# Record Crowds At Opening Day Rodeo 

 Visit of W. Lee O'Daniel Is Rodeo High Spot Monday
## Colorado <br> Hard Hit

 By Floods Three Known DeadAfter Three Towns
Severely Damaged

 California Kidnap Search

Horsemen's Escort Will Meet Train Breakfast and
Banquet Honor
Party of Sixteen


New Baptist Pastor
Opens Ministry Here
In Services Today


## 

| Educator Praises |
| :--- | :--- |
| New Baptist Pastor |
| Who Preaches Today |



European Nations Jockey
To Prevent Anticipated War


Heck No! They
Weren't Lost.



Sponsors' Contest Adds Colorful Note tol Rodeo Days ${ }^{\text {© }}$


ETMurch Services:


Incorrect Vision Can Hold Him Back

## Children's SIGHT EXAMINED

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Speaking of Sponsors
Sidem


Advance Glimpses of Some of the Films in the $\$ 250,000.00$ Movie Quiz Contest Which Will Appear at Lecal Theatres.
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${ }^{*}$ CLOVIS REMAINS Panhandle Artist ONE GAME UP ON Paints with Sure THE MIDLAND CLUB Knowledge of West


## Blalock Ranch



## Wildcatting Activity Spurts in West Texas During the Past Week

"How to Win the Bronc Riding Money" in One Easy Lesson, or Would You Learn by Experience

Hunters, Attention! -LIMITED MEMBERSHIP-

## MOURNING DOVE NUD WHITEWINGED DOVE OPEN SEASON ${ }^{\circ} 1938$ - AS PROVIDED BY STATE LAW AND FEDERAL REGULATIONS - <br> > HUNTERS HEADQUARTERS <br> <br> HUNTERS' <br> <br> HUNTERS' headquarters headquarters <br>  <br> This is truly hunters' headquarters, because rifles and ammunition but you can also get <br>  <br> Midland Hardware \& Furniture C 0 .



Meyer Anxious for
Start of Training Start of Training
Season for Frogs

## Welcome



FOLKS, WE ARE MIGHTY HAPPY TO WELCOME YOU TO THE MIDLAND RODEO ... ALL OF YOU. IT IS A PRIVILEGE FOR MIDLAND TO HAVE YOU AS GUESTS, AND WE HOPE YOU ENJOY THE PROGRAM OUTLINED FOR YOUR ENTERTAINMENT.

## The Midland Publishing Co. <br> OPERATING

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## Sponsors-



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## Yucca

Now
Showing







She's back again with new pranks to slay you with. She's never had a better role!

RITZ
Now
Showing?


At the Library
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