# (T) The Midland Reporter Uelequm 

# Texas Rents Soar When Controls End 



151 MHS Seniors Will Graduate Tuesday Night On hundred fifty-one members of the Class of 1949
of Hidand High School will receive diplomas in com-
mencement exercises at 8 p.m. Tuesday in the high school




|  | Congressman Ken Regan saidhere Saturday he will ride in the |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  | Pam |
|  | ne st |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Tornado Report Spreads Like Prairie Fire, Causing Confusion And Scrambling





Jury Finds Doctor

Increases Of
100 Per Cent
Are Reporfed
$\qquad$
Af West Texas Area










WTGS Io Sponsor Member Of Midand High School Geology Club On Field Trip Nugh wiol Teology hub On field inip
 *) Lynch Appointed To -

## 

McCinty-Stephens Abstract Company


Hunt Wildcat Tops-



Personnel Of Oil Industry Will Support Midland Rodeo

WEST TEXAS - NEW MEXICO PETROLEUM DIRECTORY

eber Colt Shades yimpia In $\$ 50,000$ Grsey Siakes Event



# Patton Stops Big Spring 1 To 0 In Eleven Frames 

Right-Hander Hurls One Hit Ball, Scores Tally


## Cport


BDWLING

## Summer Sensation!

-styled to give you smart good looks with a maximum of comfort.
Stop in and see it today

## The



In these shoes a Man will Live!

## What a d

Summerw

## eds The I

miles of comfor

Whillams Cherry


 Black Indians Meet
Pecos Tigers Here Pecos Tigers Here



Trials Complete Fields In Memorial Day Classic INDIANAPOLIs -(PP)- Newcomers held 11 of 38
starting positions for the Memorial Day 500 -mile auto race after the final qualification session Saturday.
It was a wlid scramble, with faster cars eliminating
five earlier quafiers Some drin five earlier qualfiers. Some drivers tried as many at three
racers in an effort to get into the record-smashing lineup.
 $\qquad$
DON'T MISS MIDLAND'S
WORLD'S
CHAMPIONSHIP
RODEO

$$
\begin{aligned}
& \text { You're invited to inspect championshi, } \\
& \text { merchandise in all of our departments. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { merchandise in all of our departm } \\
& \text { latchstring alwoys hangs outside, }
\end{aligned}
$$



Tailored by Merit

THE FABRIC THAT'S PLAMNED FOR VALUE!
The ideal warm weather clothing. Magnificent, lightweight fabric by Garfield is born for summer weather. Expert Merit tailoring means handsome fit, better style, and

Speaking of championship lines, here are a few you'lı find in our men's department



## Allies Would Open Door To East Germans

Saturday to rub out all military government for German and open the door for Rusia＇s zone．to join a central fed eral German government under the Bonn Constitution．



Broken Fo Stanton Hospital

## 

Baylor University
Breaks Ground For
Building，Stadium

| Clean Up Campaign | Judge Throws Out Action To Contest |  |
| :---: | :---: | :---: |
| Tempo Stepped Up | Odessa City Vote | ata |
| As Deadline Nears |  |  |
|  | 边 |  |
| An mamem | 䢒 |  |
| nivi nem | mi |  |
|  |  | ， |
| mammem in |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | 49 |  |
| S |  |  |
|  |  |  |
|  |  |  |
|  | nato mean milt on | Of Hardin－Simm |

Midland Lions Head For District Meeting At Pecos
$\qquad$
部

Eisler Freed By British


1950 Polifical Race
Garmers Look For
Gefficial Start
Storage Space As
As March Announces

$$
\begin{aligned}
& \text { Gets Official Start } \\
& \text { As March Announces }
\end{aligned}
$$

Wheat Price Skids

Dirt，Squiirt and Duirt
－Finen onikr a





## Start＂Of Big Harvest



-



#### Abstract

$\qquad$















Range Tests Made On Dameron Farm

0an＇s FIMEST Dictation MSTRUNESTI

and
$\underset{\text { nocses for sale }}{\text { is }} \mathrm{HOMES}$
Check With $\quad$ NEELY
 Open For Inspection LAST DAY! WEST MAIDEN TANE SOLD!





 room, kitchen, three large bedrooms,
everydhing for grocious living $\$ 11,000$.

- 1100 NORTH COLORADO-Living room-dining com bindition, kitchen, two bedrooms, floor fummece, ot ment. sa, 350 .
It's vacation time and the owners have their fishing tockile ready and hove reduced the prices on these lovely homes
for immediate sale.
Harston-Howell Agency 415 West Texas if no answer، call 3901


, Beautiful Homes






\section*{| Choose Your Realtor |
| :---: | :---: |
| Carefully |$\quad$ FQR SALE}



## 

$\frac{\text { REALTORS }}{\text { Mquape Taves }}$

$$
\begin{aligned}
& \text { Wrner Transferre } \\
& \text { Must Sell }
\end{aligned}
$$

Phone 3878

Ranch Requiring

$\qquad$
The Key To The Home $\quad$ FOR SALE
You Own Is The Key $\quad 80$ ACRE FARM




| Larry Burnside Barney Grafa |  |
| :---: | :---: |
| BURNADE-HRAFA |  |
| INSURANCE AHENGI |  |
| Complete Insurance Sarvice Auto - Firo - Life |  |
| 202 Leggeft Bldg. | Phone 1337 |

## FRIIENDS and CUSTOMERS

who have expressed their desire for us to buld
some well locoted houses on North Side. Construction will stant immediately ON 5 NEW HOMES TO VEIKKNS N COWDEN ADDFFION - All city utilities - $1 / 2$ block off pavement - 2 bedrooms and shower - Shutters - Detached garage with overhead doore - Textone

## I. W. STONE

"Stone Builds Bettor Nomes" GENERAL CONTRACTOR and REPAIR
1201 South Main

| CLIFF. HOGUE |
| :---: |
| REALTOR |
| FHA Home Loans |
| 20S W. Wall |
| Phone 24 |


| Phone 3956 <br> 10 South Colorade <br> Opposite Midiand Tower <br> SPECIAL <br> 111 W . Pennsylvapia 8t. Very pice -barage, corner lot; a lovely nome for only $\$ 9,000$. Reasonable down payment. <br> W. F. Chesnut's Ageney <br> 313 S. Marientield Ph. 2492 or 732-J <br> JUST COMPLETED <br>  <br>  <br>  ONLY 44,600 CASH TO RANDLE |
| :---: |
|  |  |
|  |  |



LISTED IN TODAY'S CLASSIFIED ADS is i


# TO VETERANS $\$ 195^{00}$ 

ascs salu papar pancras ON F.H.A.

Paved Streets and Outlets to Town


## A Home Investment Is Always Sound!

J. T. CRAMPION CONSTRUCTIAN conpary, hid.
F. W. STOMELOCKER COMSTMUCTION COMPANY
C. L. cunmmgian conitictur

See R. C. MAXON, Reprasentative
On The Ground
Allied Commercial Services
108 South Loraine
Phones 236, 3924

# Books Closed ... All Charges will Appear As June Purchases DUNLAP'S BIG MAY Monday and Tuesday Only! 

$\star$ PIECE GOODS AND LINENS $\star$

- Iridescent and Plaid Chambray-
One speciol group of chambray in oll colors. Regular price
- Plain and Iridescent Dotted Swiss-
A real value in dotted swiss, 36 inches in width. Avviloble

- Stoffels LaChine Muslins-
This muslin is in smoll ond large figures. It is 36 incheses wide ond you hove 95c
- Jr. Butcher Linen-
blue, white ond rose. Resulor price 958 per yord-E.O.M. speciol, yord $\quad 550$
- Rayon Shantone and Printed Crepe-

- Blackstaff Crease-Resistant Linens-
Either sheer or o heowier weight, 36 inches wide, in colors of pink, yellow,
wine, orrhid, block, blue or red. Regular price 3.95
y.
- Metallic Dot Chambray-

- Metallic Striped Chambray-
In this 3 inch wide chombroy you hove o choice of these colors: Green,
wine
w
$\star$ IN THE SHOE DEPARTMENT $\star$
- Group Xomen's Shoes-

This is a speciol group of women's Spring styles in colors of blue calf, black
potent, red ond green alligator. Ether high or medium heels. These shoes
sold up to $\$ 16.95$-An E.O.M. special at.
sold up to \$16.95-An E.O.M. special ar

- Dress and Casual Shoes-

In this group you will find new Spring styles in colors of blue, green, brown,
beige, black pond red. Values to $\$ 11.95-A n$
E.O.M. special ot.

- Group Men's Shoes-

Here is a reol opportunity to sove on men's Spring and Summer shoes in
both two-tone ond perforated styles. Values $\$ 15.95$-Special for E.O.M.
ぇ COSMETIC DEPARTMENT $\star$

- Dorothy Gray $1 / 2$ Price Sale--

Orange Flower Skin Lotion and Texture Lotion. Regulor $\$ 2.00$ size, specially $\$ 100$
Hot Weather Cologne ... a huge bottle of cool, fragrance in five scents-
June Bouquet, Josmin Bouquet, Sweet Spice, Natural, and the new Summer
Breeze. Regular $\$ 2.00$ E.O.M. price -

- Lipstick Special-

Lovely shodes, mellow texture. Just the right protection during 2 for $\$ \mathbf{1 0 0}$
Spring and Summer winds and rain

- Deodorant Special-

This nationdlly odvertised 2 -ounce ior of dedorant is a real 2 for $\$ \mathbf{1 0 0}$
EO.M. special. Regular price $\$ 1.00$-NOW
丸 MEN'S AND BOYS' WEAR $\star$

## - Men's Sport Shirts-

Cotton ond rayon gabardine with long sleeves. Sizes small, medium, large $\mathbf{\$ 3 0 0}$
and extra-large. Formerly sold up to $\$ 5.00-$ E.O.M. price, only
and extra-large. Formerly sold
A splendid ossortment of sizes, potterns, colers and sleeve lengths ore ovailable.
However, we suggest you shop early for these E.O.M. values.


- Assortment of Ties-

Make your choice from a wide assortment of patterns and colors that are $\mathbf{\$ 1 0 0}$
right for weor now. They are real E.O.M. volues ot jeach

- Men's Anklets-

You will oppreciate these values the instant you see them. Post 3 pair $\$ 100$

- Athletic Undershirts-

One groiup of flot knit and ponel ribbed mercerized cotton unde shirts that sold regularly for $75 \%$ and $85 \%$ $\qquad$ 3 Yor $\$ 200$

## ^ READY-TO-WEAR DEPARTMENT $\star$

- Printed Silk Dresses-

One rock of printed silk dresses for wear right now. There ore 24 of these dresses from
regulor stock in sizes 10 to 44 and $1 / 2$ sizes, ond the sovings you will make ore positively sensotional. Shop early for these borgains.

Regularly priced
$\$ 8^{00}$

- Spring Dresses-

These new Spring dresses come in pretty pastel, shodes that make them ideal for Summer vacation wear. They are ovailoble in regular and junior sizes. These values
will thrill the thrifty shopper.
SPECIAL AT
1/2 price

- One Group of Skirts-

Here is a group of skirts that hove style ond quality. They are in strutter's cloth and
are just the thing for work. You will sove over half when you choose one.
Formerly priced to sell
for $\$ 6.95$ and $\$ 8.95$.-

- All Wool Gabardine Skirts-

Another real E.O.M. value are these all wool gobardine skirts. You can't go wrong
when you moke a selection from this group.
Values from
$\$ 14.95$ to $\$ 16.95$-NOW ......... $\$ 10^{00}$

- Tissue Faille Blouses-

You will look a long time before you find a prettier selection of blouses. Available in

> Were priced at
> $\$ 10.95$ and $\$ 12.95-$ NOW

- Ladies' Summer Hats-

$\star$ LINGERIE AND ACCESSORIES $\star$
- Girdles and Girdleieres-

These ore in nylon, cotton and rayon. They are from our regular sizes in broken sizs

| and styles. A real E.O.M. <br> Were precial ot these prices. <br> to <br> to <br> $\$ 8.50$ | Were priced | Were priced |
| :---: | :---: | :---: |
| to $\$ 10.00$ | to $\$ 12.50$ ond $\$ 14.50$ |  |


| to $\$ 8.50$ | to $\$ 10.00$ | to $\$ 12.50$ and $\$ 14$ |
| :---: | :---: | :---: |
| $\mathbf{\$ 4 . 9 5}$ | $\$ 695$ | $\$ 895$ |

- One Group of Bra's-

These bra's ore in broodcloth, satin and nylon, in colors of black and tea- $\mathbf{\$ 1 9 5}$
rose. Sizes ronge from 32 to 38 . Regular volues to $\$ 3.95$ - .O.M. special

- Slips, Pettiskirts and Gowns-

Chosse from toilored or ruffle end loce trim in colors of novy, brown, beige,
pink, white or block. Sizes: small, medium, large. Volues to $\$ 6.50$, Eo. M,

- Costume Jewelry-

A nice selection of costume iewelry. Included ore earscrews, brocelets and $\$ \mathbf{1 0 0}$
neckloces. Specially' priced for this, E.O.M. ot (plus tox)

- All Silk Scarts-

These all silk scarfs come in colors of green, royal, purple, tangerine, cerise,
black and red with typical Western designs. The regular selling price has $\mathbf{\$ 1 9 5}$
been $\$ 2.95-A$ speciol E.O.M. value ort

- Corde Bags-

We know you will fall in love with these attroctive corde bags. They are
arailoble in colors of block or brown and hove zipper closings. (plus tax)

- Leather and Faille Purses-

You will find several styles to choose from in colors of red, green, ton, $1 / 2$ Price
block, nowy or brown. Volues from $\$ 7.50$ to $\$ 24.50$

- Ladies" Gowns-

In sotin, erepe or tricot in colors of blue, white, pink or black. Lace or opplit
que trim, olso tallored styles. The volues ore up to $\$ 16.50$-The E.OM. Price
$\$ 795$

- Ladies Pajamas-

One group of 2-piece broodclioth pajamos in ploids, prints ond stripes. The
size ronge runs from 32 to 40 . These pajomas formerly sold up to $\$ 6.00$. $\$ 395$
E.O.M price, only

## SOCIETY

Marriage Revealed


Announcement Made Of Winter Wedding

 Sarah Link Is With Luncheon




 Two Audiences To Hear Travel Expert Speak Here Thursday











## 


lntended
Bride Is
Honored


Weds In Kansas Home-Town


Ruth Baden Married To Walter V. Linde

| Satrex |  |
| :---: | :---: |
|  |  |
|  |  |
|  | 0 |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| New President | $\rightarrow$ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

part of yum uradurbec.
pariof your chave
TUSSY
CREAM DEODORANT


Midland Drug Co.


Crane B\&PW Sends/Memorial Services Group To Houston Slated In MeGame


1949 Consfruction Tolals \$1,975,445


## 

For Yaar 'Round Enjoymentr






or Festive Dining-


For Fortheras Dey-


Preserve Beduty And Utility-

"Brown Derby" -


Rocty Howd Bor Cappaful Sopvieo-


Rodoo Rogalio-
Tme


## 1 Poople Meet-

## 





## 

 "





Growth Of First Methodist Church Cifed At Conference H-SU Has Largest
 Late Teacher Once Taught In Midland Kermit Man Heads
Area Chapter Of Area Chapter Of Public Accountants

 and

## 品

# colbert's 

brings you the very newest, coolest, freshest, daintiest in

# cottons 

to highlight your summer season!
Once ogain, Colbert's leads with these newest dress-up cot- lar Summer materials. All
the Summer fashion parade tons... and many other popu- sizes, patterns and colors. the Summer fashion parade tons... and many other popu- sizes, patterns and colors.


TNOTICE
It you have not been receiv-
ins our
ind your titements promply,
please contact Mirs.

coiberts. 106 s. Main
ing urs your correct ma
drese. Thank yout

Priced from $\$ 29: 95$ to $\$ 69: 95$


Colbert's 'Aperitif' Dress
styled for Colbert's: by Adele simpson. Fin dot-cotton ta feta win hosescomb tecking
on waist to crive 2 knitted
sweater effoct. Cardigan neck-
Texas summer dayg Avill
Texas sum


## 

## 

## THESPOT <br> 

## RADIO SERVICE <br> ON ALL TYPES OF RADIOS

: Our stock is complete

- Every part that goes into your
ratio is guaranteed for 90
days Our experienced technici
are qualited to repair
make of radto


## AVERY

BADIO \& SPEEDOMETER SERVICE
206 W. Collfomic

## chnnouncing

The Re-opening of the Beautifully Remodeled and Redecorated

## Scharbauer Coffee Shop

No expense or trouble has been spared to make this popular restaurant a place in which erbly prepared foods and the atmosphere the beautiful new fixtures lend, as well as the efficient, courteous service you will receive.

- MENU FOR SUNDAY, MAY 29fh -

Fried Half Spring Chicken, Dixie Style Baked Sugar Cured Ham, Yorkshire Sauce Fricossee of Chicken with Rice Suprems Baked Individual Turkey Pot Pie Fapily Sty

New Potatoes New String Bean

Chocolate Boston Cream Pie-Fresh Strowberr
-Fruit Jello with Whipped Cream

Russian Dressing
ENTREES

DESSERTS
Sherbet - Kadota Fig
TEMINAL














To Be Presented In Revue
and
0
 Mather Of Midand
ROTAN - Funeral services
 here Saurday. She
a R Rotan hosplal
Mrs. Weems was.
Mat. Mrs. Weems was
1874. in Arkansas
Survivors include



 Ars. Nora Templeton of Parls;
arothe asister 33 grandchildren
and nine great-grandchildren.
and MRS. SHAFFER HOSTERS
CRANE-Favors of pastel
co miniature parasols were presented
each of the members attending the
Past Noble Grand Club on Monday
 Orea Glaoch, Clara
Freeman, and NNancy
Crane and Alma Husao
Proctor of MoCamey

## Seat Covers

## e have them

PRYOR
AUTO SUPPLY

## KING'S

CONOCO
SERVICE
$\star$ Washing
$\star$ Lubrication
$\star$ Tires, Tubes
$\star$ Batteries
$\star$ Tire Repairing
$\star$ Roed Service

## Phone 136

 410 West Wall
## PENNESS <br> EVERY PAIR ABSOLUTELY PERFECT! <br> 54 Gauge <br> 15 Denier Nylons 1.00 <br> Only 120 pairs to sell! <br> REMNAINTS 1.00



CLOSE-OUT: Girks Pinted 1.00 adjustable tops. Sizes 10


CLOSE-OUT!
Undershirts
$2 \operatorname{tr} 1.00$
all sizes.

| Blouses | come |
| :---: | :---: |
| 14 | 25.00 |
| 1.44 | $25^{\circ 0}$ |



In Midland, It's GRAMMER-MURPHEY
For Beautiful Clothes...

In Midland..







[^0]
Lightweight Bags Carry All


Lightweight leather makes compact summer bags，A patent envelope（left）is styled with outside
pocket to accommodate sun－glasses．Soft calf（right）
has double basket
By Epsie Kinard
 The woman who elects learher
for her standmothas can pick here
of patent as flat as an envelope，
Area Students To
Receive ACC Degrees ABILENE－Two hundred and
eithty－five persons will be randu－
ated this year ot Abilene Christian college in the largest class in the
coleges 43 －year history．The 8 gradu－
 Dand


CALLING ALL COWGIRLS！

## WELCOME TO THE 15TH ANNUAL

 18 $t$ EOJUNE 1－2－3－4－5
AND TO YOUR WESTERN FASHION CENTER

## $m_{y m a} \mathcal{L}_{y n n}$

Where You＇ll Find All The Western Togs You Want For Rodeo Week

And For Your stumer vaction

## Midiand headquarter

 We will do everythingingur power to see tha cof your stay in Midland

## 

MYRNA•LYNN
$\varepsilon_{\text {specially }} J_{\text {or }} Y_{\text {ou }}$
217 N．MAIN
Maurine Newsome
PHONE 1040

Children＇s Work To Be Shown


Crane Bride－Elect Is Shower Honore






 mot mome



Wartime Paintings Of Turner Recalled By Exhibit Visitor

 year，the pupllis will present an the
tormal chrous program on the stage，
playing the role
clowns


 Jane Martin，steven Norman，
Jack Edrintion and John Ehlers．
Ohter Pupilis Jather Puplis and
Othndergianten and nursery pu
plls are eoe Wayne Campbell，Nan－


 Stanton News
stanton－commencement ercises for the grammencement ex
Stanton High School were class of


 of southwestern subjects．TMrner is
a resident of Albuquerque， N ． Graduation Tea Is
Courtesy By Parents For Jane Clark CRANE－Mrs．John E．Clark en－
tertained recontly with aradua
tion tea fin honor of her daughter
Jine The senior class departed Satur－
day on the annual senior trip．The Austin and other point
state．Mrs．Francis．class sponser
the

 Biss．The couple will honeymoon
in s．t．Louis and wwill make their
home in El Paso． Mrs．Nora Mashburn is in Cisco
where she will undergo medical
treatment．
Dan Sanders．formerly of stan－ highway patrolman and will be sta
 Warren，Mr．And Mrs．H．s．Bell
Mrs．George inn Lewis Mrs Buct
Kelton，Mr．and Mro．O．Bottey

## 安品自 <br> 

## K．Pet com， go Hut Mr．an

## Mrs．Je． $\begin{aligned} & \text { Neiey．} \\ & \text { and } \\ & \text { scott，}\end{aligned}$.




ADMLTTED TO HOSPITAL
Mrs．C．W．Chancellor，Jr，
been adimitted to Western Cilinic
Hosplal as a medital
The bow and arrow was sused by
ancient men on every continent

## MAPS！

## L．T．BOYATON CO．




## Howdy，Podner！



We＇ll Be Seein＇You At Midland＇s Fitteenth Annual World＇s Championship

## JUNE 1－2－3－4－5

We want you fo enjoy every minute of your visit in Midland．Make our convenient，air condition－ ed store your headquarters．You＇re welcome here at Rodeo Time and all fhe time．

## Hardwich－ghtewart

DISTINCTIVE HOME FUR NISHINGS
Stare Hours $9: 00$ a．m．to $5: 30$ p．m．Daily； 7 p．m．Saturdays

* WE, THE WOMEN * Greater Than They Really Are * By koth murir


Continental To Launch New Convair Service Wednesday

Plan Now To Attend The

# Snowhite Bakery 

105 N. Pecos

$1 / 2$ Block South of High School The Kind of Bakery Midland Has Needed!'

## Open House Tuesday Evening 5:00 till 10:30 P.M.

You've never seen a bakery like it! . . in addition to seeing all the fancy cakes and pastries
display YOU ALSO SEE the fresh bakery products as they.come directly rom the oven! This s
kling entirely new bakery brins to Midlond fine kling, entirely new bakery brings to Midland a fine variety of pastry and specialty breads... spe
cialty baking by bakers who KNOW HOW to please your taste! Make your plans to attend ou open house Tuesday evening between 5:00 and 10:30 p.m. Nothing will be sold until Wednesday morning!

## be sure to register for prizes to be

 GIVEN AWAY ABSOLUTELY FREE!When you inspect our bakery ond it's new equipment, be sure to
register for the free prizes thot will be given owoy ot a loter date .. You do not have to be present to win ... merell register. .there's
nothing to buy! We cordially invite you to visit us. if you can't moke it Tuesday evering. .3 . we 'll show you around ony time
You'll agree Snowhite is one of the finest bake shops in Texas!
Specializing In:

- DANISH PASTRIES - SPECIALTY BREADS

- VARIETY DONUTS • HOME-STYLE PIES
- decorated cakes - Party delicacies
- COOKIES
- BUTTER ROLLS
Make it a daily habit to visit Snowhite Bakery and hrighten up every meal!


## © <br> s <br> hool <br> ONE DAY SERVICE SPECIAL ORDERS



 riers.
Three hundred miles an hour for
the medium hops as well as the more dilistant ones will come true
for Midand sir travelers with he
torate of the new service.
 satety, pressurized cabins and new
laxuries-all in twin - engined
planes. Added Safety $\begin{aligned} & \text { Added satety is provided by } \\ & \text { Aeans of reversible-pitch propellers }\end{aligned}$
met Which can be adjusted as "brakes
when the plone is orlung on the
runways apter a landing.


 asrries twice the number of pa
sengers.
Anot Continental's convairs is the pas.
senger loading-ramp which
an integral part of the fueat an integral part of the fuselage
auring Iright This unique Arrange
dent is located on the right side
mid


Kermit Youth Is Injured In Mishap
 seriously when he jumped from
truck Trumscay and physsicans say
his life was saved by the quick first
lid aid work of Magnolia Petroleum
Company employes.
Young Holloway who is employed
and With Jim LI Ferguson Truckint
Company, is reported to have beent
working with his step-tather. T. R Working with his step--ather, T. R.
Brown, employed with the same
firm. The werei moving pipe th the
ITm. Magnolia yard about Iive miles northe
bs Kermit. The elad was riding the
truck bumper, and as he started to jump orf? his' foot caught, and hy he
was pulee under the hhel. His se
almost was torn trom his. the hip, and it was feared for
time the lee would have to be ompu
tote
 Holloway was losing so much blood
that it expert IIrst ald had not toeen not have lived until he reached
the hospltal the doctor sald.
been given a number of blod transRadio In Buses Experimented NEW YORK-New. York City bur
companies are having difficulties companies are having dirficiculties in
their experiments with radio
reeeption
which they eventuall reeeption which they eventual
hope to intall in their buses, ac
cording to tui Transportation,
MeGraw-
 of test, but has not yet been at.
overcme various condtitons
in dirferent parts of the city. Rub a beet roost with salt, pep
per, and a luthe dry mustard for LOST and FOUND




44 other patterns by the following nationally known silversmiths: Watson, Blackinton, Smith, Alvin,
Manchester, Whiting, Walloce and International, Pay Weekly or Monthly

| OPEN AN ACCOUNT . . YOUR <br> CREDIT IS GOOD AT KRUGER'S. Pay as Little as \$1 Down and \$1 Weekly <br> Never an Interest or Cerrying Charge. |
| :---: |
| Seautiful Silverplate |


$\qquad$ Wm. A. Rogers


\$2975


52-Piect
Wm. Bogers \& Son
\$ $\boldsymbol{H}_{4}^{1 / 5} \underset{\substack{\text { \$1 Down } \\ \$ 1}}{\text { Week }}$
Convenient Terms Arranged


A GREAT NAME IN DIAMONDS
104 North Main






## Pony Express Theme For Summer Readers



Midland Students Get TCU Degrees






Howdy Pardner!


You'll see championship cowboys compete for purses and prizes amounting to $\$ 7,500.00$ ! See
spills as world famous rodeo stack throws riders! And while you're in town we cordially invite you
J. B. (Pete) Peterson

708 W. Illinois Phone 972

HD Clubs Ordering
Pineapple To Can
Pineapple To Can All You Have To








Carver Graduates
To Attend College



## (2)

Stunt? Maw! He can't come
down until he promises
a G/F7.
JACKSON'S

The Southwest's Greatest and Fastest RODEO
Will Be Staged In MIDLAND
June 1 through 5

+ BRONC RIDING
$\star$ CALF ROPING
* BULL RIDING
解 WILD COW MILKING

And While In Midland Attending The Rodeo, We Invite You To Make Yourself At Home A:-
Mid- West Lumber Co.
1302 West North Front JOE B. WRIGHT, Manager Phone 1106






 This will be the second summer
reading program tor the library.
Lest year's theme was centered State President Of Legion Auxiliary Is Honored At Dinner
 official visits from headquarters in
Austin, the Midland suxllary I $\underset{\substack{\text { b } \\ \text { rem } \\ \text { re }}}{ }$ mod



 Mere Hex bowman

Smpestromerkide






 Safety Engineer Is

## Speaker For Club

$\qquad$




NEW - W. D. TRACTORS
Buy Your All Crop Harvesters Now.

## permian eovipliat co.

ONE 14-Ft. Tandem Horse Trailer


Special Purchase!

- Printed Muslin
- Printed Lawns
- Printed Piques
- Flock Swiss
- Printed Batiste



## Gigantic Parade Will Open Rodeo

## The Altiolhà TReporter ©etegram <br> THE BEST IIVESTMENT FOR YOUR ADVERTISING DOLLAR

The biggest, best and most colorful horsemen s parade D.the Weng nstary opening day of the 15 th Annual World
phempensian on Midind Rodeo.
The parade will form at the high school at 3 p.m.,
 Texas Street to Loraine;




 ${ }^{\text {tacculaty }}$ procession


Lasso Her Heart With A Diamond From Vosatko'

When choosing her diamond make sure you choose from diamonds you re sure are of the highest quality. Choose from the deater you know dependable . rembrance of that moment
Make Your Plans Now To Attend Midland's
15th Annual Rodeo JUNE $1,2,3,4,5$
about your clothes. Sure, they wilt be soiled, but The Habit can have them in top shape for you in no time
at, all.


Snowhite Bakery To Open Tuesday




## BEFORE AND AFTER THE RODEO!水

you're always welcome at the

## RENDETVDUS

## N(1)TICE . . . !

you may have to look us up COME JUNE 1.5

## IT'S

Rodeo Time! 'MEMBER

JOIN US AND ALL MIDLAND:
WE WELCOME YOU!
UNITED TLLE CO. Inc.
204 S. Main
YOU'LL FIND WHAT YOU ARE
LOOKING FOR IN MIDLAND!

## Welcome...

## RODEO

Visitors!
Each year we take great pleasure
in welcoming our friends and in welcoming our friends and
neighbors, and joining with them neighbors, and joining with them
to have a great time at the Midto have a gre!
land Rodeo!

You'll see plenty of hard ridin' and fast
ropin' this year at the bigger and better

## Midland Rodeo

Master Cleaners

Les Turner's Strip Redeems A Drunkard


Ht Musta
Been Tough
On Rita, Aly

## \section*{\section*{}}

| $\mathrm{od}^{\mathrm{N}}$ |
| :---: |
| tit |
| stan |
| ting |
| tim |




406 W. Wall




ATTD



## 

Monday \& Tuesday Only. ONE TABLE OF SPECLAL VALUES
-Scatter Pins, Ear Screws - Beads and Pearls
-Bahy Ident Bracelets
-Bahy Cups
-2.Piece Bahy Sets

TAKE YOUR CHOICE

## s1.95

Make Your Suncheons SPARKLE!

'frantasia' luncheon sets

Varied Selection of Waich Bands Values to $\$ 13.50$
Monday-Tuesday-Choice ...-. $\$ 3010$

the Jewel box


We Invite You And Welcome You To

## Midland' Worlds <br> Midand SChampionstip



JUIE 1-2-3-1-5
Midland Packing Co.
Phone 1334
$\star$
East Hwy. 80
H. L. Hoover, Mgr: - c. O. Wcleh, Buyer

# THE HOPE OF REWARD 

## IS THE MOTIVATING FACTOR OF THE AMERICAN SYSTEM OF

## FREE ENTERPRISE

Our American economic and social system regards the individual as of supreme im-portance-responsible for his own welfare and fully entitled to the benefits he earns. The hope of reward and the fear of loss are therefore important factors in the life of the individual American citizen and directs our activities-social, economic and politicial. The American individual is given free dom to manage his own affairs with the assurance of enjoying the fruits of his own efforts.


Aerial View of the City of Midiand-An outstanding example of progress under the system of Free Enterprise.

The American system of Free Enterprise has encouraged the
building of many cities throughout the land-which has made our
standard of living enviable by every country of the world.

## OUR SPIRIT TO ACHIEVE


#### Abstract

The spirit to ochieve-with a hope of reward-has made the American individual the greatest producer in history. And as the pioneers of this country-our forebears-had a spirit to achieve freedom, for our welfare, we will strive to maintain these freedoms which were given us as our heritage.


This is the sixth of a series of educational messages brought to you as a reminder that
THE AMERICAN SYSTEM OF FREE ENTERPRISE has made us the healthiest, wealthiest
ond hoppiest nation in the world. It is sponso red by the following firms and individuals who
know our system must be maintained for the benefit of humanity.

King, Warren \& Dye
Paul L. Davis
Guy Mabee Companies
M. \& M. Production Co.

Richard E. Gile
W. A. Yeager

York \& Harper, Inc.
Plymouth Oil Co.
Ralph Lowe
Olin R. Prather
R.B.Cowden

A \& L Housing \& Lumber CO.

Westlund-Johnson Drilling Co.
A. N. Hendrickson

Culbertson \& Irwin, Inc.
Frank Cowden
The Western Co
Jack E. Bliss


## IT'S YOUR HOSPITAL, TOO



MORE MONEY IS NEEDED!

```
Due to increased costs of construction and equip
ment, more funds are needed to complete our hos
pital without mortgage or debt.
The need of hospital facilities is much greater now
than when the campaign for funds originated.
Many pledges remain unpaid. The pledges were
accepred in good faith and were used in obtoinin
the Government Grant.
All who are in arrears are urged to bring their ob
ligations up to date without delay
Our aim was, and remains, to get the hospital with-
out mortgoge or deb
```

Jo the Citizens of Midland:

| Let's Face the F | If you were the patient you wouldn't like "standing in line" for needed hospital care. Your doctor certainly wouldn't either be- |
| :---: | :---: |
| The facts about Hospitalizotion in Midland are very clear . . . but they are not pretty. | cause he doesn't want his efforts handicapped, as they are by the lack of hospital facilities. He does want for you-his patientthe facilities of a fully staffed hospital, modern in all depart ments, súch as Midland Memorial Hospital will be, a hospital |
| Medical authorities declare six hospital beds per 1,000 population is a safe ratio. Midand has less than one-fifth that number. | fully approved by all Medical, Hospital and Nursing organizations <br> $\rightarrow$ hospital made large enough to care for all of Midland's needs. |
| Midland hospital bed capacity is overcrowded and inadequate. The safe standard for the relationship between a hospitol and it's community is six beds per 1,000 population. This means our families face increased danger and added suffering. When you are called upon to contribute to "YOUR" hospital, remember you need a Midland Memorial Hospital. | Midland Memorial Hospital will give you the quality of service you have a right to expect. Present facilities are not providing the city the amount of service the community needs, because the city has grown faster than its hospitals. Today there are only enough hospital beds to accommodate a city of 5,000 people and that is why you are being asked to aid in the building of a community hospital-so that your hospital can serve you and your community. |
| Just as the misfortune of illness and accident fall alike on rich and poor, on all races, colors and creeds, so must the healing of the sick and the binding of wounds be available to all. We who exist to serve ask always that humanity shall be served and the light of Christian and human kindness, and human goodness shine on the afflicted, that na person be denied the solace of care in illness. To bring that doy nearer Midland asks your support of | Midland has grown enormously from 8,005 in 1930 to 27,200 in 1949. This means that hospitals are called upon to supplement local facilities for an additional 19,195 people. Our hospital shortage grows MORE ciritical daily. You can help to correct this situation by pledging and making your payments promptly so that the hospital will be free of debt upon actual completion. |

LET'S COMPLETE OUR HOSPITAL FREE OF DEBT!


Modern Home Planning Puts Housekeeping Aid: Emphasis On Interior Design $\begin{gathered}\text { Storage Spot For } \\ \text { Sports Equipment }\end{gathered}$




$|$| Handy Man Can Do |
| :--- |
| Much To Improve |





CDUKY FUR1 mUVING VAIS

burton LINGO co.

Building Supplies Paints - Wallpapers 119 E. Texes Ph. 58


KIDNEYS



Ozarka | WATER |
| :---: |
| co. |

FRESH AS A NEW DAY!
-2-3-4.5
\$7,500
PRIZES!

## Simmons

Paini \& Paper Co.
206 s. Main
thot's the way your?
$\qquad$

## 

Thrifty buyers watch for quality merch andise at low prices, and Chambers' has ust what you're looking for . . . nationally advertised merchandise, grademarked lumber, and prices to fit any pocketbook. Look at these values, then ore in and look at our stocks-get our FREE ESTIMATE on your building

CHAMBERS' SAVES YOU MONEY ON EVERYTHING YOU BUY!

FINE LUMBER

## FLOORING

DIMENSION
Untilit Grode $2 \times 4$ through
$2 \times 12$, er tow os
$\mathbf{6}$
$\mathbf{6 5}$

$8 \times 2$ Beteo Fir
$2 \times 4$,
$\$ 1595$
sidnvg

CARSIDING

FINISH

${ }_{s a s}^{1184} \mathrm{C}$ White Fir,
$\$ 1795$
SHiPLAP
$\$ 895$



## CBMTERMATCH

$\underset{\sim}{\substack{1 \times 6 \text { S2s, } \\ \text { kiln-dried }}} \$ 1195$

| $1 \times 4$ through $1 \times 12$ <br> FIR SHEATHING As low $\$ 795_{\text {Bd. }}^{\text {Pet. }}$. |
| :---: |

VELVA-WALL WHITE PINE PANELING ${ }_{\text {as }} \quad \$ 19^{75} \begin{aligned} & \text { Per } 100 \\ & \mathrm{Bd.Ft} .\end{aligned}$

## HONE IMPROVEMENTS

for NO DOWH PAYMENT!
Yos, sirl Without any cash outioy on your part
You can get a complete job, LABOR
IALS, to bring your homen up-to-dete.
You can Re-Roof, Repair, Redocorate, Remodol,
Modernize, Build a Gorages, and Rooms, ond pay for the whole iob with small mohthly payments stretehed over a three-year
period.
IO CHABGI FOR ESTMITES
CALL CHAMBERS' FOR BETTER JOBS
LOWER PRICEST
LOWER PRICES!

RED CEDAR SHMELLES

${ }^{5} 10^{95}{ }_{s+0}$
${ }^{5} 6^{95}{ }^{5}$

## ASPHALT SHDIGLES



15-LB. BOOFIIG FELT

ROLL ROOFLNG
$4{ }_{4}^{\text {Light-Weight }}$
${ }_{90}^{\text {Sloto-Surfoced }} \$ 2^{95}$ Per

## ROLL BRICX SIDING




PORTLAND CEMENT GYPSUM WALLBOARD
$\frac{3}{8}^{\text {² }}$ 4x
$\$ 425$
$\frac{1}{2}^{\prime \prime}{ }^{4 \times 8} \mathbf{~ P e r ~ s q u a r e ~} \quad \$ 480$
INSULATION BOARD
$\frac{1}{2}^{\prime \prime} \begin{gathered}4 \times 8 \text { Samplon Boord } \\ \text { per squere }\end{gathered} \quad \$ 750$ CEILING TILE

White USG $12^{\prime \prime \times 12^{\prime \prime}}$ and $16^{\prime \prime \times 16^{\prime \prime}} 12^{95}$
(Good Insulation), per squara PLYWOOD
$1^{1 /} 4 \times 8$ Interior, sound one side 11 p

GEAVERBOARD
Priced Per 100 Squera Foet
PLAIN
$4 \times 12$
\$495
TILE-MARKED $\$ 650$

## SASH \& DOORS




MOULDED TREM
clear, all-heart REDWOOD
4 INCH $\quad \$ 995$ Per 100
3-NCH $\$ 745$ Por 100

1949 Seniors Have Varied Activities During School Year


Portraits Of 1949 Seniors

## Thanks

1

$\qquad$

> Seniors Make Annual Junket, This Time Going To Hill Terrace Ranch At Junction

## Participations Are Reviewed



MeetThe Officers
シャッジ

## '49 Seniors Have-


 Natan ,


Juniors And Seniors What Does It Mean Receive Teslaments Bulldogs-

49-Ers Wished Fond Farewell


Down Bob's Boulevard


Midland Brother And Sister To Get Trinity Degrees

Mary Iynn Manning To Gel DaR Award

SELL IT WITH A

## 

## WHAT-

NO ADS TODAY?



IT'S A FACT

"My doctor says rm smond as a dollarr FRECKLES AND HIS FRIENDS

$\qquad$

Miss Flore Says:
sey It With FFowers... And Sheill
rim SAY IT WITH FLOWERS
 - $T^{2} 1705$ W. WALL PRme 1286 MIDLAND'S Seading FLORISTS

PRISCILLA'S POP

homer hoopte

DICKIE DARE

-By FRAN MATE


## BUY BALDRIDGE'S ${ }_{B \text { Bread }}^{\text {Sall }}$ <br> ELYIS HUGHES, DISTRIBUTORS



BOOTS AND HER BUDDIES


MISS yOUR BEPORTER-TELEGRAM? IF SO, PROME 3000 BEFORE $6: 30$ p.m. Weekdays and $10: 30 \mathrm{am}$. Sundays. . . AND A COPY WILL BE SXII TO YOU BY SPECIAL CABRIEB!

Texans In Washington-
Dallas-Born Superintendent Of Academy Very Much Texan
 Texan. ${ }^{\text {Recently }}$ a group of Texas congressmen and their
Rive visited the academy.
Admiral Holloway gave them ${ }^{7}$ On The Beam



## Year Enlistments




 POWELL wastatelia Sos So sol ind
Phone 3793 Hot and Cold Soft Water Han on em Pin

Plan To Attend

## HAY FEVER - SINUSITIS ASTHMA or ARTHRITIS?

Investigate the famous
FATHER MULL TREATMENT

## SCOTT CLINIC

1300 West Wall-Phone 305-Emergency Phone 3756 Many have found relief by this method.

Midland's

## RODEO

June 1, 2, 3, 4, 5
 While you are in town, come in

- Leather Novelties - Saddles
- Cowboy Boots - Belts

Jones Boot \& Shoe Shop
EXPERT BOOT AND SHOE REPAIRING 313 W. Missouri Phone 2818

\footnotetext{

ELDER CHEVROLET


##    





 Burreson and Johns
Grad ant
Joan cole
Buddy



## The most Beautiful BUY of all CHEVROLET



## It's styled to make you safer!



Chevrolet's new Leader-Line Styling makes it possible to give you Panoramic Visibility-a fuller, freer, safer view of the road


#### Abstract

You look ahead through a cured windshield that contains $\mathbf{3 0 \%}$ more glass area . . . and that sweeps back to meet the narrower corner posts in their new out-of-the-way position. You look down over a hood and front end so smoothly and gracefully rounded that you can see the road a full 11 feet closer in. And you look back through a greatly enlarged rear window over a functionally styled rear end to get a closer. wider view behind. This advanced styling makes you safer

All the way through, the beauty of this great new Chevrolet springs from functional design. Each sweeping change has been made for a purpose-to seat you in the comfort zone between the wheels, to provide more room and more storage space, to make driving easier, safer and smoother. This is sound styling-styling that stays as advanced and refreshingly different as it is today, It's an entirely new note in the low-priced Gield-another reason why Chevrolet for


 because you see more-wherever you look!FIR' ST FOR QUALITY AT LOWEST COST CHEVROLET AMERICANS CHOICE FOR 18 VERBS

ELDER CHEVROLET COMPANY

10-THE REPORTER-TELEORAM, MIDLAND, TEXAS, MAY 20, 199

"seat covers Ponders Big Oil Mystery In Oklahoma MADE TO YOUR ORDER "THE BEST COSTS LESS'



TRIANGLE FOOD MARKET
0






June 1 through 5

## Rodeo Time

 In MidlandWe know you will enjoy every thrilling performance of the four-day rodeo pro gram, and that you will enjoy meeting


While You Are In Midland FOR THE RODEO PERFORMANCES


My wift io always tratening to roturnibh the houro

PHONE 3000 FOR AD-TAKER


RODEO

COLD FUR STORAGE

## Timo

WE ARE ALSO SPECIALISTS IN
Quality Cleaning Oriental Cleaner's

4 N. Marienfield
Phone 12
E GABBERT



At White's During Midland's RODEO WEEK!
See these values at White's when you're in town for the rodeo!


5-Piece Belvedere La Fiesta BEDROOM SUITE!

Belvedere DESK (to maten)

mode suite finished in soddle ton. It's La Fiesta

design makes it more than just popular in Southwest, because more and more people are
ticity ond Western styled fumiture for their sim
plicity ond durobily of construction. The suite
drawers and night stand.


This matching desk will become one of
your most cherished pleces of furniture. Also finished in saddle tan, it can be wsed to great advantage
$\$ 54^{95}$


SOLID ${ }^{\text {OAX }}$
5-Piece Dinette Suite

Mexican Styled Table Lamp

隹

## $\$ 1095$



Linoleum Rugs
$9 \times 12$

Fine guality oxic unoleum ruse in assorted designs and colors at hite
Iow, low pricel fou can
(ise them in ANX rooml

Use White's EASY
Payment Plan!
Open An Aecount!



## 7

## WELCOME TO MIDLANO!

... and WELCOME TO THE 15th ANNUAL "WORLD'S CHAMPIONSHIP

## 57,500.

 PURSES and PRIZES ncluding all entry fees. SEE THE WORLD'S TOP COWHANDS'!

## BIG HORSEMAN'S PARADE <br> JUNE lst 4 P.M.

## Rootin' Tootin' Shootin' Action

Here's the wildest, noisiest, most thrilling ex- thrills, chills and spills. You've never seen a hibition of Rodeo skill ever presented in the show like it, You'll never see onother like it. Be Music HARDIN-SIMMONS UNIVERSITY COWBOY BAND Music and the MIDLAND HIGH SCHOOL BAND.

- Bronc Riding - Calf Roping - Bull Riding - Bareback Bronc Riding - Steer Wrestling - Wild Cow Milking • Cutting Horse Confest
Southwest . . All new and entirely different there and have the time of your life.
Music HARDIN-SIMMONS UNIVERSITY COWBOY BAND MUSIC

1-2-3-4-5
All Nite Performances


## b.um

2-THE REPQRTER-TELEGRAM, MIDLAND, TEXAS, MAY 29,19
Fdye Blesing, Trick Rider


Welcome to Midland
Midland's Leading Restaurant
Steaks - Chops - Chicken 'And Then Some'

Manhattan Drive -Inn and Restaurant
West Highway 80
Log Cabin Site

RODEO
TIME

We're
LOOKNG FORWARD to the RODEO!


PROMTOPUPS
BE SURE TO ATTEND vimLAND'S 15h ANNUAL

June 1-2.3-4.
of the best rodeo ever! Andoy the thrills enjoying the rodeo, you corl dilso, enjo those tempting, tasty PRONTO-PUPS the toste thrill that millions over the Take some to the rodeo with you nothing could be more desirable

ALL ROPULAR BRANDS OF beER TO SERVE OR TO GO!
Buck's Pronto-Pup

hone 9542


 Bulls Carved On Persian Walls-

## Brahmans Believed Oldest Of All Breeds Of Cattle

$\qquad$ tle, Brahmans have been
bred for many thousands of them as oxen. years in their native land,
Ind a ew years information about
India. Pictures of Brahman






 from a London zoo. The herd con-
sisted of a bull and $t w o . c o w s ~$ the Mysore breed.
In 195 , Richard

 and had no influence on future
veloppenent of the breed.
Next known Thext known Brahmans to reach
this country wera our bulls
to
Riven
Richard Barrow, owner




 Not




Roping Known To Don't Believe Everything-



## $=20$ <br> We Are Proud <br> of 0 ur

 룰+2

15th Annual iODEO
and

WELCOME YOU
TO

## MIDLAND!

You'll see fost ropin' ond hard ridin' ot this Fifteenth Annuol
 Calf Ropers, and Brohmo Steer Riders. Join us in the tun and


# COME BY BAYGENT 

FOUR ROUND TBIPS DAILY connecting
SAN ANGELO,
Sanitorium,
Waier Valley, Sterling City Garden City, MIDLAND,


- Reasonable Fares

Odessa,
Goldsmith

- Comfortable Coaches

Notrees

- Courteous Service
and Kermit
Don't Miss 15th MIDLAND RODEO
June 1-2-3-4-5
It's going to be the biggest, most thrilling Rodeo in Midland's
history. Don't miss it! Come by Baygent. Enjoy a safe, comforthistory. Don't miss it! Come by Baygent. Enjoy a saf
oble ride ot Baygent's traditionolly reasonable rotes.



## BAYGENT <br> COACHES

Depot at Greyhound Bus Terminal - Phone 500 - A.

World's Most Famous Trick Riders To Perform At Championship Rodeo

















Welcome Visitors! Remember -

After Seein' Midland's

## RODEO

lasso your gal an make tracks FINE MEAL

## at the

## PARK INN

West- Highway 80 heres what you'l find hereDELICIOUS MEALS

- FRIENDLY COURTESY

Air-Conditioned Comfort Inside And Deluxe
Curb Service


Ag Teacher


Talk of The Range Coloriul To Folks Of Way Back East
 peopie from the East have any ydee
of the real vernacular ov the range
por unexplained reasons, writers oi
We Wowborn charachan attribute a to thate or coir
cersation that would be unintelli-
ver
 speak of a horse as "roating" when
he means that the horse instead ot
really "pitching"e "orst "bucking," mere-
and ly makes short halis-hearted easy-t--
rite leapas.
A word otten heard in West Tex-
 word meaning about the same spanish
ar our slang word "gent," but to the
and Texas cowboy it ussally means
"copuncher or "ranch hand. It
is pronounced "HENTeen
 tree Texas cowboy than to be r
red to as a muy buen gente.
Other spanish Words. Texas waddies have adopted
number of other spanish word
too. While the number of Tex


 Texans, however, are scorntul of
the efforts of horsemen in the. Fa
We West and Northwest to give the Prery
thing on an
 Especially obnoxious to Texans
the alherence of persons sin othe
sections of the country to the span
 regardless of technical arguments
the contrary The Way Trxans
too
at tit, the rodeo was born in Texa at It, the rodeo was born in Texas
Texans are the best rodeo pertorm
ers in the morid oody who thinks otherwise
his money called right away awas DEBATERS REALLY HAVE
something To TAL ABO The have a lot more to tank anout
the palt won runner-up spot in
 downing seven opponents over the
nation. Nlabama won the meet.


Midland Is Ready-






## BUILDING AHEAD-

## -with <br> GREATER WEST TEXAS

A great empire once linked inseparably with agricultural enterprises now plays host to powerful industrial forces-and a greater West Texas takes its place among the nation's leading production areas.
To keep pace with the unprecedented demands for electric service in West Texas, the Texas Electric Service Company continues to pursue with utmost vigor its post-
war construction and expansion program.

75,000 kilowatts have been added in recent months to the company's generating capacity. Additional power units totaling 228,000 kilowatts are scheduled for delivery during 1949, 1950, 1951 and 1952. With the addition of new and enlarged substations, new transmission and distribution lines and the construction of other types of electric service facilities, this additional power will be made readily available whenever and wherever it is needed.


TEXAS ELECTRIC SERVICE COMPANY
-TIIt REPORTER-TELEGRAM, MIDLAND, TEXAS, MAY 29,1940


## By May Standings-

Troy Fort Top Man On RCA Totem Pole



Welcome, Visitors!.. TO MIDLAND'S
Championship Rodeo
YOU ARE ALWAYS
WELCONE AT
RODEO TEL
Cattoo Shop, Courts \& Cull Service Station

Colorful Midland Sherift's Posse


Rodeos Are Almost 100 Years Old, Bur Were Noi Llike Now







We Hope That You Enjoy The Contests And Performances Of This Nationally Known-

## RODEO

## Tleills <br> SHEET METAL WORKS COMPANY

603 W. Missouri
Phone 1718

## RODEO TIME IS REFRESHMENT TIME

Refresh Yourself with a frosty bottle of sparkling Coca-Cola!

Don't Wiss the
MIDLAND RODEO
June lat thru 5th

PURSES 7,410 PaIzES
the reporter-telegram, midland, texas, may 29, 199-s

## Midiand Had Two <br> 2th Rodeos And <br> Maliand had two 12 th 2 <br>    <br> MHS Band Chosen As An Official Musical Unit Of 1949 Rodeo

| Bareback riding goes back to the | $\begin{array}{l}\text { Rodeo will hear fine musical entertainment by the Midland } \\ \text { High School Band, one of the best prep schol musical } \\ \text { organization }\end{array}$ |
| :---: | :---: | :---: |
| tume of primitive Indians, who rode |  |


with Photography

Stock Up with Film for This Action-Packed Event!


Complete Line of
Cameras
Supplies
Snap-Shot and
Movie Cameras
Plenty of Film for Your Snap-Shot Camera!


Your Complete Photographic Center
317 N . colorado

TELEPHONE 1003

to midland's 15th annual


JUNE 1-2-3-4-5 - Thrills! © Spills!

We're sure you'll enjoy a thrilling rodeo World championship cowboys competing for $\$ 7,500.00$ in purses and prizes! Rodeo stock furnished by Everett Colborn and Gene Autry

AND we're also sure when you want safe, speedy, dependable moving service or storage service you'll call on Dunn's Moving Van, where experience plus training gives you everything you're looking for?




Boys Club Rodeo Scenes


## WELCOME RODEO VISITORS!



## 5-BIG DAYS-5

Wednesday, Thursday, Friday, Saturday, Sunday-June 1,2,3,4,5 \$7,500 In Purses and Prizes


Don't Miss Them!
TOP HANDS NEED TOP FOOD-
While In Midland Eat The
Deliciously Prepared Food At The
Newly Remodelled

## SCHARBAUER

 COFFEE SHOPTelephone 370 for Reservations *

Mackey Motor Co. Welcomes You

To Midland's 15th Annual WORLD'S CHAMPIONSHIP

## RODEO



Wednesday - Thursday - Friday - Saturday - and Sunday
JUNE 1-2-3-4-5

## $\$ 7,500^{00}$ in Prizes and Pusses

including Contestants' Entry Fees.
A Thrilling Spectacle featuring Stock furnished by EVERETT COLBORN and GENE AUTRY

## - BRONC RIDING

- CALF ROPMg
- BULL BIDEG
- STEER WRESTLING
- bareback bronc bidng
- NUSIC furnished by HardinSimmons University and Nidland High School Bands


## While You Are In Midland We Cordially Invite You To Inspect The Ne DODGE and PLYMOUTH <br> We are in position to make immediate delivery on most models

## Mackey Motor Company

"Your Dodge and Plym outh Dealer Since 1934"
200 South Loraine


JUNE 1, 2, 3, 4, 5
 57,50000

In Purses \& Prizes! World
hampionship Stock!
 We know you'll enjoy the rodeo and while you're in town
we cordially invite you to visit our modern, up-to-date
shop! You'll find highly troined mechanis and the you're cordially invited to 1949 PLYMOUTH DE SOTO

Mid-West Motor Co.
107 S. Colorado
Hip! Hip! Hooray!

## HEADIN' FOR THE

15ih Annual

## Midland Rodeo

June 1st, 2nd, 3rd, 4th and 5th

- and I'm ridin for that

House that Gas Runs!

## GAS $7=$



## West TexasGus Compary

helping build west texas since 1927

## Rules Much-Changed Since Clay McGonagill Roped




5 Big Days JUNE
$1,2,3,4,5$


We Exiend A Big West Texas Welome... To Midland's World Championship

## RODEO

Mid-Land Finance Co.
AUTO LOANS - REFINANCING 201 East Wall Phone 509


You'll Never Forget The Welcome FIFTEENTH ANNUAL MIDLAND June 1-2- R

5-BIG DAYS-5 $\$ 7,500$ IN PRIZES "YOUR NASH DEALER'
ACEMDTDRS
318 N. Big Spring Phone 3282



One of Milland's and West Texas' favorte cowtoys is Frop Roberts,
Scharfauer Cattie Company hana. Hees sure to be seen heling


Aftend Midland's 15th Annual RODEO! $\wedge$


You're Invifed To Visit
Wes-Tex Equipment Co .
"Farm and Ranch Headquarters"
While you're in Midland, make the Wes-Tex
Equipment Co. your headquarters! You'll like
the friendly hospitality that we give to every
person who enters our door! You'll also like the
fine equipment that we have for you!
While you're in town you are invited to see the new HUD-
SON... the, car you step down into . . Iet us explain the
many other advantages that are yours when you own a
HUDSON!
$\mathbf{1 0 5 ~ N . ~ F t . ~ W o r t h ~}$

## Shouting June 1, 2, 3,4 And 5-

## Rodeo Boosters Covered Lots Of Territory In Area

Goodwill boosters of the 15 th Annual Midland World
Championship Rodeo visited 25 West Texas cities and cov ered well more than 700 miles in all directions advertisin
the big show. Two one-day swings were made in a chartered bus.
Boosters were dressed in cowboy clothes and distributed
Rodeo Judge Knows All The Angles

##  





 Te judge's flag describes a eir-
ciliey Parri
cle over his heac. It it is the notice
Trippers
Tisted to the timers that the contest
over. They consult their watches.
Dollars And Points $\begin{aligned} & \text { Pirst day trippers and the firms } \\ & \text { represented werre: John } \mathrm{F} \text {. Friberg, }\end{aligned}$









 game the decirionsowedge of the
gates
are accepted without questions by

Cawboy Has His Ups And Downs LAWTON, OKLA. - (PD) C
boy Jack Howenstine of

 ed the button toe go to the precosd
floor. Tho eleator then shot up
to the top feoar ohe to the top floor where the jall is is
housed Howenstine quickly jammed the
button to go dom
the elevator didn't
to two-and button to go down to two the
the enderator didn't stop untll it
got to the ber got to the tasement. Where it rot
stuck. After some taney yelling.
bystanders stuck. After some fancy yelling
bystanders gave the cowboy in
structions for getting out. structions for getting out.

Flying
Horsepower

IN MIDLAND
June 1-2-3-4-5


James Kenney Seldom Misses


THE REPORTER-TALEGRAM, MIDLAMD, THONS, MAY 20, 1941 Read ReportemTelegrom Classifiod Ads 15th ANNUAL
NORTD'S G:MNIDDLY:11?

1-2.3-4.5

## $\$ 75000 \begin{aligned} & \text { IN PURSES } \\ & \text { AND PRIZES }\end{aligned}$

We know that youll enjoy the rodeo , . . seeing rodeo kil and cowboys perform . . . and while you're in Midland we cordially invite you to visit us, begodouar, ters for gen
and ham.

## whings <br> FINE FOO'D

Time In Midland Featuring The
Fifteenth Annual
World's Championship

## RODEO

5 - TREMENDOUS DAYS - 5
5 - SPECTACULAR SHOWS - 5


Don't Miss The Thrills And The Chills And The Spills! Real BIG LEAGUE Entertainment!

PLEASE CALL
 ON US
FOR ANY SERVICE
WE CAN RENDER
FORYOU
BEFORE OR DURIMG
OR AFTER

THE RODEO!
"At Your Service All The Time"
MIDLAND CO-OP
Marketing Ass'n

"Go Way, You Old Hump-Back Brahman"


Buster Cole Shows Champ Stallion


- Baby Miac, three-year-old stallion owned by Buster Cole, Midand
rancher and horse breeder, has been a consistent winner of cham-
pionships at horse shows this year. He has been shown tive time
 Boys Club Rodeo Is Scheduled At Lubbock June 8-11


Hugho - in hatian but





 5 est rodecester evitine plemsty me

And while you're in Midland we cordially invife you to inspect our plant here . . you'll find up-to-date equipment and experienced

## personnel. <br> omajestic \% CLEANERS <br> P2847

lill Be A Wild and Wooly West June 1,2,3,4,5
MIDLAND'S I5th ANNUAL

## RODEO!

AND YOU'RE INVITED!

once again it's

World's Championship 15th

- Bronc Biding
$\$ 7,500$.
PRIZES and PUBSES
- Calf Roping
- Bull Biding
- Barehack Bronc Biding
- Steer Wresiling
- Wild Cow Milking
- Cutting Harse Contest

Baylor University's Ginkgo Is Showing Hukco Pardon me but Baylor's








WE EXTEND A PERSONAL
WELCOME
 vistros and pantricpants

## POPE'S teXaco station

home of texaco sky-chief and FIRE-CHIEF GASOLINE
Phone 22


While you're in. Midland we cordially invite you to inspect ou manufacturing plant! We know that youll find it to be the most modern in the Southwest! Enjoy the rodeo. but further the known for their beauty and dependability ... Lorentzen SelfEqualizing Hardware; Hunter-Douglas Alumin

Also Aluminum Awnings and Outside Blinds.
FOR OUTSIDE BEAUTY AND INSIDE COMFORT SEE' OUR
alumalath amming

- Longer Lasting - More Beautiful - Resists Strong Winds
- $10 \%$ Cooler - No Rottle - No Rotting

Gives More Light •Baked Enamel Finish
LOW IM PRICE!
SHU-R-FIT
VENETIAN BLIND MFG. CO.













Midland Rancher Has Champion Mare


Litan To oon Etater
Wanting Some Stocker Cattle ?

## FASHION CLEANERS

YƠUR FUR STORAGE HEADQUARTERS
412 W . Texas

## Welcome To

 MIDLANDTop Hands, Like Top Cleaning, Always Get The Loudest Applause
Come In, Any Time WE'D LIKE TO SERVE YOU!

[^1]
## GRAFALAND SECOND SECTIOM

BARNEY GRAFA

## Developer

JUNE 1, 2, 3, 4, 5

You'll find us headquarters for: L. White western saddles western clothing Just like, those used in Modison Square Riding Ponts. . . Boots . . . Authentic
Garden.

PARADE SADDLES
Coiona Roll Posse Blankets.
of Brides, Bits, LiNE of Bridies, Bits, Spurs arat Cowboy
Supplies.

Just recelved
L. WEITE SHOP-MADE BOOTS


Welcome To Midland's
World's Championship Rodeo JURE
1, 2, 3, 4, 5
5 BIG
DAYS!
\$7,500.00
in Purses and Prizes mof the top notion!

while you're here, take . GRAFALAND ful residential addition between Fort Worth and El Paso.


Ramp Will Assist
Nen-Squat Milking




Nat Reti ioes is reach out end
$\qquad$


state Collemeocoming for Tex

head war-student Oenter will be


 Supplies.

## FOR MEN and WOMEN <br> $\$ 4250$ and $\$ 4500$

Rodeo, Rodeo, Rodeo


Don't Be Late for the RODEO

Call A Radio Equipped CHECKER CAB Visitors to Midland's 15th Annual
Rodeo-Wednesday, Thursday, Friday, Rodeo -Wednesday,
Saturday and Sunday, June $1,2,3,4$
and $5-$ will be by calling a two ped Checker Cab!

| Phone |  |  |
| :---: | :---: | :---: | :---: |
| 70 | Don't take a chance <br> take a Checker! | 211 |

CHECKER CAB CO.

Norma Shoulders Back In The Saddle, Or Out







 n animal from the herd . $\quad$ four feet out.

JUNE 1-5 RODEO TIME
iv midland We know you will formance of this

## CHANPIONSHIP-RODEO

You'll Also Enjoy The

## Summer Months

## SNO-BREEEE COOLER

Sanitary Plumbing Co. 2616 West Wall Phone 1666

## WELCOME TO MIDLAND'S 15th ANNUAL' <br> RODEO!

JUNE 1, 2, 3, 4, 5

## 57,50000

In Purses and Prizes!


Weill Expect You Here PAUL BROOKS
BOOKS Grotinvzamanal

120 South Main Phone 867

Welcome, Visitors, To Midland's Fifteenth Annual WORLDS CHAMPIONSHIP
$\$ 7,50000$
$I N$ PURSES AND PRIZES!

Stock is furnished by Everett Colborn and Gene Autry of World's Championship Rodeo Corporation. . the some stock as used at Madison square Garden, New York. A complete program of cowboy even!
evening!

#  <br> ? <br> Walgreen Atyency <br> DRUG 

While you're in Midland we want you fo visit us and see our complete stock of mirchandise,...at prices that can't be beat is Midland or West Texas! You'll find quail-
We Meet or Beat Any Price In Midland!

Poage Throws Sure Loop

 has been willing to bet whole iot against him in the everage jack-


ENTERTAIN YOUR Rodeo Guests
The Casy Way

Shop Our Cooked
Foods Counter
For Delicious

- Steaks
- Roasts
- Fowl
- Vegetables

HOT ROLLS - SALADS - DESSERTS

| LET US HELP YOU EARN YOUR |
| :---: |
| REPUTATION AS A PERFECT HOSTESS |

Morris System
COMPLETE FOOD STORE
200 W. Texas Phone 1800


JUNE 1-2-3-4-5








\& You'll Never Forget The

## Welcome

You'll Get At The FITTEENTH ANNUAL MIDLAND

JUNE 1-2.
RODEO JUNE 3-4-5

CUSTOM KILLING EVERY DAY FROZEN FOOD LOCKERS.

TO

.


## 

Egy tranuturuir

mechruc уulume

## MIDLAND'S

$15+h$ ANNUAL WORLD'S CHAMPIONSHIP

## RODEO

West Texas' Finest Office Buildings

## Welcome You

WED. - THURS. - FRI.
SAT.' and SUN.
JUNE
1, 2, 3, 4, 5


RALPH GEISLER Bldg. Manager


## JUNE 1-2-3-4-5

## Rodeo Time

IN MIDLAND!

Take Time To Enjoy WEST TEXAS' FINEST WESTERN SHOW and thé finest beers distributed in the $\rho$

-L. H. Huffaker THE BEER YOU WISE BEST...TS BESTM

## Powers Brothers Are Top Ropers





Welcome to Midland's 15th Annual RODEO

JUNE $1,2,3,4,5$
s 7500 in Purses and Prizes


Phone 555

Mounted Quadrille Is Popular Event
At Midland Rodeo


During Their Annual WORLD'S
CHAMPIONSHIP What you 'wont in the way of Westem Apporerl of rices thot you like! We've eek starting. June ist

## BLUE DENTMS



$$
{ }^{5} 2^{98}
$$

$$
\equiv
$$

## NOCONA COWBOY BOOTS

FOR MEN
of top grode calfskin, revil $\mathbf{\$ 2 5 0 0}$
and white inlay
MEN'S WOOL FELT
WESTERN HATS
Ideal for the rodeo, inexpensive $\mathbf{\$ 2 9}$
$\ldots$ thoroughly Western!
MEN'S WESTERN SEIRTS
Beoutiful, luxurious satin mode into,
these foncy Western shirts., $\$ \mathbf{4 8}$

western
TIFS 1100

Heads Midland Fair, Inc.


## (The Tlidland Teporter ©elegram

## Midland Fair Sponsors Annual Rodeos



2-THE REPORTER-TELEGRAM, MIDLAND, TEXAS, MAY 29, 1949
SOASONAR FOODS The plentitid Loods list at this time Horhnies and the Ione sitar tlick nclofes carrotse poatioes, pees, eorn, eltrus julces, rrapefrutt


YOU'BE INVITED HERE! 15th ANNUAL RODEO!
 We'll See You There! Midand's inth Annual Rodeo is 9 Enjoy the many thrills and spills that five big shows will give you! spills that

AND AFTER THE SHOW, or while you're down own, drop in at the Palace for a refreshing drink ed look at the many money-saving values that are

## Palace Drug

Past President


1948 Girls Rodeo Association Winners Girls Rodeo Association winne
for 1948 were announced:
All-around champlon cowarr Margaret Montgomery of ozona.
sponsor events

- Margaret Mont
 Lon of Jacksboro. $\begin{aligned} & \text { Bual ridin - Jackie Worthington } \\ & \text { Cutting horses - Margaret Mcont }\end{aligned}$

Rodeo Announcer Is Imporitant To Event's Success



Jue 1,2,3,4,5
Eubanks Auto Parts
114 E. Wall

IEID NIDLAND's
SUNE 1-2-3-4-5
"I know where my headquarters will be while I'm at the

## 15th ANNUAL RODEO

June 1-2-3-4.5
"I'll be staying at the CRAWFORD HOTEL!". One of the finest hotels in West Texas welcomes you to Mídland's Finest Rodeo . . . enjoy the rodeo while you're here, and make your evenings more enjoyable by staying at the CRAWFORD . .

WELCOME, VISITORS, TO MIDLAND!

## CRAWFORD HOTEL

Rules Listed-
Cutting Horse Contest To Be Midland Rodeo Feature

## A new event at this year's World, should be delequalir

 paning Wednesday and contuningTough Sunday, will be a duting
Horse contest, which should be most
 A cutting ho A coltting horse contest', presents
its beatu, and thure of th thang work
show here is pected, to ant trat shaw here is ex-
tion't top cuttmg horses. Cut nating
horses tion'se top cuttung horses. Cuttung
horses are working stock horses who
pertorm teperction on the range
as well as in the arena. They have as well as in the arena. They have
a high economide value.
The contest at the Midand Rodee The contest at the Midland Rodeo
will be staged under the rules of the
National Cutting Horse Assocition, throughout the nation. The NCHA
has appored the MMidiand contest.

Pair | Pour concestants will work at each |
| :--- |
| pertormance, wth the finas sislated | The final pertormance.

The genal Idea or a cuting con
lest tis for the contestant test is for the contestant to cout an
animal from a herd of cattue and then keep it from returning to the
therd for a given period of time.
he ment of the anticipate every move-
and must do his own thing wink wed
and
 wid wors infractions.
skill Require ocntest.
kill Required held in one end of
The cattle are he
The arena by two
 contestant has the animal he is to
wo cut oft by itself. After the woil cut off bpy itself. After the
anilal has been driven past the men
holding herd. it wwill have to be turnholding herd. in will have to be turn-
dd back so the contestant w wall
chance to show the horse's abulty to keep it trom returning to the
herd. White-ficed cattle on the
hearling and two-year old order give yearing
hoores s
bood show


Makes Or Breaks A Rodeo Performance

Behind The Scenes 1 Noted Buckers, Past And Presenit
Noted Buckers, Past And Present

 Calf Roping - Popular Event

GROWING THROUGH SERVICE


The First National Bank joins citizens of Midland in exfending you a cordial invitation to attend Midland's 15th Annual Rodeo. You won't want to míss this big show.

## 5

THRILLING PERFORMANCES

Wednesday - Thursday - Friday Saturday - and Sunday
$\$ 7,500.00$
Purses and Prizes
omas
-
 .


Parasite Causing Coccidiosis Is Too Small To See coiro sixion- The pamin




 Thise diteseris inmmon mom








 maine ib joid iet



 movís btaik maz


## TheFIRST NATIONAL BANK

Farmers And Ranchers Will Take Home More Money From State Fair Than Ever Before






皆 $V_{\text {isitors! }}$ To Midland's

## Bigger 'n' Better

 ${ }^{151 / h}$ Annaal

There'll be thrills and spills galore . . . all together with the colorful costumes that make rodeo-time in Midland the finest in the
nation! Don't fail to see this "bigger ' $n$ better" rodeo this year!

We invite you to visit us . . . our specialty is repairing your brakes, the most important item in your car!

## Midland Brake Service

Tech Slates Cotton Classing Short Course








 course. An expensentee of 512.50
roquired at regisfation. The course is designed to trat
anyyne connected with or interested
in


MOTHER-DAVGATTER TEAM watch in the 190 mo won A Apon he daughter of Maxtion Younce WEsT TEXAS FAEMERES



## RODEO

JUNE 1-2-3-4-5
Welcome To Midland
To Our Store
EVERY
DAY
in the
YEAR!

Greene Furniture Co .
115 EAST WALL PHONE 986


5 DAYS

WEDESSDAY
June lst
THURSDAY
June 2nd
FRIDAY
June 3rd
SATURDAY
June 4th
SUNDAY
June 5th
Come to the Main Feature Event of 1949! Midland's \$7,500 15th Annual

World's Championship


We're Always At Your Service For Everything In our Line
FARMERS CO-OPERATIVE GIN
Indiana and Weatherford Streets
Phone 199

Up There, 'Bruther'!


Not Much To Hold To


THE REPORTER-TELEGRAM, MTDLAND TEXAS MAY 20 190-5
Big Cowboy Has Edge In Bulldogging


 paximum amount of skill on the
part of the cowboy. that originated in necessary
The action starts
and



 by the hornse
He must dig his high heeled - boots
inte the tantaris and with a twisting force throw his steer to the groun
if he loosens or knocks off the

Welcome
MIDIAND'
MIDLAND'S
15th ANNUAL
Rodeo! championship stock perform to thrill and please you! Make your plans now to include the rodeo. MIRRORS and GLASS NEEDS!


Midland Glass \& Mirror Co.
Phone 282

COME ALL!


FIVE DAYS
JUNE 1-2-3-4-5

Come $\mathrm{T}_{0}$ The 15th Annual World's Championship
$\$ 7500$
MIDLAND
RODEO evelland Eunice, $\mathrm{N}: \mathbf{M}$.

## The WESTERN Company

ACIDIZING and PERFORATING
Odesse
Seagroves Midland Midland Creve Levelland

Murray-Young Motors, Ltd.
Authorized Fired Dealer
223 East Wall
Phone 64
Welcomes You To Midland's 15th Annual

- Thrills!
- Spills!
- Color!
all by Championship Cowboys Rodeo Stock:

Q-THE REPORTER-TELEGRAM, MIDLAND, TEXAS, MAY 29,1949
Jeep Here To Stay, But The Cow Pony Was Here First



Welcome Visitors!
to Midand's Finest

##  <br> 57,50000 <br> IN PURSES AND PRIZES

will make this rodeo the best that Midland has ever had! World famous contestants, and notionally known performers will be here for your entertainment: AND WHILE YOU'RE IN MIDLAND
wo want to extend to you an invitation to visit our shop. Here you'll find the West's newest, best equipped radiator service!

## GAINES RADIATOR SHOP

Radiators Cleaned, Recored, Repaired

## RIDE ${ }^{4}$ EM

Cowhands!

JUNE
1-2-3-4-5


It tastes better - GRADE A PASTEURIZED HOMOGENIZED


We want you to enioy the thrills and entertainment of Midland's Championship Rodeo to the fullest.

We also want you to enjoy your visit in Midland and we are anx iou's to do everything we can to see that you do Drop in to see us.

## Banner

CREAMERY

Poke Must Be
Alert To Be Bronc Rider


 something about, itt, have set the gal gool at M1, GOOD mis Tastest alat roping tumb ith

## Welcome to the Rodeo!

Wednesday, Thursday, Friday, Saturday, Sunday June 1, 2, 3, 4, 5 Mack's
Chevron Service Station!


A COMPLETE PBOGRAM OF COWBOY EVENTS.
As good as the best . . better than the rest!

## MACK'S SERVICE STATION

301 West Wall
Phone 2821

JUNE 1-2-3-4:5

We join Midland and the entire Southwest in welcoming all you cowboys and cowgirls to this World's Championship Rodeo and know that you'll find your stay here and your visits to the Ranch House enjoyable. Enjoy the rodeo and its spills and thrills. beverages and true Western hospitality!

## $\$ 7,500^{00}$ in PRIZES

Stock furnished by Everett Colborn and Gene Autry of World's Championship Rodeo Corp.

## WELCOME TO THE RANCH HOUSE!

At the Ranch House you'll find your friends enjoying the true Western hospitality and grand food served here at all times! Your favorite beverage is here waiting for you, too . . . cold and delicious. Yes, Suh, the Ranch House dishes out just what you want, away from the rodeo! Make us your headquarters

- Eddie simms - bill Conner • J. h. wallace • l.m.freels

5 Panch Howse


Events Thumb-Nailed-


THE REPORTER-TELPGRAM, MIDLAND, TEXAS, MAY 29, 299-1 Cutting Horse In Action





THE NAW COLBERT'S
WAS FORMERLY EVERYBODY'S There is no change in ownership. There is no change in policicy
There is no change in brands. At the new CoLBERTS you are assured
of the same high degree of satstaction you received
at Everybody's
. Midand's oldest dienartment tsore
established in
RODEO VISITORS... Welcome!



COLBERT'S BALCONY


VIEW FROM MAIN FLOOR




- 2 +


Music by famous hardin-simmons university COWBOY BAND and the MIDLAND HIGH SCHOOL BAND
PURSES aud PRIZES ${ }_{\text {tana }} 77,500$


- BRONC RIDING CALF KOPING • BULL RIDING
- bRONC RIDING • CALF KOPING • BULL RIDING WHLD COW MILKING • CUTTING HORSE CONTEST Stock furnished by Everett Colborn and Gene Autry.


## Midlands

15th Annual Championship

## RODEO

| PLACE maland rini bed matirs copectit |  |
| :---: | :---: |

Shop colbert's Several Times A Week ... Mow Croations Arrive Daily

106 S. Main St.
One door south of former location
Phone 21


WELCOME


Ride Oui To See Us
Minute Inn


Air-Conditioned FeaturingFINE STEAKS

PLATE LUNCHES
600 W. Wall Phone 333


Bronc Riding Test Of Man Vs. Horse










## 

BE SURE TO SEE THE
TOP
Performers
AT MIDLAND'S FIFTEENTH ANNUAL WORLD'S CHAMPIONSHIP

## 

 JUNE lst through JUNE 5th
## THEN SEE THE

TOP PERFORMERS
FOR YOUR HONE


AND THE NEW 4r!12P?11
Fon Gw Rainw Thin Welcomel come see as
Western Appliance, Inc. BUTANE - BUTANE EQUIPMENT - APPLIANCES - SERVICE Tolephone 3035


We Invite and Welcome You
To The $\$ 7,500$

## World Championship 15th ANNUAL RODEO

MIDLAND-JUNE 1st thru JUNE 5th
+FEED
WILLIAMSON ${ }_{\text {ano GREN }}$
FEED. FARM and RANCH SUPPLIES
400 South Main
Phone 1023

LET'S ALL GO TO THE

## RODEO

MIDLAND, TEXAS
June 1, 2, 3, 4, 5, 1949
All Night Performances

## The World's Top Cowhands

## 7,5000

IN PURSES AND PRIZES,
Including Entrance Fees.
Stock Furnished by
EVERETT COLBORN and GENE AUTRY of World's Championship Rodeo Corp.

$\star \quad \star \quad \star \quad \star \quad \star$
Sponsored by MDLAND FAIR, Inc., Midiand Texos.
VISIT
"The Old Chuck Room At Big, Friendly
$\star$ 」 $\star \star$ t $\star$ t
Music By Famous. Hardin-Simmons University Cowboy Band and

Farm Landscaping By 4-H Clubbers Is On Increase








JUNE 1-2-3-4-5


FEED and SUPPLY


Remember, On June 1-2-3-4-5, It's Midiand's
15th Annual amams Rodeo!


AND WHILE YOU'RE H NIDLAND WE MYITE YOU TO VSTE TRE PLACE YOUR CAR CAN BE WASIED, LUBBICATED AND BXPABED 24 HOURS DALLY!
BURL'S arpan 24 moons

SUPER SERTICE
601 w. Wall

10-Thas reportirr-tslegran, midiand, texas, may 29, 199
Bucking Horses Mean As Much To Rodeo As 'Boys Who Ride 'Em


WORLD'S CHAMPIONSHIP


JUNE $1,2,3,4,5$
s75000ㅜ In Prizes

And while you are in Midland we cordially invite you to pay us a visit


EVER-READY AUTO SERVICE
francis weaver
300 W. Wall





 County 4 - H Club boys.

Collegiate Cowgirl




Range Management Pays Big Dividends


## Welcome To The 15th Annual <br>  <br> \$7,500 IN PURSES AND PRIZES!

For Top-Notch Entertainment, Attend The Rodeo. .

Midland Concrete Company

GET A REAL OLD - FASHIONED

## Western

Welcome

MIDLAND'S 15th ANNUAL

## WORLD CHAMPIONSHIP

## $R * O * D * O$

JUNE 1-2-3:4-5
AND THE USUAL

## Warm Welcome

That Waits For Yor At



Time In Midland Is
Wednesday, Thursday, Friday, Saturday, and Sunday, June 1-2-3-4-5

## 5 big days $5-5$ big shows 5

\$7,500.00
in Purses
and Prizes


The Top Hands and the Toughest Stock
will be in the show
If you miss this
you'll be missing
the best!

And the City Drug Store is ready for the big show. Make yourself at home with us while in town. Refresh yourself at our fountain and sandwich Bar and you'll find a complete line of fresh, pure drugs and sundries.

## VACCINES and LIVESTOCK REMEDIES

# CITY DRUG STORE <br> Home Owned 

LESTER SHORT, Owner

PHONE 33 $\cdots$

Hardin-Simmons Cowboy Band Is Widely-Traveled



We'll See You At Midland's

## 15th ANvUAL RODEO

\$7,500.00 IN PURSES AND AWARDS WHILE IN TOWN A HEARTY WELCOME IS HERE FOR YOU: COX APPLIANCE

 Welcome Podner!
to the
Rodeo!
e hope yo
ill enjoy
CONTESTS!
$\$ 7,500$ in purses and awards will attract visitors from all over the country-we wish to extend to you a real West Texas Welcome! AND we hope that you'll have the time of your life while you're here!

## AND WHILE YOU'RE HERE

drop in for a visit-we'll gladly show you around and try to make your stay with us as pleasant as possible!
McMULLAW'S


A Real Cowboy





## YOU'VE GOT TO BE GOOD <br> TO STAY ON TOP!

Mead's' Fine Bread Has Been TOPS With
West Jexans Since 1936!
You've got to be good. . . and you've got
to be consistantly good to stay on top.
That's why we're proud of the honors to be consistantly good to stay on top.
That's why we're proud of the honors
Mead's Fine Bredd has taken year after
year since 1936. Try Mead's Fine Bread soon. You'll discover why this TUNNEL BAKED BREAD is better!

RODEO Championship

SEE THE WORLD'S TOP COWHANDS!!!!!

- Brone Riding
- Calf Roping
- Bull Riding
- Bareback Bronc Riding
- Steer Wrestling
- Wild Cow Milking
- Cutting Horse Contest

A Consitently Good Loaf of Brad
(A)

ACom Som don

Gary Womén Push Anti-Vice Fight
Where Was Ghosk When Lights Out

(2)

## Welcome To Midland's

 15th ANNUAL RODEO!JUNE $1,2,3,4,5$
Five shows, Wednesday, Thursday, Friday, Saturday and SunThis rodeo is approved by Rodeo Cowboys Association. Make vour plans now to ottend!


Incluaing contestants entrance ett Colborn and Gene Autry of

- Thrills!
- Chills!
- Fun!

We cordially invite you to visit our plant during your stay in Mid-
land .. We're sure you'll enioy the rodeo...nd we're positive
lond

## Borden's

W. Highway 80

Phone 2988

Hitlol


It won't be Loog now untll that Midland World Cha npionship Rodeo bulldogger will be off his mount
ind will have that steer by the horns. And in a ma ter of seconds, he will have that steer flat on the truond, legs oun--strectcred. Note the work of the hizer in this picture as he guides the steer on a straight
run for the bulldoger. Scenes like this are every-night occurrences at the Midland World Championfhitp Rodeo, where men are men and the rodeo stock is't so glad of it. Permian Basin fans always e
foop the buildogging for 1 ts action-plus and the firteenth annual show promises more and more. It's


A HEARTY WESTERN WELCOME TO MIDLAND'S FIFTEENTH R (1) E (

It's The World's Finest In Rodeo Enertainment


Efficient Fan Type COOLERS 32.50
44.50


Sno-Breeze Coolers

$\$ 44.50$ to $\$ 183.75$

Garden Hose


Western Auto Associate Store
123 5. Main

There Ought To Be A Law Against A Law Against Holding A Rodeo Event











 Once Teamed With Gene Autry-
Smiley Burnette Allows. How He Might Have Round-About Connection With Rodeo













 the most colorrull com in one ons in tor niso."


















## Goodbye, Goodbye, Goodbye




## 


 If You're Lookin' For FUN Go To Midland's
15th Annual woas shamoanue
RODEO
JUNE 1-2-3-4-5 BUT-
If You're Lookin' For Prompt,
Courteous,
Friendly
Service
Go To

## Browne's

 West-End MagnoliaMARTIN G. BROWNE

# A Cordial <br> West Texas Welcome 

 To Midland's

15th Championsship RODEO
JUNE 1-2-3-4-5

> You don't need to be a "top hand" and you
> don't have to wear boots or a big hat to be welcome in Midland and at Austin Sheet Metal Works.
> We want to do all we can to make you glad you came to Midland and we want you to want to come back.

## AUSTIN SHEET METAL WORKS

we specialize in air conditioning - heating o ventilating
2201 West Woll
Midand
Phone 2705

## Calf Roping Most Competitive Of Rodeo Events

THE RERORTER-TELEGRAM, MDDAND, TEXAS, MAY 20, 190-1 Grazing Experiment Underway At Tech

 take as the entry
ighast in the rodeo


HOWDY, PODNER!
Welcome to Midland's 15th ANNUAL World's Championship
 J. C. Velvin Lumber Co.

| BHILDIMG MATRIALS | AINTS | LUMBER |
| :---: | :---: | :---: |
| ${ }^{204}$ |  |  |

 Rough Ridin

You'll See It
At The.
Annual Nidland Championship

## RODEO

JUNE 1-2-3-4-5
If It's Electrical Fixtures And Appliances, You'll See Them A1


## Cow Sense-

## Cutting Horse Has HighValue








JUNE
1, 2, 3, 4, 5

## - $\$ 7,500$ In Purses And Prizes -

 Caffey Appliance Co

AND ÁFTER SEEIN' THIS GREAT SHOW COME TO THE

- Crawford Coffee Shop -

WHERE YOUUL FIND
DELICIOUS MEALS - PROMPT SERVICE FRIENDLY COURTESY - FAVORITE DRINKS

Firsi Rodeo Held AIPecos In 1883


We'll Be Seeing You


At The RODEO!
Neely Agency
INSURANCE - REAL ESTATE - LOANS
Crawford Hotel
Phone 1850
Welcome Visitors!

To

Midland's 15th Annual Big-


5 bIG dAYs 5
JUNE $1,2,3,4,5$

You'll be highly entertained at the ro deo with championship cowboys competing for $\$ 7,500.00$ in purses ond visit more enjoyable by adding a large dose of our Western Hospitolity arge AND
while you're in Midiand, we cordially invite you to visit the HOME,
FARM, and RANCH HEADOUARTERS
 of West Texas!
"Hoodquerters for Home, Ferm and Ranch Supplies"

## Basin Supply Co.

There Were Brands 4,000 Years Ago






midland's 15th ANNUAL RODEO

2, 3, 4, 5
$\qquad$ Wild rodeo stock plus championship cowcos sum moneme totered W. Ettend $A$ Corrtial Wdiome to ou $t$ o vist us swile voute in Midond! If we are able to help you in any way, please tee fee to cocll on os so otoy time We hooe yout enioy vour stoy with us. ., ond we

## MID-WEST GLASS \& PAINT CO.

307 s. Morienfitid
Phone 1100


Champion Cowboys Year By Year-


## Come to The

## A Rip Roarin' Show

You Won't Want To Miss!
JUNE-1-2-3-4.5


SMITH'S
Wa Give seH Green Discount Stamp:


, 2, 3,4,5

MIDLAND'S 15 th ANNUAL RODEO . . . and it promises to be bigger and better than ever! Championship cowboys will be competing for purses and prizes amounting to $\$ 7,500.00$ ! Make your plans ow to attend!

## Permian Electric Co.

## Rodeo Winners






## welcone to midland's

15th Annual RODEO!


The Souii,west's Greatest and Fastest!
IN MIDLAND JUNE 1-2-3-4-5
$\star$ Fun! $\quad \star$ Thrills! $\star$ Entertainment For All!


SIGN ADVERTISING


## NEON SIGNS

Sales and Service COMMERCIAL SIGNS

Welcome! to the RODEO
JUNE 1-2-3-4.5
We hope that you enjoy the contests!' We feel sure that top-notch cowboys and worl championship stock will provide mony
thrills for you during your stay in Midland.
framitton

many iemeriv tiems ond diploy here.
tom our complete tor toxeof of need chondise!

tramittors


Diamonds that will olways remain eautifu!! Choosee from our outmond rings
$\$ 5000$ to $\$ 250000$
, vout Hanal, Bulow, Haniton, wolt. hom: Lovinase Eqin ond movy mowe meris stres
$\$ 2475$ up


## AIR CONDITIONED



## HOTEL

 SCHARBAUER Welcomes You To The7,500.00 Fifteenth Annual WORLD CHAMPIONSHIP


Wednesday, Thursday, Friday,
Saturday and Sunday
June 1st, 2nd, 3rd, 4th and 5th meet your friends here
SCHARBAUER HOTEL

250 Rooms

...THE MAGIC WORD IN MIDLAND


HOME OF THE
THIRD TOP
RANKING RODEO
OF THE U.S.A.

## 5 BIG DAYS

Wednesday, June 1st Thursday, June 2nd Friday, June 3rd Saturday, June 4th Sunday, June 5th

## DON'T MISS IT!

We Join The
Whole Community In $A$
Cordial Invitation And Welcome


## To The

FIFTEENTH ANNUAL
CHAMPIONSHIP RODEO



[^0]:    KE DONTEISK YOUR HEALTH!
    

    ## TULI'S DRUG THAT PERSONAL SERYICE"

[^1]:    slas. Main

