Basin Empire
Scores Again

| -3 jamis cimatso |  |
| :---: | :---: |
| The Permian Basin Empire, which has been the pace setter for the oil industry of the United States for a num ber of years, continued to hold its position at the head o the pack during 1949. $\qquad$ |  |
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| the end | How Vast, Really, |
|  | This Permian |
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|  | Basin Oil Empire? |
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|  | 2nd wet of thee lineen and itero Counties tn New Mexico. |
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|  | credited with 280 of the WestTexas fields, and the San Angelo |
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Oit tn The Golden Fifties
Oil long has meant Progress in the Permian Basin Em-
pire, and the eeonomy of this great territory in the Golden
Fifties is geared to the continued development and expan-
sion of the Petroleum Industry.
The Permian Basin Empire has more than 22 per cent
of the nation's total oil reserves, and now accounts for ap-
proximately 17 per cent of the nation's total output of
crude oil. Almost one out of every eight barrels of oil
produced in the United States comes from West Texas,
according to figures released by the Texas Mid-Continent
Oil and Gas Association. Approximately 29 per cent of
all wells scheduled to be drilled in Texas this year will be
in West Texas, along with 20 per cent of the state's wild-

Yes, the Petroleum Industry is THE industry of Wes
Texas and the Permian Basin Empire. Thousands of me
and women are employed within the industry and prac
tically every resident of the area is in the oil business in
schools, churches, hospitals, organizations and business
general depend largely on the oil industry for suppo
financial and otherwise.
The same thing holds true on a national basis, the
business being one of the youngest but one of the most
business being one of the youngest but one of the most H-bomb develo
try on local, state and national levels, there are those
business, particularly the independent seginent, which
means so much to the welfare of our section, state and

The proposed elimination or reduction of the deple-
and
high foreign imports of crude oil are the major "death wa
that elimination of the depletion clause would cripple the
nation's producing business. A continuation of high im
ports eventually will be just as dead.
tion of each and every resident of the Permian Basin
Empire.
The very existence of the Oil Industry
Thepletion allowable and imports issues.
depletion allowable and imports issues.
Passage of the proposed depletion allowable change and adoption of an increased imports policy would de-
moralize progress in the Permian Basin Empire. Such morast not be allowed to happen.
But despite the threats, the Petroleum Industry c
es to develop and expand in our section of the Unit States, as revealed in this issue of The Reporter-Telegram.
Never have conditions in general been better in the PerNever have conditions in general been better in the Per-
mian Basin Empire-thanks largely to the progressive Oil mian Basin
Industry.
Petroleum,
in
and in the nation.
Petroleum Progress Edition of The Reporter-Telegram dedleated.


Paris Man Named Pecos Districi Highway Engineer

Program Charted To Soft Coal Contract Boost Earnings Of Talks Slaied Sunday Low-Income Groups


Labor Decides To Carry On, Despite Slender Majority

Sex Crime, Rural Phóne Bills Passed

 Council Place Jiax wirmeme 4 Wyw w



Jimmy Spiva Loses
Battle For Life Against Leukemia

## Texas Democrats

 Reaffirm 1948 Rule For Party Loyalty$\qquad$
sist on absolutet panty St buandity ploditi-
trom all precinct
the
Another resolution called for the
holding of
erenct
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maters $t$ oresolutions were the only hean at satur
day's quarteriy session of parts thr
 usstn oftered the loyalty resolu
then
there
There was no roll call vote on
either reosultion. But the party loy-
alty piedge got a unanimous en alte pleage got a unanimous en
dorsement vo voive vote and
standiting vote eave tan iting vote gave the Fand De
proposition a comfortabie majorit) Try the New 1950 PRIDEN Auto-
matic Calculatar. Coll baker Ortice


## * LATE NEWS FLASHES *

LONDON - (AP) - Soviet Russia has sepa the Navy, the Moscow radio said Soturday night. The report, as monitored in London, said 1 . Yumasher had been named minister

$$
\begin{aligned}
& \text { WASHNGTON - (AP) - No witch-hunt, } \\
& \text { o whitewash" investigation of alleged Communist } \\
& \text { ifiltration into the State Department was promised } \\
& \text { oturdv ne }
\end{aligned}
$$

SANTA BARBARA, CALIF-(AP)-A sharp earthquake jarred the Santa Barbara areg late Saturday. First reports indicated that the tembor caused no severe damage.

STOCKHOLM, SWEDEN - (AP) - King Gusranklin D. Roosevelt "in tribute to her humanitoria ocityties
night.

Final Details Are Mapped For Annual Midland Stock Show


Area Scouts Exceed Quola For Jamboree
 Building Permits
Continue Upward To
$\$ 1,989,930$ Total
 Defense Secretary
Sets May 20 For
Armed Forces Day

## Ford *Bonus ${ }_{\text {Buit }}$ Trucks

CHOICE OF FOUR GREAT ENGINES CHOICE OF TEN DIFEERENT WHEEL BASES CHOICE OF OVER 175 MODELS

Murray-Young Motors,
223 E. Wall

## SAN ANGELO Midland Day

 FAT STOCK Friday, SHOW and DODE E

## 

. WILLIG

BRAKES FAILED!



Busine:


PREPARE FOR TOMORROW'S OPPORTUNITIES


Hine Business College and its staff of instruc-
tors are proud of the graduates who are em.

PRENTICE-HALL FEDERAL TAX COURSE STARTING TUESDAY, FEBRUARY 28.
Mid-Winter Term Opens March 6
PREPARE FOR TOMORROW BY ENROLLING TODAY!

Thousand Expected To Attend 'Kick-Off' Rally In Midland

为
 Students Of MHS







## an





Wanted Books For Library Memorials Suggested On List


## 



HROUGHOUT the years the man who has been particular about his appearance has demanded the best in quality fabric and tailoring. He has also demanded the finest of accessories.

## (4)

## (4) he Style Has Changed

but the discriminating man remains the same....
chooses his clothes from Tailorfine's distinguished line of domestic and imported clothing because he is assured the finest fabric combined with expert tailoring.

C-

## C-N Sterling Area To Get 8,500-Foot 'Burger' Test



OPENING SOON
Reynolds Engraving Co.
ew industry for Midland
and an added convenienc
Ar printers ond users of
engroving in West

All New and Latest Equip
ment...Experienced Engravers

## Watch For Opening

Date Soon
FAREST REYNOLDS, Owner
211 East Wall St
Midland, Texas

| Phone <br> 80 |
| :--- |
| "Watch for the Red Cab" |
| NOW... ALL NEW CARS! |
| COURTEOUS, DEPENDABLE SERVICE |
| 24 HOUR SERVICE • 2-WAY RADIO SERVICE |
| GREYHOUND BUS STATION |

Lea Wildcat Gets Oil In San Andres; To Test Drinkard

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American Chemical Company makes rapid PROGRESS with Oexi-s

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AMERICAN Chemical Company




OY SHORTY SHELEURN











Application Made To ABC Fer Bowing Tournament Here

Midland Drug Company

Comer Team Slated For Heavy Workout



Herschel F. Ezell

Phone 3659
GOOD FUN FOR EVERYONE
We believe we have aided the progress of Midland and the Permian Basin by providing these beautiful new alleys.
The Following League Teams Are Sponsored By Progressive Business Firms Of The Permian Basin:


THE NEW

- FREE INSTRUCTION

AND THE COFFEE CUP
111 N. Weatherford

## Autopsy Reveals Death Of Lavern Roach Accidental

 NEW YORK-( $(P)$-Five doctors okayed boxer LaverRoach for his fatal fight of last Wednessay night and an antopsy showed death was "accidental. conducted by the State Athletic Commission, with Chain man Eddie Eagan presiding. Eagan said a report will be An ot her probe was
hunched behind closed dors
tit the district attorney's of-
trice and will be continued Monday. Hest F=. Wimen Sweep



## Where There's Smoke. <br>  Chevrolet Our tactory trained mechanics do not magnity your <br> ELDER CHEVROLET <br> COMPANY



THE SOFTEST CUSHION -
Ster sphing in your Easy chair or be
 combrot






Price Takes Lead In Scoring Race

| the individual scoring race Cage League Friday night. game against the VFW and Rotary Engineers to take the <br> Price won the trophy f last season and has let it be known he is shooting for it again. <br> Huffman dropped to secand place arter reading the league all season. He is only one point behind, however. <br> The winner probably will not be regular season, which will be March 6. Both Rotary Engineers and Watkins Mobil have two games left on the schedule Rotary Cinches First Rotary has cinched first place. holding a record of eight wins and no defeats in league play. Ted Thompson's quintet has assured itself a playoff berth by win- ning six out of eight so far. be decided next week. double-header is slated in the | He meshed 24 points in a edged by Leland Huffman of lead. <br> for high scorer in the league <br> night with Mid-West Lumber meeting Watkins Mobll and the VFW playing Ted Thompson. Team league standings follow: Rotary <br> T. Thompson Mobil <br> Mid-West VFW <br> The 12 high individual scorers are: Player, Team <br> Huffman, Rotary <br> M. Harris, VFW .. <br> Hopkins, JC's Kelly, Rotary <br> Brahaney, Rotary <br> Daugherty. T. T. <br> Haskins. Rotary <br> Dyess, T. T |
| :---: | :---: |
| Midolecoff Holds |  |
| Lead At Houston |  |
| HOUSTON - ( $\mathbb{P}$ ) - National Open Champion Cary Middlecoff beat off a threat from Leland Gibson, Kansas |  |
| City, Saturday to maintain his lead in the $\$ 10,000$ Hous. ton Open. |  |
| Middlecoff took two strokes from Gibson on the seventeenth and eighteenth greens while turning in |  |
| three - under - par 69 that |  |
| A bad second wood shot is ${ }^{\text {is }}$ S $36-36$. Demaret and Jackie Burke. |  |
| missed putt on the final green drop- about their 146 half way mark to-ped Glbson to a 69 and sent him tals and had good sub-par rounds |  |
|  |  |
|  |  |
| the 6.725-yard. pars-72 Brae BurnCountry Cluab course.place tie. |  |
| Country Club course. <br> Twelve players took three or more |  |
| strokes off par-only 10 had man-aged to do so during the first two |  |
|  |  |
| competive course record Saturday |  |
| lals |  |
| ${ }^{73}$ A rounds. OP Ferrier |  |
| FAnishing ahead of Ferrier wereClayton Heafner, Charlotte, N. C. |  |
| 210. and Pete Cooper. Ponte Vedra Beach, Pla, and Chandiler Harper |  |
|  |  |

High Scorer


State Basketball Tourney Slate Is Taking Shape Fast

Golden Boy Signs With Detroit Lions



$\$ 69.50$ to $\$ 89.50$
569.50 to 88.50

## Saciety Brand Clothes

## 

$\$ 98.50$ to $\$ 125$
"Botany" Brand 500

$\$ 50$. and $\$ 60$
Ffickey-FFreeman

## Ss ( C Corlhiers



Maxine Oliver Has Top Lamb At Annual Pecos Stock Show

ewer Connection
survey Completed





Triangle Food Market

${ }^{\text {zan wit }}$


MIDLAND SALES CO. 2414 W. Wall Tom Nipp, Gen. Mgr. PHONE 4262

John Holloway's Calves Sweep Honors
At Marthn County Junlor Livesiock Show


Poll Tax Records In 'Off' Campaign Year




Vast Permian EmpireVast Permian Empire-

FARMER'S CO-OP FEED STORE Phone 199
Help your chicks get there faster! Phone 199
custom SLLuUGATERIMG
midland
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## NEW - W. D. TRACTORS

Buy You All Croo Harraters Nour

## PERMIAN EQUIPMIENT CO.

LIS-CHALMERS DEAL
USEd feed binders 912 South Main farm tkailers

 continued improvement of Shell fuels and lubricanes From these, Shell now creates more than 1,100 diffes petroleum derivatives that lead to better clothing
better paints and varnishes, drugs and cosmetics. - Shell
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SHELL OIL COMPANY
$\overline{\text { Dirt, Squirt and Quirt }}$
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## Traveling Teen-Ager



| QL, MCDLAND, TEXAS, FEB, 28, 1900 |
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| LOOKING FOR AN OPPORTUNITY? |
| Large, old established wholesole distributor for West Texa |
| Arizono and New Mexico, wonts intelligent, aggressive youn | Arizone and New Mexico, wants istelligent, oggressive young

man, capoble of filling responsible office position after short
training period. Prefer one with knowledge of hardware and
diter
reloted lines. Necessory to becone resident of El Paso. Po-
\& WHEN I GO TO SLEEP I NEVER COUNT




## windows

| Lumber Company Rear 405 N Bard (in alley) PHONE 828 | One of best suburban locations in : fland. Nice fixtures and clean stock Making pienty of money. |
| :---: | :---: |
| Western Lumber Company <br> East Highway 80 - Phone 3913 | realtor 2000 N. Edwards Phone 3924-4595-J |
| Homes Built And Financed Everything tol the Bullder" |  <br> CLASSIFIED DISPLAX |
| BEPORE YOU BUY NO DOWN Paym Loans OD to 36 Months Io Pay PREE DELIVERY |  |
| Reporter-Telegram Classified Ads Get Results |  |
|  | Weatherstrip |
| CLASSIFIED DISPLAY | Have leased the Greenwald |
| $\begin{gathered} \text { PHONE } 5 \text { PHONE } \\ \text { FIVE-O } \end{gathered}$ | Cabinet Shop at 405 W . Kentucky. See me at that address for complete Weatherstrip Service |
|  |  |
| to Tower Theatre | 3124-J --PHONES-- 1539 |

WRECKER SERVICE

First Class BODY SHOP
bOYCE AUTO
SALVAGE WORKS

## Helping Midland Grow <br> IS WHAT <br> WE'RE DOING

BY PROVIDING THE PEOPLE OF MIDLAND
"The Best Loan Service In West Texas"

Bliss Morigage Investment Corporation Residentiol and Commercial Financing

Again, thanks to the Oil Industry for four years of business success in Midland.

## Joseph S. Hullum



FARMERS-FARM MACHINERY IS IN DEMAND-SELL IT THROUGH REPORTER-TELEGRAM

AVTOS FOR BALE
Ace Motors for Used Cars SPECIAL THIS WEEK
1946 Chevrolet, new paint, complete overhaul by our specialized service department. Radio, heater, good tires. Special this week only $\$ 895$.
ACE MOTORS for USED CARS 318 N. Big Spring St. Phone 3282

PRICED FOR QUICK SALE
My personal car, in excellent condition. 1947 Buick Roadmaster 4-door sedan. Has

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| ${ }^{120}$ | and |
| :---: | :---: |
| ard 2-door. Radio and heater |  |
| Chard |  |
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|  |  |
| See or call us for my maxa of | TRCCKS. TRACTORS |
| Auto Looms und Reftranchiss | Panel Body |
| Conner Investment Co. | 1947 Ford |
|  | \$650. |
| 187 Fored 4-toor -- | $10 \times 46$ Wwosi mishinaton |
| ${ }^{1988}$ Dodge Prcup _- 150.00 | $\underbrace{\text { ORR}}$ |
| Midland Sales Co. | aile |
| 2146 W Wall Phoose |  |

## AUTOMOBILES

Despite the fact that the Automotive Industry has been "crippled" by the Coal and Steel Strikes DON'T WORRY - we stlll have cars The "Buyers' Market" has not been affected by the strikes. You can buy the car you want, when

We are out "hustling" for business, with two fine automobiles as "tools of trade" DRIVE the car you'd like to own-TRY it! Mackey Motor Co. Your Dependable Dodge-Plymouth Dealer Since 1934.
MIDLAND

A-1 FORD A-1
End of Month Bargains

EXTRA SRECIALLL 1948 Chevoroet Fleetmaster


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Mony Other Mokes and Modess,
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The Best Buys of Today
 1949 "7e" Oldsmoble sedan-
8,000 miltes. Priced ta to soll. been


## Elder Chevrolet Co.




THE REPORTER-TELEGRAM, MLDLAND, TEXAS, FEB. 28, 1950-1I LASSIFIED ADS \& PHONE 3000


Lauses por satr
Larry Burnside
REALTOR




 Phone 1337 (Day or Night) NS - INSURANCE
$\qquad$
LOMA LINDA
COME AND SEE FOR YOURSELF TODAY!

Financing $100 \% \mathrm{GI}$
$\qquad$
C.L.Cunningham BUILDER and DEVELOPER

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## 

Leonard H. Miller
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1.10 ROOM HOUSE
2 baths, $1 / 4$ blork, water
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 sox 300 teet. Ideat hacres.
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## FOR SALE <br> 9 Furnished Rooms For Men Plus--Room Apartment Uufurnished Avalable now. GOOD COME POSSIBILTTY the right party. Call for <br> WES-TEX REALTY \& INSURANCE CO. <br> oo west Texas Phone <br> 2 BEDROOM BRICK Nice brick home with tile bath and drant Slab doore, alrye closese and attached garage. Paved corner lot. <br> BARNEY GRAFA Realto <br> 

HOMES

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Romet
$\qquad$ TEVE LAMINACE AGENOY
Groune 2628
Ground Foor-Eet

NEW GI HOMES
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Realtor

HOUSE PLANS
Designed and drawn to or
WEST TEXAS
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DUNT WRING YOUR HAN
Additional Houses For Sale On Page 14

## CLASSIFIED DISPLAY I CLASSIFIED DISPLAy <br> Be Thrifty! <br> Live In Your Own Home <br> If you saved pennies for 31 days. One penny the first day; two the second day; four the third day, and double the number every day for one month. You would have $\$ 21,474,836.47$. Obviously, to save regularll at such a rate is impossible. But to own your own home is nearly as easy as saving your first penny. <br> For Homes To Live In <br>  <br> $\qquad$ Realtor <br> Phone $\begin{aligned} & 2000 \\ & 3924\end{aligned}$ 3924

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$\qquad$ Houses for sale is Only spoovo down and you
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 REAL ESTATE LOANS







come to see us
HOMES
We have the home in the location
at the price and terms you are
Call us thirst and if we cont have
Ted Thompson \& Co.


FOR REPORTER-TELEGRAM CLASSIFIED ADS no test pox ate

## SOUTH PARK ADDITION

2 Blocks South of San Angelo Highway
Inspect these homes in every stage of construction and see why these homes will have lasting beauty and low maintenance cost.
See Maurice Rogers-1218 S. Fort Worth St.
Information on site - Phone 4687
Harston-Howell Agency

## Spanish <br> Type <br> Stucco Among large homes in well established residential well established restosential area. Private path for each bedroom. Income property adjoining Owner leaving adjoining Owner leaving Midland. Must ell at once.

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## SERVICES

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 Paved street. and mice yard.
Shown by appointment only. BARNEY GRAF Realtor
$\qquad$
 Golden Fifties
 of part in the
$\qquad$ Leonard H. Miller, Realtor ERIE V. CECIL, Sales 201 E. Wall Phone 2699 Home Phones 3788.J or 722.J

WE INVITE THE
EYES OF WEST TEXAS dwell in it!

## OIL <br> MEANS FINANCIAL PROGRESS IN THE PERMIAN BASIN

## CENTURY LIFE INSURANCE

"Basic Plan" also means EARNING MONEY WITH PROTECTION for our clients in the Permian Basin.

JOSEPH S. HULLUM
201 E. Wall
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Phone 2757 CENTURY INSURANCE COMPANY
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Que Homes Are Being Finished Daily In Lama Linda It is not a difficult thing to qualify for one of our nicely designed, convenient and nice to live in, low priced homes.

See R. C. Maxson Today who will take your order! A small payment today, will insure a home for tomorrow. All sales through R C. Mason, office 2000 North Edwards or 309 Cottonwood in Lome Linda. Phone 3924, 4595-J Stonehocker Construction Co.


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## Congratulations

To all the people working for Oil Companies and to everyone allied with the Oil Industry in any way.
We owe our success for the past four years, in both the Real Estate and Insurance bustness, to the many people that have allowed us the privilege of serving them, most of them being connected with the Oil Industry in some way.

May we all enjoy a continued period of prosperity and see that Midland becomes another Tulsa.
For Your Real Estate and Insurance Needs -SEE

## Larry Burnside <br> REALTOR

203 Leggett Bldg. Phone 1337

## MIDLAND CITIZENS

may well be proud of their city of beautiful homes! It has been the consistent, purposeful building of homes that reflects confidence in our community on the part of those who

## WE ARE HAPPY, AS <br> DESIGNERS and BUILDERS

to be having a part in the construction of so many of these homes. We believe these are essential to the stability and progress of Midland. We are proud of our accomplishments!

## O. BUCK CARR

DESIGNER-BUILDER


## 43 NEW HOMES UNDER CONSTRUCTION

IN
East Midland PRICE RANGE s5,500 to s5,975

2 BEDROOM FRAMES SIDEWALKS and DRIVEWAYS

ALL CITY UTILITIES $100 \%$ G.I. LOANS

## ITY HOMES MEAN

## GOLDEN 50's PROGRESS



2 BEDROOM HOMES
Sale Price Ranging
From ' $6,600.00$
To ${ }^{5} 7,200.00$
F. H. A. LOANS WITH

DOWN PAYMENT
AS LOW AS
s600.00
A Home Built by James K. Boyce Means Quality Plus Comfort

## The BoyceCo.

 JAMES K. BOYCE-Building Contractor"Homes of Distinction Built to Your Specifications"
John F. Friberg Reoltor
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Herbert Rickard ond Jack Smith, archioctural Droting
WEST HIGHWAY 80 - PHONE 3910


Oil Means Progress...

## Golden 50's

I salute Midland in being the Oil Capital of the Great Permian Basin. It has been a pleasure to have had a part in the building of this capital city.

## JACK BOYCE

 BUILDER-CONTRACTORPhone 3457-W
We Have
Progressed


Shown here are some of the fine, distinctive homes under construction

## IN <br> South Park Addition

Come out today and choose one of these homes and be happy during the Golden 50's! See MAURICE ROGERS 1218 South Fort Worth

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## Parklea Addition

The best located, fastest growing addition in Midland for small homes.
Two bedroom FHA Inspected homes with garages attached. Concrete floor in gar

THREE PRICES AND SIZES TO SUIT YOUR NEEDS

## $\$ 6600.00$ Down Payment $\quad \begin{gathered}\$ 6775.00 \\ \text { Down Payment }\end{gathered} \quad \begin{gathered}\$ 7225.00 \\ \text { Down Paymen }\end{gathered}$

 $\$ 600.00 \quad \$ 725.00 \quad \$ 825.00$ Monthly payments of $\$ 50.00$ to $\$ 55.00$ per month. Costs for insurance, legal fees and loan expense average about $\$ 225.00$ in adarion to down pa FULL GI LOANS ON ANY OF THESE HOUSES Loan costs about $\$ 250.00$LOCATED NORTH OF PONTIAC AGENCY SALESMAN ON PROPERTY. DRIVE OUT TODAY ASK FOR A.P. BELCHER
BARNEY GRAFA REALTOR
Phone 106
202 Leggett Bldg
The 100 Per Cent Floor Plan
In arrongement, spaciousness, ventilation, sun-light exposure economy.
$100 \%$ GI FINANCED or FHA
J. T. CHAMPION CONSTRUCTION CO., LTD.

All sales thru R. C. Maxson 2000 N. Edwards Phone 3924 or 4595-

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GENERAL LISTINGS OF REAL ESTATE LARGE OR SMALL
HOMES-RANCHES-FARMS
Through our financing facilities we are in a position to give you good service in expediting a quick sale. CALL AT THE OFFICE
KEY \& WILSON, Real Estate 112 W . Wall

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HOME
Corner lot $73 \times 160$. ONLY
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room and garage.
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I W W Thank

Our Many Friends and Customers in
MIDLAND and the
PERMIAN BASIN
Serving our customers has been a privilege . .. and a pleasont one. It is
our hope that in the years to come we shall continue to merit

Crawford Hotel
NEELY AGENCY - NEELY AGENCY - NEELY AGENCY

## KELVIEW HEIGHTS

 SUBDIVISIONOn North Big Spring Street

## THE BIGGEST BARGAIN

IN MIDLAND REAL ESTATE!

WE ARE OFFERING 200 BEAUTIFUL, LARGE LOTS IN KELVIEW HEIGHTS SUBDIVISION AT EXCEPTIONAL LOW PRICES ON OUR FAMOUS "SAVINGS PLAN" TERMS...

PRICED AT-

## $\$ 269$ to $\$ 469$

WITH A VERY FEW LOTS ON PAVED BIG SPRING STREET AND A FEW LOTS OF EXTRA SIZE AND VALUE ARE PRICED SLIGHTLY HIGHER.

## \$10 Down - \$10 Monthly

No Inerest-No Texes for Yeast

## SALE NOW OPEN!

AT THESE PRICES AND TERMS, THESE LOTS WILL BE SOLD FAST-
SEE THEM TODAY, TONIGHT OR SUNDAY,
Salesmen Are At The Subdivision Office
AT BIG SPRING STREET AND NEELY AVENUE,
EVERY WEEK DAY AND ALL DAY SUNDAY UNTIL DARK.

## The TRENTMAN Co. <br> Of FORT WORTH

## We're In Step!

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## GrowthofMidland

AND
Permian Basin!
we have the best in

- INLAID LINOLEUM
- RUBBER TILE
- SHEET RUBBER
- ASPHALT TILE
- GOODYEAR VINYL
- CROWN STEEL WALL TILE

Call Us For Froe Estimates

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PROGRESSING WITH MIDLAND By Providing
The Most Modern
Trailer Park
In West Texas!
We have 35 modern spots for rrailers and to progress with modern Midland, we intend to enlarge our park in the Golden 50's.
When out on the Andrews Highway, we invite a close inspection.

## R \& M TRAILER PARK

ANDREWS HIGHWAY
Phone 3023-J-9698



## SOCIETY <br> sUE colzman, zaltor

Plan B\&PW Painting Exhibit




B\&PW Club Bringing Art Exhibit As Gift






Fort Worth Girl Is Jack Blake's Bride

## 

Club Community Aid Revealed In Contest




## The Alidland Taporter-Edenam



Court Of Melody' Presents Toya Chapple As MHS Queen


## Sore de Vivine


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* RUTH MULLET *

Some Women Are Experts At Frittering Time Away ", мй
$\qquad$
Western Auto Now Furniture Dealer
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To Suit Every Taste-




## Caster

Fashion Motes

dicia carriages to jet planes! Whot a mognificent holf century of fact and fashion! Think bock on regal, floor-sweeping dress elegance of the 1900's ... the revolutionary flopper fashion of the '20's. the broad-shoulder look of vintage ' 30 . the ultro-feminine look of the freightened Forties . . then, Hoil to functional fashions that thrill with gentle frills and herold the smart attire for Spring and Eoster, 4ixise

Shown ore two lovely Fred A. Block
creations from our new collection.
-see them Mondoy!

Looking forward to Easter . .


Always a sure sign of Easter
. . . a little Sailor in Spring's most promising colors. So smart looking and right in shiny straw braid.

Wear it first with a bantam-weight
suit . . . later with your prints. A. hat for every budget 5.00 to 49.95



Attend . .
"Fashion Is Magic"
HIGH SCHOOL AUDITORIUM Thursday and Friday Nights

March 2-3
PROCEEDS TO MIDLAND MEMORIAL HOSPITAL

Presented by
Midland Memorial Hospitol
Women's Auxiliory

Mts. Allen Wemple will be one of Colbert's models in "Fashion Is Mogic."


You'll find this crisp spectator sling. tailored in polished calfskin . . so right with this season's textured.tweeds and smooth suitings.


in size and color.
FABRICS-Special dyes for
$J_{\text {oun }} \& C_{\text {ountry, }}, I_{\text {nteriors }}$
Another


## IN HALF-GALLON SIZE

- ou'll like the economy and the convenience of the new
two-quart botties of BANNER MILK. Youll' save on price and save refrigerator space.
You'll find it ot your food store or your route man
will deliver it to your home. Just telephone 1137.
$\qquad$ COMPARE BANNER
WITH ANY OTHER MILK AVAILABLE: For Purity
For Flavor $\begin{gathered}\text { For Nutrition } \\ \text { For Value }\end{gathered}$ For Value
t is the same rich, vitamin fortified, BANNER MILK you packaged.

Look Out, Boys, The Women May Lead In Next Count



Canada Called Lasi Greal Frontier Of Industry On North American Continent


Announcing
Change in Ownership, Name and
Management of Horton Grocery and Market
L. C. Blanscett and Mrs. Nellie Hughes

Have Bought This Store From Mr. and Mrs.
J. F. Horion . . . And Will Operate The

Business Under The Name Of

## Cloverdale Grocery \& Market

We will continue to stock all your needs in staple and fancy groceries, fresh and cured meats, fresh fruits and vegetables, drugs and sundries. You'll find the same prompt, personal service you have learned to expect from the Horton Grocery and Market.

## YOU ARE INVITED

## To make use of our free delivery

 service, our lower prices and our prompt, personal service. Remember you ore always welcome of the Cloverdale.
## . Blanscett - Mrs. Nellie Hughes

## Thanks..

For the patronage that made possible the rapid expansion of Horton's, operation. We solicit your continued patronage for the new owners. Mr. and Mrs. J. F. Horton

Cloverdale Grocery \& Market
 Faye Fagg Chosen In Hoir Styling


Regan Introduces Bill To Establish Area VA Hospital
J. Henry Wilkinson, Jr

Certfifed Public Accoummont amounces the opening of tis fifice as TAX CONSULTANT

415 West Texas


## 

Woman Speaker To Address Knife And Fork Club March 16
The speaker at the next meeting
of the Mdialand will and Fork
Club, March 16. will be Mrs. David


STERL SPRNGS IN YOUR LASY CHAIR or bed


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 Nome minnemein ins trime spent much of her time in Engiand
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So it with che quality of modical care. Your




PHARMACY CAMERON'S Crawford Hotel Building


## By Popular Request

Sears, Roebuck and $\mathrm{C}_{0}$.
of San Angelo
Presents
A Repeat Showing of Our

## 1950 PATTERNS

of
Harmony House Broadloom CARPETING
At Scharbauer Hotel, Sunday, Feb. 26th 10:00 a.m. 10.000 p....
Lowis Godvin ond A. L. Corrr will be there to astist you 100 New Patterns-Wiltons, Axminster, Twists and Velvets.
 113 W. about it which long have been
kown, but seldom have been ex
pressed by any other outsanding
 the top and twist tiour umes.
the twisted top back agalinst
Census Enumerators
Earn \$8 To \$9 Day
Persons employed as enumerat











 orman Elecoric SANDER-POLISHER AND MASSAGER

 miln 1
Wilcox Hardware
506 West Wall

## By Special Requests...

WE have replinshe our stocks And Again Эeature The

## "Hollywood" Folding Cot

${ }^{5} 2950$

> hinerspring mottresss complete.

Takes No More Space Than An Ordinary Folding Cot But So Much Smarter And More Handsome!


Hariluiclhaytuart
DISTINCTIVE HOME FURNISHINGS

Cigarettes 1.59

## FRESH FROZEN

1 Pound

## Strawberries 39c

## Broccoli ficictose.... 35c

English Peas pity 29c
Mary Lou


| L |
| :---: |
|  |  |
|  |  |

Tangerines " $17^{\circ}$ Cauliflower" $21^{\circ}$
CABBAGE Boum $3^{c}$

## Years of Service

We sincerely enjoy serving the people of Midland and we are particularly glad we are having a part in the development of the Permian Basin. We will endeavor to produce our share of growth and progress to Midland! Prices Effective .... Monday - Tuesday-Wednesday!

|  |
| :---: |

TIDE ${ }_{\text {tar } \operatorname{tax}_{x} \ldots 7^{\text {c }}}$
SUGAR

Yes Facial


01 L for Progress!

## Row prices

FU


Condemnation Suit Set For Thursday $\underset{\substack{\text { trac } \\ \text { way } \\ \text { mild } \\ \text { rised } \\ \text { dead }}}{ }$ a



MIDLAND'S NEWEST SHOE SALON featuring THE FAMOUS

## Gothanone <br> SHOE

Continues It's Policy

- FASHION
- QUALITY
- PERSONALIZED SERVICE

We pledge ourselves to create a shoe store to serve you
completely ond to make your shopping a
pleasant experience

## Jashath gialon

 106 N. Loraine Phone 796WE Offer a salute to
MEN AND WOMEN OF THE
OIL FRATERNITY

fashion salon keeps pace with the PROGRESS OF MIDLAND AND THE PERMIAN BASIN

Fashion, more than anything else, reflects the wishes
dreams and ideas of every woman. The outline of the feminine silhouette is a spectocle ever-chang-
ing, ever-stirring the imagination.
We at Fashion Salon invite you to visit, to shop, to view our many departments for children as well as
odults. We hape you'll find this store filled with things to make you prettier and happier. . We are
fashion specialists for women of all ages


106 N. Loraine
Phone 796


## THE BULLDOG Court Of Melody' Coronation Theme <br> Queen Toya And Court Honored At Annual Event <br> nade To lay nig flis is <br> .....  <br> $$
\begin{tabular}{|c|} \hline  \\ \hline atavemb \\ \hline \\ \hline  \\ \hline Slough, Johnson Take \\ \hline Top Senior Honors \\ \hline \end{tabular}
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What's With Complaints?

## Athlete Feats-

In And Around MHS

To Austin See Governor

'Los Habladores' Club Plays Mexican Game


Painful Fall Is
Warning To Runners

Queen Toya Hostess At Dinner For Court And Escorts

If A Thing is Worth Ding



Finance Committee Demonstration Club For Club Building Has All Day Meet Discusses Projects

 min sponsor \& bonnet b
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 Mildred Cox Union
 Has Dinner Party
Club Aid-


Community Theater Tryouts To Select Men's Cast Slated



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Coming Event Piano Ensemble To $\ldots$ Events Give Next Program Nosin







 Book Review-Tea Is Ruth Class Project anm Hour unt
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## We are growing with Midland and the Permian Basin....

and that's one of the many reasons why



Trial Of Civil Case Is Scheduled Monday


SPECIAL! KitchenMasten QUALITY at a new LOW PRICE!


 moting it the porfoct top-ivit whisk oft tot dith with domp.
 PAYMENTS TO SUIT YOUR INEOME or

## Westerth Auto Associate Store inhone 300

| Supplying Midland With Distinguished Luggage For 2½$\qquad$ September. 1947, we have endeavored tosupply foik of this section with a wideselection of qualty luggage and leathergoods at lowest prices. The fine businesa we have enjoyed has indicated that ouefforts have met with approval. For thiwe are grateful, and promise every effor |
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Featuring Nationally Famous Lines our choice selection of luggoge
is by such fomous makers ane

- Amelia Earhart •Oshkosh - Skyway •U.S.Trunk Co،

ZIP-KOVERS for any luggage Luggage repair service

and now offering

JEWELRY ond SILVERWARE
 WaTchise, tor men and momen, by Hamiles.

tion Community, 1881 Rogess, 1847 Rogers.





Dallas banker Robert L Thornton
is
is one of seven men named by
President Truman to serve on the President Truman to serve on the
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Postmaster General. the Postmaster Ceneral and Deput
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Just creamenended as reconmed
the Hoover Commission's repor


 necessary expenses pay excent for
with their meentigs.
Amiabie,
pistol-packing
 real flesh-and-blood Texas ranger
mootst of he local police reporters
ever saw.

 bia's Municipal Building, the news-
men gathered round
They wondered why he didn't



Quiet-Spoken Texan One Of Key Figures In Coal Crisis; Sits With Lewis

e
Permlan Basin AIME Section Is Active Oil Industry Protessional Organniztion



## Just Arrived.



Kiddies' Toggery

## Year 'round comfort

is our business




## Grammer-Murphey's Women's Wear becomes <br> sign



Midland's Store for Men and Women

A good store, both men and women of this area can depend on to fulfill their daily needs for clothing of unquestioned quality, newest in fashion, and competitively priced with any store in America.

A good store that expects and wants to render its patrons the finest in service by courteous, intelligent presentation of its merchandise for their use and enjoyment.

In the men's section . . in the women's section . . . Grammer-Murphey's store is filled with the type of clothing West Texans will enjoy wearing this Spring and Summer . . . smartness and full value is the keynote ... and as your needs arise we especially invite you to do your shopping.


Hospital Receives Incubator


## The Geologist In The Oil Industry The Geologist In The Oil Industry

By

## THE MIDLAND BASEBALL CLUB <br> GROWING WITH MIDLAND <br> Progressing with Pleasure <br> Proudly Representing Midland

## Permian Basin Chapter, API, Is World's Largest

$\qquad$

## The Mlidland Reporter: Telegram <br> Thi best investment for your advertising dollar

MIDLAND, TEXAS, SUNDAY, FEBRUARY 26, 1950

Scholarships Project Of AAUW Unit




Progressing with Midland and in Midland! It's "The Booiery" for the Smariest in Shoe Fashions





YOUR DOCTOR'S PRESCRIPTION
Gets the immediate attention of an experienced, registered

It is compounded of fresh, potent drugs from the country's most
reputable manufacturers, and rushed to you; free of delivery
We have a special, unlisted telephone for your doctor's use in
We hor a
TULI'S DRUG
210 W. Taxes
R DEPENDABIE PRESCRIPIIONS


Midland County Library Educational, Cultural Asset To Citizen-Users

PEO Is Woman's Club Chapter Located Here

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This Is Midland; The Watchword, Progress

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Cave May Give Traces Of Prehistoric Man


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## Serving the Permian Basin...

We are happy for the opportunity of designing these and other buildings for the people of West Texas and the great 'Permian Basin ... Our sincerest best wishes for your continued progress.


PIONEER AIR LINES SHOPS, HANGAR, ADMINISTRATION BUILDING
Dallas, Texas


CAFETERIA AND BAND HALL
Wink, Texas


NEW BUILDINGS for IRAAN SCHOOL DISTRICT-Iroan, Texas

Designed by

## BUFORD and FEINBERG

AŔCHITECTS-ENGINEERS





So they say

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DREW PEARSON
The WASH゙NINGTON


Uncle Sam Taps Security Funds


## France Falters



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## Organized Labor---

## Builders of a Greater Midland!



The forward march of AMERICAN ORGANIZED LABOR has paralleled the conquest of the frontier, the building of great cities and the rise of giant industries across our continent! Throughout the years, ORGANIZED LABOR has been in the forefront of every struggle for social justice and human rights. Today we are more than ever mindful of the role ORGANIZED LABOR plays in the life of our community, our nation, our world!

We take pride in saying "We have helped Midland progress" by supplying the best in workmanship! We pledge ourselves to further the progress and prosperity of our city.

United Brotherhood of Carpenters and Joiners, Local Union No. 1428

International Brotherhood of Electrical Workers, Local Union No. 460
Wood, Wire and Metal Lathers International Union No. 513

United Association of Plumbers and Fitters, Local Union No. 239

Brotherhood of Painters, Decorators and Paperhangers of America, Local Union No. 1001 Finishers, Local Union No. 754

Midland's New Texas \& Pacific Railway Station


Oil Industry And SeismicMethod Had Allied Industries Wartime Inception Furnish Jobs


LDOKING AHEAD...

Your Chrysler-Plymouth Dealer
"WE AIM TO TAKE CARE OF OUR OWN"

624
 Phone 3949

We are happy to be playing a part in the growth of Midland and we are "look ing ahead" to the time when we will be able to render a greater service. We only purchased the Chrysler-Plymouth dealership a short time ago, but we are at this time expanding our service department an additional 2,800 square feet.

Our modern sales and service plant is fully equipped to service and repair your car by factory frained mechanics and you can be assured of receiving genuine factory replacement parts at all times.

No matter whether you need a new car, a motor overhaul or just a grease job, Hargrove Motor Company always offers courtesy, speed, dependability and economy

## HARGROVE MOTOR CO. <br> P. R. HARGROVE

Information Program In Fourth Year


Midlanders Aid 'Golder' Fifties
For Warm Springs For Warm Springs


5x=. +2



Miracles happen daily.... AT MASTERCRAFT FURNITURE CO.


Midland Geologist Is Vice Prexy Of AAPG For 1950



 Adams mur insoi he hew itic Man Amuan meent bot hie Ame Chicago in April
AND $\begin{aligned} & \text { TH THF CUT DOWV } \\ & \text { THE OLD POPLIAR TREE }\end{aligned}$




## MASTERCRAFT

FURNITURE COMPANY
mosw Phone 3423

## 

The New LeRoi Model L-3460 Drilling Engines


1200 HORSEPOWER AT WORK
Geier-Jackson, Inc.
Montgomery No.

LEROI
Visit Our Showrooms - Now On Display LeRoi Service-Night and Day
GENERAL MACHINE \& SUPPLY COMPANY

ODESSA

The Geologists In The Oil Industry-


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$\qquad$

## Texla Gas Corporation

Dallas, Texas

Monahans, With Diversified Industrial Interests, Has Stake In Basin's Future



Germans Withdraw Midlander-



# THE DOMESTIC OIL INDUSTRY IS BETWEEN A ROCK AND A HARD PLACE, with EXCESSIVE OIL IMPORTS on the one side and threatened REDUCTION OF DEPLETION ALLOWANCE for tax 

 purposes on the other.OIL IMPORTS

Reduction of Depletion Allowance, further to tax the domestic oil industry, is now requested by the President and the Secretary of the Treasury in the face of the following testimony:

| The late JAMES D. FORRESTAL said two years ago: "The maximum military requirements of petroleum in the event of a war emergency are now estimated nearly double the requirements of World War II. In other words, instead of $1,375,000$ barrels a day it would be about $2,750,000$, which would be roughly 70 percent of our daily production before we entered World War II." | forth a drilling which is the only way to find oil and has mode oil available in such quantities that we have been able to win two wars? Men venture in risky drilling for the reward which follows success. Remove the rewards and our domestic supply in oil shrivels and we will become dependent upon foreign oil. Foreign oil, of course, could be denied us. |
| :---: | :---: |
| HAROLD ICKES also said: "In the event of another war, we cannot rely on imports, with the possible exception of Mexico. In other words, you will not be able to bring it in by tanker. The airplanes will be so efficient thot they will blow every tanker off the surface of the ocean. You cannot depend on that." | "We know that certain people are concentrating on submarines and we would be denied foreign oil. Especially is this true of the great Persian Gulf area, the Middle East, Iran, Saudi Arabia, Kuwait and Behrein Islands where they have discovered more than 47 billion barrels of oil with just a few wells having been drilled. Their production in that area has already gone up to 1,400,000 barrels a day. |
| SENATOR LYNDON JOHNSON now sums this up: "Events since that time-changing the concept and conduct of military defense-have further increased our minimum petroleum requirements. Oil is as important to our security as any weapon in our arsenal or any resource-including uranium. <br> "For the oil industry, the $271 / 2$ per cent depletion allowance is the cornerstone upon which exploration is built. Exploration is closely bound to our national security. Through exploration only will more oil be found-and without more oil we, as a nation, will be woefully shorthanded if we are called upon to defend our country. | "These great Middle East fields lie under the shadc:r of the Russian Bear right at the border. I have heard it testified in the Committees of Congress by high military officers that the Persian Gulf oil fields could not be counted upon by us if war should come. Therefore, I urge the members of this committee not to change the $27!$ ! per cent depletion, not to reduce it in any way. The system is working, it is producing the oil. It means national security. It is my considered opinion that we cannot afford as a nation to tamper with a system of incentive, namely, the $271 / 2$ per cent depletion allowance on our oil and gas production that is getting the job done. |
| "Exploration is primarily the function of the small operators, the small independents of the oil industry. These are the men who do not gain national attention as members of the spectacular rich, because exploration has made more paupers than millionaires. For these men, whose hazards are great and whose rewards are uncertain, the depletion allowanse is necessary to make a gamble into a business. | "We do not yet have enough ready reserve oil producing capacity for our national security, not half enough. Revenue, however badly needed, cannot be considered when our national security is at stake. Our very freedom is involved. Come war, there will be no time to drill oil wells. To be useful for defense the oil wells must have already been drilled. Reserves lying undrilled ore of no value and there would be no time to drill them, there would be no steel |
| "For Congress to tinker and tamper with the depletion allowable, thus curtailing exploration for and production of oil, is just as unthinkable as for Congress to tinker and tamper with our aircraft production, our submarine development, or any of our vital defense programs. | available for the drilling. The oil wells must have alreody been drilled, equiprefineries of ample capocity, reody to make the products required in sufficient quantities and of proper quality. |
| "Remember: As you cut down on the depletion allowance you cut down the flow of oil; as you cut down the flow of oil, you cut down our national security." | "Since the close of World War II the oil industry has gone faithfully forward with new drilling, new pipeline construction, new refineries to the amount of more than $\$ 7$ billion, perhops even more; I know that is a conserrative figure. They have done that in order to keep up with the ever-expanding |
| ERNEST O. THOMPSON, Citizen-Soldier, soid: "Oil is ammunition. In defense, oil is prime mover. The proposed saving here put forward by the Treasury Department of $\$ 200,000,000$ by the government, by cutting depletion al- | American economy and to help get ready for the national defense in time of possible emergency. I feel that we should not now imperil the progress in this field and become dependent on foreign oil." |
| Den | ducers |
|  | cia ion |

Scurry Development Will Benefit All Sectors Of Permian Basin By Stimulating Search For More Reefs

Midland's Most $D_{\text {ependable }}$ Source of Supply...
Salutes The Petroleum Industry of The Great Permian Basin Empire
You Can Always Depend On Basin Supply
$\qquad$

 bepend on 45 tor 11 yeur hadware needs

A. Basin Supoly you get Notionally coom boord nome

## BASIN SUPPLY CO.

Midland's Most Complete Hardware Department Store 103 S. Main


The Boys Who Furnish The

## MANPOWER

For The Mighty Petroleum Industry IN THE GREAT


The Beverage of Moderation
AT ITS PEAK OF PERFECTION

Distributed In Midland and The Permian Basin BY

Churchill Distributing Co.

This Is
The Enemy, Mr. Jones




Midland Service League
|Hine School Will Be Year-Old In '50 Enrolls Many
 Enmang ime sim



County Fair Due Growth'l 50's
The Madand County Falr is ex-
pected is become bigre and better
during the colden Fiftes.
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The show in 1949 drew an un-
usually large crowd. New RRC Staff Members Named



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 Wadill
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'Expert' Forecasiers Missed Prediction That America Finsished As Oll Producer



Here's what this Chevron sign means to you
When you see a Chevron Gas Station sign you know the dealer is an independent business man in your community. You see, lots of folks appreciate the friendly, personal brand of service they get at these independent stations but don't know that they are "home-owned." The Chevron dealer is, in fact, your friend and neighbor and since he is anxious to earn your patronage "for keeps" he will take better care of your car.

He wants to be sure that you-his customer-gets the best. He knows you can't beat Chevron Supreme Gasoline, RPM Motor Oil and the fine Atlas accessories he has available. And he assures you that his service is second to none.

The gasoline that gives your engine the extra power needed for faster get-a-ways, easier starting in all kinds of weather.

## and

The compounded motor oil that cleans your engine while it lubricates . . . assuring longer trouble-free driving.


McCamey To Observe Silver Anniversary In Golden 50's


FRIENDLY, DEPENDABLE SERVICE
TO THE INDUSTRY
AND TO THE INDIVIDUAL

resident and General Manager

E. "Butch" CLENDEN
Secreterr-Treasurer,
Key Inrestment Co.


IMMIE WILSON
Vice Fresident, Kee Inrestment
End Manager, Key $\&$ WIlson.

## Mortgage Loan Division <br> of Key Investment Company

You will be more than pleased with the Complete I SWison, with 20 yeers experience in the insurance busisurance.
We represent Capital Stock Fire and Casualty Insurance Companies... offering unlimited facilities for the handling of all classes of insurance and bonds includingliability, workers compensation and contractors general liability, life, health and accident and group hospital-

A Complete
Insurance Service INVESTMENT

Key Investment Compony has been serving the Permion Bosin Area for 19 yeors ond
is the oldeses indopendent automobio finoncoing compony in the creac. You will like is the oldest independent automobile fina
the personal service rendered by our office.

## West Texas Has Tremendous Stake In Outcome Of Urgent Depletion Allowance Battle



Fantastic Growth-
Odessa Is Oil Field Supply Capital Of Permian Basin


Wes-Tex Food Mart 200 West Texas Avenue


Sets The Pace For progress...
in Midland . . . and stabilizes the economy of the entire Permian Basin Empire.

## $B_{\text {stlter }} Q_{\text {uality }}$

 and
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## Sued

ON EVERY FOOD
PURCHASE. . . IN THE Golden 50'
by taking advantage of our
every - day low prices!

## Detroleum

## "Esso Extra is the best

 gasoline I ever used"Puts Them All Togethe



RCC Office Is Nerve-Center


MEW LOW PRICES


For 3 Years, Bob Pine Has Had The Privilege Of Serving Midland Businesses. Foith in Midlond's future, an honest desire o serve, insistence on delivering quality products, has enobled Bob Pine to progress with the city's growth!
$\qquad$
$\qquad$ of a complete office furniture instal-

## BOB PINE

## Office Equipment

605 W. Missouri - Phone 935

Midland MSA Unit Aims 10 Growth In



 Members who move to te ther
Les mar contact he NSA
send be sure of asistane in
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 Basin Empire.
Memers of
Chapter at preser


The C. E. (Bud) Bissell Agency life - hosplitalization - polio insurance

## To:

MY FRIENDS AND POLICY HOLDERS-
I am justly proud of the progress that has been
mine to enjoy the past 5 years, and $I$ express
my humble oppreciation to those whose pleasont
ossociation has helped make possible this progress. As this swift moving ond swift growing
city expands, the scene changes almost daily. Among the changes, one thing stands unchanged ond that is my fixed policy to deal with perfect fairness with each of my friends and policy holders. My agency stands as growing proof of the system of that policy. cooperation extended to me.

## C. E. (Bud) Bissell

HE OHIO NATIONAL LIE




The most progressive perforating service in the field.

## ENGINEERED ACIDIZING

The dominant and most experienced acidizing service in The Permian Basin.

## BULLET AND JET PERFORATING


at your immediate call $\square$
$!$
$!$

## THE WESTERN COMPANY

GENERAL OFFICE: MIDLAND, TEXAS


#  <br> THE BEST INVESTMENT FOR YOUR ADVERTISING DOLLAR 



Midland Chamber Of Commerce Has Work Program Designed To Assure Continued Progress In Goldert 50's


Poll Taxes
Increase



Rev. and Mrs. W. R. Mann
Wish to extend greetings and best wishes to their friends

Completed Church Plant Aim Of Asbury Methodist


## America's New Frontiers

Under the American system of free enterprise which encourages initiative and provides proper rewards for those who contribute to the expansion of the national economy, the oil industry is constantly opening and developing new frontiers of achievement.

These discoveries and developments create new wealth, provide gainful employment both within and without the industry and make constantly improved petroleum products available to the public at reasonable prices.

More important than the direct material benefits of the industry's pioneering is the consciousness that adequate petroleum reserves and a surplus productive capacity, such as have been created by the men of oil, guarantee that America shall be self-sufficient and secure in the No. 1 essential of both war and peace.

Plymouth Oil Company and its subsidiary, Big Lake Oil Company, are proud to have had a part in opening and developing America's great new frontier in West Texas. They join with other units in the industry in congratulating the City of Midland upon its progressive spirit and the solid foundation upon which it is building for the future.

## Plymouth Oil Company

Pittsburgh, Pa.
Walter s . Hallanan, Prosident
W. M. Griffith, Sinton, Texas
W. D. Lane, Midiand, Texas

Vice President and General Manager
Division Superintendent


# MAGNOLIA PETROLEUM COMPANY 

ITS ORGANIZATION and DEALERS Salute MIDLAND

Part of the Great Permian
Basin Country

## FORWARD WITH PETROLEUM PROGRESS


Conceived In Man's Heart, Born In Tent, Cradled In Cottage-- Is Church History


By Rev. A. L Teafy



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Looking 1 at it from the "bit end"


Plan 24,000 Troops In Alaska By 1952


Children Are Active In Music Affairs Of City




## "Oil

Progress
Week" . . . is every week!
$\qquad$ strsy. meatiche tamins and
Crop freexing is now overcome
by an artilicial fog . . harmful
by an artilicial tog . . . harmful
nsects are destroyed . . rust is prevented . . . clothes are water-
proofed. industrial production profed. . Industrial production of oil and its by-products. research every year. October 18 th-22nd was "Oil
Progress Week." But to a nation moving forward with on oll. Oil
Progress Week is every week in
he year.
$\qquad$

1950-Oil's 91st Year of Progress

## STAR OIL CO.

2310 Mercantile Bank Bldg.
Dallas


## 

NORTH...SOUTHI...EAST... WEST! Inalla ative dilings rases yulll find


We Have Kept The Pace With The Progress Of The Oil Industry In The Permian Basin and with the Rapid Growth of the City of Midland

## Everything To Build

WITH Anything...

## We Are Proud Of Our First 13 Zeans of Service TO MIDLAND and the great PERMIAN BASIN!

The phenominal growth of Midland, during the decade just ended, is a noteworthy example of the fact that great cities are created by transforming natural resources, geographical advantages and human ingenuity into WEALTH

Midland's wealth is not measured in Bank credits alone . . . but in better homes, commercial and industrial buildings, schools, churches; and Midland's ability and will to serve the industry that is most responsible for this wealth.

## THE golden 50:

Promise even greater achievements for the people of Midland because Midland still has the natural resources, the geographical advantages and a greater will to serve.


## Always Better Quality

Has been more than a slogan with us during our entire 13 years of service to a Progressive Midland . . . it has been, and will always continue to be, a legend and a pledge to the people who are building a greater Midland.

It is not astonishing to the people associated with the building trades, that so large a percentage of the BETTER HOMES IN MIDLAND are made of materials from A. \& L.


THE ROBERT L. WOOD HOME,
1507 West Ohio Arenue-Construction by J. R. Freetog

We have always stacked the best quality building materials in the market and have consistently co-operated with building contracfors and mechanics whose integrity is beyond question. When you consider building anything . . . Consider A. and L.

What Midland Builds-Builds Midland


# A \& L Housing \& Lumber Co. 

Midland's Complete Home Builders Since 1937

Presbyterians Face Golden Opportunities With Definite Plans



 $\because$


Congratulations to the


Progress is many things . . . it is Vision, Hard Work, Determination, Pride of Achievement, The Will to Succeed against all obstacles!

## MIDLAND PACKING CO.

Has kept pace with the rapid growth of Midland. Building on growing circle of warm friends.
|Midland Knite And Fork Club Is New Social Organization

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## We Join In Saluting The <br>  INDUSTRIES!



## Shop Made Saddles

Brides, Blankets, Breast Collars, Bits, Spurs, Riding Accessories.

## Western Clothing

Frontier Suits, Riding Trousers, Authentic Western Shirts; Justin, Hyer and Acme Cowboy Boots; Caxton Hats, Napa Gloves, Hand Tooled Belts, Silver Buckle Sets.


Luggage - Brief Cases - Wallets Dickies' Matched Khaki Shirts \& Pants Square Dance \& Sheriff's Posse Ouffits

Genuine Levi's Dickies' Denim Cowboy Shirts For Men, Women \& Childres

## T. Paul Barron LEATHER GOODS

201 South Main — Phone 691

## The Mitidand Reporter Telegram THE BEST ANEETMENT FOR YOUR ADVERTISING DOLLAR

Brings You News -While It IS News -Of Oil Activity In The Great

## Cermiancaasin

## AMERICA'S GREATEST OIL RESERVE AND MOST ACTIVE AREA!

The story of the oil industry in the Permian Basin unfolds in the pages of The Reporter-Telegram. Midland, the capital city of the great Permian Basin, must have a newspaper that will tell of the phenomenal development of its major industry . . . Your Reporter-Telegram does so by consistently reporting complete and accurate up-to-the-minute news about the oil industry. During a year, more than 135 complete Reporter-Telegram pages are made up exclusively of news of activity in the vast Permian Basin oil fields of West Texas and Southeastern New Mexico

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 En a From Ellenburger

## SW Midland Wildcat

 GAOC No. Peek Already Has oil From Devonian And Penny Variaian Pays

SW Borden Wildcat Flows Canyon Oil


Warren 'Disturbed' By Unfounded Reports That Depletion Fight Is Won

Eddy Prospectors To Be Drilled By Magnolia, Humble No.

## Midlander Takes Contract To Drill 14 Actor Projects

Champlin Refining Establishes District Offices In Midland


Ashmun-Hilliard Join Independents; Have Opened Office


Possible Extension Indicated For East Midland Oil Field


## MIDLAND

Headquarters City of the Permian Basin
By james c. WATSON, oil Editor


 A very slagificant fact in connection with new reserves of petroleum developed in
the Unittod states during 1949 was that 599 per cent of the total net increase in new reserves in the entire United states was found in the Permian Basin territory.
Reserves in the United states increased during 1940 by $1,075,000,000$ barrels. That
Wa after the total of the new reserves discovered during the year was added to the total Wa after the total of the new reserves discovered during the year was added to the total
known reserves at the beginning of 1949 -and production during 1949 was subtracted. The Permian Basin showed a net increase of proven reserves during 1069 of 633 ,00,000 barrels of petroleum reserves.
No other oil area in the United States came near matching the Permian Basin in its
net increase in proven reserves during 1999 . No other oil area in the United states came near matching the Permian Basin in its
net incrosee in proven reserves during 1949. Many of the major oil regions of the nation

The Permian Basin had 31,453 producing oil and gas wells on January 1,1950 . That was a net increase of 2,325 active producing wells over the total of 20,128 wells in the
The Permian Basin now has approximately 950.000 proven $p$
000 square miles of territory with proven petroleum production
Total production of the Permian Basin during 1969 was $235,233,000$
That production was under strict proration-with a large percentage of the flush
wells in the region being allowed to produce at less than half their maximum efficient
The present producing oil wells in the Permian Basin easily could yield more than NOTE
This material was prepared by James C. Watson, oil Editor of The Reporter andegram. Watson, and his staff, also provide regular reports on West Texno-New Mexico met-Inoluding some of the largest publications is the nation. His dally column in $\mathrm{Th}^{2}$ raporter-Telegram, his more than two pages of Permian Bast old reports in the Sunday sure of this newspaper, and his genet

Wink Eyes Golden SO' For New Era * w wrw

Midlander Heads TFWC Into Golden Fifties


Demand For Peiroleum In Go'den Fitties Will Increase, Is Consensus of Experts



First Christian Church Will Occupy New Large Modern Plant In 1950




Ryan Consolidated
Petroleum Corporation

Straight From The Largest, Active Oil Field

## scurry countr OIL DIRECTORY rosoun

Scurry's Main Boosters
Once Skeptical; Field
May Be World's Largest


GET YOURS NOW BY WRITING
Burmass Sales Co.
Midland, Texas
Box 509
201/2 W. Wall


# DOWELL SERVICE ... Acidizing Pioneer in the Permian Basin ... 18 years of engineering experience 

The right ocidizing treetment in your completion or workover program mor moon the difference between a good well and a poor one! For the most advanced meonh
meds, for the best results-"Look to Dowell," the pioneer in acidizing in the Permien Basin.

Drawing on the experience gained in acidizing thousands of wells, Dowell enginoers work with you to help you get the most from eoch well. For example: a well was producing $1 / 2$ barrel of oil per hour and had a gas-oil ratio of 20,000 to 1 . An Electric Pilot permeability surrey was correlated with other well data to determine the zones which should respond to treatment. After Dowell selective acidizing of those zones, the well produced 50 barrels of oil per hour, and the gas-oil ratio was reduced to 500 to 1 !

Look to your Dowell engineer for expert help in planning an acidizing treatment to fit your well. He has at his disposal the latest techniques, the correct chemicals and modern treating tools and equipment. He'll be glad to tell you, too, about the other Dowell Services which have been developed to oid in the profitable comple tion and operation of wells-Dowell Plastic Service for remedial and completion work, Permeability Surreys, Spinner Surreys, the automatic-recording Caliper, the Woter Locator and the new service for difficult lost circulation,

## DOWELL Incorporated

Midland - Levelland - Kermit - McCamey -Hobbs-Artesia-Big Spring-San Angelo


Ask your nearest Dowell Station for complete information on these services and products ACIDIZING SERVICE
ELECTRIC PILOT SERVICES—PLASTIC SERVICE
Chemical scale removal service for Heat Exchange Equipmen LOST CIRCULATION SERVICE JELFLAKE—PARAFFIN SOLVENTS—BULK INHIBITED ACID MAGNESIUM ANODES for Corrosion Contrel
"Petroleum Promotes Progress"


Texas Tech Museum


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U. S. Produces More Than Half Of Total Petroleum In World


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ter the Permian Basin Empire. Aeronanutcs The Aeronatics Committee is to
continue its eftrorts to make Mid-
 The attrative enew church building of the Christian Science Society, MIdland, was dedicated Feb. 5, 1950
Construction of the building, 1ocated at eon North
were held

Highways
The Highways committee will put Christian Science Society, Tidelands Fight To Midland, Dedicates Building Develop During 1950



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SYRACUSE $-(\mathbb{P})-$ The New York






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Into the

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## PETROLEUM

 PROGRESS MEANS DODGE
## We Salute The Permian Basin Oil Industry!

You Have Made This Area One of the Greatest
Ride To New Heights—In The Great, New 1950 Dodge!

Come in for a "MAGIC MILE" Demonstration Ride


## MEANS PROGRESS





Community TheaterShows Promise; Has Progressed In Four Years






Church School Sought By Grace Lutheran


Geological Library Here Is Excellent






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 of Eupaten wis




## With An Automatic GAS Water Heater There Are...


$\mathcal{S}_{\text {ING 'em high and clear }}$ even when you're bringing up the rear! Step in. assured of plenty of hot water with out first patting the tank. Enjoy-24 hours a dayplenty of hot water with an automatic GAS water heater.
ot water
at all times...easier temperature election -elect
an automatic GAS water heater. There will be no more blue notes just because you didn't get in the shower first Be sure to select a water heater of adequate size and assure yourself and the entire family of plenty of hot water at all times

See Your Antomatic Gas Water Heater Dealer Today
West Texas Gas Compamy

Open your heart . . . GIVE . . . Fight Heart's Disease

## THE HEART OF THE MEAL is the bread that is served



Serve it toasted at mealtime Serve it plain at snacktime Serve it everyday at anytime

EVERY DAY A GOOD BUY

## "Midland Has Always Been A Good Töwn"- Addison.Wadley <br> (The Mllidland TReporter Uelegram




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 On Golden Fifties

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SNYDER - The City of | past 20 years. |
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| Mootc rellable geologists, surveying |
| the scurry |
| County field, have esti- | Snyder has jumped the gun $\begin{aligned} & \text { the scurry County field, have eets- } \\ & \text { matee parcesity proved reser of } \\ & \text { one bllion bearrels. Other estimates }\end{aligned}$

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## Hospital Completion, Opening

 Scheduled In Golden Fifties




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DIRECTORS
Robert L. Wood
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The Midland Tower salutes the Oil Indus-
try for its outstanding accomplishments
during the past years and for its impor-
tant contribution to the progress of Midland!

We are proud of sharing the heritage of those who have made Midland and the

Permian Basin great!

# MIDLAND TOWER 

Built and operated by Midland citizens who believe in the continued growth and prosperity of Midland!


# THE Vew WFATHERF = DE-APPLICATOR TOOLWorling Together шітн тне APPLICATOR TOOL... remove or 

INSTALL DRILL-PIPE PROTECTORS IN

## LESS THAN <br> OnEMinut!!

SNYDER, TEXAS
2101 Ave. S-Call Big Spring Mobile Operator, Z7F3-7526


Means Progress in the Permian Basin!

It's been a quarter of a century

many maior oil companies sere now located in Midland . . and other major companies ore contem.


## MONAHANS PUBLIC SCHOOLS

## WEATHERSTRIPPING

a great improvement you can add to your home and make it more comfortable
a complete end thorough job is done by hishly trained. expert mechanices who take


## Shu-R-Fit Venetian Blind Mfg. Co.



Midland's
Petroleum Club SHOmpletely Equipped With


## You've Seen GRAFALAND, lIst Section <br> Now, more than ever, you can visualize <br> GRAFALAND, Ind SECTION

This beautiful home is being constructed for Mr. and

GRA*FALAND SECOND SECTION offers

Many Advantages . . .

Grofaland, Second Section, is located just north of Grofaland, First Section, which has the rep. utation of being one of the best.plonned, most beautiful residential sections in West Texas This section, os planned, will be even more beautiful than the first.

Restrictions in this residential district will prolect your investment in your home. Undesir able features will be eliminated. home and family will be safe from embarros sing circumstances.

Grofaland Second Section is looted
easy driving distance of the business section near schools, churches, hospitals and the country club.

There wide wit street and ter io
,suitable for lovely landscaping to further
beautify your home Deep, rich loam. will
grow anything

When you asked the question, "Where can we build our permanent home?"
we answered
with, "Grofaland, of course,

Now Grafoland, First Section, has been comple ted, and the new Grafaland, Second Section, ready to give you the same many advantage as Grafolond, First Section.

Streets are now being paved in this new restricted residential district and you are cordially urged to drive out and inspect it.

Located just north of Grofaland, First Section the new residential district is expected to join the first in being one of the best planned, mos beautiful residential districts in West Texas.


## Grafaland Second Section is for "home builders. . .

and there will be no lots sold for speculation. Grafaland, Second Section, is for "homebuilders" exclusively! This highly restricted, residential section is being developed for the purpose of providing the kind of neighborhood you would wish for your wife, your children and yourself. You can build your dream home in Grafaland, Second Section, free from the worries of undesirable features that lesson the value of your home, lower the standard of living, detract from your visualization of a happy home life.

Join those who have selected homesites
in Grafaland .... see


> The MIDLAND NATIONAL BANK Believes in the Oil Industry and the Future of Midland and the Permian Basin.

We are proud of the part we have had in the development of this great West Texas Empire by the extension of BANK CREDIT.

> We are in a position to handle PRODUCTION AND DEVELOPMENT LOANS of any size, large or small.

WE INVITE YOU TO DISCUSS YOUR FINAN: CING WITH ONE OF OUR OFFICERS.

## The Midland National Bank,

CMEMBER FEDERAL DEPOSIT INSURANCE CORPORATION your oil bank in the permian basin

From 24 Charter, Members, First Baptist Church Grows With Midland, And Rapidly



## MIDLAND DRUG KEEPS

 ABREAST OF MIDLAND'S GROWTH

Your Midlond Drug Compony has tried of all times to
eep abreast of the growth of Midland and this section with a program of constant improvement and expansion, ave one of the largest and most modern drug From the beginning the policy of the Midland Drug has been to carry full lines of quality, known-brand merchanise, to ker aresh up-to-date stock ond to sell ot the owest possible prices. To this policy we credit our growth from a very modest store in 1935 to our present large, modern store covering 3,900 square feet of floor space and located in the heart of Midland's shopping
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ghore under the same continuous manoge

More Conservation Due In Golden 50's
'Midland Has



| Seffice Here In 1941 |
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## The Home of Walgreen Drugs in Midland!

Over One-Fourth Million Prescriptions Filled Since 1935

Our Prescription Department is one of the most important, Important because to it we attribute to a great degree the pends on the accuracy with which the prescription is filled, ond the quality of the ingredients used. The importance of all these things is shown by the foct that not since this business was established in 1935 has even one prescription been compounded by anyone other than a REGISTERED and FULLY ACCREDITED PHARMACIST. And great core is taken in the quality and freshness of all ingredients used, state that can equal our record of having filled more than one-fourth million prescriptions during the post 15 years. Four registered phormacists ore on duty ot all times in our Prescription Departmen:
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The Rev. Vernnon Yearby. pasto
hold the distinction of the secon Ongest pastorate in the history or
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adiences each Sunday The Rev.
Raymond G. Hall, sasociate pastor.
presents one of the outstanding church musical programs of of apptis
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The Firrt Baptist Church is seek
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pertoum, ranching and farming
presenting the Permian Besin

## Cosmetics

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Photography


## Progressive Midland

Appreciates the fact that the oll development the great



Midland's Favorite Drive-In Cafe
FEATURES
hort orders, ways welcome at the Park Inn.

PARK INN CAFE Wst matwar \&o y


## Thankes a Million...

Jo the Prifity. of Ring of

## Service

## The <br> DURHAM DRILLING CO.

> Incorporated
> is most appreciative of the ever increasing patronage accorded it

> Large or small undertakings call for careful attention to minute details . . and, without the splendid workmanship and cooperation on the part of our employees the degree
> of satisfaction in bringing you the best available in oil drilling service would not have been possible, We will strive constantly, individually and as whole, to merit your continued business and friendship.

# TH: MIDLAND, TEXR5 

McClintic Bldg. - Phone 3230 - Box 204

Airlines Aid Oil Industry

R. B. Cowden of Midiand. long prominent in Masonic affairs of the
etity and stace now is serving is grand commander of the Grand
Commandery of


Midland DAR Chapter Has Large, Active Membership
Officers Of Midland's DAR Chapter


Slim' Slim-Hale Technique Apt To Reduce Cost Of Witdcat Work


PETROLEUM PROMOTES

## CHIEF Paraffin Solvent

ABSOLUTELY GUARANTEED: If proper application is made
CHIEF Parafin Solvent will NOT injure either the man or
the equipment

"Chief of All"
$\qquad$

26 N. Weatherfor Ph. 1056-R, Midland, Texa

City Officials


## Operation Of City

 Is 'Big Business




5 YEARS OF SERVICE TO THE MOTHERS OF MIDLAND! The child a home environment. Agreeable ássociation with other children Outdoor exercise in surtable weather.
Opportunity given to coloring. Building with blocks and other creative ac KINDERGARTEN AND FIRST GRADE

DAY SCHOOL FOR LITTLE CHILDREN


Due To Finish Long Slog In Golden Fifties
$\qquad$ Connte and Bian sirtuesd
Nate and
their boxer doo Taj Mahal are




Sinclair One Of Earlier Companies Sinclair OA \& Gas Company was
one of the eariier oult firm to move
 Oklan. was the firstht distristect man
for Sinclair in Midiand.



Dial Phone System Due in Golden 50's


DAR-




In the Golden Fifties prompt, efficient motor freight service will be
a big factor in the growth of Midland. We furnish direct north and south services between Midland-Odessa and Amarillo.

## CURRY MOTOR FREIGHT LINES

## Phone 3587

Ray Stevens at your service
Corner Wall and Terrell Streets, Midant

## 16

YEARS UNDER THE SAME MANAGEMENT WITH AN UNBROKEN DIVIDEND RECORD.


Under construction now is our new building
$\qquad$








Trinity Episcopal Church Attributes Its Growth To Sacrifices And Stewardship



Fine Arts Club Lists State Federation Head As Member Canasta Replaces Sewing As Program In DYT Club Here

Imports Represent Real

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Droghess is not acciontal ... in Midland has grown into one west Texas' most important cities becauso Midland has grown into one of West Texas' most important cities because
of the ability and the will to serve the needs of the Permian Basin Petroof the ability and the will to serve the needs of the Permian Basin Petro


Our faith in the further progress of Midland in the 'Golden 50's' is manifested in the installation of Midland's newest, most complete flower shop.


For cut flowers,
quets, plants or th quets, plants or for
 DEDICATED

To A Future That's All Ahead

# Midland is a mighty fine place to live in. It's a city in which to <br> invest your future and the future of your family and business. on the business map of the nation. Oil, Agriculture, Industry, Merchandising, Insurance . . . all have accounted for the on ward march of Midland, headquarters of the Permian Basin. <br> Mims and Stephens is a part of Midland and the Permian Basin We are proud of our relationship to this vast area and pledge our experience and faith to the future of Midland. COMPLETE INSURANCE <br> <br> \section*{MIMS and STEPHENS} 

 <br> <br> \section*{MIMS and STEPHENS}}

BURTON-LINGO CO.
LUMBER and BUILDING MATERIALS
119 East Texas

# QUALITY CONSTRUCTION IS BUILDING A GREATER MIDLAND- 

INTERIOR<br>INTERIOR OF THE MIDLAND<br>OF THE MIDLAND NATIONAL<br>MIDLAND NATIONAL BANK



# Interiors of The First National Bank and Midland National Bank Recently Remodeled by -- GENE BREWER. 

We had a lot of confidence in our ability and believed that, with quality workmanship, dependable service, and a price that was right, we could assist in building a greater Midland. We've kept improving and amplifying our building facilities to better serve the needs of builders in the Permian Basin!

Whether you are erecting an office building, a home, or repair job, you want the best in construction. That you are assured when dealing with . . .

## Hospital Officials



Upsurge In Employmenti, Unemployment Parallels Population And Labor Growhs














Senernt Good Times
While Texas was



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Midland Rodeo AgainEntertainment Topper


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Progress In Oil Means Progress

In Living For You
R. J. Caraway, Oil Operator

CONTINENTAL BLDG.
DALLAS


Operating Cameron't
Pharmacy Since 1938
... and in 1950
Comeron's is moking on-
other stride Yoomerd this
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son of onother modern
1405 N. Big Soring, with
which we will be associa-

Shop Cameron's For All Of Your Drug Store Needs
as well os the
following merchandise
$\star$ Cameras, Equipment,
Photographer's Supplies $\star$ Fishing Tackle, Sporting Goods $\star$ Small Electrical Appliances
$\star$ Wrist Watches, Alarm Clocks

## Reliable Prescription

 ServiceCameron's has olways taken special care in the compilation of prescriptions maintaining a complete line of fresh pharmaceuticals and chemicals, and filling each prescription exactly as prescribed. We are proud of the reputation we have gained in this.

## Our 12th Year of Service and Progress



Midland's
Rexall Drug
Store
Since 1938
The high quality of
Rexoll d drugs is
Rexall drugs is known the
world over. Cameron's carries a complete stock, of Rexall products;
always pure, always
$\star$ Parker and Sheaffer Pens and Pencils
« King's Candies
$\star$ Maintaining the largest stock of Pipes and Smoker's Supplies in West Texas

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And a host of other well known
lines too numerous to list.

The Permion
Basin is
America's
Greatest Oil
Reserve and
Area
Midiand is the Capital City.


Gets Face-Lifting For Golden Fifties


Big Spring Has Been Oil Conscious Since Initial Lease Executed In 1910


St. Ann's Catholic Church Progresses; Aims Toward Parochial School In City



This picture, entitled "Please Forstive Me," occupies a top spot in the
international nature photography exhbiblt in Chicago. It was conributed by Isabelle de P. Hunt of Phlladelphia.
You're always welcome at Midland's only
TEXAN

## Drive-In Theatre

- Best In Entertainment - Under the Skies!
- Bottle Warming Service for Babies
- Playground Amusement for the Kiddie
- Clear View of Screen from Every Car

Ways delicious refreshments
Hot Dogs, Hot Popeorn, Cold Drinks
Candies, Cigars and Cigarettes
WATCH FOR
OUR RE-OPENING. ANNOUNCEMENT!
Carrol Jones, Manager
One Mile West of Ranch Fouse on North Side of Highway 80


NEWNIE H. ELLIS

## SERVICE since 1889

The Oldest Active
Business Institution
In Midland Today!


NEWNIE W. ELLIS,


## We're PROUD of our part in <br> BUILDING for tне FUTURE



It takes a lot of planning and a lot of work to convert blue prints into a home or business that will remain for centuries. It takes a lot of skill and a lot of manpower to erect a structure that gives lasting comfort and beauty. Above all, it takes a lot of quality in each phase of construction to give you the feeling of always wanting to stay with it. We say with pride that these are the types of buildings we strive to erect.


FIRST PRESBYTERIAN CHURCH
WEST TEXAS


Infani Industry, Color Research, Inc., Finds Midand Is Good Place To Slart Growif; Firm Specializes in Colored Oil Well Log Pholos
 Toya Chapple To Be First Catoico Oueen Of Golden Fifties







## The Tllidland Reporter ©etegram

THE BEST INVESTMENT FOR YOUR ADVERTISING DOLLAR


YearByYear,Midland Outgrows Its Schools

## 















## Stanton Plans Forward Motion In Golden Fifties


Contributions To Civic Growth Remains Aim Of
Woman's Wednesday Club


Reporter Telegram Has Grown With City-



For The Vast, Growing

## MermianBasin

 this area can be found among the gigantic stock of automobile parts at Eubanks Auto Parts. The comleteness of this progressive business estoblishment WHAT he wants WHEN he wants it.


This major policy has drawn more and more people to Eubanks Auto Parts first when they are in need he Permian Basin. . . we are glad of this opportunity of serving

## EUBANKS AUTO PARTS

114 E. Wal

WE ARE HAPPY TO PLAY A PART
IN THE OIL DEVELOPMENT
0 F
WEST TEXAS

American Irading and Production Corporation

# This is the city Felix Stonehocker helped build ... the oil capital of the Permian Basin 



FELIX W. STONEHOCKER CONSTRUCTION CO.


Ever Since the First Homes, Stores And Businesses Were Built In Midland, The People Who Have Made Our City The Great Place It Is Today Have Been Known To Buy The Best And Build The Best. In Painting You Get The Best At McNEAL PAINT \& SUPPLY COMPANY. Top Grade Paint Applied By Master Craftsmen Makes A Lasting Atmosphere Of Beauty.
and
SUPPLY
CO.-Announces the
EXCLUSIVE DISTRIBUTORSHIP FOR EAGLE-PICHER PAINTS


EAELE-PICHER DECORATOR PAINTS Simplify all interior panting

For Midland And Surrounding Territory!

Eagle-Picher Paints has proven and can prove that its paint has $15 \%$ to $25 \%$ better quality than any other paint on the market. Eagle-Picher stands behind any of its paint jobs 100\%.

Also Exclusive Distributor for
ARCHER-DANIELS-MIDLAND COMPANY OIL
LADDERS - DROP CLOTHS • BRUSHES • SUPPLIES

Now! Something new in Interior Painting!

EAGLE-PICHER
decorator pants

10 BAUTIFUL COLORS, related in color-value. THEr'RI COMPLITEIY MARMONIZING, blend perfectly with your
present color scheme in rugs, drapes. 3 MATCHING FINISHES, flat for walls, semi-gloss for woodwork THEYRE HIGH QuAuIT OIL BASE PAINTS . . . easy to apply, ex
trembly long wearing and washable. THEYRE ECONOMICAL THEY'RE ECONOMICAL . . one gallon does an
average room. Why not drop in and let us
show you the ate interiors-with amazing new Eagle-Picher
Decorator Paints!
'Baseball ln 1950's Will Belong To Swifties'-Richey

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man Prest
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$\qquad$
Great Increase In Mail Deliverymen

Progress In Oil Transportation Results From Vigorous Competition




First Golden 50's Baby is Girl; But Males-Females Even

HEADQUARTERS FOR LAMPS AND MIRRORS IN THIS AREA!


MIRRORS

LAMPS
MIDLAND GLASS \& MIRROR CO.




# WE CONGRATULATE 

## THE PERMIAN BASIN OIL INDUSTRY

and are Proud of the Part We Have Played in Its' Great Progress

## Petroleum Building and McClintic Building

Ralph Geisler, Manager





## Evidence of Our


the wilkinson building



WILKINSÓN - FOSTER BUILDING

in the Future of

## MIDLAND

AND THE

## PERMIAN BASIN!

We offer our congratulations to the OIL INDUSTRY for its achievements. . . for is contributions to the growth and progress of Midland and the Permian Basin . . . for its faith in the future of this great area.

Having grown with Midland and having invested in its development, we too are evidencing our faith in the future of Midland and its unlimited possibilities for growth and development by having erected office buildings to better serve this fast-growing area. We are confident our faith In Midland will be more than justified.

- WILKINSON-FOSTER BUILDING
- THE PERMIAN BUILDING
- THE WILKINSON BUILDING

WILKINSON BUILDING:
Jock Wilkinson, I. N. Wilkinson, Mrs. Thelma Wilkinson Foster, Co-Ownert.
THE PERMIAN BUILDING:
Jack Wilkinson, Owner - Manager.
WILKINSON-FOSTER BUILDING:
Jack Wilkinson, I. N. Wilkinson, Mrs. Thelma Wilkinson Foster, Co-Owners.

# Growing Crane Looks To Golden Fifties 



## Remember

# RUMBAUGH 

For Dependable Service!

Rumbaugh Rig Co. Originators and Largest Users of the A.they Track for Skidding. Full Coverage Insurance.

Ph.: Office 2553; Shop 2453; Night 2151
Rumbaugh
Trucking Company
Heavy Oil Field Hauling. RRC and ICC Permits. Full Coverage Insurance

Ph.: Office 2553; Shop 2453; Night 2151
Rumbaugh

## Construction Company

Bulldozers, Maintainars, Air Compressors, Dragline, Shovel and Small Equipment Full Coverage Insurance


In last year's Progress Edition, Texas Electric Service Company headlined an advertisement "More Power for the Permian Basin and Still More on the Way." It showed the Company's new Permian Basin power plant, 25,000 kilowatts of which was in operation, 25,000 kilowatts under construction. Now, construction has been completed and the new steam-electric generating station is on the line, turning out 50,000 kilowatts of electric power, aiding in the rapid growth and expansion of Midland and the Permian Basin.

To make this additional electric power available throughout the Midland-Permian Basin area, new transmission and distribution lines have been built-..the Midland substation has been enlarged....other new and improved electric power service fo. cilities have been installed.

In the future...as in the past--electric power from the lines of Texas Electric Service Company will continue to help paint Midland's "Portrait of Progress".


Petroleum Remains Cornerstone Of Nation's Security

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| on |}



We at Fashion Cleaners, the past 15 years, have tried to bring satisfaction to you . . . . you have justified these efforts by your continued patronage. ON OUR 15TH ANNIVERSARY we look back over the years with pleasure in your friendship and forward with continued foith in Midland and the Permian Basin.
$\qquad$ To give you better and faster service we have recently doubled the size of Fashion To Cleaners No. 2 ond hove odded new ond better equipment to both plants. Be sure that every time of either Fashion Cleonerss No. 1 or No. 2 you will find us
sure thot every time of either Fashion Cleoners, No. 1 or No. 2 you will find us
alert to your cleaning needs and eager to render the samb friendly, high quolity service. This has been the spirit in which we hove served Midland the past 15 years and will still be our guiding policy.

## Fashion Cleaners

No. 1 and 2
${ }^{4} 412$ W. Texas-Phone 989
510 S. Main-Phone 1178
$\qquad$ $\frac{3}{3}$ .

## MIDLAND IS

## The Headquarters City of The Permian Basin-Because

## MIDLAND IS

almost exactly in the center of the 39 county area in West Texas and Southeastern New Mexico that comprises the Permian Basin, America's most active oil area.

## MIDLAND IS

the headquarters of the administrative branch of the oil industry within the Permian Basin.

## MIDLAND IS

the home of over 250 oil and affiliate companies who handle the oil industry from initial geologicsl surveys to transporting oil thru pipelines.

## MIDLAND IS

the location of multi-million dollar office buildings which house the oil offices

## MIDLAND IS

headquarters of land men, geologists, petroleum engineers and other technically trained men who make fhe decisions that govern the oil industry.

## MIDLAND IS

the information center of the oil industry in the area.

Midland Is The Financial Capital of The Permian Basin Empire
MIDLAND
Chamber of Commerce

Independent Petroleum Association Of America Is Headed By Midlander



Promotes © Dragness


Woman's Wednesday Club Lists Public Affairs As
Club Study During 1950


1950 State Fair Will Be Gigantic Mid-Century Show


 Growing Crane Looks-
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## 

 space-a feator in the past which contributed greatly to


Not All That 1886 Pamphlet Said
 Came True; But Look At City Now









## We are proud to serve the

## 6 Years of Service

 to MIDLAND and WEST TEXAS! WEARE HAPPY that we have had a part in serving this vast area! We pledne nurselves to assist in every way possible in continuing its' building programby providing the finest in air

$\star$ Lennox Warm Air Control Heating Units
$\star$ Chrysler Airtemp Heating and Cooling Systems
$\star$ Evaporative Coolers
$\star$ Exhaust Systems and Fans
$\star$ Air Handling Equipment.


603 W. MISSOURI


PHONE 1718
SHEET METAL CO.

## (HOCOQ ERNEST NEILL 促

## promotes

 and the

We look forward confidently
for greater development during the


Hotel Scharbauer is justifiably proud of its record of

## 22 <br> Years of Service As the recognized headquarters of the members of the Oil Fraternity, we are happy in affording facilities for the furtherance of building this nationally famous area. <br> Since 1928, Hotel Scharbauer has been the temporary home and favorite meeting place of thousands of

 scouts, landmen, brokers, oil company executives, etc., and deals running into millions of dollars have been and still are being consumated here by these men who have long regarded it as Oil Headquarters of the Permian BasinWe wish to congratulate these men upon their completed tasks ond renew our pledge to serve them in the

## Hotel Scharbauer


 $\left|\begin{array}{|l|l}\text { Approval Of Housing } \\ \text { Project Sale Sought }\end{array}\right| \begin{aligned} & \text { Mexican Shrimp } \\ & \text { Will Be Branded }\end{aligned}$

Preacher Believes He Has Answer To Problems Of 1950 Rooney Gives His Ideas On Modern Woman's Failings







 ref
res
fun

## 

Cardia Carving Ou Hillside Theater To Stage History Drama



Ceramics Field Is Wide Open In Texas




## WE ARE PROUD OF OUR

 3 Years of Service to Midland and the Permian Basin

## BROWNE'S WEST END MAGNOLIA

MARTIN G. BROWNE, Owner

Housewife's Whistle Now Being Heard All Over U.S.




Mrs. Shaw couldn't whis the eold street corner, watching the
through her teeh, elther, oo while empty cabs roil by.
she shive at the cur, with her
he shivered at the curb wrh ihe
2o-fononh old son in her arms, she Ferret Strings Wire dectisd women ought to carry
dittler
books.









We Salute The Oil Industry.


There is a reason why so many men connected with the Oil Fraternity bring us their cars for servicing. Chevron Service is FAST DEPENDABLE . . . and COMPLETE.

DRIVE IN FOR:

* CAR WASHING
* ATLAS BATTERIES
* RPM MOTOR OIL
$\star$ TIRE REPAIRS
$\star$ COMPLETE LUBRICATION
* ATLAS TIRES and TUBES
* RPM GREASES
* ROAD SERVICE.
$\star$ WHEEL BALANCING
We are very happy to number among our friends and customers many oil company executives and employees.


## Mack Richards Chevron Service Station

Corner West Wall at Colorado


Phone 2821

## 20 Years

## of Service

## To Midland and the Permian Basin



## Scout Council Looks To 'Golden Fifties'






 phases of Scoutin. Recognition
ieaders sontributionsa is to
stressed in the program.


 With more than a halr million
Texas Hatcheries
eaders working at crusade goals,




## For 23. Years

Higginbotham-Bartlett


HO W WHOME NNT STORE OWNERSTH


Higginbotham-Bartlett Company



Businessmen and luxury-desiring guests prefer the Crawford Hotel in Midland. Our

Midland, guests are within walking distance of trading and oil centers. Choose the Midland's up-to-date hotel salutes the oil industry in the Permion Basin and extends a warm, cordial welcome to all to be a guest at the
Crawford Hotel. hotel. We believe that it has no equgl in the West Texas area. Luxuriously furnished, roomy and neat, these rooms will give our guests
great pleasure. Other rooms in the hotel have also been remodeled
and refurnished for additional comfort!
"The Permian Basin-America's Most Active Area

HEADQUARTERS

## Permian Basin



ноTEL

CRAWFORD HOTEL
Cal Boykin, Owner

The Permian BasinAmerica's Greatest Oil Reserve"

Old Days Live Again At Trail Days


Twentieth Century Club Considers
Problems Of International Friendship








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## Cerminncasin

 PetroleumPromotes Progress In Midland And The Entire Permian Basin Empire

## The Oil Business

employs a large percentage of our reguta tomers. It promotes stability in our business as in all of prosperous Midand. We intend to better service and better food.

DELICIOUS STEAKS-CHOPS -DINNERS-MEXICAN FOODS

## MIDLAND'S FAVORITE <br> DRIVE-IN




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Bank Deposits Midland Masons Gain Seen In Look Forward To Golden 50's


 gians May Cut Death Sentences


We're proud of the

## "KNOW-HOW"


of the SKILLED Men and Women Serving You

West Texas Gas Company employees stands back of the service our company
renders to its customers. The experience of West Texas Gas Company em-
ployees, like that of employees in many other firms, is valuable to all the residents of the cities and towns we serve. There are scores of skilled workmen
in the gas field, compressor station operators, communications operators and
others that are important in delivering natural gas service to your home and
business. Many of these men and women have been serving you for more than
20 years . . . they are your friends and neighbors . . . and like you . . . they
too are helping to build Midland and West Texas.
West TexasGas Company
HELPING BUILD WEST TEXAS SINCE 1927



$\begin{array}{lll}\text { - SEAT COVERS - SPORT TOPS } \\ \text { - WOOL UPHOLSTERY - NYLON } \\ \text { - WEATHERSTRIP } & \text { MOHAR } \\ \text { EVERYTHING }\end{array}$ - FIBER - COMMERCIAL P PLASTIC FOR

Miller Bros. Trim Shop



Golden Era In Sports Forecast For Bulldogs

Lccullan. B . .
et and
stars of Ehe $P$. Midland
Gorden 50
greatest
gridiron, t
basketba!




 He is head cosch sind athletuc di- Stan Coker. Guy vanderpool. Jerry team of $1933-44$ whith went to the Over Meningitis








U. S. Tax Collector Is After Colleges, Charitable. Trusts




 the U. S. Treassury is lioking for
more nd mmore cash wherever it
can thnd untaxed income
Most of the colleses and universi-
 catue ranches call it the only way
to mate enoug money to peep their
educational plats rumning
These institutions inw

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And the schools pay no necurtites
Ferearal tax collectors some tax that
some 14,000 educational and chari
 comes-only a small part of the
tooal such groups. They report to
tal annual income of s.3. billion, of


 89.8 billion. of which 88.1 billion
comes from business activities. Over Meningiti



And We Are Manufacturing And Installing New Ones Daily!

Yes, the Permian Basin has made progress to be a part of this great area.
We are also proud of the progress we have made since our
start from "a hole in the wall" back in 1932.
We now have the largest and most complete shop in the Per-
$\rightarrow$ NEON
SIGNS - LIGHTING
$\star$ SIGNS
$\star$ GOLD LEAF

* OUTDOOR

PAINTED BULLETINS
Backed by 17 Years of Customer Satisfaction


SIGN ADVERTISING
MIDLAND PHONE 944
"The Permian Basin... America's Greatest Oil Reserve"




Explosion On Mars Observed By Young Tokyo Astronomer


##  

Midlander Active In Rocky Mountain Oil Scouts Setup







Bureau of Reclamation
 phe weather ts right.

Rounding Out 43 Years

## of Service

to Midland and the Permian Basin under the name of City Drug Store.


## City Drug Store

## Gopden Mr. and Ms w. . Xing 502

PROGRESSING WITH MIDLAND!


Office Building


We Proudly Serve The Cermian Basin

| With trained, experienced help we are proud to give the Permian Basin the best in service and cleaning! Your clothes will be returned to you fresh and crisp. ready tor any company! We Join in saluting the oil tndustries ofthe Perman Basin industry to this area. |
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目
MIDLAND CLEANERS
thown

W. N. (Bill) COLE

Phone 150

Texans Received \$85,139,505 In 1949 Federal Aid The people of Texas benefited in 1949 to the exten
of $\$ 85,139,505$, the national government's share in thei state and local investment in health, education and socia welfare, according to a sumnary released by J. H. Bond The figures include payments under the federal old-age
and sufvivors insurance pro-





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aral share in the parturership.
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General health funds amounting



 Soar as seurity Administration .









Compliments of WESTERN CLINIC-HOSPITAL

Midlander Active In Rocky Mountain Oil Scout Setup-


Forward with Midland into the,

## Sincere

Congratulations
to the entire Oil Industry upon its' continued development of
MANY OIL MEN EXPRESS A PREFERENCE FOR NASH!

## ACE MOTORS

308-310 N. Big Spring St
Distribuiors of the Nash Statesman and Nash Ambassador DURING
Ihe


Brighten Up! Paint Up! BY USING PAINT AND WALLPAPER FROM SIMMONS PAINT \& PAPER CO.


IT'S SIMMONS FOR THAT "NEW LOOK" IN WALLPAPER!
with bright glowing colors you can make a dull, drab room seem warmer . . . more inviting. Simmons Paint \& Paper Company has a grand collection of patterns . . . come in and make your choice

## HEADQUARTERS FOR:

artist supplies - sign painters supplies •
FLOOR COVERING - PICTURES and PICTURE FRAMING - FLOOR WAXERS and POLISHERS

## SIMMONS PAINT \& PAPER CO.

Office Building


Midland Gun Club Is One Of Largest


## A MOST POPULAR GIRL AMONG ALL FAMILIES

Cermianbasin


We salute the oil industry of the Permian Basin, America's greatest oil reserve and most active area.

## - Prowntite BAKEKY <br> 105 N. Peeos $\$$

|Texans Received \$85,139,505 In Federal Aid

 WILLIAMS FEED \& SUPPLY

East Highway 80 at City Limits

Phone 2011

Permian Basin. America'slargest oil reserve and most active


We are proud to serve the Permian Basin OILINDUSTRY!

## For sixteen years we have been striving to bring the Permian Basin and its governing

 ment and personnel until now we believe we have one of the finest outomobile shops$\qquad$
partment, has had 24 years experience in the
Harwell, is complete with every part necessary for
automotive service business. His odvice and
the perfect operation of your car. Joe has had ser-
eral years of experience and is thoroughly acquaint-

DE SOTO - PLYMOUTH
MID-WEST MOTOR CO.

## Forties Brought Success In Baseball;Fifties PromiseMore




LeONARD "Sciutio" SKAGGS


SATISFIED CUSTOMERS INSURE PROGRESS

TRIANGLE FOOD MARKET ASSURES

after serving midland for 4 YEARS
$\qquad$ constantly worked toward bettering our merchandise and service. We feel that we have succeeded and count your continued patronage as proof of our efforts.

OPEN: NIGHTS and sundays

our willingness and ability to provide housing offices, conimercial and industrial building for an expanding
mian Basin.

We offer you a complete building service for just that purpose. We will be glad to contract
your building and deliver it ready to move in or to cooperate with the contractor of you choosing.

## Mid-West Lumber Co.

LUMBER and BULLDING
MATERIALS
BUILDERS MATERIALS... BUILDERS HARDWARE $\quad . \quad$ PAINTS
BUILDING CONTRACTORS

JOE B. WRIGHT, Manager
1302 W. North Front Phone 1106

Pursuit Of Happiness, Club Theme


## .

 Husbands Toking Up Yodeling As Signal To Identify Selves









Telephone Wire Tapping-Here's How lf's Done

Gas Meters Indictative Of Growth
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 Then strechese hate your trom



## Service

## IS OUR

 BUSINESS!Only The Best For Midland and the Permian Basin


It Is Our Earnest Desire To Serve You To The Best Of Our Ability And To Give You The Best In Efficient And Thoughtful Service

## $45 \cdots \rightarrow 10$ <br> TIRE and AUTO ACCESSORIES <br> WE GIVE S. \& H. GREEN STAMPS <br> $K$ and $K$ TIRE CO.

## We Furnish The Permian Basin

## Fine Diamonds!



Permian BasinAmerica's most active area.
 $\underset{\substack{\text { man } \\ \text { dan } \\ \text { deain }}}{ }$
$\$ 895.00$

\$625.00


Stuanning engagement set to
$\$ 325.00$


Yine bue:mite damond net.



Double row wedrang band
Bet with matening diamond
and of hish
gualty.
on $\mathbf{\$ 3 9 5 . 0 0}$


In your own setting, or one
that you have designed, con be placed these wonderful
diamonds to show them to the best adrantage. Your old setting may have unestimated beouty when one
of our fine diamonds is placed in it. You'll find that placed in it. Youry fand make
Hewelry can make your diamond dreams come
your true


\$1,500.00


Permian BasinAmerica's greatest oil reserve.

from $\$ 450.00$

Shaming eqgesement set in
\$225.00







## P-TA Units Look Forward To 50's <br> <br> The Tlidland Tapporter ©elegram <br> <br> The Tlidland Tapporter ©elegram <br> THE BEST INVESTMENT FOR YOUR ADVERTISING DOLLAR



## Service Clubs Reflect Growth Of Midland

##  Fifties might



 'Bombed' In 1950









## (1)nnournairy Glober Aviation Co. <br> as dealer for the

| Featuring A Complete <br> Repair Department <br> There is complete service for every type of airplone in our service department. Factory mechanics are on duty airplane service equipment. Continuous service is ovailable for all air travelers that land here . . . a complete stock of parts and fast, dependable repairs will make their delay short. Inspect our shops and see for yourself why we are able to take care of the needs, of every airplane that comes into this field! |
| :---: |
|  |  |
|  |  |

Entire West Texas Area!



BEECHCRAFT BONANZA


The new Beechcratt Bonanza cruises at $170 \mathrm{~m} . \mathrm{ph}$., consumes 10 gallons per hour is 750 miles at 185 m ph. It has a direct operating cost iands at a m.ph. Its range enger mille. It's delivered complete for day, night and instrument filght

## STORAGE

Large roomy hongars give your oirplane storage without chancing on collision becouse of drowded conditions. All-metal, heated
hangars protect it from the direct intensity of the weather hangars plotect it from the di
there's always plenty of space!

TWIN ENGINE BEECHCRAFT




## GLOBER AVIATION CO.



## - Cherminndasin We Thank <br> Our Many Friends and Customers in the Progressive Permian Basin... <br> Serving you has been a distinct plocsure bocouse in serving you we know wa hove dolivered you the very best materials possible and done our part in developing this great- area ... it is our hope that we shall continue area ... it is our hope that we shall continue to merit your continued patronoge and to merit your continued patro. friendship for many years to come.

The beffer the tools . . . the better the job.
You can cut costs, increase profits and be assured of perfect satisfaction when you select your tools and supplies from our complete stock.

Our staff of courteous, efficient and willing employees will be most happy to work with you as friends who are inferested in serving your iruck and supply needs

## Choose from Our Complete Stock of Nationally Known Brands and be Sure!

Here are names you can trust. Here are brands that are famous the world over for delivering the job with a maximum of effi-
ciency and a minimum of cost. Yes, we are equipped to serve your every supply need

| - Goodyear Industrial Rubber Goods | - International Power Units | - Oil Field Paints.and Enamels |
| :--- | :--- | :--- |
| - Walworth Valves and Fittings | - International Trucks | - Boomers and Chains for Trucks |
| - American Steel and Wire Rope Co. | - International Refrigeration | - Tulsa Winch |
| - Pittsburgh Steel Co. | - Hobbs Floats and Oil Field | - Bendix Hydroval |
| - Briggs Stratton Engines and Parts | Bodies. | - A C Products |



## Boy Scouts Organization Has Pride In 40 Years Of Scouting



Permian Basin Petroleum Development In The Golden Fifties

WILL BRING FURTHER PROGRESS IN THE BUILDING OF A GREATER MIDLAND


WE HAVE HELPED MIDLAND GROW

For many years we have helped Midland to grow by furnish and splendid business houses. We have tried to the best of our ability to give our customers a service that would stand
up, under the most rigorous inspection! We believe we have up under the most rigorous inspection! We believe we have

## uNITARY PLUMBING ID HEATING EQUIPMENT CO.





Goblet Hasioll


neman Yuachan


Next To
Post Office



## WEST TEXAS OFFICE SUPPLY SERVES THE OIL INDUSTRIES AND REINVESTS EVERY DOLLAR MADE IN THE PERMIAN BASIN!

The West Texas Office Supply Owns The Best Franchises Of Nationally Known Products: - Gentral fir proofing

- Imperial. MYrte, national. butler
- IMPERRAL, MYRTLE, NATIONAL, EUTLE - Gunlocke ond high point - benoing char companies
- DAZOR LaMps for desks ond drofting robles
- samson steel folding chairs - These ond mony


Furniture Department

## In our furniture department you'll find NATIONALLY KNOWN pieces of office

 equipment. All prices ore factory list prices or less' You'll be able to outfityour office reasonably yet uphold the standard of dignity you so desire. Any type of furniture you desire can be found
from modern to conservative from modern to conservative, from exthis department, ready to go to your of-
fice! We feature GENERAL FIREPROOFING STEEL FURNITURE for immediote delivery! A complete line of wood
iure in ook and wolnut in stock.

WE ARE HELPING WEST TEXAS PROGRESS!


## Service Department

Highly troined, thoroughly experienced men are found in our office achine service department. Under the direction of Wode Ingrham, manager of the department, your office machines will be occurately repaired and will carry a full guarantee on their correct and accurote operation. This department has the experience AND is the most comIN OUR OFFICE MACHINE RENTAL DEPPART MENT you can find both portable and standard DICTAPHONE the world's most wanted dictating machine. World-
known for dependabilty, ease of operation, and econom Try one, you'll like it!

## West Texas Office

The West Texas Office Supply Owns
The Best Franchises Of Nationally Known Products: - ROYAL TYPEWRITERS - CLARY adoing machin - WOLBER DUPLICATORS SSpirit Duplicators) - SPEED.O.PRINT MIMEOGRAPH MA - mosler safes

- victor Safe \& equipment co
- VICTOR•VISIbLE CARD INDEX FILING - DIEBELD FILING SUPPLIES \& EQUIPMENT - SHEAFFER and PARKER PENS ond PENCILS - Also, we con furnish FRIDEN, MONROE and
MARCHANT CALCULATORS,


## Printing

 Department$\qquad$ drection of $\cdot$ Richard Couble, master printer, this department can supply your EVERY printing need. They specialize in printing for the OIL INDUSTRY. You con hove every form you need printed here . . . or ANYTHING ELSE in the
$\qquad$

EVERY DOLLAR REINVESTED HERE!


Supply


Unprecedented New Mexico Oil Activity To Continue, Predicts Oill, Gas Journal


We Help The Permian Basin To GOOD HEALTH


ADVANTAGE OF CHIROPRACTIC CARE AND GOTTEN WELL.

- CASE No. 213

Man, age 22, had paralysis of the mus
cles of the left toot. Ankle and over
tees was numb and he was unable toes was numb and he was unable to
flex ankle normanly. He entered Brady
Chiropractic Clinic March 8 . 1949 An Chiropractic Clinic. March 8. 1949. An
examination was maac and presure
was found on the nert es controung
On May 18, aster Chiropractic care.
pattent reported foot action normal


- CASE NO. 54
Woman age 57 , had headaches,
hhrobing over templean and Man. age 26 ...ad recurring
short spells of tizziness. headshort spels of diziness. head
sches. and pain in the be.k.
He was despondent, had no pep
 After a short period of Chiro-
practic care, this man reports that he is feeling
- CASENO. 175 Coman, age 28 entered Brady
Chiropractuc Clinite Seperamber
zo. 1948 . She had headaches. xas extremely nar headache
thable and suttered and ruate and nuf beck pain tird
her neck and hack. she tired
very easily she was roubled
with occasional vomuting spells

 she was feeling fine." She
continued Chiropractic. service
untricompeter well she now
teport. reports. "I am not nervous or
rithtibe any more $\ldots$ am teel-
ning tinet.




- CASE NO. 227
Woman. age. 23 tired and "al-
ways sieepy." She had been


Water Meters Gain From 840 To 4,500

## 

 WORK OF DEMONS

407 W. Illinois SINAL X-RAYS AND SPINAL ANALYYIS 1256


Child Welfare Plans
Solid; Progress Is Solid; Progress Is
Expected In 50's Preparation made by leaders
child welfare here during the eal torties undoubtediy will pay off
good citizens when children of the

## AL BUCHANAN

 DRILLING CO.amo National Building
san antonio, texas

Al Buchanan, Owner

Operating Rotary Tools In Southwest Texas, West Texas and Louisiana

Dearest To The Heart Of All Wiest Texans per and

West Texas has one-third of the estimated
(3) West Texas has one-fifth of the estimated
reserves in the United States,
(4) West Texas offers a great future and oppor tunity in petroleum.

## CARL B. KING

 DRILLING COMPANY 306 McClintic Building Phone 2164\section*{city cf merit mas Growing inure <br> Capital Of Winker County Is Modern, Progressive City <br> Committeeman Telephones In Cars <br>  <br>  <br> Magnolia Operates In Area Since '23 <br> Operation of the Magnolia Pe-

troempany in the permian
Basin dates back to 1923 when the <br> helpless queen <br> The termite queen is a giantess
compared to other members os her
kingdom As she Lies helplessly tin
 50's Prospect


## THE

IN THE PETROLEUM INDUSTRY
bring even greater development in the great
Dermianc3asin
THE BUILDING INDUSTRY


|   <br> Let Us Help  <br> You To Solve  <br> Your  |
| :---: |

Building Problems

Quality Building Supplies
$\qquad$

## Better Materials Make Better Buildings!

L-THE REPORTER-TELEORMN, MIDLAND, TEXAS, FEB, 29, 2980
TM-COGA Veep


## Promotes <br> Drogress <br> 

AND STABILIZES THE ECONOMY OF MIDLAND
AND THE ENTIRE PERMIAN BASIN EMPIRE
As We Enter The

In serving the petroleum industry, the people of Midland have done well in serving themselves and the entire Per mian Basin Area.

We are happy to have a part in the rapid, permanent growth of Midland and to be of service to the petroleum and construction industries throughout this territory. If you have a building problem or a remodeling problem, our sheet metal and roofing craftsmen will be happy to help you.

If It's Made With Metal We Can Make It!


Austin Sheet Metal Works
Roofing - Air Conditioning - Heating


WE ARE Prood to bea part of. . . andit be of service to a community and an area whose economy is stabilized by the progress, of the Great Permian Basin Oil Fields. We salute the oil operators, the major companies and the employees in the petroleum and allied industries, for the part they play in the building of a Greater Midland.


## EVER READY AUTO SERVICE

FRANCIS WEAVER

## New School Plant To Be Constructed In 1950



## Petroleum and Progress

Go Hand In Hand In Midland And The Great

## (oprininosmin

The development of the oil reserves of the Permian Basin Empire, ond the growh ond prosperity of Midand, hove excelled the
fondest dreams of the residents of this oreo ot the beginnina of the last decode.

## THE

## cacder $5 \mathrm{c}_{\mathrm{s}}$

Promise even greater development ond greater growth ond prosperity in Mirand, to the ex
tent of service MMidlond furrished the industry.

We Are Serving
The building needs of growing Midlond with the best in electrical service to be found anywhere. Our mechanics ore experienced, our ma-
terials she best to be hod ond our work will stond the most rigid inspection.

We are hoppy to have had a part in the construction of mony new homes and business buildings during the months we have been in business here.

COMMERCIAL AND
RESIDENTIAL WIRING

## WEST ELECTRIC CO.

Electrical Contractors--Lighting Fixtures--Repairs West Highway 80 at City Limit GEO. WEST

Midanders Will Have Several Occasions Pipe Lines Move Io Vistl Clly's Four Polling Places In '50
 750,000 Barrels Daily From Basin
 s.are than 22,000 tank cars mould






$\qquad$ Serving The Permian Basin And All West Texas with
Lumber and Building Supplies
FOR THRIFT-WISE HOME BUILDERS!
We Invite . .


You To Compare Our Prices Our Quality Materials And Our Dependable Delivery Service Before You Build Anything!

## MILL WORK VALUES

e stock the new and improved Ideal Window Units, cabinets, slab and panel Get our prices on all types of millwork glad you did.

Our warehouses at Fort Worth and Terminal are amply stocked with materials for any building job you have in mind. We buy in Blankenship Lumber Co.

## WHOLESALE-RETAIL

CARLOADS - TRUCKLOADS DELIVERED ANYWHERE IN TEXAS Bldg. T-631 Midland Air Terminal Ft. Worth Telephones: Odessa 5273-Midland 3433—Ft. Worth 75375 and 71054

# We Thank You 

## Mermian Basin <br> amer areatest <br> oil Resserve <br> Most 4 势势 Ares $\$ 1$ Retroleum Promotos Progress: <br> 

We are most appreciative of the patronage received from our many friends and neighbors in the Progressive Permian Basin . . . We want you to realize that the degree of satisfaction you have received in dealing with us was made possible entirely by the splendid workmanship and cooperation on the part of each and every one of our employees.

On this Progress Day, we pause to salute you and express the hope that we may continue to merit your business and friendship for many years to come.

## LOUIS MABEE COMPANY DRLLING contractor






## Have a Coke

the favorite refreshment of Oil Men everywhere!

We Have Always Considered It A PRIVILEGE and a PLEASURE to be associated with the progress of the Permian Basin . . . and, on this Progress Day, we pause to renew our pledge of doing our utmost to render the type of service that will do the most to keepthis area progressive and productive.
G̣UY MABEE DRILLING CO.
mcClintic bldg. midLand, texas


bottled under authority of the coca-cola gompany by
TEXAS COCA-COLA BOTTLING CO.

# Bustling Pecos Sees Good Times Ahead 

Oil, Farming Bring Growth, More Income
 U. S. Highway 80 and the Texas \& Pacific railroad, and
beingsiguated between the Carlsbad Caverns on the north being situated between the Carlsbad Caverns on the north
and the Big Bend National Park on the south-Pecos is and the Big Bend National Park on the south-Pecos is
enjoping a rapid growth and the citizens of this bustling little metropolis are looking to good times ahead.
 means a great deal to this
city because of the hundreds
of tourists who pass through






 Aton Hughes, manager of the Pecos Chamber of Commerce, almost got liost last summer while inspect-




## We Thank Our Friends and Customers <br> in the

## MérmianBasin

In war . . . in Peace . . . oil is needed and oil is produced by the progressive Permian Basin with a zeal of which we may all be proud.

On this Progress Day, we pause to congratulate each and every member of the great Permian Basin Oil Industry and hope that in the years to come we will continue to be worthy of your friendship and your patronage.

There is no security in foreign oil for the defense of our borders.'

Health Unit Here Works
For Your 'Good Health' As Midland continues to grow in the Golden 50 's, the
Midland City-County Health Unit will keep pace with the city's growth. Since its beginning in 1942, the health
unit, now directed by Dr. F. E. Sadler, has performed thousands of behind-the-scenes duties to pr and well-being of citizens of the area.
Dr. Sadler has promised
that the health department
health nurse. Senior secretary









 Gain In
Light
Meters


Children's Service League Is Group With A Purpose

 and medidacal care to
tamilied are cuable
is needed.

## is needed. nell leag. members.












Sheriff's Posse Will Ride In $50^{\prime}$ 's

|Famillar Landman 'Buys' In Industry
${ }^{3}$

\section*{Forecast Industry} Activity To Be High | Play Readers |
| :--- |
| Discuss And |
| Read Plays |













 production wiil increase five per
cent tio average $5,340,500$ barrels
dally.

 Tha
ish,



Study Is Daleth Purpose


15


## MANY THANKS

To Our Many Friends and Customers in The Great Permian Basin!





Complete Line of Stock Boots For Every Member of the Family - bOots made to order -

## BOOT and SHOE REPAIRS

 Jones Boot E Shoe ShopMIDLAND Phone 2818

## Progress In The National

## Petroleum Industry Means

 Progress For The Nation.
## Moneys derived from the Petroleum Industry have contributed to

 the constant-growth of the Southwest, the improvement of schools and universities and the support of many government functions, services and projects.A strong DOMESTIC oil industry, not supplanted by foreign imports, means a strong U.S.A. in peace or war.

We are proud to be a part of this progressive industry.


Honolulu oll corporation
GROWING WITH TEXAS SINCE 1928

MATSON BUILDING
SAN FRANCISCO, CALIE

Seven Midlanders Have Won Awards As "Man Of Year"

$\underset{\text { Heary schlichting }}{1948}$


When You Drive In 50's Remember What Lines Are Trow brakh yeiliow ines you suit pearment of public sutese






Continental Creates Training Division

 Cond




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##  <br> \section*{Oinesal Pempa Peccos Pern

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## BURL'S SURER

City Of Andrews Grows, Prospers As Result Of Petroleum Development ay wir


 mill tho <br> }初

Veterans Organizations Due Golden 50's Growth









Promotes


10 Years of Service - $1940-1950$ AS distributor for STANDARD OIL PRODUCTS

## PROGRESS

made possible by you, whose car is being serviced by







 the county.
During the last few years some
larth.

## L. H. Chivers Service Station

 Roy Lee Service Station rd's Chevron StationSouth Side Service Station servicing your car with CHEVRON GASOLINE and RPM MOTOR OILS H. W. and RICHARD HINKLE, Distributors For

Standard Oil Company of Texas
Phone 675

"Things have changed a lot in the Permian Basin"... and BURL'S KEEPS UP WITH THE PROGRESS!

Basin is BURL's is complete with garage, swpplies, wash and grease departments and is constantly adding the finest of modern automotive equipment. BURL'S is changing with the Permian WHEN YOU WANT DEPENDABLE, COURTEOUS AUTOMOBILE SERVICE AT ANY TIME OF THE DAY OR NIGHT

Midland Fire Department To Grow Larger In Fifties






You Cán Travel In Or Out, By. Several Methods



Bowling, In New Home Looks For Boom In 50's

Joke At OPA Office
In 1946 Is Recalled In 1946 Is Recalled


Bowing-a sport every Jack, Joe and Annie can take
part in is due for a big bom in Midand in the Golden
on's. It alwas has been a big item in poors here but
aiready steps have been taken to make it even bigger.

## 

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Midland Woman's Club


Midland Police Department
Already Modern; Looks To "Big City" Par In Fifties


We've expended every effort in aiding the oil industries

We've helped oil indus. tries progress in the .

WE'RE PROUD



## 1949 MARKED THE GREATEST YEAR

ever known to The First National Bank. We found more business and more people who needed our help . . . and so, we have grown. The past year has seen The First National Bank make improvements to render a fast growing city an even better banking service. You'll always find us doing our part in aiding the growth of Midland and the Permian Basin.

## THE FIRST NATIONAL BANK

has grown with the Oil Business in the Permian Basin, assisting and helping it with its problems. We-always are glad to welcome you. Our officers and employees are here to serve you in every way possible.

For Your Convenience
We cordially invite you to come in and discuss with us any finan cial matters which may arise. Here you are assured a cordial welcome, a courteous reception and an understanding considera tion of your needs.


