge T. M. Smith and family left Saturday for their future home near Portales, N. M.

W. F. Scarborough, of Midland, who recently bought the Sacra ranch in the northwestern part of the county was here on business today.

Little Mabel Clewis, the five year old daughter of Mr. and Mrs. James M. Clewis, of Florey, died at 4 o'clock on Tuesday afternoon and will be buried at 3 o'clock on Wednesday. The bereaved parents have the sympathy

of a large circle of friends in this ad hour.

The young people enjoyed a delightful evening when Miss Mary Snipes, assisted by Mr. and Mrs. Earl Dunn, entertained at the hotel in honor of Misses Mabel and Carmen Smith, who left Saturday for their future home near Portales, N. M. Tables were arranged for "42" and a series of interesting games made the evening a round of pleasure. Singing and several numbers on the player-piano were enjoyed. The honorees will be greatly missed at the social gatherings in Andrews and all wish them much happiness in their new home.

On Thursday afternoon at 3 o'clock the members of the Embroidery Club motored out to Mrs. Guthrie Allen's where they spent a few hours in pleasant conversation and were entertained by the well selected numbers on the Victrola, which was a Christmas gift from Mr. Allen's brother, of St. Louis. Music always adds much to the pleasure of the occasion. It is a rule in this club during this year that we will not serve refreshments but at this meeting Mrs. Allen broke the rule and served delicious chocolate pie with whipped cream and a cup of tea. The guests departed assuring Mrs. Allen of a very pleasant afternoon.

Claude Denton was here Wednesday from the Norwood ranch 25 miles north of town, and reports a good rain.

We would like to accommodate everybody, but can not possibly do so. Midland Fuel Company. adv16 tf

THRIFT LETTER FROM GEORGE T. WILSON

Thrifty, in the handling of money, means wise and prudent earning and expenditure. The lazy man and the careless man cannot be thrifty. Thrift does not mean selfish hoarding or miserly conduct of any kind.

Thrifty is at the very foundation of character and good citizenship, as prodigality and selfish indulgence rob men of character and pave the way to crime and disaster. Lessons of thrift properly instilled into the minds of children will effectively fortify their characters against the influence of evil habits.

Thrifty means not only the prudent use of money, but it includes a careful management of all things subject to legitimate ownership. The United States government, through the War Savings Campaign, is undertaking to teach all of the people of the United States to practice thrift in all its forms.

Get the thrift habit. It will give you self-respect and win for you a good place in the eyes of your people.

Geo. T. Wilson, District Adviser, War Savings Campaign

T. E. Shipley and J. T. Belcher, ranchmen from near Eunice, N. M., were in Tuesday from Smith County, where they went with two cars of mules and horses, and report that they found a satisfactory market for same.

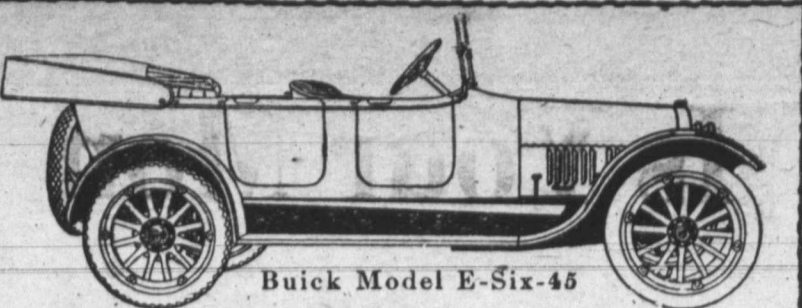
Snelson Chesney president of the Guaranty Loan Company Bank of Kansas City Mo., was here this week on business. He has been considerably over West Texas and reports conditions not as bad as expected. He ordered The Reporter.

Will Gates was in from his ranch in Andrews County this week, and says while he did not get as much rain in his part of the country as we did here, still, they were not needing it as bad as we. A pretty nice shower fell however.

J. W. and C. M. Elam were in the city this week from Gaines County and report no losses and have a very good calf crop.

W. H. Bracken, of Gaines County, in this week reports no losses and says he will have a very good calf crop.

Dreadful Cough Cured
A severe cold is often followed by a rough cough for which Chamberlain's Cough Remedy has proven especially valuable.



HAVE YOU INVESTIGATED THE BUICK. "When there are Better Cars Built, Buick will Build Them." Think the matter over as a possible surprise to the wife. You couldn't think up a happier one. Coyle-Cordill Motor Co. Successors to Wolcott Auto Co. Phone No. 83

SEE HERE! Do You Want Your Kidneys Experienced On?

Kidney troubles are getting more common every day. Government health bureau figures say deaths from this cause are 72 per cent more than 20 years ago.

already tested Doan's. You have their experience to go by. Plenty of cases right here in Midland. Here's one. W. J. Glenn, retired blacksmith, Lorain St., says: "I used Doan's Kidney Pills several years ago and from the good results obtained, I think they are a fine medicine. They helped me and I advise anyone to get Doan's at the City Drug Store, if troubled by weak kidneys."

C. A. Stark informed us last Saturday that he is building a 25x60 concrete store building for Jno. Speed at Fasken. On account of bad weather he has been unable to finish the building as soon as he intended.

NOTICE

To Ford Owners: In the future we are compelled to request all buyers of parts and accessories to pay cash. We cannot handle our large assortment on a credit basis.

We Must Have The Cash Remember, please, our supply department will be kept full in all lines, but please do not ask us to book any more of these purchases.

THE FORD AGENCY WILL MANNING Proprietor

A Paint-Food that Polishes

Lustre-O-All

The most remarkable agency for the renewing of old and preserving of new auto bodies and all Varnished and Enameled surfaces. Not affected by rain or mud and does not collect dust.

Guaranteed to Hold the Lustre 90 Days Price \$1.00 Enough to go Over Your Car Four Times

Lustre-O-All is a Varnish and Enamel Renewer and Should Not be Confused with an Ordinary "Polish"

Contains No Acid Money Back if Not Satisfied

The Lustre-O-All Co. Jno. W. Price, Mgr. Midland, Texas

JASPER & BLEDSOE

PAINTERS AND PAPERHANGERS FIRST CLASS WORK ONLY PHONE 165 MIDLAND, TEXAS



A Dog Story

There was a certain poor man who was adopted by a pup. He said, "This pup can live and grow fat on ten cent's worth of meat a day." So he gave the pup that much.

Several months went by and, as the habit, the pup grew to be a good sized dog. Then the ten cent's worth of meat did not satisfy his needs for growth, and was gobbled up at one mouthful. The man said that ten cent's worth used to be enough for the pup, and now it had to be enough for the dog. In the meantime the meat doubled in price, but the man gave him but the ten cent's worth. The dog grew thin and weak from such feeding and after a while lay down and died.

"Gosh!" exclaimed the owner, "I did not think he would starve to death on ten cent's worth of meat a day."

The moral is this: What nourishes a pup may starve a dog.

A pup telephone rate will not nourish a real telephone dog very long. A telephone pup of a few years ago has grown to be a big telephone dog.

The dollar that nourished the pup will no longer buy enough to keep the dog alive.

You Know the Answer.

The Western Telephone Co.



# LISTEN—

Home is the very center of civilization, the pivot of constitutional government, the ark of safety, the haven of rest, where all that is good may be taught and absorbed for all time.

**BUILD YOU A HOME**

## ROCKWELL BROS. & CO.

(Midland Lumber Company)

### BIG SPRING MARBLE AND GRANITE WORKS

Big Spring, Texas  
M. G. CATTER, Proprietor  
Manufacturer of  
High Grade Monuments  
Headstones, Curbing, Markers, Etc.  
See Our Designs and Prices Before Placing Your Order  
A post card will bring the proprietor to see you

### PROPOSES WE WORK FOR ARMY CANTONMENT

Midland really needs Thomas Jefferson O'Donnell, president of the Midland & Northwestern, as her commercial secretary. Now that the drouth is broken—and it was not broken until he commenced agitating in The Reporter office the proposition again of getting that California rain-maker—he is ready to propose a good many other things for Midland. Among them he says, why not an army cantonment? Sounds interesting, sounds big. Get O'Donnell after Secretary Baker and we see possibilities in the project. He advises: "You don't get anything without asking for it." Right. Sure you don't, but we don't know anyone except O'Donnell with nerve enough to ask for some things. He not only asks, but gets in behind the thing. We

doubt that we'd have had this drouth if we'd had O'Donnell as secretary. He'd have gotten that California rain-maker and if he'd proven a fake, we'd not doubt that O'Donnell would have tried an infinitely high power, and one of infinite resource. He'd have gotten the idea, somewhere.

M. C. Valdon, from the eastern part of New Mexico, came down Tuesday and reports that he will make a 50 per cent calf crop.

J. L. Heath, traveling salesman in this territory for Walker-Smith Company, has been ill for some weeks past, and The Reporter is glad to see him able to be out again.

T. H. Eastman came in yesterday from his Andrews County ranch. Reports a fair season in the ground and light losses in cattle.

Economize by using Racine tires. W. H. Spaulding. 20-24

### AN ENTHUSIASM IN "WINNING THE WAR"

Contributor Suggests We Should be Much Encouraged Now that the Rains Have Come

The Midland Country has been visited with a good, seasonable rain at the time of year when it will do the most good. At the first dawn of spring weather all kinds of vegetation will spring up to gladden the hearts of many hundreds of cattle and other live stock, to say nothing of the inspiration that it will lend to the tillers of the soil; and this reminds us that nothing is accomplished without an effort and therefore it behooves us one and all, to make some provision to plant something eatable; to conserve the food-stuff of the nation, that our allies in this world war may win and to assist our own Uncle Samuel in carrying out the project of licking the kaiser.

The ultra conservative bunch have had their day the past couple of years in making weather predictions, but we remember that our great uncle on our grandmother's side told some of our folks in an early day that right after a bad winter we were sure to raise a good crop. We have had the bad winter and now can expect a good crop; so let every one get as near back to the land as possible and plant a crop of some kind. On account of high prices verily I say, "great will be your reward."

We are in this world war to a finish, nor is it a question of whether we want to lick the kaiser or not, but it is a question of we have got to lick him or he will lick us. The God of battle is on the side of right, and we are in the right. We have never yet drank from the chalice of humiliating defeat. Our sword when once unsheathed in the cause of right has always carried us on to victory; therefore, with our unbroken records of victory to cheer us on, let us on to the battle; in the office, in the factory, in the field and in the trenches, let every one do his or her part and the victory will once again crown our banner, and the Stars and Stripes, the emblem of freedom will be unfurled entirely around the world, not as an emblem of the conqueror, but as the champion of Liberty.

Thomas Jefferson O'Donnell.

# EVERYBODY'S

## Must Keep to the Front

## So We're off to Market

to buy the many new things to make this store hold it's standard as the leading store. Deliveries are very slow, but we have lots of new things on the road.

### But, Don't Forget

now is the time to make money—we are selling the balance of our winter stock at less than it can be bought for next fall.

Beautiful Gingham and Percales at 20 per cent less than we can sell the Spring line at.

All Women's, Men's and Boys' Ready-to-Wear to close at cost and less.

Must make room for the new things coming. Don't wait, but come now and save your money. Before six months you will fully realize the truth in this statement.

## Come and See Us

# EVERYBODY'S

J. H. BARRON, Proprietor



## Now is the Time to Buy

## Furniture & Floor Coverings

if you want to save money—prices on all lines are liable to advance very materially in the near future, so we advise all our friends and customers that intend buying anything in our line, any ways soon, to buy now before the price gets any higher. As you know we have anything you need in Furniture, Art Squares and other floor coverings.

We also have a few pianos, some slightly used, and second-hand, that we wish to dispose of at almost *give-away-prices*, with terms that anybody can meet, some terms as low as \$5.00 down and \$1.25 per week.

Also Remember the

## VICTROLA



is the only sound reproducing instrument that reproduces the human voice perfectly; this is why all the great artists sing for the Victrola exclusively.

## Basham-Shepherd & Company

### MESSAGE TO THE FARMERS OF TEXAS

"Winning The War" is Subject Discussed by Editor of The Dallas Times-Herald

What is the imperative demand of today? What is America's great task, failing in which, she no longer will be America?

It is winning the war. What are the factors that will win the war?

Men and munitions, ships to carry them and FOOD.

If America's cupboard becomes a Mother Hubbard's cupboard Germany conquers and the world becomes a tenant farmer of the Hun and on this tenant farmer will be imposed such hardships as no tenant farmer anywhere ever suffered.

He shall sow but Germany shall reap.

He shall work the fields during the long hot hours but harvest shall go to fill the granary of the kaiser.

Texas farmers, your hour is here. Texas farmers, on you as the producers in the greatest agricultural State in the country is imposed a high and glorious obligation.

To you President Wilson looks to produce as you have never produced before.

It is no exaggeration to say that in your hands lies, in large part, the destiny of America and freedom.

Courageous France that disdained to crouch before the Hun but flung its brave sons in thousands before his bloody path, is in dire need of food. If Texas and America fails to supply this food, then France must yield and the Hun feasts in Paris.

Indomitable England that scorned to stay out of the war when it saw Belgium crumpled beneath the German guis, England that has kept the seas open and prevented submarines from absolutely stopping American commerce, England that sent her 100,000 immortals against a million Germans, must have food from Texas farms or London becomes Linden ruled by another bloody von Bismarck.

Belgium, that pleasant little pasture land of Europe, that depended on the word of kings and kaisers for safety and would not basely yield to a German army when the kaiser broke

his word, Belgium starves unless Texas farmers and the farmers of America supply it with food.

And over there, our American boys, the boys under Pershing, the army that is rapidly becoming a formidable opponent to the foe of democracy, that army must fight on an empty stomach and must finally cease to fight unless the farmers of this country supply it with food.

Food and feed; these are the two things that must be raised on Texas farms as they have never been raised before. Already our entire wheat surplus has gone to our allies in this war. Already our allies have declared they must have 75,000,000 bushels more or starve.

President Wilson has pointed out that never yet have the farmers of America failed of patriotism.

It is your patriotic duty now, farmers of Texas, to plant and plant and plant that the American lads you know and love may return home conquerors and that a secure and just peace may be established throughout the world.

### CHICKENS NOW ON RESTRICTED LIST

Now comes an order from the Food Administration forbidding the marketing of pullets and young hens except for breeding purposes. This is as it should be. Since it is apparent that we must look largely to chickens and eggs as a substitute for beef and pork while this war lasts, the laying and breeding stock should be carefully conserved. We should eat and place on the markets all old hens that have served their usefulness and devote our efforts to the proper feeding and caring for the young stock to the end that a maximum egg yield may be had. Furthermore, it is foolish to place on the market pullets and young hens that are about ready to lay or have begun laying, in view of the high price of eggs, and the further fact that it costs during these times of drouth and high feed prices \$2.00 or more to bring a hen to maturity.

By all means let's save our young stock and properly mate our flocks to produce healthy, thrifty chicks, and hatch as many of them as possible this spring.

B. P. Harrison.

### TWO OTHER BUYERS OFF TO THE MARKETS

W. A. Dawson, wife and baby left Wednesday, Mr. Dawson for the markets of St. Louis and Chicago, and Mrs. Dawson and baby to visit her parents, Dr. and Mrs. H. G. Fleming at Denison. Mr. Dawson is the buyer for The Mercantile, and J. H. Barron, as buyer for Everybody's, intended to go with him at this time, but was detained in account of illness. He expects to leave about Sunday afternoon. Both these gentlemen expect to buy as liberally as circumstances will permit, but all buying must of necessity be curtailed as much as possible. However both may be depended upon to search the markets carefully and to look well to the wants of friends of their establishments. They expect to be gone hardly more than two weeks.

### LOCAL AND PERSONAL

J. H. Gardner, of San Antonio, was here this week looking out a location for a tailoring business.

J. T. Stacy and W. L. Baugh, of Coleman, were business visitors to Midland this week.

R. Sims, cowman from near Eunice, N. M., was on the streets this week and reports no losses.

Ted Brown was in from the Brown & Son's ranch on the Pecos river this week and reports stock and range in pretty good shape.

J. H. Maddox, chief of police at Ft. Worth, is here this week attending district court.

Fresh shipment of Racine tires, Ford sizes, W. H. Spaulding. 20-24 Friends throughout the city will regret to learn of the serious illness of Mrs. J. B. Deardorff, mother of Mrs. Margaret D. Watts. She suffers of pneumonia, and The Reporter joins all in the hope that her condition may take a turn for the better.

Mrs. M. J. Allen left again this week for Fort Worth to see her son, Stacey, who is sick in Camp Bowie. Stacey has been a sufferer of pneumonia and other complications has set in and he is in a very critical condition. Mrs. Allen is going to try and bring him home.

Clyde, the baby boy of Mr. and Mrs. H. J. Cobb, bids fair to be right seriously ill. The little fellow has symptoms of pneumonia. The Reporter and other friends hope he may speedily recover.