## THE MIDLAND REPORTER

## VISTORS HELP IN OUR COMMERCIAL CLUB ORGANZATION

MONEY SAVING PIAN THE DAY OF THE TWO-
OFFEEED BY MELLON CYLINOER ENGINES

Smaller Profits
Greater Volume
For
1924

Service that makes friends
Values that keep friends
We séll for less---FOR CASH

## Midland Mercantile Co.

"Known for better value giving"

# Lower Expenses 

Whaiey and french both enthuse OVER BUSNESSS-LIIKE ProCEDURE
$\qquad$


|  | BELIEVE IN <br> NEWSPAPER <br> ADVERTISING |
| :---: | :---: |
| He complimented Midland upon the |  |
| zens are going about the rehabilita | campaign of advertaing and no one |
| Midiand CountyoChamber |  |
| 俍merce, and exp | lic utility industry, say W. Living. |
| that we are on the | ston Larned. well known writer on |
| hy and merited sec | ng subjects in an article in |
| cl. French also complimented | ooklet issued by the Bureau of |
| efforts of our citizens. remarking | duverising of the American News- |
| that the proceedings here were th | Pu |
| business-like he had seen | Vot such a veryy long time ago, |
| where. He is perhaps the greatest | campaigns were |
| cultural authority | unhearc of," says Mr. Larned. "We |
| o sper | can remember when the local gas |
| ification. His | company, and the traction line, and |
| on was along this line, and | numerous other highly essent |
| O | terprises, common to most progres- |
| our basic crop, we must not | sive communities, suffered in silence |
| the other things the Midland Country | when the public accused them of |
| adapted to. He enth |  |
| the baby beef subject, and his | They might know they were falsely |
| arks along this line of thought |  |
| every interesting and instructive | about it? An occasional signed |
| The board of directors met w | statement', in the public press, and |
| Mr. Whaley and Col. French again | numerous dry-as-dust Yorm letters |
| yesterday morning, this time in the | mailed to the stockholders, comprised the come-back. |
| teresting informal meeting took place | Newspaper advertising by public |
| ich was also highty instructive. | utilities, civic enterprises, ete., has |
| discussion of the employment of $\mathbf{a}$ | revolutionized this condition. |
| secretary took some considerable | scems unbelievable that for so many |
|  |  |
| discussed. As |  |
| this meeting it is expected that |  |
| seecretary will have been employed | turesque advertising ma |
| within the next two weeks. |  |
|  | 保 |
| asked to come to Midland |  |
| al interviews with our board of diree- | Tom Holcombe entertained the |
| tors. No"mistake is going to be made. | st Atd Society at their regu- |
| time, in the eriployment of | lar study hour lasi |
| be man chosen will | Delicious refreshments of coffee and |
| en carefollly investigated for |  |
|  | cake were served, the queen of which |
| We remarked that our Chamber of | was a fruit cake made over one year |
|  | ago. There will be a regular business |
| re business-like bagis than ever | of this society, Monday, Jan |
| forc. No less than that is mean |  |
| re is new blood to ent |  |
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|  |  |
|  |  |
| wh matters. Every buainess intere |  |

## page two

the midland reporter






 Woman Leads Post
to High Standing



$\qquad$


The Buick Third Member Buick cars drive through a third member, not the springs. The springs only supBuick the body spring accidently roseceng. A ot misalign the axle and prevent driving the car. The Buick axie remains in fixed position. Consequently the adjustment of Buick foür-wheel brakes is not affected by the deflection of the springs.
When better automobiles are built Buick will build them BUICK MOTOR CO, CITY GARAGE, R. D. Scruggs, Prop.
When better automobiles are built, Buick will build them


|  |  | Motor truck manufacturers wil ord a convention at the National Au New York, on Monday January 7 th, during the week of the automobile show. A similar gather- ing held last year was attended by about 85 ma |
| :---: | :---: | :---: |
| To Have Memorial Park |  |  |
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| The Levion men secured permission of |  |  |
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|  |  | Mlustrating the imfortances* which |
| Recreation clisses to teach aliens |  |  |
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| A Good Idea Gone Wrong Mr. Smith-What's. Jiminy so blue about this evening? |  |  |
|  |  | Hent Kerr, of Odessa, was in Mid- |
| Mrs. Smith-He brought his teacher a bunch of beautiful leaves from the |  |  |
| Hver. W hats the matterr Diant die ap- |  |  |
| "She did; that's why he's so disappointed. The little dear thought they |  |  |
|  |  |  |
| Were polson Ivy."-American Legion Weekly |  |  |





## CATTLE STRONG <br> HOGS STEADY GENERAL REPORT

CLA厅®IFIED AD』







BUSINESS
PROPOSITION

MEMBER

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| \% material, methods, and maxhin- |  |
| ery which now is is in progress in |  |
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| (easem |  |
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| try. Here, under one roof are gath- |  |
| hibit of all that pertains to highway |  |
|  |  |
| Road builders from all over the coun- |  |
| try are attending; road buyers have |  |
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| conmmanities, are spending is being |  |
| Attracting a major amount of theattention of the visitors are the two exhibits which have nothing to sell; nothing to gain except the spread ofan idea. The Bureau of Public | A dollar's |
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| has a highly educational exhibit, show ng the work of the bureau, the ad inistration of the |  |
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| The National Highways Association, |  |
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| Mnd elaborate maps, illustrating theidea back of the association. It shows |  |
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| theorld build own, control, and for- |  |
| highways to whfch states would build feeder roads, which in turn would be served by county and township roads |  |
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| to the Colisenm are but an indication of the interest we, as a people |  |
|  |  |


Fort Arthur - 1 10000,000 bond issue
voted for proposed pablic improve-
ments.
Lytton Springs Gulf, Texas and
Atlantic Oil Campanies to start de-
velopment in local field.
Laredo- Erilining of test wells on
200000 aree Taft ranch to start.
Gunter-G. F. Smith announces


|  | WORLD'S AUTO <br> The United States the Chief Gasoline Supply for World Automobiles and Flying Machines <br> The American horseless vehicle kets of the world is at the same time drawing its "food supply" from its native country, the United States. Figures compiled for the Trade Record of the National City Bank of |  | nine-tenths of our product is in line with the recent stafement that about hine-tenths of the world's automoThese owned in the United States. These $500,000,000$ gallons of gasoline which we are exporting go to every part of the world. Official figures for 1921, the latest year in which gasoline was separately shown in the gasoline to 90 different countries, colmies, and proteetorates, including grand divisior but also many of the smaller and ounger politieal divis- |
| :---: | :---: | :---: | :---: |
| innocenty held or held bolely for New York show that the exportation stated seems to JuFipl an estmate ions such as Palestine, Kwayy |  |  |  |
|  |  | that the 1923 exports of gasol | ssen, French Indo-China, Siam, |
|  |  |  |  |
| had been transmitted to Berlin, and -gasoline-is now nearly 5 times as with a value of atout $\$ 75,000,000$. Slavia. Finland and Ieland. |  |  |  |
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|  |  |  |  |
| Government. The files of one com.pany were filed not with businesspapers, but with man Gieman litera. |  |  |  |
|  |  |  |  |
| ture. It was a distribution centre for 000,000 callons; the value in 1913 was total production since the recent cen- R. |  |  |  |
| Upholds Confiscation of PatentsJudge Morris pointed out that whentelyThat,That |  |  |  |
|  |  |  |  |
| America ontered the war she adhered to the international convention for- | by the automobiles and flying machines of the foreign world is a per- | Oot,000, (600) gallons, and this sugges- |  |
|  |  |  |  |

## Your Subscription Due?

## PAY UP!

Our-of-Town Subscribers

DON'T FORCE US TO SEND STATEMENT

THERE IS LOTS OF PROMISE IN 1924

## ALL OF THIS AND MORE

The Reporter expects to keep you informed more fully this year than ever before. So, as development proceeds you shall know it all through these columns. The Reporter is Midland's only medium of publicity and it strives to be a fair and impartial one.

While You Think About It

## Pay Up Now!



Burton-Lingo Company
Building Material Paint and Varnish

## Let Us Figure Your Bills

## Fire--Fire--Fire

# Basham, Shepherd \& Co 

PHONE 135

Live Stock Exchange, Inc.
Des Moines, Iowa. Midland, Texas
ACCREDITED
BUSINESS
hanges in rations will not as a $r$
fimpet the composition of an
tein or water into
normally contuins. weighing

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Why You Should Order Your Ford Car Now



The Best Way To Make a Man Conten
ted With His Lot Is To
BUILD A HOME
ON IT See us for Building Materials of All Kinds Rockwell Bros. \& Co.

Bulling Materal

of regret
through the
were all her


|  | das from Caldwell where he had been |  |
| :---: | :---: | :---: |
| Hy | called by the death of his brother in- law. Mr. Duckworth. The deceased | 1 more interest due to the income |
|  |  |  |



## tea and coffee. Camp Filing Station, near camp grounds, will appreciate your patronage. Service day Stringer, proprietor

# YOUR LAST OPPORTUNITY 

To Buy Goods at Cheaper Than Factory Cost

Our January Clearance Sale will come to an end SATURDAY, January 26th at 9 p. m . Just two more days to take advantage of this wonderful opportunity
Our sale has been most satisfactory and we appreciate your liberal response to our efforts.
With the going of Winter Merchandise we are offering a nice assortment of New Merchandise for Spring.

## New Suits

New Wraps and Coats
New Dresses and Millinery
We are always pleased to show you
Everybody's Store

The Store of Individuality<br>T. S. Patterson \& Co<br>Midland, Texas

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 garage. Do not appear on the
streets without it, you will be fined streets without it, you will be fine
810.00 per day.
A. C. FRANCIS,
Sheriff and Tax Colleotor. J. W. Hill, of Colorado, was in Mid
nd this week on business.
"When a Man Comes To Himselt"'

It is said that we should live by enthusiasm and not be driven to our daily task by necessity-and if we fail, make failure a stepping stone for something better. Nothing will assist you in finding the best in you more than a bank account with a certain amount of your earning added to it regularly:
We invite you to become a depositor and patron of this bank, offering you the advantages of our facilities in sound and safe banking.

|  |
| :---: |

> First National Bank
> midland, Toxas

