## THE MIDLAND REPORTER



## We Want Your Business During 1918

Watch This Space Each Week---You Will Save Money by Doing So

## Grocery Department

We are well prep
wants in this line.
We expect to comply with all requirements of the U.S.Food Administration if we know them. We know that every citizen of Midland will be glad to comply with thes
they realize the necessity.

We will be glad to give our customers any information regarding the rules and regulations of the Food Admistration that we have.

Come and ask us.
Make Our Store Your Store
Much or Little--Your Business is Appreciated

Grocery Phone
No. 6
The Mercantile
Dry Goods
Phone No. 284
"The Store That Saves You Money"

YOUNG SCHOOL GIRL
MODEL OF PATRIOTISM She is Georgia Kirk Davis, nine
years of age, and baby daughter of
 her ninth year has sune into high fourth grade, She is a model little
patriot, too. Out of her Christmas savnirs account she has bought 12 war
savings stamps, which amount to $\$ 40$.. 56. Her daddy thinks she is a won-
dertul girl. And hes right about tt. GREAT MEETING OF - GATTLEMEN AT AMARILLO There has been a arrat meeting of
cattlemen in Amarilo this weok, at.
tendant upon the convention of the tendant upon the convention of the
Buyers' and Sellers' Association, in Buyers' and Sellers' Association, in
session the 19th, 2oth and 2 立t. Five

 nett, Rube Clayton and A. C. Fran-
cis. We glean from newspaper reports
that it has been a wonderful meeting. that thas been a wonderful meetig.
More than 400 cattlemen were pres. ent and Amarillo has done hersalf proud in entertaining. It was a pat
roitic meeting, too, and the cowmen
foined heart

the wan"
Our boys were expected back last
Our boys were expected back last
night or todar. Upent their return,
wo imagine, some elowing roports
to see her alive; and, as stated above, arrive in Midland last night, and, probably, the funeral will be arranged for Mrs. Harris was a lovable young wo.
man, and her friends, all but without number, are grieved beyond
sion at her untimely death. The Reporter joins these friend in the bereaved husband, little daughten
brothers, sisters, and other relatives. May they, too, find comfort Later-The remains did arrive lace night and the ranternon at the resi-
at 3 ocecock this atter
dence of Mr and Mra. Jno. Edwards. AWFUL TRAGEDY AT BIG LAKE TUESDAY

[^0]
## Beautiful New Spring

 Merchandise at this StoreWonder-
ful New
Skirts
$\$ 3.75$ to
$\$ 16.50$


Beautiful
New Blouses
$\$ 1.00$ to $\$ 14.50$

The Girls in the Store are Delighted They say that we have never shown such beuatiful merchandise before. We too, are enthusiastie as the girss, and you too, will be delighted with the first
showing of new things or spring
We invite you to see the new arrivals at your earliest opportunity and assure you it will be a pleasure to show these

## Beautiful New Skirts



## New Spring Blouses




New Wash Dresses
for Ladies, Misses and Children, made of absolutely fast color materials, and really made as well as possi-
ble to be. Deep hems, fine stitching and good buttons that don't come off, made up from fine French ginghams and percales.
Children's dresses at $\$ 1.35$ to.


## New Spring Ginghams

 ZEPFER GIIGHAMS at a price less than we colid have bought the cheaper quality.
Today we are Offering this fine Gingham at Less than Wholesale Price Beautiful new Plaids and Wide Stripes, all 32 inches, wide and every piece absolutely fast color and at
the present market price, is worth 45 c the yard. As iong as this hundred pieces last, we will sell them at, the prard

## New Percales




## Come and See the New Merchandise

 want your business and have the merchandise you will want.

## Wadley-Patterson <br> one price the lowest for cash only

EXCELIENT AOVICE
TO BUSINESS MEN

does not produce immediato cash re-
turns. An advertisement is inserted
in each issue of the enewpaper and
business keees toming tena


## e.vo ene Whd and pen

 penses, there is thate advertising ex- ex-pense aense, sticking ip like a sore thumb,
and it lookss like a good place to be-
gin economizing

## "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
$\qquad$ tie energy they have in wishing.
a few such business men, but when
they are the rute rather than the ex ception in a community, then it cer-
tamly is time for the Amalgamated tamly is time for the Amalgamated
Order of Gloom Busters to break in
and give every croaker and crabber and give every croaker and crabber
what Elbert Hubbard said would do
them more them more good than any amount of
sympathy, and that is a swift kiek! sympathy, and that is a swift kick!
Success in business is not the abil-
s. ity to sell a lot of goods at a time when everybody is rushing to buy and
when things are booming in your town. It is the ability to keep the
business growing when business as a whole is shrinking. If you are going
to be a success, and that is the only $\left\lvert\, \begin{aligned} & \text { way to keep from being a failure, it } \\ & \text { is time now to put some pep into your }\end{aligned}\right.$ is time now to put some pep into your
actions. It is time to do more and better advertising, advertising of a
more intelligent sort. It is time to more people the advantage3 of buy-
show of you because of your ability to
ing give t
money.
Whe When people are tending toward
economy it is neessary to take great.
er pains in showing the the er pains in showing them the advan-
tages of your store. It takes more tages of your store. It takes more
publicity to get the bosiness and while
this may narrow down the profits, it this may narrow down the pronts, it
is better to continue to develop the
business with smaller profits than to business with smaller profits than to
let it swing aroand and drift down stream until it breaks upon the rocks.
I don't know what conditions are like in your community, but 1 know
that even if money is plentiful, people are taking more thought of their pur-
chases and they are not throwing money away
other days.


you know this is a dull time and you
have made up your mind just to keep
hat

may expect people to take the
from that position and they
and feel about as you do.
If the business men stop trying ta
get business, who is to say the public
俍 get business, who is to say the public
should continue to try to crowd business upon them.
Nobody can walk into a store where the boss and the clerks all seem to be
down in the mouth and expecting no down in the mouth and expecting no
business, and develop any great
amount of purchasing enthusiasm. On amount of purchasing enthusiasm. On
the other hand, when we walk into a the other hand, when we walk into a
store where an optimistic atmosphere store where an optimistic atmospherc-
prevails, where the force are all chee-.
ful, where there is some stir and wul, whereds are being made more at-
where goot
tractive than in days when the detractive than in days when the de-
mand and supply were both greater,
we just naturally absorb some of that we just naturally absorb some of that
atmosphere and loosen up a Aittle on
the grip on our purses. the grip on our purses.
It it the best kind of push to put
behind the business in a dull time, to

# Midland Hardware Co. 

"A Square Deal to All"
REMEMBER-Everyìhing strictly cash after Janiuiry, 1918.
To Our Customers
and Friends

The fundamental service of a Bank is the furnishing of Security

Security of your funds
Security of your valuables
Security of your credit,
Security of your Investments.
Consult and Bank with us. We accept this Responsibility

The Midland National Bank

TO STOP LOSS OF
150,000,000 EGGS
Over 150,000,000 eggs will be lost
to the food supply of the United States if the old practice of sending An energretic egg saving campal
 poultry specialists of the Uy thited ing condsucted throughout the South
Sutates Department of Arricilture enn States. North of the Ohio river states Department of Agriculture ern etates. North of the ohio river,
show that more than $5,000,000$ laying farmers have long apprecited the ad
hens, each capable of producing eggs, are sent to market from the
Southern States in the winter and ter the any marketing their hens af
They believe season or or the the fall. They believe that adoption of this
plan by southern chicken raisers will
be proftabiel and will materially add Every effort, therefore, is being
made to encourage farmers to keep
their hens until ater the spring lay ing season, thereby getting a divi-
dend for keening the hen troughthe the
winter The specillisto point out that winter. The specialists point out that
when a hen is osod for meate aerly
the spring the farmer gets no egg
return for feeding and keeping her through the worst months of the year.
Morever, the hen is marketable


## 徏 (xand <br> MAXXVEEC TIIT

 \$1195
## E. O. B. DETRO

There is inflexible logic in the fixing The purpose of the Maxwell builder The purpose of the Maxwell buiders olute value.

The Maxwell closed cars have grace, The Maxwell closed cars have grace
beauty, comfort, efficiency, Jurability
economy and stand But, if $b$ rilt to sell for leses than $\$ 1195$
Bung and stand end one or the other of these would be
On the other hand, for a higher price
you could get only larger size or fancier
furnishings- not any greater VALUE or you could get
funnishins
finess.
That is what we mean by "the Middle


Price Auto Co.
midLand, texas

How, When and Why I Came to America

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| Namen |  |
|  | mita |
| day mompy, whem tue peomit lemm |  |
|  | mo hers |
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| Sereme |  |
|  |  |



## is nothing impossible against a man will.

I am positively sure that some peo
ple in Midland who will read this stor
Aroer two more days on the train
through Manchuria I came to Harbin,
the boundary city between Russia and
China, a city from thirty to fori $\qquad$
$\qquad$ ew potatoes and eggs, the only things boundary place between Russia and
we could get and went on our way. Japan. It is a large town, everything So we traveled five days and on the in European style. I will tell you, if
sixth day, it was Wednesday, we start- somebody would give me $\$ 10,000$ to sixth day, it was Wednesday, we start- somebody would give me $\$ 10,000$ to
ed from a place. It looked cloudy but make that walk over I wouldn't do it
it did not rain then. When we had As I did not want to go back, I had it did not rain then. When we had
traveled four or five miles further it

|  |
| :---: |
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| The Midland Reporter | SAY, HOW WILL YOU SPEED OLD AEE? | sunday at the ch |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
|  | District Adviser War Savings Com- mittee Presents Figures of <br> Much Interest |  |
|  |  |  |
| FRIDAY, FEB. 22,1918 | If you are an average American cit- izen, 25 years old, with good health, good morals and plenty of energy, will |  |
| nounce |  |  |
|  | that you will spend your declinin years in poverty. |  |
|  |  |  |
|  | Carefully compiled statistics shew that 100 average American men who that 100 average American men who |  |
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|  | dent for their support upon their chil |  |
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|  |  |  |
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|  | ing capacity of the average American citizen during the last forty years has |  |
|  | citizen during the last forty years has enable him to pay for a home and accumulate a |  |
| ORN |  |  |
|  | modest competence if he had been days. The reason that fifty-four-o |  |
|  | each one hundred men who were young and vigorous forty years ago are now, |  |
| - |  |  |
|  |  |  |
|  |  |  |
|  | each day or week or month, as they earned it. The question of thrift or thriftlessness on the part of the young |  |
|  |  |  |
|  |  |  |
| Wememey mon moner, is thorought | gest that you write down the figures given above and study them carefully |  |
|  |  |  |
| 兂 |  |  |
| sett His bis |  |  |
|  |  |  |
|  | now. Geo. T. Wilson,District Adviser, War Savings |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Knowledge plus Training is Power

Classical education is all right. The ability to measure the distance of the remotest star or to read with fluency the thoughts of people who lived centuries ago-thoughts expressed in their own language-is indeed a magnithat class of Red Blooded Americans who, instead of wasting time trying to that class of Red Blooded Americans who, instead of wasting time trying selves with learning the best way to GET THE EGG., In America

## Business is King!

A young man or woman starting out in life trying to make a success without knowledge and traina
ing in business, is working against their own interest. A DEFINIEE AIM IN LIFE is neecssary. YOU
must know how to set your sails so as to steer your ship into the port of suceess! You must know how must know how to set your sails so as to steer your ship into the port of success! You must know ho
to figure accurately the common problems coming up in business life- you must know the elements of commercial law, as applied to business transactions - you must be able to write a neat, readable hand,
you must know how to keep books in an up-to-date manner-to use a typewriter and to take down the you must know how to keep books in an up-to-date manner-to use a typewriter and to take down the
words of others in shorthand. Then if you hope to reap the greatest suecess you MUST know HOW to sell your services to the best possible advantage. We do not overstate facts, young man or woman, whe

It We Sit by Your Own Fireside And tell you the Human Interest Stories of some of our old students, how they have egne from obesurts to prominence in the commercial world, it would make a tale as thrilling as those of the Arabian Knights
of Old. TRUTH is always stranger than Fiction. We have trained hundreds who have suceeeded-young people just like

Bookkeeping, Shorthand and Typewriting, Business Law Penmanship, English and Letter Writing, Civil Service Preparatory Branches and Salesmanship.

Individual instruction. Finest equipment-Investigation welcomed. Ours is a college where rich and poor alike is educated for business, in the latest systems and methods-a mighty good school to attend. W.
offer all any first class school has to offer-you ought not to want more, nor should you be satisfied with less. Write today, let us heip you plan and prepo tor the fare

National Business College

## CRyhatityy


visit home, and is being warmly grect-
ed by many friends.
$=$
Knit-Knit-Knit-
One foot the cradle rocks,
Eyes may be heavy and fingers stir.
unity and hospitality, shown by oir
young church people from time to
time is beautiful and should be en-
couraged.
Ray, left yesterday for a visit to her
sister, Mrs. Jno. B. Howard, at Pecos.
Mrs. Harman has been a sufferer

son, her hecos.


of grip this week, but we are glad to
state is now convalescing.
Mrs. Edgar Maddox and sone of
Stiles, were week end visitors, of
Judge and Mrs. Chas. Gibbs.
$\square$
Mesdames John M. Cowden and Jim
Williams have been guests of Mrs.
Williams have been guests of Mrs.
Chas. Gibbs this week.
We regret to note the illness of
Mrs. Rube Evans and hope for her a
Trs. Rube Evans and hope for her a
Speedy recovery.

Juage Chas. Gibbs returned this
week from a visit to Fort Worth and
Gordon. Aaron and H. L. Estes were in this
week from the Monahans country, giv week from the Monahans country, giv
ing a pretty
fair
general range report. Light cattle oloss so far this
winter and some moisture in the winter and some moisture
ground for a spring start.

## J. J. Williams and wife were in this week from Seminole. Tr. Williams, prominent banker-merchant. stockweek from Seminole. Mr. Williams, prominent banker-merchant- stock- man of that section, gives a fair re-

 port of conditions, considering themany handicaps of the whole souti-

Will Tery was in from Seminole. or near there, yesterday. We hear of
him that he has slately sold 300 com--
ing 2-year-old steers at $\$ 50$ and 225 ing 2 -year-old steers at $\$ 50$ and 225
coming yearlings at $\$ 40$ around, spring
delijeyyd We did not learn who the coming yearlings
deliveryd We di
purchaser was.

Peters Bros. were in from stantorn
yesteday. They give a morre prom-
tising report- of conditions. There is
a good seaton in the ground and far-
mers are getting buesy again. mers are getting beoy azin

CAvverisenient


 FOR SALE-MISCELLANEOUS
rare chance for pathiots


FOR SALE-All my househola furni-





## +

| LOST AND FOUND |
| :---: |
| FOUND- $.30-.30$ Winchester. Call on Claud Cowden at the ranch and pay 25 cents for this notice. |
|  |


 FURNISHED ROOMS


## NOTICETOTHE MIDLAND PEOPLE

## On March 1st We Will Adopt the

 Cash \& Carry SystemWe think it a very fair way to do business.
EXPLANATION---Everything in our store will be marked at a cash and carry price over the counter. That don't mean hold tickets or monthly tickets, but CASM.
This is for the benefit of people living in the country and people that want to pay cash and carry home.
To our customers who want accomodations, we will charge 2 per cent for carrying account and 2 per cent for delivering.

People this is war and drouth times---so let us work together and pull through. Make your money go as far as possible. Come to our store or phone us, you will see we mean business.

## SMITH BROTHERS

The Cash and Carry Store
Phones No. 3 and 179
Midland




LIFE OF DISTIMGUISHED

PIAN
Paul Konz, cashier of the First



A Life Time of
Service
the standard rotary
shuttle "str-straight"
SEWING MACHINE
in a splendid example of the
highest art in sewing mechan
ism and cabinet construction. "THE SIT STRAIGAT"
feature permits the operator to
new with comtort and ease
Every machine is guaranted tor
uft.
Basham-Shepherd \& Company

Stoves, Flues, Tanks, Bath Room Fixtures
Pipe and Fittings
All in Stock at Anytime
WALTER JERDEN



FEATURES OF THE
FT. WORTH SHOW












## 



## South Plains Cattle Loan

 CompanyOffice with the Midland National Bank
W. H. Brunson, President Will A. Martin, Vice President B. C. Girdley, Sec.-Treas.-Mgr.

## GOOD EATSCAFE

Grocery and Confectionery
A nice line of groceries delivered to any part of city A modem, sanitary restaurant where the best the market affords, is served to eat.
An up-to-date confectionery, where
tions and soft drinks are dispensed.
We Solicit Your Business
Lee Heard \& Son, Props.
Phone 147

## Good Service

Means promptness, accuracy, full weight, cleanliness, wholesomeness and a square deal all the time, according to our interpretation, and this is your business.
Cash Market \& Bakery
$300-71$

## LISTEN

Any normal married man should have a home where he and his family may reside as worthy citizens of our Government.

In times of misfortune it is a refuge and always a place of safety.
-BUILD YOU A HOME

ROCKWELL BROS. \& CO.
(Midland Lumber Company)



## 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 buyhighything in our line, any ways soon, to buy now before the price gets any highou we have anything you need in Furniture, Art Squares and hither. As you know, other floor coverings. <br> We also have a few pianos, some slightly used, and second-hand, that we wish to dispose of at almost give-away-prices, with ter. terms as low as $\$ 5.00$ down and $\$ 1.25$ per week. <br> Also Rembember the <br> VICTROLA <br>  <br> is the only sound reproducing instrument that reproduces the human voice perfectly; this is why all the great artists sing for the Victrola exclusively. <br> Basham-Shepherd \& Company

# Spring Goods Are Arriving on EveryTrain 

We have just received a shipment of Ladies' Walking Boots that are above our greatest expectations. One line of Skirts has come in and we are expecting a shipment of the latest creations in Ladies' Suits within the next two days: We invite you to come in and inspect our new goods.

A full line of Men's Stetson Hats is expected on any train. It will pay you to wait a few days before you buy, because we have the newest things in novelty and staple hats coming.

We Can Save You Money for Cash

## EVERYBODY'S

J. H. BARRON, Proprietor

| o. D. Cook, Florey; Fisher Pollard, Cobb; M. A. Thornberry, Brenhan ranch. | que theatre | MIDLAND C |
| :---: | :---: | :---: |
| Mrs. Martha Haywood, of Loving- |  |  |
|  |  |  |
| ving back to Andrev |  |  |
| future and will be |  |  |
| r brother, W. L. Str |  |  |
| rous friend |  |  |
| county will be glia ily with us again |  |  |
| NING YOUR FORD |  |  |
|  |  |  |
|  |  |  |
| This is the latest enterprise in Midland, and our townsman, H. N. Ga:teresting enterprise, too, and many of |  | St. Jones has visited 52 churches |
|  |  |  |
|  |  |  |
| our people have gone out to see it work. It is a sucess, and Mr. Garrett is |  |  |
| breaking 100 acres at his place a mild northwest of town, preparatory to a big cotton crop. Most of our read-ers have perhaps seen advertisements |  |  |
|  |  |  |
|  |  |  |
| of the contrivance. The back axle istaken off the Ford and the ploughingattachment put on and there you are attachment put on and there you are |  | ${ }_{\text {Mi }}^{\text {Mi }}$ |
|  |  |  |
| It seems that the attachment is com--paratively cheap, and so well doess itwork that many of our farmers and |  | The new catalogue will be out much |
|  |  |  |
| stockmen declare their intention of utilizing their Fords the same way. It is certainly a clever and comfortable |  |  |
|  |  |  |
|  |  |  |
| way to plough and six or seven acres f ground are easily broken in a day We understand there are attachments whereby the whole crop may be culticlusively. |  |  |
|  |  |  |
|  |  | Warnock, Jr., and his wife. The young people left Midand some fo |
|  |  |  |
| Fresh shipment of Racine tires, Ford sizes. W. H. Spauding. Ford izes. W. Et. Spaldig. |  | go into the forest ranger service. Ho . |
|  |  | ing are his reports that his deprents |
| NOW IN THE MARKETS <br> -NORTH AND EAST | ${ }^{2}$ | have decided to take a well-earned hoiliay with him. Upon their return |
|  |  |  |
| Miss Maggie McCormick left the latter part of last week for the mar- | A goo |  |
|  |  |  |
| and Chicago, on her usual marketing trip for The Ladies' |  | ESTES ṘANCH <br> HOUSE BURNED SATURD |
| lishment during her absence say already goods are arriving almost daily, and Miss McCormick can be depended upon to tell of her purchases when she returns, sometime next week,probably. |  |  |
|  |  |  |
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|  |  |  |
| Better than three out of every fuur cars leave the factories on Goodyear cordply Company put a cord titre on . Cor | Year on a larger ceale the |  |
|  |  |  |
|  |  |  |
|  |  | pany, phone 216 or 270.3 |


[^0]:    Midland was startled, horrified, Wednesday at news coming from Big
    Lake, Reagan County, adjoining this, that on the afternoon before Sheriff Henry Japson had shot and killed Jim
    Belcher, and then turned the pistol Belcher, and hen himself and blew his own brains
    upon
    out. No details of the killing had come to Midland up to noon yesterday, and the cauge is mere conjecture, It heavily involved financially and that
    the killing was the result of an unbalanced condition of mind. Both, it seems, had been friends for long years,
    both wére well and favorably known. They were olderly men with families. The tragedy is deeply deplored in
    Midland, where both men were very well known. Belcher, especially, was
    a man of large affeirs, and one of the larcest rat.
    try south.

