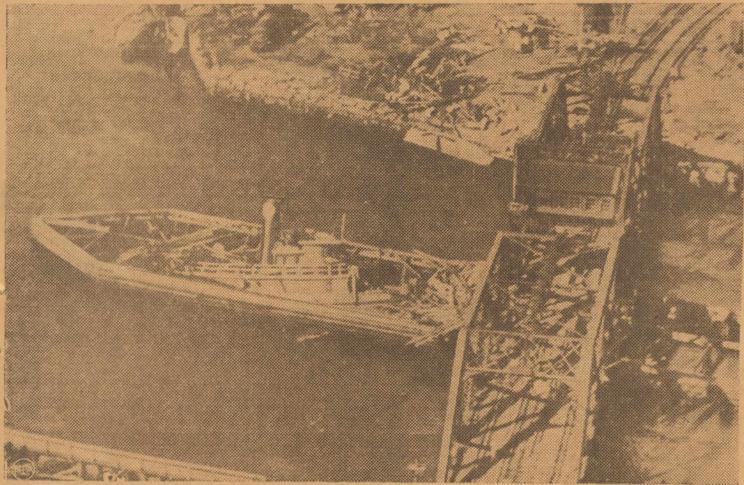


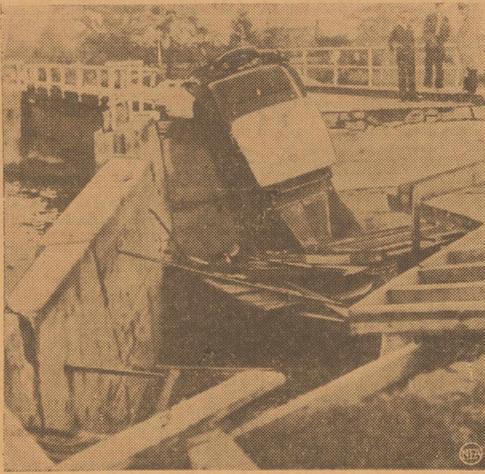
Pictures Depict How Record Disaster Hit Long Island, New England

Tugboat Dumped on Bridge Support



This picture from the New England flood front shows one of the strangest pranks played by the hurricane. A tugboat has been lifted bodily by the wind and deposited INSIDE the low-lying crib that supports a swing bridge at Providence, R. I. The water at Providence rose three feet above the level of the great flood of 1815.

Cars Didn't Have a Chance



When a bridge section, undermined by flood waters in West Hampton, Long Island, collapsed, the car pictured above nose-dived and then remained suspended by the rear axle. Ninety-mile-an-hour winds and mountainous seas laid in ruins this coast town—home of many wealthy New York business men.

Swank Town Turned Into Kindling Wood



Towns in northeast states—leveled by a hurricane—were counting their dead in the hundreds after the worst storm in the history of the eastern seaboard broke over Long Island and roared northward. Typical of the destruction left in its wake is the above picture of wreckage in the swank Long Island town of West Hampton.

Read daily the AUTHENTIC WAR NEWS in The Reporter-Telegram

The Midland Reporter-Telegram

The Best Investment for Your Advertising Dollar

THE FORECAST
Fair weather for all of Texas is forecast for Sunday.

VOLUME X (P. MEANS ASSOCIATED PRESS) 20 PAGES TODAY MIDLAND, TEXAS, SUNDAY, SEPTEMBER 25, 1938 20 PAGES TODAY Number 171

EUROPE AWAIT'S OCTOBER 1

Hitler's Note Conciliatory

Asks Czech Soldiers to Evacuate

Hungarian, Polish Settlement Also Named in Demands

LONDON, Sept. 24 (AP).—Official Czechoslovak circles said today that Adolf Hitler's terms for peaceful settlement of the Czechoslovak crisis called for satisfaction of Hungarian and Polish minority claims along with those of the Sudeten Germans. It was said that additional terms were:

German occupation before October 1 of all Sudeten areas where more than 75 per cent of the population is German.

Evacuation of Czechoslovak soldiers and civil servants from these areas by the same date.

A plebiscite in remaining Sudeten districts in which the inhabitants would vote whether they wanted to go with Germany or remain in Czechoslovakia.

Premier Chamberlain arrived home in London today from Godesberg, after agreeing to place the German memorandum before the Czechoslovak government. A man who saw a copy of it said in Berlin that the note was most conciliatory in tone.

Ready Market for New Crop Feed Is Reported Here

Marketing of new crop feed was under way in Midland during the past few days, with ready sale reported by farmers. Early feed is reported to be the best made in the county since 1932. The late feed crop is yet problematical as to yield and quality, some of it suffering for moisture and others being at a stage where rains in the near future would cause considerable damage.

Maize heading has been going forward rapidly, also the binding of hegar and cane. The price, at first expected to be unusually low, was holding up well, with indication that the expected surplus might not materialize. Several farmers were planning to build trench silos, to retain succulence of the fodder until such time as it is needed, in case of a surplus.

T. E. Bizzell Saturday reported the sale of 3,000 bundles of choice hegar in one deal, to be delivered to the various ranches of W. F. Scarborough.

Several farmers were engaged during the past week delivering bundle stuff to livestock owners in town, at normal prices.

LIKES SWING MUSIC.

FORT WORTH, Sept. 24 (AP).—Jose Iturbi, concert pianist and symphony conductor, admitted today that he likes to play swing music. "I play it myself sometimes—in private," he said. He predicted that swing music would continue to flourish.

Mystery Surrounds Death Leap of Two From New York Hotel

NEW YORK, Sept. 24 (AP).—An element of mystery in the nineteenth-century death plunge of Dr. Raemer Renshaw, 58, New York University chemistry professor, and his wife, 50, from a mid-town hotel apartment, arose today.

While Detective Tony Fater said it apparently was a double suicide, the couple presumably having leaped hand in hand shortly before midnight, neighbors told police they had heard Dr. Renshaw shouting for help a few minutes before the tragedy.

Lions Barbecue, Picnic to Be Held Tuesday Evening

Members of the losing side in the recent attendance contest conducted in the Midland Lions club will be hosts to members of the winning side, their ladies and guests, at a barbecue-picnic to be held at Cloverdale park Tuesday evening at 7 o'clock, the outing to be a ladies' night affair. Approximately 125 persons are expected to attend.

The attendance contest, most successful ever staged by the club, ended on Sept. 14, the side captained by Gene Reischman being declared the winner over the side captained by Luther Glover.

An excellent "feed" and a most entertaining program is being arranged for Tuesday evening, according to Luther Glover, general chairman. Several contests are being planned for the outing and everyone is assured of having an enjoyable time. A "get-acquainted" stunt is expected to put those present in the proper frame of mind before the affair is very far underway.

Committees to be in charge of various phases of the barbecue were yesterday named by Chairman Glover, the committees being as follows: food, Ellis Conner, S. M. Vaughan; food preparation, Paul McHargue, Claude O. Crane, Rev. W. C. Hinds; food servers, John P. Butler, Ed Brubeck, Stanley Erskine; drinks, J. R. Norris, Dewey Strauch; entertainment, Dr. Tom Inman, T. D. Kimbrough, Frank Stubbeman; attendance, R. D. Bagnall, Bud Taylor, O. L. Wood, James H. Goodman, Dr. W. L. Sutton, Ed M. Whitaker, M. A. Wilder, Thad Steele, L. J. Prager, John Hix, Vern Holdaway, Howard Stevens, Berte Haigh.

Club members expecting to have guests at the affair are requested to notify Secretary George Phillips not later than Monday afternoon.

Scharbauer Sells Thousand Calves

Scharbauer Cattle Co. last week completed the sale of 1,000 head of steer calves to Tom Hendrix of Abilene. The calves will be delivered November 1, to go to the Hendrix ranches near Albany. They will be taken from herds of the Scharbauer ranches near Midland.

STATE AND FEDERAL AGENCIES OF RELIEF MOBILIZE FOR HURRICANE AREA'S REHABILITATION PROGRAM

By Associated Press. Abating floods today gave the north Atlantic states time to bury the hurricane dead, nearly 600, and to begin the task of rehabilitation. Authorities in seven afflicted states and in the nation's capital mobilized every available resource. The most pressing need was housing and feeding the 12,000 distressed families in New York, New Jersey and New England states.

Scores were still missing Saturday. Property damage was placed at \$350,000,000 and homeless refugees at 20,500. These tolls were growing rapidly as the first semblance of order was established.

A thousand coast guardsmen patrolled the coast where historic villages from Newport, R. I., to Cape Cod were wrecked, and famous resorts and landmarks obliterated.

In the interior, 500,000 rescue and relief workers had begun the rehabilitation of Rhode Island, Connecticut, Massachusetts, New Hampshire and Vermont. Their first task was the caring for refugees who crowded armories, schools and public buildings.

National Guardsmen ruled in most cities. There were acute shortages of food, clothing, and serums; dangers of disease and of fires breaking out as soon as the great heaps of debris had dried. There had been looting near Cape Cod. National Guardsmen fired on one gang of looters last night.

The calves will be wintered on Newman's ranch northeast of Sweetwater where each year he runs string quality Herefords.

Tom Tycock sold to M. F. King 100 head of cows and calves, King in the deal getting the lease on six and a half sections of the former B. N. Aycock range, adjoining pastures he has already stocked.

Man Power and Treasury of Chamber Are Bolstered by Budget Drive, Adding 120 New Members, Putting Budget Over \$8,000

Abell's group amassed a total of 54,500 points, while points accumulated by Butler's force totaled 38,300. Brief talks were made by Marion Flynt, chamber of commerce president, R. C. Conkling, George McEntire, Clarence Scharbauer, Dr. J. B. Thomas, K. L. Sappington, and Captains Butler and Abell.

High point team among the solicitors was composed of J. P. Butler and Dr. J. B. Thomas, with 17,100 points. Clarence Scharbauer and Marion Flynt composed the second high point team with 14,300 points, and K. L. Sappington was third with 10,000 points.

Abell's group increased the chamber's budget by \$1,007.50, while Butler's side registered an increase of \$1,210.50. Dues collected in advance by the workers totaled \$894.25.

Rivalry between the opposing groups was in evidence during the day, as the workers rushed about over the city contacting prospects before members of the opposing side reached them.

Workers reported excellent response during the campaign, seven local institutions, Ever-Ready Station No. 1, Ever-Ready Station No. 2, A. & L. Housing & Lumber Co., Midland public schools, Midwest Hospital-Clinic, Shell Petroleum Corporation and Standard Station, signing up 100 per cent, every employe in each firm taking a membership.

Chamber of Commerce President (See MAN POWER, page 2)

Market Rights Itself After War Tension

NEW YORK, Sept. 24 (AP).—The stock market recovered quickly today from tension caused by the European war crisis. Losses from \$1.00 to \$3.00 in early trading were largely cancelled and a few shares rose above yesterday's final price.

After soaring to four cents per bushel, wheat prices on the Chicago market retreated and lost all but one cent of the advance.

Cotton at New Orleans declined fifty cents from early trading, then closed steady to one point higher.

Saturday Scores

Southwest.
Texas Tech 39, Wyoming 0.
Baylor 33, Southwestern 0.
TCU 13, Centenary 0.
Arkansas 27, Okla. Aggies 7.
Kansas 19, Texas 18.
A. & M. 52, A. & I. 0.
Univ. Wyoming 0, Texas Tech 7.

East.
Army 32, Wichita 0.
Boston College 63, Canisius 12.
Holy Cross 23, Providence 0.
Rhode Island 14, Maine 6.
Lehigh 16, Penn. Military 13.
Pittsburgh 19, W. Virginia 0.
Rutgers 20, Marietta 0.
Navy 26, William & Mary 0.

South.
Georgia 20, The Citadel 12.
Virginia Mil. 12, Virginia 12.
Richmond 19, Maryland 6.
N. Carolina 14, Wake Forest 6.
Presbyterian 9, Oglethorpe 7.
Kentucky 46, Maryville 7.
Miss. State 19, Howard 0.
Tennessee 26, Sewanee 3.
Clemson 13, Tulane 0.

Drexel 6, Randolph-Macon 6.
Western Kentucky Teachers 34.
Pittsburgh, Kans. Teachers 0.
East Tenn. Teachers 31, Union College, Kentucky 13.
Centre 13, Miss. College 0.

Midwest.
Minn. 15, Wash. (Seattle) 0.
Ohio U. 6, Illinois 0.
Purdue 19, Detroit 6.
Vanderbilt 20, Wash. (St. Louis) 0.
Illinois State Nor. 7, Elmhurst 6.
St. Norbert 28, St. John's (Minn.) 6.
Lawrence 39, Northwest. (Wis.) College 0.

Northern (Mich.) State Teachers 13, Oshkosh Teachers 0.
Hilldale 18, Bluffton 0.
Western (Mich.) State Teachers 28, Illinois College 0.
Rose Poly 8, Evansville 0.
Depauw 13, Franklin 0.
Michigan State Normal 3, Indiana State Teachers 0.
Depauw 38, Hipon (Wis.) 0.
North Central (Ill.) 34, McKendree 0.
Illinois Teachers 6, Central (Ind.) 0.

Far West.
Alabama 19, South. California 7.
Oregon 10, Wash. State 2.
Idaho 13, Oregon State 0.

BREATHING SPELL GRANTED SATURDAY

Czechs Regard Final Demands Of Hitler as Going Beyond the Agreement With England, France

By ASSOCIATED PRESS.

Europe settled down to an uneasy breathing spell today, after a week of hectic diplomatic maneuvering, and waited in a state of ever-increasing mobilization for what apparently was to be the fateful day, October 1.

Saturday, Czechoslovakia was informed by Adolf Hitler's "final" word of the Sudeten solution. Confronted with indications that Great Britain, France and Russia might yet rally to aid Czechoslovakia, it was said at Berlin that Hitler preferred peace.

He still insisted upon surrender of Sudetenland to Germany, as Czechoslovakia agreed to do by negotiation, but gave her until October 1 to do it. A Berlin informant said Hitler declined to guarantee a new Czechoslovak frontier unless other minorities, Polish and Hungarian, also attained their desires for reunion with the homeland.

Czechs regarded the "final" memorandum as going beyond the agreement of Wednesday with the French and British to concede Sudetenland as the price of peace.

Prime Minister Chamberlain arranged a conference with French Premier Daladier for Sunday at noon.

Under the circumstances, there was little expectation expressed anywhere in Europe that Czechoslovakia would surrender again.

Turning herself into an armed camp behind a wall of steel and cement, 1,500,000 Czech soldiers mobilized under leadership of the government headed by the one-eyed military hero, General Syrový, and her isolation was complete.

France ordered up 380,000 reserves and began evacuating civilians from border towns. Others may be called to augment the more than 2,000,000 men under arms.

Hungary apparently had completed her defense measures for the time, though she denied a general mobilization had taken place. American and British legations prepared special trains to evacuate their nationals from Budapest.

There was no British conscription or mobilization, which could come only after action by the parliament.

Little was known of what was going on within Czechoslovakia. Guerrilla warfare swept along the frontier, with numerous engagements between Czech troops and Sudeten free corps detachments reported.

At Moscow, the Czechoslovak legation said there was not the slightest chance that Prague would accept Germany's latest demands.

Trapped in Home Fire, Man Killed

SHAMROCK, Sept. 24 (AP).—Robert Walker, 39, prominent business man, died early today when fire damaged his home. His body was found near a window, indicating that he had attempted to fight his way to safety.

Oil Editor Little Improved Saturday

Frank Gardner, Reporter-Telegram oil editor, still was ill Saturday at his hotel apartment, having been suffering from a digestive disorder since Thursday afternoon. Little improvement had been shown in his condition, Mrs. Gardner said.

MADE PURINA TRIP.

Tom Lineberry returned late in the week from a trip to St. Louis, going with 300 Texans on a special train to the Purina Mills experimental farm and factory, also attending big league baseball games while away.

Bombastic Talk By Mussolini Belittles Foes

BELLUNO, Italy, Sept. 24 (AP).—Premier Mussolini roused the fascist crowd today with a double barreled attack on the League of Nations and Czechoslovakia.

"Our adversaries across the Alps are too stupid to fight," he shouted. He said they were at least a quarter of century behind the times.

In a speech at Padua, earlier, he declared that Germany had issued an ultimatum to Czechoslovakia, expiring October 1, and warned his fascist followers to be ready for war.

\$20,000 Ranch Deal Is Contracted for November Delivery

Purchase of the eight and a half section ranch of R. W. Aycock has been contracted by T. O. Midkiff, widely known cattle and sheep rancher operating for a quarter of a century thirty miles south of Midland. In the deal, Midkiff will purchase in fee 1,040 acres, including the headquarters section and 400 acres lying to the north, and will secure the lease of approximately seven additional sections. Possession is scheduled for November 1.

Absentees of title were being prepared late in the week. Consideration for purchase of the land and for bonus paid to secure the leased country was approximately \$20,000, it was reported.

The headquarters section, where Aycock has been making his home, is the former B. N. Aycock headquarters, having improvements for handling the registered Hereford herd which has been run there. A 300-acre farm is included. The ranch has three waterings and is out in six pastures, besides small traps. Midkiff will stock it with cattle to be bought later.

On his south ranches, two sons, Dick and Sam, are operating the old headquarters place. Tyson and Herd Midkiff are running the northern portions and Hunter Midkiff is one the "Three Wells" place. Both sheep and cattle are grazed on those ranches.

The ranch purchased from Aycock lies twelve miles northwest of Midland, adjoining highway 158, and is in Midland and Ector counties.

Miles Purchases 500 Mutton Lambs

J. C. Miles Saturday purchased 500 head of mutton lambs to be fed on the three section Blaker ranch, thirty miles south of Midland, which he recently leased. Feed raised on the Miles farm six miles south of Midland will be used. The lambs were purchased from Leonard Proctor, to come off of their south ranches.

MADE TRIP WEST.

Mr. and Mrs. Jess Rodgers returned Friday afternoon from a vacation trip in New Mexico and Arizona.

THE REPORTER-TELEGRAM

Evenings (except Saturday) and Sunday Morning MIDLAND PUBLISHING COMPANY, PUBLISHERS 112 West Missouri, Midland, Texas

T. PAUL BARRON, Publisher

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Any erroneous reflection upon the character, standing or reputation of any persons, firm or corporation which may occur in the columns of The Reporter-Telegram will be gladly corrected upon being brought to the attention of the firm.

European Situation Should Not Cause West Texans to Be War Minded

Daily reading of the war news, listening to the dramatically modulated voices of the radio newscasters and hearing street discussion of the possibilities of war may be calculated to arouse the interest of even the most conservative citizen. One may consider the action of England and France who, honestly, were doing their bit to preserve peace and prevent loss of millions of lives, and become enraged to the extent that he is ready to take up arms for Czechoslovakia.

But it should be remembered by citizens of Midland and all over America that the crisis is a European one. To become war minded over conditions of those crowded countries, where inbred hate and intrigue is likely to cause a boiling over at any time, is to create unrest at home. Never was there greater occasion for a broadminded attitude on the part of the United States than at present. And the spirit of the people will largely govern the national mind.

The United States should be able to retain her neutrality in this instance and possibly to lend great influence to the preservation of world peace. Sudden bursts of national temper among the European countries should not excite Americans to the extent that they become war minded.

Traffic Officer on Job Having Beneficial Effect in Midland

The courteous, business like and firm manner in which City Traffic Officer Franklin Manning is going about the coordination of motor and pedestrian traffic on principal streets is having beneficial effect.

Apparently making the traffic regulation a "full time" job, Officer Manning may be seen night or day where the coming and going is the thickest, doubtlessly preventing accidents and aiding both motorists and those afoot.

Never has there been opportunity for greater congestion near the schools than at the present. At noon day, hundreds of cars are mingling with the nearly two thousand youngsters who hurry to and from their homes. The traffic officer has done much to keep both pedestrians and cars on the right side of the street, slowing up or speeding up traffic where it is needed on principal intersections and keeping a watchful eye to see that there is not cause for accident.

The presence of a diligent traffic officer probably does as much as his actual direction and the people apparently are lending their cooperation. Such work merits praise and should be kept up.

A middlewestern lecturer states that it's the wide-headed people who make most of the decisions, but a glance at the day's news sometimes suggests that maybe "fat-headed" would have the better term.

News arrives that a colony of Bohemians is going back to the old-fashioned oil-burning street lamps—the idea probably being that it makes it harder for them to see each other.

Prehistoric woman, according to an archeologist, went in for necklaces. But being a savage she wasn't smart enough to think up pulling her hair on the top of her head.

It's beginning to look as if historians of the future will probably be referring to this era as the breaking-off-of-negotiations age.

Comes a report of a North Carolina man who wrote an obituary on a pet hen. Now how do you suppose he ever kept the creature still?

The Seventh International Management Congress has just met at Washington, which seems a little like carrying coals to Newcastle.

Riddle: What's the difference between the Wilkes-Barre (Pa.) swings and the others? The former have banned swing; the latter have swing bands.

Advertisement for Firestone batteries with text: 'GUARANTEED Extra Capacity FOR ALL CAR NEEDS'. Includes an image of a Firestone battery and a car.

Here is a battery that will take you through the hardest winter without trouble. Built with patented, allrubber separators and interlocking grids, it assures quick starting, longer life and greater dependability. Instead of 39 plates, the Firestone extra-power battery is built with 51 specially constructed plates and meets the demand of extra electrical equipment.

ALWAYS POWER TO SPARE—FOR EXTRA ELECTRICAL ACCESSORIES

Listen to the Voice of Firestone featuring Richard Crooks and Margaret Speaks and the Virginia Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings over National N. B. C. Red Network. Tune in on the Firestone Voice of the Farm Radio Program twice each week during the noon hour.

FIRESTONE AUTO SUPPLY AND SERVICE STORES 624 West Wall—Phone 586



I feel sorry for O'Daniel. Right when he deserved a little notice by reason of flaying the public and saying he would have to take to the radio, the newspapers began neglecting him in favor of the European war news and the New England flood. And the radio listeners have grown anxious and "hot" for news from the European war hot spots, not from the flour mill.

The Breckenridge American, as late as last Tuesday, however, found room in "The Observer" column for this paragraph: "If there be those who have wondered why we have not mentioned Lee O'Daniel lately it is because when he came back from the convention and "cried" over the radio like a kid that went out to kill Indians and came squalling back to "mamma" (the mike) to weep because somebody threw a clod of dirt at him, he sort of ceased to be a character or interesting study. We are going to vote for him in November but he is not fooling us."

Foreseeing that European conditions might be repeated in the United States, Charley Sinclair warned Ikey Wadley that he had better get his birth certificate, naturalization papers and so forth together, as he might be persecuted any time.

Hats off to Fred Wemple and

Today's Sunday School Lesson

By W. W. LACKEY.

DAVID: TRIUMPHANT FAITH. Psalms 23 and 27. Read also: I Sam. 16:10-13; 26:7-11; II Sam. 5:1-5; 23:1-5; Psa. 101:1-6.

I. KING DAVID:

- 1. One of the greatest men of all time; one of most romantic of biographies.
2. Abraham, ideal man; Moses, ideal law maker; David, the ideal king.
3. Greatest of Israel's kings; ranked with Moses-Samuel, greatest personages.
4. Personification of nation: Her qualities, her spirit, type of destiny.
II. THE GREATNESS OF DAVID:
1. Most engaging figure in Old Testament; greatest in versatility.
2. Shepherd, musician, poet, loyal friend, general, statesman, religious leader.
3. A man after God's own heart, and sense of spiritual values; Conscious of God.
4. "For... David... served his own generations by the will of God."
III. THE SHEPHERD PSALM:
1. "The greatest single poem written by mankind."—Dr. Armstrong, Baylor.
2. "The Lord is my shepherd; I shall not want; green pastures, still waters."
3. "Restoreth my soul... paths of righteousness... name's sake... no evil... rod... staff"
4. "Prepare a table... mine enemies... head with oil... cup runneth over."
5. "Goodness and mercy... in the house of the Lord forever."
IV. SHEEPFOLD AND SHEPHERD:
1. Like sheep: Gone astray... prone to wander... lowest level... group practice.
2. Shepherd: Feeds, leads, protects; sheep: Trust, obedience, follows.
3. Marks of good sheep: Know voice, follow close, alert to hear, refuse to stray.
4. Every want met, every fear banished, and every longing satisfied.
V. POINTS TO PONDER:
1. Like sheep, following the crowd; enemies, holding to lower levels of living.
2. Protecting barriers: The church, the home, the school, good company.
3. Life, not a matter of years, but of spiritual achievement.
4. The abundant life: Enlarging life beyond the limits of time.
VI. SENTENCE SERMONS:
1. "Prayer and offerings and service are but channels through which worship finds expression, and each becomes a means of enriching faith."—Allen.
2. "Second only in honor to the great man is the man who discovers the great man."—Robert W. Rogers, in Great Characters of the Old Testament.
3. "Build a little fence of trust around today; Fill the space with loving deeds, and therein stay. Look not through the sheltering bars upon tomorrow; God will help the bear what comes, of joy or sorrow."—Mrs. M. F. Butts.
4. "The King of Love my Shepherd is Whose goodness faileth never; I nothing lack if I am his, And he is mine forever."—Henry W. Baker.

Unique Week Observed. SAN FRANCISCO (UP).—This city has held "Illuminated House-Numbering Week," in which all citizens were urged to install illuminated house numbers so that addresses could easily be located at night by visitors to the 1939 Golden Gate and International exposition.

Forty-five per cent of all motorists injured in auto accidents are injured by flying glass, according to statistics.

address before the Nova Scotia Federation of Home School associations here.

Captain Butler's group included: Luther Tidwell, Charles McClintic, George Philipps, W. B. Simpson, L. T. Boynton, Barney Greathouse, T. R. Wilson, M. H. Crawford, Lester Short, J. M. Foster, Paul McHargue, Dr. J. B. Thomas, W. M. Holmes, John Howe.

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his staff of service men for the big scoop they are pulling today in connection with taking on a new line of merchandise. Goods are not sold by whispering campaigns. The business executive who plans his program and then gets behind it tooth and toe-nail is going to succeed. People are not afraid to trade with a merchant who builds a reputation and stands behind his wares.

I've just stumbled on to a bouquet from our friend J. Travelstead, editor of the "Prickly Pear" column in the Del Rio Evening News, who said: "O'Daniel meets with a group of men to talk about reducing expenses. And he is going to give pensions to a million people. The next governor of Texas is quite consistent, thank you."

On the other hand mention there are a hundred thugs to the one you mentioned who will do anything they can to get every dollar possible, give nothing to charity, and leave town owing everyone possible. I believe that would make a little more exemplary reading for the younger generation who read your column. What do you think? Amen, Brother!

Man Power--

CONTINUED FROM PAGE ONE

Marion Flynt Saturday issued a statement thanking the contest winners for their cooperation and thanking the citizens in general for the excellent response. Conkling issued a similar statement. Other officials of the chamber of commerce were jubilant over the results of the campaign, and expressed appreciation to all who had a part in making the drive such a success.

"Follow-up" solicitations of prospects who could not be seen Friday, will be started early next week and will be continued indefinitely, according to Membership Chairman Conkling, done by the membership committee composed of Conkling, T. Paul Barron, W. T. Doherty, John Howe, Clarence Scharbauer, and Tom Sealy.

Solicitors on Abell's side were: J. E. Hill, Clint Myrick, J. C. Smith, P. A. Nelson, Clarence Scharbauer, Tom Sealy, Dr. W. E. Ryan, Mrs. Sallye Covington, S. M. Vaughan, L. G. Mackey, K. L. Sappington, Marion Flynt, Harvey Conger, George McEntire, H. F. Fox, Claude Crane, Fred Promhold and Holt Jowell.

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Church Services

FIRST PRESBYTERIAN CHURCH W. J. Coleman, Minister in Charge J. L. Kendrick, Church School Supt. 9:45 a. m. Church school. Good departments and efficient teachers for every grade. 11:00 a. m. Morning worship. The minister will preach on "The Revealing Insight of Jesus." 8:00 p. m. The People's Hour. The minister's message will be on "The Victorious Life."

FIRST CHRISTIAN CHURCH. John E. Pickering, Pastor. H. G. Bedford, Supt. of Bible School Mrs. M. A. Park, Director of Music. Mrs. Lee Cornelius, Church Pianist. 9:45 a. m. Bible school. 11:00 a. m. Worship. Sermon by the pastor on "The Seven Sins That God Hates." 5:00 p. m. Junior and Intermediate Endeavor. 8:00 p. m. Worship. The pastor will preach on "The Power of God's Love." 3:30 p. m. Monday. Meeting of circles of women's council. 7:30 p. m. Wednesday. Choir practice. 7:30 p. m. Thursday. Young people's meeting.

FIRST METHODIST CHURCH. W. C. Hinds, Pastor. 9:45 a. m. Church school. 11:00 a. m. Morning worship. Sermon by the pastor on the subject, "Love's Longing." Epworth League Evening Service. 7:00 p. m. Intermediate department at the church. 7:00 p. m. Senior department at the annex. 7:45 p. m. Evening worship. Sermon by the pastor on the theme, "Giving and Taking Orders." 7:45 p. m. Wednesday. Prayer service followed by young people's choir practice. 7:15 p. m. Thursday. Adult choir practice.

FIRST BAPTIST CHURCH H. D. Bruce, Pastor 9:45 a. m.—Sunday school. Claude O. Crane, superintendent. 11:00 a. m.—Morning worship. Sermon by the pastor on the subject, "Men Who Win Victories." At this time a special feature will be the installation of teachers and officers. 8:15 p. m. Training union. Dick Denham, director. 7:30 p. m. Evening worship. Sermon by the pastor on "The Sinner's Hope." 7:30 p. m. Wednesday. Prayer meeting service.

CHRISTIAN SCIENCE SERVICES.

"Reality" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist, on Sunday, September 25.

The Golden Text is: "Thy throne, O God, is for ever and ever: the sceptre of thy kingdom is a right sceptre" (Psalms 45:6).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "I saw a new heaven and a new earth: for the first heaven and the first earth were passed away; and there was no more sea" (Revelation 21:1).

The Lesson-Sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "This testimony of Holy Writ sustains the fact in Science, that the heavens and earth to one human consciousness, and that consciousness which God bestows, are spiritual, while to another, the unillumined human mind, the vision is material" (page 573).

TRINITY CHAPEL. (Episcopal) P. Walter Henckell, Minister in Charge Richard Gile, Lay Reader. 9:45 a. m. Sunday school. 11:00 a. m. Morning prayer and sermon.

CHURCH OF CHRIST Harvey Caudress, Minister 800 West Tennessee 9:45 a. m. Bible school. 11:00 a. m. Morning worship. 7:15 p. m. Young People's class. 8:00 p. m. Evening service. 3:00 p. m. Tuesday. Women's Bible class. 8:00 p. m. Wednesday. Prayer meeting.

SOUTH SIDE CHURCH OF CHRIST Corner of South Colorado and California Streets 10:30 a. m. Song service. 11:00 a. m. Preaching. 8:15 p. m. Preaching. These services will be held each Lord's Day. 8:15 p. m. Wednesday. Bible study. The public is invited to attend.

ST. GEORGE'S CHURCH John J. O'Connell, O. M. I. Pastor 7:30 a. m. Holy Communion. 8:00 a. m. Mass for Mexican people. 10:00 a. m. High mass. (English speaking).

HOLINESS TABERNACLE (Pentecostal) Pastor O. W. Roberts 10:00 a. m. Sunday school. 11:00 a. m. Preaching service. 7:45 p. m. Wednesday, Prayer meeting. 7:30 p. m. Evening service.

GRACE LUTHERAN CHURCH T. H. Graalmann, Pastor. Services are held every second and fourth Sunday at the Midland Episcopal Church at 2:00 p. m. You are cordially invited.

ASSEMBLY OF GOD CHURCH 510 S. Baird M. E. Stubblefield, Pastor. 10:00 a. m. Sunday school. 11:00 a. m. Church service. Sermon by the pastor. 8:15 p. m. Church service. Sermon by the pastor. 8:00 p. m. Tuesday. Young people's meeting. 8:00 p. m. Friday. Prayer meeting.

NAOMI CLASS The Naomi inter-assembly class for women will meet at 9:45 o'clock in the private dining room of the Hotel Scharbauer. Mrs. J. Howard Hodge is the teacher.

MEN'S CLASS. The Men's class meets every Sunday morning at 9:45 o'clock in the Crystal ballroom of the Hotel Scharbauer. It is a non-denominational class and every man who does not attend services elsewhere is cordially invited to attend. The teachers are Marvin Ulmer and Judge Charles L. Klapproth. There is a singing service of fifteen minutes prior to the speaking.

According to estimates each person in the United States eats an average of 58 oranges, five grapefruit, and 16 lemons annually.

From Badlands of Brooklyn



They're the best of the West—Pat O'Brien, Priscilla Lane and Dick Powell head the cast of "Cowboy from Brooklyn." Warner Bros. hilarious musical comedy hit now showing at the Yucca theatre.

Fans on Coast In Deep Coach Guessing Game

LOS ANGELES (UP).—The annual midsummer convention of football second guessers swings into stride this month and already California's famed sunshine is being shadowed by clouds of stuffy rumors.

Some of the reports are founded on fact and others are little more than hopes and wishes. All of them hinge on two intriguing problems: 1. Who will be named to succeed William (Bill) Spaulding, resigned, as head coach at University of California at Los Angeles. Spaulding will step into the position of director of athletics at the end of the 1938 campaign.

2. Will Jock Sutherland of Pittsburgh actually replace Howard Jones as head man at University of Southern California? Bierman Often Mentioned. There are two prominently mentioned candidates for the job at U. C. L. A., and both at first glance appear a bit ridiculous. The coaches are Bernie Bierman of Minnesota and Frank Thomas of Alabama, perhaps the top-men, along with Sutherland, of the coaching profession today.

Bierman's Golden Gophers for three years have swept virtually everything before them. Thomas has sent two Crimson Tide squads to the Rose Bowl since he replaced Wallace Wade at Tuscaloosa. Each, however, has been reported interested in the Bruin institution. From here on down a score of coaches have been named, including Harry Kipke, formerly of Michigan.

The U. C. L. A. spot from a coach's standpoint is hardly a bed of roses. It is more of the poison ivy type. Scholarship standards are perhaps the highest on the west coast; jobs are few, and the Alumni association is not a powerful and—more important—wealthy group. Jones May Retire. Jones still is in the saddle of the Trojan Warhorse, but he has gone on public record that he will step down unless the coming season is a successful one. Victories at U. S. C. have been few in the past five years, and victories mean a great deal to the Trojans. Rumors that Sutherland, whose Pitt teams have averaged less than one loss a season over a 10-year period, will head west have circulated for a year. The dour Scot has denied them at times, but it is whispered he will not be adverse to a change of scenery now that the Panthers are the object of a vigorous de-emphasis campaign.

Large advertisement for Barrow furniture featuring the text: 'Lower Prices---More Value Barrow Buys Direct From Factories for 7 Big Stores'. Includes images of a bedroom suite, a table, and a mattress, along with prices like '\$37.50' and '\$12.95'.

Advertisement for KRLH radio station: 'TUNE IN ON KRLH 142 on Your Dial 6:15 THIS EVENING Trans-Radio News Announcement by Fred Wemple'

Advertisement for land for sale: 'FOR SALE: 40-acre irrigated farm, Ft. Sumner, New Mexico, good hog fence. Alfalfa produces 10 tons annually; corn, 90 bushels. Water cost \$1.50 per acre; taxes reasonable. Owner will sell \$175.00 per acre in order to lessen responsibility. Considered worth \$250.00. Terms. Might take part trade clear revenue bearing property. W. E. Wallace & Son, 112 W. Wall Phone 122, Midland, Texas'

Professor Attacks "Parasites." WOLFVILLE, N. S. (UP)—Canadian mothers are creating "parasites" by sending boys to college against their wishes, Prof. E. W. Robinson, professor of education at Acadia university, said in an

High School News



Drive for Junior High Band Started By Armstrong

Director M. A. Armstrong announced this week that form letters have been completed and sent out in a gigantic campaign for Junior High beginners. Mr. Armstrong further added that he hoped for and saw possibilities of the largest beginner's band in the history of the school. This group will be the reserve organization to supplement the loss sustained to the regular band each year. Some fourteen graduates, for example, leaders in their respective instrumental sections, thinned out the ranks of the band for 1938-39. However, members with years of experience have stepped up into their places, creating only a small demand for less experienced players.

The "regulars" began practice on the first Tuesday after school started with an attendance of some forty-five. About forty crack members were used at the football game with approximately ten substitutes eligible to play when they have passed certain simple requirements. This will undoubtedly make for a better organization and will produce ambition in all members.

Mr. Armstrong predicted a "class A" organization of fifty pieces before the turn of the year with chances for annual contests greater than ever before. This prophesy parallels the predictions of everyone of a glorious school year for Mid-

NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the partnership, lately subsisting between L. H. CHOATE and FRED T. HOGAN, of Midland County, Texas, under the firm name of CHOATE & HOGAN, was dissolved by mutual consent on the 1st day of September, 1938.

EXECUTED, this 1st day of September, 1938.
L. H. Choate
Fred T. Hogan
(164-10)

Girls P. E. Class Begun Under Muirhead

Miss Muirhead arrived Monday to take charge of the girls physical education classes and to take Miss Vaughn's position as sponsor for the pep-squad.

The classes will meet on the campus until the gymnasium is opened. The girls are practicing volleyball and basketball team later in the season. Official suits have not yet been decided upon; however, they will probably be made up in the school colors, purple and gold.

Miss Muirhead has seven physical education classes each day, the total enrollment being 190 up to date. Approximately 15 seniors are in her classes although they will receive no credit for this work. All freshmen and sophomores are required to take this course, receiving one credit for two year's training. The course is elective for all juniors and seniors.

The girls physical education is definitely an asset to Midland High School.

THE PIGSKIN PARLEY.

Let by-gones be by-gones. It seemed as though everyone enjoyed himself unusually well at the Big Lake game, but now all attention is turned to Iraan.

Coach Pittman of Iraan has three outstanding players, Kennemer, Kennemer, and Bascom. The Kennemers are chips off the same block. These boys are supposed to make the Iraan line-up air-tight. Coach Myer says that such things do not exist; therefore, the Midland Bulldogs have the job of making that line-up look like a flat tire.

land High School.

It has also been unofficially announced that the band will occupy the new gymnasium practice rooms on, or around Oct. 1. The director and students realize that this will be the necessary boost to making the MHS band the outstanding organization at the contests.

Frosh Home-Ec Class Entertains Parents, Faculty With Tea

The Freshman Home Economics class gave a tea Thursday afternoon from 3:30 to 5:30, in the Home Economics dining room, under the supervision of Miss Iva Butler, foods teacher.

All the girls had an important part in the tea. The hostesses, pouring the tea and receiving the guests at the door, changed at intervals giving each a chance to participate. There were approximately 75 guests present. These included the mothers of the freshmen, the faculty and Mr. Lackey.

The refreshments consisted of cinnamon sticks, open face and layered sandwiches, macarons, and tea.

The color scheme was carried out in pink and green. Pink roses and Queen's Wreath decorated the room.

Coach Taylor, having an excellent understanding of boys has brought about splendid teamwork. The band, conducted by M. A. Armstrong, and the pep-squad, conducted by Miss Sude Pearl Muirhead, have given that "good old high school spirit".

Midland High School has a new coach, J. C. Moore. He is a teacher who knows as much about history as anyone in West Texas. Besides he coached high school football for five years until an injury called for an indefinite retirement from athletic activities. He suits out for every practice now and gives his assistance to Coach L. W. "Bud" Taylor and Assistant Coach R. W. Myer.

INTRAMURAL TOURNAMENT BEGINS MONDAY AT HIGH SCHOOL.

On Monday afternoon September 26, 29 students will compete in the Midland High tennis tournament.

The ten high winners of the tournament will represent the high school tennis squad. And the players at the top of the ten will comprise the tennis team. The tenth players of the squad may be challenged by any outsider and the tenth player may challenge the ninth and so on in order. If the tenth squad member is beaten by the challenger he automatically drops from the squad and the challenger becomes a member of the squad. The challenger is then in order to challenge the ninth player.

Those entered in the singles are: Jack Nobles, Horace Brown, Jack Reid, Frank Wade Arrington, Paul Anderson, Billy Joe Hall, John Pickering, Marvin Park, Bobby York, Cedric Ferguson, Doyle D'Armon, Fred Gordon Middleton, Mann Rankin, Grady Jennings, Glenn Brunson, E. J. Ragsdale, Duffy Stanley, Doyle Cobb, A. W. Jones, Foster King, Raymond Gee, Gerald Nobles, Jack Simpson, Jimmy Harper, and Buster Cole.

Those entered in the doubles are: Jack Nobles and Horace Brown.

BACK AGAIN!

Again, in cooperation with the local sheet, Midland High School presents the High School News, Issue 1, 1938, edited with no regrets by the journalism class. For the second consecutive year this class will competently and some what laboriously turn out the printed matter.

Sans advertising, the petite news-sheet will closely resemble its big brothers and is a member of Texas High School Press Association. This membership gives the paper quite a boost upon the high planes of high school papers and requires greater skill on the part of the ambitious young journalists who contribute to its welfare. The trash-heap of news and gossip is piled up during the week by nosey newshounds and composed into the finished product Thursday, to be printed Sunday.

If the first issue doesn't present a high grade of news and gossip it will be because of the inexperience of the "cubs." However, by the end of the year the school columns should comprise a first-class paper, eligible to receive any and all types of recognition from the Texas High School Press Association.

The journalism class has resolved to present feature articles, news, editorials, and gossip in better proportion and in a humorous vein. Interest should run high after the first issue and it is conservatively conceded that every student will look forward to Sunday for TWO reasons now.

NEW GYMNASIUM WILL BE OPEN IN OCTOBER.

Information was received today that Midland's \$75,000 gymnasium would be ready for occupation around October 1.

Although the contract, let to the Balfanz Construction Company of Abilene, allowed until September 1st to finish the building, this remarkable and commendable saving of time will make it much more convenient for the school athletics and band, both of which are prominently represented in the building.

The building, according to the contractors, is one of the largest high school gymnasiums in the entire state with a seating capacity of several hundred.

One of the largest basketball courts in the state will be flanked in the east by the boys' lockers, on the west by those of the girls, and on the north and south by bleachers.

A PWA labor project, the building has been under construction since last March, when excavations were begun.

A project that has been worked for long and faithfully by Mr. Lackey and school officials has at last come to pass; many thanks are due all those associated with the obtaining of the gym.

FOUR NEW TEACHERS HAVE PLACES IN FACULTY.

Miss Muirhead, the new physical education teacher, said that the new Midland High School Gym is the finest she has ever seen. Being the first gymnastics teacher for girls here in our school, she said it was an honor to teach in such a nice gym. Miss Muirhead came from Plainview, where she taught physical education. She is a very distinguished teacher in so far as teaching gymnastics and traveling. She spent 14 years of her life in South America and plans to go back next year.

Mrs. Nierbuhr is the new librarian from Kingsville High School. West Texas is not new to her because she has made her home in Colorado and Crane, Texas for a number of years. She is a graduate of T. S. C. W.

Miss Butler is the foods teacher here this year. She taught at Wesley College in Greenville last year. She said that the department of cooking here is the largest she has ever seen for the number of students in the school.

This year we have in our high school a new subject which hasn't been taught here before. It is industrial arts. Mr. R. C. Ferguson, the teacher, is going to have a work shop in the new gym. It will contain all the equipment necessary for working with woodwork and sheet-metal. Mr. Ferguson is coming to us from Benjamin High School where he was principal.

Frank Wade Arrington and Fred Gordon Middleton, Paul Anderson and Johnny Pickering, Bill Ferguson and Bobby York, Marvin Park and Cedric Ferguson, Billy Kimbrough and Mann Rankin, E. J. Ragsdale and Duffy Stanley, Grady Jennings and Billy Joe Hall, A. W. Jones and Foster King, Gerald Nobles and Jack Simpson, Jimmy Harper and Buster Cole.

THE JOURNALISM CLASS OF 1938-39.

Because of the considerable interest shown by the students of Midland High School in journalism the teacher, Miss Carden, has hopes for a most successful year. Twenty students have enrolled for this course. Many have always had aspirations to be a journalist and are planning to make it their major in college. Others think journalism is an interesting subject and wish to improve their journalistic tendencies.

The journalism class has chosen a subject for daily discussion that they think will furnish news and interest for the complete first term. The subject chosen was the "European Situation." The newspaper accounts of this subject are read daily and notes are kept by each student.

The journalism class edits the "High Schools News" which is found weekly in the Midland Reporter-Telegram. They are hoping to fill it with very interesting and original articles that will appeal to everyone. The class will work to make the paper outstanding in every way in their efforts to gain satisfactory recognition by the Texas High School Press Association in Denton in the spring of the year.

Members of the class are: Billy Noble, Marvin Park, Jean Lewis, Margaret Mary Jordan, Eleanor Wood, Julianan Cowden, Barbara Jean Harper, Jessa Lynn Tuttle, Freddie Fae Turner, Margaret Watford, Delmar Yoakum, Beth Reeves, Louise Bryan, Kitty Gene Ellis, Joyce Beauchamp, Gordon Geddes, Jeanne Davis, Bobbie Walker, John Dublin, and Dennis Davis.

BOYS QUARTET ORGANIZED.

Mrs. Douglas, the music teacher, has chosen for the boys quartet John Pickering, 1st tenor; Marvin Park, 2nd tenor; Wayne Lanham and Fred Gordon Middleton 2nd bass; and Lynn Stephens, 1st bass.

Some of the songs the boys are practicing on are: "There is a Tavern in the Town," "A Toast," "A Little Wish," and "Down Mobile." The boys will soon have these songs prepared to sing in assembly.

Fred Gordon Middleton, who sang second bass last year, has not been able to sing with the quartet as yet due to a throat operation a while before school started. It will be about three months before Fred will be able to sing again and until then Wayne Lanham is singing second base.

OUR NEW PEP LEADERS.

Lois Guffey, newly elected senior pep squad leader, likes her honorable position "cause it gives her more pep." She says the pep squad is very good and she is thrilled that we won our first game. However, she made the statement that some of the pep squad members could keep their uniforms in better condition, and the games need more advertisement.

FIVE NEW STUDENTS ENROLLED IN SENIOR CLASS.

This year there are five new students in the senior class. In 11-A there is the blond seventeen year old Dennis Davis who has transferred to the Midland Schools from Newman High in Sweetwater. Also seventeen is the attractive brunette, Ann Dederichs, who came from Pascal High in Fort Worth. Last year Ann represented Pascal High in girls singles in tennis at State. We hope she goes to State this year.

In 11-A there are three new girls. Kathryn Hughes, 17, came from Breckenridge. She is a great football fan.

Maralee Kirby who is 16, is from Hauka, Mississippi. But Maralee prefers Mississippi to Texas and plans to return very soon. We'll miss her.

Gloria Smith is a pretty blond from Kermitt. She is a clarinet player and is seriously thinking of joining the band.

THE FIRST DAY!

One Monday morning, about two weeks ago, a drastic change took place. About a quarter till eight, many girls tumbled out of bed with

'THE CLASS OF '42 APPEARS.

The senior class of 1942 came through the doors of Midland High School for the first time as students the day school opened.

They were bewildered and sometimes got mixed up as to which class they belonged in. Every upperclassman was once a freshman, puzzled about his studies, in the wrong class half the time, and afraid to ask because he didn't know the teacher.

There are to some a faint memory but to today's freshmen students a grim reality, emphasized by the characteristic, "hey fish!"

Freshman, you have four long years ahead of you, so here is a poem to follow you:

"You can always tell a Freshman by his green and haughty look; You can always tell a Sophomore by the gay ties he wears and such;

Down a murky lane I strolled in the fading twilight hour, And the things I saw made me fully conscious of His power, As things of His creation. While I walked, a cricket burst forth in a monotonous song; A Butcher-bird screamed noisily from the safety of his perch— then was gone; Before me there arose a Bob-white zig-zaring its way To nestle beneath a shock of sweet-smelling hay. And, as I farther walked, it later grew; The twilight was overthrown by night. The stars popped heedlessly out— one by one— To laugh and wink at the vanished sun. The moon noiselessly crept up from its bed of hills Shrouded in mystery and glamour by a cloud of frills. The distant baying of a neighbor's dog Linked with silent dare of an approaching fog, Proves it night—now with a placid contentment the Maker has blest All the tiny woodfolk as they settle to rest.

YOUR HIT PARADE.

- "I'm Nobody's Sweetheart Now"—Edna Earl Lineberry.
- "I'm Just an in Between"—The Freshmen.
- "You go to my Head"—Eldon Kennedy to his pipe.
- "Is it Love or Infatuation"—(or a date to the banquet)—Joyce to Jay.
- "I've Been Saving Myself for You"—Alfred Vogel to guess who!
- "Am I in Another World?"—Wendell Williams going to Midland High.
- "Now it is Nick"—That you can't put slugs in Nickelodians.

Let's write subject is mathematics and she wants to be an accountant or work in a bank after studying at Mary Hardin Baylor, a school for girls.

Her favorite sport is tennis and she likes to pal around with Ann Blackburn. She thinks Jay Francis is the best all round boy and Freddie Fae Turner is best all round girl.

Virginia Ford, the new junior leader, thinks the pep squad is wonderful; the game was in her own words "swell" and the pep squad just couldn't have been beat—they were better than ever before.

Believe it or not, most of the girls and certainly all the boys finally arrived at the high school at 9:00. Then the commotion began: Superiors for seniors trying so hard to keep that dignified look and still push all the others down in order to get the front seats; carefree juniors going thru all the lockers in hopes of finding a little note book paper or at least a stubby pencil; suddenly group-up sophomores, who now look with contempt at the "poor fish," and the "poor fish" themselves, bewilderedly coming into the wrong class-rooms.

With the usual sounds of "The Angelus" and "Build These More Stately Mansions" floating out the window the day suddenly changed from an exciting, different, "first day", to just a plain old school day.

MELBOURNE, Australia (UP).—A carload of motorists had the right of their lives here when, without knowing it, they turned into a road set apart for safety tests. Suddenly a school girl shot out from the side of the road and before they could apply the brakes was run down by the car. To their relief she proved only to be a dummy which had been automatically set loose when they entered the road.

The curvature of the earth amounts to seven inches per mile.

LAST YEARS SENIORS.

Busy days ahead for the Seniors of '38. A large majority of them are entering colleges in various parts of the state—some selecting the schools of other states. For some few boys it is slouch hat, dude boots on the ranch—others are entering the various trades prevalent in our city.

Those entering Texas University are:

- Harold Barnes
- Frank Nixon
- Aldredge Estes.
- Joe Norman.
- Texas Tech:
- Virginia Ann Hilliard
- Robert Spikes.
- A. & M.:
- Dalton Cobb
- Bob Crane.
- John Tarleton:
- E. B. Rountree
- Robert Pilson
- Fat McMullan
- Jack Walton.

Texas State College For Women:

- Jane Doran
- Helen Droppelman
- Louise Elkin
- Rebecca Epps.
- T. C. U.:
- Woodrow Adams
- David Watford.
- Hardin-Simmons:
- R. O. Brooks
- George Walker.

Those entering other colleges are: Gordon English, Tulane

Val Borum, Shawnee Baptist College.

Courtney Cowden, N. M. M. I. Willa Mae Hale, Wichita Falls Business College.

Micky O'Neil, Draughts Business College, Lubbock.

Those who have positions here and elsewhere:

- Nell Bounds in New Mexico
- Marshall Dale
- Paul Caswell
- Ed Dorsey, Shell Petroleum
- Warren Duncan
- Jesse Lee Barber, Carpenter.
- Lewis Fickett
- Maxine Hays, J. G. Harper, Insurance.
- E. P. Lawson, Gulf
- W. E. Lynch, West Tex Food Market.
- David Holster, West Tex Food Market.
- Jack Martin, Midland Steam Laundry.
- Martin Neil, Midland Bottling Co.

Ema Mae Richman, The Fashion. Brooks Roberts, Humble. George Sapp, City Drug.

Wanda Walker, Texas & Pacific Oil Co.

"BUZZ."

The latest buzz around the campus is that Mary Jane Harper is wearing Rocky's football.

Naughty! Naughty! Stickney, you shouldn't be jealous of Geddes and all because of Burky Bounds.

Ramond Gee and Eldon Kennedy were seen helping Margaret Mary Jordan do her shopping. Gee, that was funny.

Noble, can't you and Cleo find any other place to give each other notes except in the hall?

Fredda has a faraway look in her eyes since Joe and Pinkie left.

It must have been a cold and not Button the other night, because Jessa Lynn's eyes were surely misty, when she saw a good looking Romeo.

Billy Joe Hall seemed to be having trouble making up his mind as to whom he would take to the ball game Friday night, Marilyn Moore or Gloria Smith. (Did you ever decide, Billy?)

What's this we hear about Lynn and Eleanor busting up. And it's only lasted a year and half. That's a shame.

Tommy Wilson and Charles Dodson just can't seem to rate a date now days. Let me see, it could not be the car.

Too bad that all pretty girls can't be in the pep-squad, because they do charge a quarter for a ticket to the football game. Don't they Geddes?

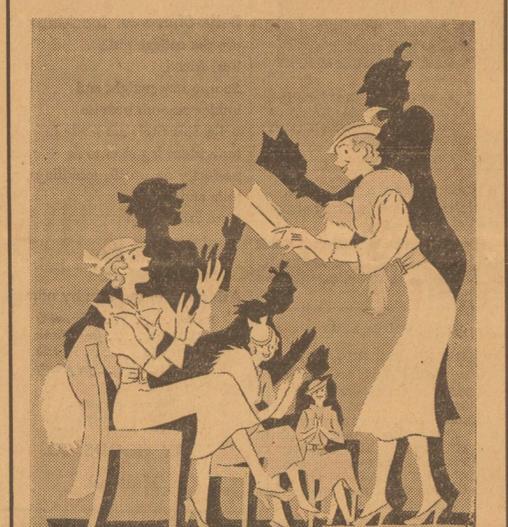
Buddy you had just as soon confess because we know you like Lynn again. (Could it be one of the Virginia's?)

No one ever gets hurt any more going down to assembly since the Seniors of '38 are gone.

SEPTIMBER BIRTHDAYS.

- Forest Hunter, September 1.
- Charles Willis, September 2.
- L. C. Clements, September 9.
- Reda Whitaker, September 10.
- Sue Bryan, September 11.
- Nell Ruth Bedford, September 14.
- Bob Eidson, September 15.
- Jay Francis, September 16.
- Bill Ferguson, September 17.
- Leta Lois Guffey, September 19.
- Walter McQuaters, September 19.
- Coleman Collier, September 20.
- Homer Lee Norman, September 30.
- Darrel Johnson, September 30.
- Franklyn Stickney, September 25.
- Joe Harwell, September 27.
- Doris Blackburn, September 28.
- Billy Joe Hall, September 30.
- Gordon Geddes, September 30.

Amsterdam has a river called "Y." China has a city called "U." and Sweden has a town called "A."



POPULAR MRS. JONES ALWAYS HAS TIME FOR CLUB MEETINGS

Mrs. Jones learned long ago that you're sure to live a lonely life if you tie yourself down to household drudgery—she phoned us the very day she realized all she was missing—we've been doing her laundry efficiently ever since—and Mrs. Jones has time to be popular—two days a week, when she used to be washing and ironing! But we do it for her now!

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PHONE 90



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SOCIETY NEWS SECTION

Delphian Chapter Honors Past President at Coffee

Alpha Mu chapter, Delphian study club, entertained at the home of Mrs. Hal Peck, 1200 W. Missouri, Friday morning at 10 o'clock with a coffee honoring Mrs. Ross Williams, past president.

Roses were used as party flowers in the living room and dining room. Guests were greeted at the door.

The hostess assisted by the following committee members: Mrs. Chas. L. Klapproth, Mrs. Fred Turner, and Mrs. Robert Turpin. Arrivals were then ushered to the den where Mrs. Fred Wemple presided at the guest register.

Mrs. W. T. Walsh, chapter president, welcomed the guests and explained the year's course of study on drama.

Mrs. S. A. Debnam presented a humorous reading.

Mrs. Peck, first president of the Midland club, presented Mrs. Williams, as immediate past president, with the past president's jewel of the chapter.

The coffee table in the dining room was spread with Italian point d'esprit with a central arrangement of roses on a silver reflector.

Mrs. Walsh poured coffee, presiding at a service of silver.

Chapter guests present were: Mmes. R. E. Gile, B. A. Hilliard, John West, A. P. Loskamp, K. L. Sappington, Foy Proctor, Jack Mitchell, H. J. Kempfer, Don Traynor, Mrs. C. J. Jones of Amarillo, and Miss Ida Bright of El Paso.

Members attending were: The honoree and Mmes. Ralph Barron, Frank Elkin, A. J. Cooper, Ernest Neill, G. R. Grant, F. H. Schouten, S. M. Laughlin, Debnam, R. M. Turpin, Walsh, Klapproth, Elliott Powers, Wemple, Turner, Miss Nell Shaw and the hostess.

Morning Party Is Courtesy to Bien Amigos Club

Fall flowers and roses decorated party rooms when Mrs. J. M. Haygood entertained at her home, 708 W. Kansas, with a morning bridge and luncheon Thursday for Bien Amigos club.

Three tables of bridge were played during the morning, games opening at 10 o'clock.

Mrs. Joe Ballantone held high score in play with second high going to Mrs. E. H. Miller and guest high to Mrs. W. M. Studdert.

A luncheon plate was served after the games.

Club guests were Mrs. E. H. Davidson, Mrs. Studdert, and Mrs. E. R. Osburn, whose husbands are associated with the Texas-New Mexico Pipeline company.

Members present were: Mmes. F. Winger, Ballantone, C. A. Mix, P. F. Bridgewater, Jas. H. Chapple, Nelson Young, W. B. Harkrider, Miller, P. E. Weaver, and the hostess.

Prayer and Mrs. Herbert King dismissed the group with prayer.

Study for next Friday will be the fifteenth and sixteenth chapters of First Corinthians and Isaiah 26:3 as the memory verse.

Refreshments were served to: Mmes. T. O. Midkiff, A. W. Lester, Paul Smith, James Adamson, Hobbs, Fickett, Herbert King, Roy Harwood, A. B. Stickney, J. M. King, Nolan, Bruce, J. C. Hudman, W. L. Sutton, H. R. Brazeale, G. D. Taylor, C. Shafer, and the hostess.

The class will meet next week with Mrs. Hudman, 413 W. Indiana.

Museum Gets G. W. Letter

SAINT JOHN, N. B. (UP)—A letter written by George Washington from his headquarters in New York City on August 8, 1776, is one of the valuable items presented to the New Brunswick museum here by the estate of the late Miss M. Kearney Odell.



DIAMOND patterned, flecked tweed, in brown, tan, burnt orange and red is cut on classic lines in this tailored, lightweight fall suit. The single-breasted jacket is unlined, making it comfortable for early autumn weather and to wear under a winter coat later on.

Stitch and Chatter Club to Elect New Officers Next Month

Stitch and Chatter club met with Mrs. Ben Biggs, 401 E. Louisiana, Friday afternoon with all members and one visitor, Miss Johnie Nix, present.

The group quilted on an odd-block quilt for the hostess.

Each one present composed a rhyme about some member of the club. These were read and a small token of friendship was presented to each member.

Birthday gifts were presented to Mrs. L. G. Boyett.

During the business discussion, it was decided to hold an election of officers October 17, at which time the club will have been in existence six months. All members are urged to attend this meeting.

A sandwich plate and tea were served by the hostess to: Miss Nix, Mmes. Chas. Ward, Jewel Hedges, W. P. Hedges, A. E. Dixon, J. C. Bryan, Fred Klatt, E. L. Reagan, F. D. Reven, L. G. Boyett, L. M. Hedges.

The club will meet this week with Mrs. E. L. Reagan, 205 E. Kentucky.

Medical Auxiliary Holds Initial Fall Meeting on Friday

The Six-County Medical Auxiliary met Friday at Big Spring at the Settles Hotel with Mrs. C. K. Bivings and Mrs. M. H. Bennett hostesses. Twenty-three members were present for the luncheon and the business meeting which followed. It was the group's first session of the season.

Presiding were the new officers for the year. The staff includes: President, Mrs. E. Headlee of Odessa; vice-president, Mrs. W. E. Ryan of Midland; secretary-treasurer, Mrs. Jas. H. Chapple of Midland; corresponding secretary, Mrs. H. E. Hestand of Odessa.

After the business meeting, Mrs. E. Headlee talked on her trip to San Francisco where she attended the National Auxiliary convention.

Present from Midland were: Mmes. L. Alton Absher, Tom C. Bobo, Chapple, J. M. Devereux, L. W. Leggett, T. L. Morgan, Ryan, W. G. Whitehouse.

Next meeting of the Auxiliary will be held in Midland in October with Mrs. Chapple and Mrs. Bobo as hostesses.

Marvin Park Honors Football Boys at Dance at Club

Boys of the football squad and their girl friends were honored when Marvin Park, son of Mr. and Mrs. M. A. Park, entertained with an informal dance at the Country Club Friday evening.

Music for dancing was supplied by the club nickelodeon.

Chaperones for the evening were Mrs. M. A. Park, mother of the host, Mrs. W. M. Ford, and Mrs. Alvin Johnson.

High school students, estimated at 20 to 25 couples attended.

Diamonds have a grain, like wood, and large stones are divided into smaller ones by experts, who study the cleavage of the stone, and by a light blow, are able to cause the gem to fall apart.

Young Piano Pupils Are Organized Into Treble Cleft Club

Sixteen children of pre-school and primary grade age, all piano pupils of Miss Leticia G. Watson, have been organized into the Treble Cleft club, which, in effect, is a junior Robyn club.

The group will meet each Saturday morning at 9:30 o'clock. Yesterday morning, the boys and

Data on PTA Work Cited by District Vice President

Editor's Note: The following brief sketch of the work and aims of the Parent-Teachers Association was written by Mrs. Nicol following her return from the Sixth district executive board convention at San Angelo last week.

"KNOW THY SHIP"

By Mrs. W. L. Nicol, member of Junior High PTA.

And Sixth District Vice-President.

The first Parent-Teacher movement was begun in 1895 by Mrs. Theodore W. Birney and Mrs. Phoebe Hearst with child welfare as an aim. Today the National Congress of Parents and Teachers has 2,000,000 members.

In 1909, Mrs. Ella C. Porter organized a Texas Congress of Parents and Teachers. Today Texas has 15 districts, 105 vice-presidents and county council presidents, 110 county councils, 63 city councils, 2,176 local units, 95 national life memberships, 1,735 state life memberships, and 131,006 members.

Mrs. Holland Holt of Abilene is the president of the Sixth district of which Midland is a part. The sixth district has seven district vice-presidents, 133 local units, three county councils, three city councils, and 7,376 members a gain of 1,794 over last year.

At the district executive PTA board meeting in San Angelo Mrs. Clyde Barron of Midland was elected district publication chairman.

The district executive board will meet with the local convention committee in January to plan for the district convention that will be held here in the spring.

We want the citizens of Midland to realize what this convention will mean to them—we will bring to you some of the most outstanding educators of the state, speaking on different subjects that will benefit the community as a whole, and in turn the PTA's are expecting co-operation from civic clubs, churches, and so forth.

Plan of Work.

At the district convention we want to have the greatest number to receive certificates for the "Procedure Course" which is free to all superintendents, principals, and PTA presidents, if they enroll before Nov. 1. The fee is one dollar for one member or a group of four can get the course for 50 cents each. These can be ordered through your PTA or individually from the Texas Congress of Parents and Teachers, 408 W. 11th street, Austin, Texas.

My work is to organize and hold. I hope to organize two bi-county schools of instruction in four counties, that is in Midland-Martin and in Ector-Andrews. There are nine local units in this group of counties. I am at your service.



Nubby black wool is accented with shiny black silk braid binding and braid-covered novelty buttons in this softly tailored fall suit. The gored skirt

flares softly at the hemline, and the hand-made blouse is of white silk crepe with a high neckline.

Dorothy Blackman, Dianne Debnam, Stephen Lee Debnam, Jean Anne Preskitt, Patsy Pope.

Mrs. Bill Collins prize for cut. Guests were Mrs. R. E. Young and Mrs. D. G. Stookey.

Escondida Club Meets for Luncheon And Bridge Friday

Escondida club members and two guests were complimented with a one o'clock luncheon at the home of Mrs. Harry Adams, 606 N. Marienfeld, Friday.

A profusion of roses brought a gala note to the party rooms.

Following the luncheon service, two tables of bridge occupied the afternoon, with Mrs. Butler Hurley winning prize for high score and

Escondida members present were: Mmes. E. C. Hitchcock, Hurley, S. S. Stinson, O. L. Wood, Collins, and the hostess.

One Million Salads Lost.

OAKLAND, Cal. (UP)—The American public lost an estimated 1,000,000 salads here when a freight train, striking a loaded vegetable truck, ploughed through four other trucks, putting them out of business. The engineer of the train was not aware of the accident until a produce wholesaler boarded his train and applied the emergency brakes.

Miss Oppenheimer To Present Book Review at Odessa

Interesting to Midland citizens who count book reviews among their favorite cultural recreations is the announcement that Miss Evelyn Oppenheimer will present a review at Odessa Monday evening at 8 o'clock in the high school auditorium. Her appearance is sponsored by the Odessa Study club.

Miss Oppenheimer, who is well-known to Midland audiences through appearances here last year, has chosen to read for the Odessa club Howard Spring's "My Son, My Son."

The public is invited to attend, admission being 50 cents.

Widely popular with Southwestern audiences, Miss Oppenheimer is booked to return to Midland this fall under auspices of a study club but the book she will review has not yet been announced.

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Numbers by Children Included on Story Hour Program

Stories told by Mrs. W. Bryant at the weekly Story Hour in the children's library at the courthouse Saturday included: "Prince Wicked and the Grateful Animals" by Ellen C. Babbitt; "The Fairy of the Mill Pond" by J. and W. Grimm; "The Legend of St. Christopher" from the Russian Legend by Carolyn S. Bailey; "The Golden Bird" by P. C. Asbjornsen.

Numbers presented by the children included: Story by Gloria Jane Cameron; reading by Dianne Debnam; reading, Patsy Mix; riddle, Shirley Cooper; song, Bobby Stubbeman.

Children attending included: Shelby Reed, Gloria Jane Cameron, Betty Jean Wilson, Jeannene Coles, Fay Manville, Shirley Cooper, Toya Chapple, Patsy Mix, Mary Helen Winston, Sally Jean Secor, Mazie Secor, Gloria Anguish, Dorothy Meade, Sarah Lou Link, Rosa Leggett, Marcelline Howard.

Betty Jean Merriweather, Dorothy Sue Merriweather, Gail Black, Lois Black, Duane Fritz, Donald Fritz, Gray Throckmorton, Betty Ruth Plokering, Eloise Pickering, Dorothy Wolcott, Peggy Lou Whitson, R. A. Whitson, Billy Vance Jensen, John D. Jensen, Bobby Stubbeman, Kingsley Blackman, Billy Blackman.

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It Is Indeed Spinach Things About Books

Reviewed by JANELL BURNS

People by whom I am riled Are people who go around wishing C that Time would backward turn backward and again make me a child.

Because into being a marathon dancer or a chiropractor or a teacher or a certified public accountant I could not be beguiled. But I could sooner than I could into being again a child.

Because being a child is not much of a pastime, and I don't want any next time because I remember the last time.

Furthermore, I don't want to cry for the moon. And I do want to hold my own spoon; I have more ambitious ideas of a lark Than to collect pebbles in my hat or be taken for a walk in the park;

So it's pooh for the people who want Time to make them a child again because I think they must already be a child again or else they would stand up and own up That it's much more fun to be a grown-up.

Oden Nash, of course you guessed it, and it is only one of his many original eccentricities in rhyme from his latest collection "I'm a Stranger Here Myself," published by Little, Brown Co. \$2.00.

Despite the hardships of the war in Spain and the bombing to which the city has been subjected, Barcelona found time recently to hold its annual book fair.

"The Yearling" by Marjorie Kinman Rawlings, has gone into its fifth printing making the number of copies in print 157,000.

Rachel Field, author of "Time Out of Mind," has received from the University of Maine the honorary degree of Doctor of Letters. The degree was conferred with praise for the "Charm and understanding with which she has interpreted life in Maine." "All This and Heaven Too" is to be the title of Miss Field's next book coming in October.

"The Long Valley" by John Steinbeck (author of "Of Mice and Men"). This volume has just been released, it is a collection of sixteen short stories. Two of which have never before been published, "Flight" and "The Leader of the People," one, "Saint Katy the Virgin" was included only in a private edition of which no copies were for sale and "Red Pony" which some people consider the greatest thing Steinbeck has ever done, has only been available herebefore in an edition limited to 699 copies at \$10 a copy.

THE BIG FOUR By Oscar Lewis 40 illustrations Alfred A. Knopf, \$4.50. "California annexes the United States," placards read at the celebration of the completion of the joining of the Central Pacific and

Married Fifty Years



Shown above are Mr. and Mrs. W. T. Beauchamp of this city who recently celebrated their fiftieth wedding anniversary. They were wed at Henderson, Rusk county, in 1888. Mrs. Beauchamp being Miss Clara Bunyard before her marriage. They came to West Texas in 1903, living at Judkins for six years before coming to Midland, where they engaged in farming until Mr. Beauchamp's retirement some years ago. Since then, they have made their home in town.

Union Pacific Railroads in 1869. The building of this railroad was of far reaching influence on the country as a whole. "The Big Four" is not a history of the railroad but a biography of four outstanding men, who were greatly responsible for the vivid progress of California - Huntington, Stanford, Hopkins and Crocker, all men of keen judgment who rose from mediocre shopkeepers to sensational importance. Controllers of such extensive enterprises that affected the lives of so large a part of the population that it is possible only now to give an unbiased account of their various activities.

A stirring story of spectacular men in a colorful and changing era makes "The Big Four" interesting reading. Written by an authority on California, Oscar Lewis, who has spent six years gathering the material for his latest book.

The three American novels selected by the American Prix Pemmiana Committee to be sent to the central committee in Paris for final selection were "The Journey Down" by Aline Bernstein, "The Outward Room" by Miller Brand, and "Children of Strangers" by Lyle Saxton.

Teacher Outlines Day's Bible Lesson

Editor's Note: The following outline of today's Sunday school lesson is presented by Rev. J. Fred Cecke, teacher of the Business Men's class of the Methodist church, who extended an invitation to the public to attend the class meeting at the church this morning at 9:45 o'clock. Lesson: Ps. 23:1-6; Ps. 27:1-6. Golden Text: Ps. 23:1. Subject: "David Triumphant Faith" I. Introduction: "David, A Biography" II. David's faith triumphant for he did not want: 1. Rest: Ps. 23:2. 2. Peace: Ps. 23:3. 3. Personal restoration of soul: Ps. 23:3. 4. A leader: s. 23:3. 5. A comforter: Ps. 23:4. 6. Abundant temporal and spiritual blessings: Ps. 23:5. 7. Mercy in life or a home at the end: Ps. 23:6. III. David's faith triumphant for

Friday Needle Club Meets at Bohannon Ranch Home

Mrs. A. G. Bohannon was hostess to the Friday Needle club at her ranch home northwest of town Friday afternoon at 3 o'clock. Guests brought their needlework and the afternoon was spent in sewing and in conversation. Refreshments were served at tea time. Members present were: Mmes. O. H. Jones, Harvey Childress, Raymond Hines, D. Davis, Paul Jackson, Eddie Rochelle, Buck Dupuy, Gertrude Cantlon, and the hostess. The club will hold its next meeting with Mrs. Childress.

Announcements

MONDAY. Circles of the Methodist mission society will meet Monday afternoon at 3:30 o'clock as follows: Young Women's circle with Mrs. A. B. Cather, 907-A W. College; Mary Scharbauer circle with Mrs. Rear Sindorf, 801 North D street; Laura Haygood circle at the Gulf Tank Farm with Mrs. Chas. Pepper; Belle Bennett circle with Mrs. Theo. Glass, 911 W. Texas.

Circles of the Baptist missionary union will meet Monday afternoon at 4 o'clock as follows: Kara Scarborough circle with Mrs. Fred Middleon, 900 W. Tennessee; Martha Holloway circle with Mrs. H. S. Collins, 511 W. La.; Annie Barron circle with Mrs. W. D. Anderson, 1209 W. Texas; Glenn Walker circle with Mrs. J. M. White, 702 W. Storey.

Episcopal auxiliary will meet with Mrs. John P. Butler, 1604 W. Holloway, Monday afternoon at 3:30 o'clock.

Business and Professional Women's club will hold its first dinner meeting at 7:30 o'clock in the private dining room of Hotel Scharbauer.

Circle No. 2 of the Christian church council will meet with Mrs. L. A. Arrington, 811 W. Wall, Monday at 3:30.

TUESDAY.

Twentieth Century study club will hold its first meeting of the new season Tuesday morning at 9:30 o'clock with a breakfast in the Blue Room of Hotel Scharbauer.

Civic Music club will meet at the Watson studio, 210 W. Ohio Tuesday evening at 8 o'clock.

Business Girls' auxiliary of the Presbyterian church will meet with Miss Dezzie Carden, 423 S. Colorado, Tuesday evening at 8:00 o'clock. Mrs. Sherwood O'Neal will be co-hostess.

Chez Les Amis club will meet with Mrs. W. L. Miller, 1004 W. Kentucky, Tuesday afternoon at 1:30 o'clock for a dessert-bridge.

Delphian chapter will meet in the assembly room at the courthouse Tuesday morning at 9:30 o'clock. All those who are members of Del-

phian chapters elsewhere but have not become affiliated with the Midland chapter are especially invited to attend the meeting.

Midland county museum in the courthouse will be open Tuesday afternoon from 2:30 o'clock until 5 o'clock. The public is invited.

Extraordinary Volumes Dealing with the European Crisis Offered Reading Public Through Facilities of County Library

Editor's Note: With changes threatened daily in European geographical borders, forms of government and dominance of political factions, casual readers of the day's news may better read between the lines and interpret the happenings through study of the backgrounds of historical events leading up to today's happenings. The Midland county library, at the court house, is especially well prepared to furnish the reading public authoritative information through its well selected group of books and periodicals.

Books in the library which will be of interest at this time as throwing light on the European situation are:

Under the Swastika, by John B. Holl: A vivid picture of a changing order. A clear sighted interpretation of the Nazi regime by a young man who lived in Germany from 1931 to 1935 and watched the war on the old order, the rise of the new. Hitler's program unites Germany through Nazi dictatorship. Under his hypnotic spell factory owners and factory workers begin to work together for what the Party conceives to be the interest of the people. Farmers under the slogan "Blood and Soil" take up the sacred duties of providing the nation's food and keeping the nation's blood stream pure. The schools through revised curricula educate German youth in the new spirit, "Live Eternal Germany!" The liberal tradition in science, upheld for generations by the universities, bows under the yoke of the Nazi view of science. A pagan faith, worshipping the nation and the race and the old legendary heroes, seeks to command the religious allegiance of the people. A wild, blind hatred of the Jews, "The race-polluters," results in murders, in physical torture. At length a people, drunk with the spirit of unity, stands in ordered blocks by the hundreds thousands at the Nazi Party Congress. Myriads of arms are raised in salute to the swastika banner, symbol of the state, and to Hitler, leader of Germany and the German people. Against this surge of loyalties toward collective unity there are indications of resistance made possible by still living remnants of the old social and economic order. Private businesses are still controlled by individuals or small groups. Class distinctions based on economic rank still hold sway. The traditional German inner need to have personal opinions and to discuss them meets with government suppression of political criticism and shakes faith in the government. Plot and Counterplot in Central Europe, Conditions South of Hitler, by M. W. Fodor: "The range of this book is wide, covering Austria, Czechoslovakia, Hungary, the Balkan countries, with side trips into Germany and Italy. It's author, M. W. Fodor, is a well known Vienna newspaper correspondent. He has written a delightfully witty, witty and yet substantial book on problems of great significance. His point of observation is Vienna, which is an excellent place to survey such a vast complex in the spirit of enlightened criticism. Even though some of his generalizations are bold, and not all statements are convincingly documented, they are plausible and suggestive. And what

phian chapters elsewhere but have not become affiliated with the Midland chapter are especially invited to attend the meeting. Midland county museum in the courthouse will be open Tuesday afternoon from 2:30 o'clock until 5 o'clock. The public is invited.

the result of his observations is an unbiased, accurate account of four years of Nazi rule, particularly as it affects the general European situation. He describes here the origins, nature and functions of typical party organizations, analyses Hitler's economic structure, deals with the German colonial demands, the youth movement, the new militarism, religion, the position of the Jews, the place of the Jews, the labor camps and motor roads, the unparalleled expansion of conscription to cover every phase of German life. Here in short is an objective estimate which neglects not a single aspect of organization, ideology or policy. (1937 publication.) My Austria, by Kurt Schuschnigg: Professor Sidney B. Fay, distinguished historian of Harvard University, writes: "Schuschnigg's very interesting volume gives an admirable background for understanding the struggle he had to carry on before Hitler forced him from office and annexed Austria. Schuschnigg has interwoven enough vivid incidents from his personal life to give his book the human interest of autobiography. But he does not obtrude himself. It is mainly an account of the vicissitudes of Austria since the World War. If he does less than justice to the Socialists, this is because of his deeply-seated Roman Catholicism. In his treatment of Austro-German relations up to the end of 1937 he is cordial and friendly to Germany, but at the same time firm for Austria's independence. I know of no book which gives such a clear and sympathetic account of Austria in the difficult post-war years. It leaves a pleasant taste in the mouth, owing to the author's deep sincerity and belief in his Austrian Fatherland; owing also to the beautiful character sketches and personal tributes which he gives to Seipel, Dollfuss, Schöberl and others. It makes all the more poignant the tragedy of recent events." (1938.) The Last Five Hours of Austria, by Eugene Lennhoff: "Eugene Lennhoff sat in during the last hours of Austria's death. But he did not know that the patient was actually dying until shortly before the last gasp. As editor of the Vienna telegraph, he was as close to events as any one outside the various Ministries could possibly be, yet he too vacillated between optimism and pessimism, between hope and despair. Things were happening so fast, so many forces were at play, that when the avalanche finally struck few were prepared. It was not until the eleventh hour that the road leading out of Austria suddenly became blocked with frantic foes of nazism seeking friendly refuge across the border. As Herr Lennhoff witnessed the trickery and dodges used by the Nazis to gain a foothold and the confusion that resulted from the lack of a definite policy on the part of the government, he began to lose some of his vigor and in the course of a conversation with a German, a former member of the Center party, the latter remarked: 'I know that feeling from my dealings with the Nazis in Bavaria. One feels one simply cannot do any more. I didn't learn much zoology at school, but I have noticed that snakes, before they strike fascinate their victims

about Czechoslovakia? Mr. Fodor mentions a plot of the Nazi to create disturbances in that country. This was the 'December, 1936 Plan.' A rebellion was to be started by the German and Hungarian minorities which the Czech government would naturally attempt to master. Public opinion in the Reich would be aroused and Belgian troops in disguise would be rushed to the minorities' help" (1937 publication.) The Defense of Empire, by Norman Angell: The theme of this book is the present situation of the British Empire and the possible arrangements that can be made to make its power effective for defense. When Britain had on her side not only France and Belgium but Russia and Japan—greater power than she can hope to have "next time"—aggression was not prevented. What are the lessons? If, as events show, great power in itself does not prevent aggression, by what political arrangements can it be made so to do? Has the defensive position of the British Empire been improved or weakened by recent policy in respect to Japan, Italy, Germany, the Spanish Government, and the Spanish Insurgents? In convincing pages the author answers these vital questions. He states that if the British Empire has any real human utility it is because it embodies the right of popular governments scattered throughout the world to combine in defense against governments that repudiate not merely democracy, but liberalism and freedom of discussion. Extending this idea to the larger sphere of world politics, the author outlines the international policy upon which he thinks Great Britain should take a stand, not only consolidating the support of the Dominions, but also enlisting the cooperation of the United States and other democracies. Here, then, is a book inspired by the fine sentiments, which has a vital bearing not only on the defense of the British Empire but on the whole cause of international peace and goodwill. (1937 publication.) The House that Hitler Built, by Stephen H. Roberts: For sixteen months Mr. Roberts travelled thru the country, taking full advantage of the unique privileges offered him by the German Foreign Office and the Ribbentrop Bureau. He met and discussed foreign politics and internal affairs with Hitler, Hess, Schacht and other officials; he discussed economic conditions with the big bankers and industrialists. He attended the Nuremberg Party Rally as a guest of the Party. To discover how far the Party is amalgamated with the State, he motored 8000 miles through the German provinces, securing the reactions of all classes of people to the new experiment.

SPECIALS Mon.-Tues.-Wed. of Each Week Excel-cis Clean-Up Facial and Plain Shampoo & Set 50c Excel-cis Clean-Up Facial, Lash and Eyebrow Dye \$1.00 SPECIAL ON PERMANENTS Regular \$3.50 Oil of Lavender \$2.50 Regular \$5.00 Oil Duart \$4.00 Regular \$6.50 Eugene \$5.00 All Work Guaranteed PETROLEUM BEAUTY SHOP Phone 351

INVITATION We cordially invite you to telephone us or call at the store today, to make your appointment for a MARTHA LEE French Pack Facial, and personal lecture on the care of the skin, to be given by MARTHA LEE's personal representative. The following are some special features of her lecture: Personality Make-Up Complete Skin Analysis Chart giving individual Martha Lee treatment and full instructions and any advice you may desire on your personal beauty problems. Phone 82 CENTRAL PHARMACY Sept. 25th to Oct. 1st, 1938 Midland, Texas

Theatre Calendar

YUCCA— Now thru Tuesday. Dick Powell, Pat O'Brien and Priscilla Lane in "The Cowboy From Brooklyn." Wednesday and Thursday— Kent Taylor and Wendie Barrie in "A Prescription for Romance." Friday and Saturday— Mrs. S. A. Debnam was elected president; Mrs. H. R. Brazeale, 1st vice-president; Mrs. C. E. Nolan, 2nd vice-president; Mrs. C. A. Ponder, 3rd vice-president; Mrs. Jack Cash, secretary; Mrs. Dan R. Carter, treasurer. Meeting was called to order by Mrs. Iris N. Bounds who turned the chair over to Mrs. W. L. Nicol, sixth vice-president of the district, who assisted in the organization. Supt. W. W. Lackey made a talk on the PTA, praising the work done in former years by the South Ward organization. He headed the list of paid members for the afternoon. A membership drive is planned for the near future to augment the ten paid memberships received yesterday. The group will meet on the second Tuesday in each month. Refreshments were served to the group through the courtesy of Supt. Lackey.

Friday and Saturday— "The Three Mesquiteers in 'Trigger Trio.'" Tuesday and Wednesday— "Time Out for Murder," with Michael Whalen, Gloria Stuart and Dick Chandler. Friday and Saturday— "The Three Mesquiteers in 'Trigger Trio.'" Tuesday and Wednesday— "Time Out for Murder," with Michael Whalen, Gloria Stuart and Dick Chandler.

by a look. And so it is with us. The look of these young men with swastikas, miserable little things straight, iron school, intimidates us. It is even unpleasant to go out, for we are civilized people and not prize fighters, sporting for a centip. Austria paved the way for her own death. The bombardment of the Socialist apartments in Vienna by the government of Schuschnigg's Christian Social predecessor, Dollfuss, and the elimination of the Social Democratic party, wiped out the one great element that was equipped to combat nazism to the death. No wonder the workers when appealed to to support Schuschnigg, were hesitant. It is difficult to prove that one form of suppression is more civilized than another. "A waiter in a shabby tailcoat, whom the writer picked up along the street during one of the days of frantic demonstrations just before the final show-down, put it aptly: 'Schuschnigg should not have waited so long trying in two days to make up for four years of lost chances. It can't be done. Many of us are tired and disillusioned— even those who a year ago not only voted but fought against the Nazis.'" (1937 publication.)

Other books which will be of interest: Britain and the Dictators, by R. W. Seton-Watson. The Hundred Years, by Philip Guedalla. Inside Europe, by John Gunther. The Incredible Balkans, by Konrad Berovic. Hitler's Reich, by Hamilton Fish Amstrong. The Miracle of England, by Andre Maurois. Journalists Write, by Bower. And Fear Came, by Whitaker. America Faces the Next War, by Simonds. Not to Be Repeated, Anonymous

Elynor Fashions bring you these PARIS PRIZES Only their prices betray the fact that they have not come straight from the ateliers of world-famous couturiers! All are made of Begonia Crepe, a rich mossy rayon fabric in black and glorious colors. A—Another Schiaparelli sensation is the hook and eye fastened dress with self piping all over bodice. C—Molyneux' tucked model with metallic crepe collar. Black, blue. Sizes 14 to 20. B—Schiaparelli's jacket dress with satin quilted appliques and satin bodice. Black only. Sizes 12 to 18. Sketched From Stock the FASHION

South Ward PTA Re-Organized in Meeting Thursday

South Ward Parten-Teachers Association, inactive for the past few years but once the most active in the city, was re-organized in a meeting at the South Ward school building Thursday afternoon. Mrs. S. A. Debnam was elected president; Mrs. H. R. Brazeale, 1st vice-president; Mrs. C. E. Nolan, 2nd vice-president; Mrs. C. A. Ponder, 3rd vice-president; Mrs. Jack Cash, secretary; Mrs. Dan R. Carter, treasurer. Meeting was called to order by Mrs. Iris N. Bounds who turned the chair over to Mrs. W. L. Nicol, sixth vice-president of the district, who assisted in the organization. Supt. W. W. Lackey made a talk on the PTA, praising the work done in former years by the South Ward organization. He headed the list of paid members for the afternoon. A membership drive is planned for the near future to augment the ten paid memberships received yesterday. The group will meet on the second Tuesday in each month. Refreshments were served to the group through the courtesy of Supt. Lackey.

British Study Food Control

LONDON (UP)—The virtual nationalization of the food industry of Great Britain, and the creation of boards to insure low prices in the interest of public health, are advocated in an unusual document which has been drawn up by a body of eminent scientists and public administrators who have been studying the grave effects of malnutrition in the country. The memorandum, issued by the Committee Against Malnutrition, points out that the majority of people of Great Britain at present cannot afford to buy certain essential foodstuffs. Food boards, the scientists say should be established under the control of a responsible cabinet minister to control prices in such a way as to insure supplies which are not at present insured by the operation of the law of supply and demand. Marketing Directors Urged. The boards also would market these supplies through public concerns, thus insuring low prices and good quality. It is argued that a steadily rising demand for foodstuffs would encourage the producers to be much more enterprising. Assistance by loans and subsidies, controlled supplies and prices for fertilizer and fodder materials would encourage producers to devote attention mainly to dairy, egg, fruit and vegetable farming, and this would open the way for the importation of wheat,

Personals

Mr. and Mrs. Marion Fletti of Franklin, Pa., are spending a vacation in West Texas, visiting her aunt, Mrs. E. C. Hitchcock of Midland, and her mother at Kermit, Tex. Tommie Walsh, son of Mr. and Mrs. W. T. Walsh, has returned to the Texas Country Day School for Boys at Dallas. He is in high school. Joseph H. Mims Jr. left Saturday morning for Fort Worth where he was called by the illness of his father, Joe Mims Sr. P. A. Nelson of J. C. Penney company will go to Abilene this week to attend a regional meeting of managers of the company stores. Mrs. Cecil King, Mrs. D. G. Slooney, and Mrs. Bob Clarke made a trip by automobile the past week to Dallas, Fort Worth and Corsicana. Mrs. J. A. Roxburgh of Corsicana, mother of Mrs. Clarke, returned with them to visit her daughter here. Mr. and Mrs. J. C. Montgomery and daughter, Jo Ann, will visit Lamesa today, going after her mother, Mrs. Annie Adair, who has been visiting in the plains town the past week. Mr. and Mrs. Jay Jorgensen returned Friday night from a honeymoon trip to Taos, Eagle's Nest, and Ruidoso, N. M. They were married in Clovis recently. Tom G. Clark of Amarillo is visiting his aunt, Mrs. Paul Jackson.

You can reach some people with some mediums . . . you can reach everybody with newspapers. sugar and such like foodstuffs from countries where they are more economically produced. It also is advocated that the government make itself responsible for free dinners for all school children. Called of Vital Need. The memorandum concludes: "This is a question of national importance. We trust that from now onward all who have the national welfare at heart will begin to discuss how the problem shall be solved. Clearly the solution is not a simple one. But out of the conflict of ideas there should soon arise some theory of national progress in nutrition that will gain wide public acceptance." Among the famous scientists contributing to the memorandum were Dr. Julian Huxley, secretary of the Zoological society; W. E. Le Gros Clark, Oxford professor of anatomy; A. St. G. Huggett, professor of physiology at London university; Sir F. Gowland Hopkins, professor of bio-chemistry at Cambridge university, and V. H. Mottram, dietic expert of London university.

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BULLDOGS PARADE TO EASY 66-0 VICTORY OVER BIG LAKE OWLS

FRANCIS PACES 10-TOUCHDOWN ATTACK BY REGISTERING 26 POINTS IN RIOT

The Midland Bulldogs maintained their point-a-minute scoring attack Friday night when they handed the visiting Big Lake Owls a 66-0 lacing. It was one of the largest scoring sprees enjoyed by a Midland team in a decade.

Once more it was the elusive Jay Francis that paced the Bulldog attack. The speed merchant hung up four touchdowns in sprints ranging from 17 to 35 yards and kicked three extra points to bring his scoring total for two games to 60 points.

So tight was the Midland defense during the game that the Owls could make only four first downs, one coming on a penalty, and crossing the 50-yard stripe only one time during the evening. The lone Owl threat came near the end of the second quarter when they put together two first downs on a couple of passes and line plunges to reach the Midland 32. The gun ending the half caught them there and they were in the their own territory for the remainder of the night each time they gained possession of the ball.

The Midland offensive was as near perfect as it was possible for it to be. They gained possession of the ball 11 times and carried it over for touchdowns 10 times. The final time they got the ball they advanced it to the Owl 1-yard stripe where the timekeeper's gun caught them and ended the game.

Francis was the brightest offensive star, but he had a lot of help from Fatsio Wright, Dale Truelove, Temple Harris, Gordon Geddes and little Bobby Walker. Wright scored a couple of touchdowns while Truelove, Geddes and Walker split the other two.

On defense, the entire Bulldog squad showed up but it was a little substitute center, Buddy Hewitt, that caught the eye of the crowd. He intercepted three Owl passes and made tackles too numerous to count.

Webb, Big Lake quarterback, who did most of the passing, punting and ball carrying for the visitors, had more trouble throughout the evening than he had in any other game.

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two men for another touchdown. Van Dyke dropped back from his end position and place kicked the extra point. Score: Midland 21, Big Lake 0.

Ford kicked off for the Bulldogs again and on the first play Francis intercepted a pass on the 50 and returned 13 yards. Wright picked up 13 in two tries and Francis went off his left guard, stumbled when he got in the secondary and was apparently stopped a half-dozen times before he finally got loose and headed for another touchdown. It appeared that every man on the Owl club tackled at him or tagged him at least once but in some inexplicable way he managed to rid himself of them all. His attempt at placement was wide. Score: Midland 27, Big Lake 0.

Following another kick-off, Webb got off his punt that rolled backwards, Midland taking it on the Owl 31. Wright made 5, Francis made 15, fumbled and Wright recovered on the Big Lake 11. Wright then went off his right tackle, shook off a line backer and got over for the fifth touchdown. Francis' kick was again wide. Score: Midland 33, Big Lake 0.

After the next kickoff, the Owls opened up their only serious scoring threat. Webb passed 6 to Beach to place the ball on the Big Lake 32. Webb made 8 on a quick opening play at center, he picked up three at left guard, passed to Beach on the Midland 35. Webb then made 3 more as the half ended.

Third Quarter—

Ford kicked off for Midland and when Webb fumbled Hewitt recovered on the Owl 31. Francis picked up 0 off right tackle. Wright made 8 through center and Francis then went off his left tackle for his fourth touchdown. Francis kicked goal. Score: Midland 40, Big Lake 0.

Francis was then replaced by Truelove; getting loud applause from the not so densely crowded stands as he left the game.

A short while later, Hewitt intercepted one of Webb's passes on the Owl 38. Wright picked up 3, Truelove loped off 10 and then Geddes took the ball on a reverse from Wright and galloped off the 25 yards to pay zone. Van Dyke's kick was blocked. Score: Midland 46, Big Lake 0.

Following the next kick-off, the Owls were penalized 15 for holding. Webb's punt was partially blocked and killed on the Owl 26. Walker picked up 8. Big Lake was again penalized 15 and Truelove slipped over for a touchdown. White kicked goal. Score: Midland 53, Big Lake 0.

The quarter ended soon afterwards as Webb's kick was blocked and Midland recovered on the Owl 20.

Fourth Quarter—

In four stabs at the line, Walker made another touchdown and White again kicked goal. Score: Midland 60, Big Lake 0.

Following the kick-off, Hewitt intercepted a pass by Webb for the third time during the game, this time on the Owl 47. White and Walker alternated to pick up 21 but the Bulldogs lost 15 on a penalty. Walker was thrown backwards for a 3-yard deficit, then Temple Harris slipped through center and outran the Owl secondary for 46 yards and another score. White's kick was wide. Score: Midland 66, Big Lake 0.

After the next kick-off, Webb got off his only creditable kick of the evening, the ball traveling 31 to the Midland 30. White picked up 14 after Walker had failed in two tries. Wilson lost 4, Walker made 3 and then 16 to the Owl 44. White picked up 10, Walker made 2 and then White took the ball through the left side of the line and cut off to his left in a race to the goal with two Owl secondary men. The two reached and tackled him, just short of the goal line. White managed to stagger on across but officials ruled one knee had touched the ground a foot from the goal. The game ended before another play could be called. Score: Midland 66, Big Lake 0.

Midland made 24 first downs, Big Lake 4. Midland did not attempt a pass during the evening. Big Lake completed 4, had seven incomplete and 5 intercepted. Midland lost 45 yards in penalties. Big Lake 35.

Starting Line-ups:

Midland—Van Dyke, Eidson, Foster, Whitaker, Klatt, Ford, Bryan, Francis, Wright, Geddes, Truelove. Big Lake—Puckett, Guynes, Thora, Webb, Miller, Bird, McGuire, Proctor, Fell, Govens, Neibrough.

7-B Standings

Team	W.	L.	Pct.
Monahans	3	0	1.000
Midland	2	0	1.000
Pecos	2	0	1.000
Wink	1	0	1.000
Crane	0	1	.000
Kermit	0	2	.000
Stanton	0	2	.000

*Wink-Eldorado game result not counted in standings.

Results Friday:

Midland 66, Big Lake 0.
Pecos 13, McCamey 7.
Monahans 26, Stanton 0.
Iran 14, Kermit 6.
Crane-Rankin game indefinitely delayed.

Pre-season favorites of district 7-B came through in grand style in games over the week-end but bottom place clubs once more were on losing ends of scores. However, the district had three winners and only two losers (Wink-Eldorado game of Saturday night not included) for an average of 600.

Something happened in the district that had not been recorded since 1936 when the Kermit Yellowjackets managed to make a touchdown. The Yellowjackets went thru the entire 1937 season without ever scoring a single point and were blanked in their first game this year. And even if the Winkler county lads were defeated again Friday night it was a moral victory for them since they were able to score.

Iraan, the district 3-B team that will be hosts to Midland next Friday night, gave the Yellowjackets their first game but managed to come out on top by a 14-0 count. However, unless Kermit is a lot stronger defensively the Iraan club is in for a lot of trouble when the high scoring Midland club pays them a visit.

The Midland Bulldogs continued to show a lot of power by defeating the Big Lake Owls by a score of 66-0 to bring their two-weeks' total to 119 points while holding the opposition scoreless. Jay Francis again was the spearhead of the Bulldog attack, racking up four touchdowns and a couple of extra points in the 30 minutes he played. Midland blocking and tackling was at mid-season form and the Owls never had a chance.

The Monahans Green Wave got a jump on other schools in playing a conference game, defeating the weak Stanton Buffaloes by a score of 26-0. The win gave the Ward county contingent undisputed possession of first place in the conference standings.

The Pecos Eagles continued to do what had been claimed of them by er was thrown backwards for a 3-yard deficit, then Temple Harris slipped through center and outran the Owl secondary for 46 yards and another score. White's kick was wide. Score: Midland 66, Big Lake 0.

After the next kick-off, Webb got off his only creditable kick of the evening, the ball traveling 31 to the Midland 30. White picked up 14 after Walker had failed in two tries. Wilson lost 4, Walker made 3 and then 16 to the Owl 44. White picked up 10, Walker made 2 and then White took the ball through the left side of the line and cut off to his left in a race to the goal with two Owl secondary men. The two reached and tackled him, just short of the goal line. White managed to stagger on across but officials ruled one knee had touched the ground a foot from the goal. The game ended before another play could be called. Score: Midland 66, Big Lake 0.

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Starting Line-ups:

Midland—Van Dyke, Eidson, Foster, Whitaker, Klatt, Ford, Bryan, Francis, Wright, Geddes, Truelove. Big Lake—Puckett, Guynes, Thora, Webb, Miller, Bird, McGuire, Proctor, Fell, Govens, Neibrough.

The PAYOFF

BY SUBSTITUTE.

It happened again, only in a worse way. The two opening games of the Bulldog's season have amplified the fact that we should have been prepping our boys for Class A competition by matching a schedule. These gentle breezes the players have had against Roby and Big Lake lacked a lot of being as good competition as the Bulldogs can get scrimmaging against each other. It was hard to tell when the first string was replaced by the second, because both were far too much for the visitors.

Colorado beat Big Spring in a close 7-0 game Friday night. Odessa beat El Paso 12 to 6, that of course being in their own Class A district and the debut of the Broncs. Hobbs took on a Ft. Worth team. Wink played another regional championship game. The Bulldogs have some FOOTBALL games coming up before the season is over, meeting Odessa, Wink, Monahans and Pecos, in the order of their strength (as I forecast it now).

Bobby Walker, Dale Truelove, Temple Harris, Fatsio Wright, Gordon Geddes, J. M. White and little Tommy Wilson all looked good in the backfield Friday night. And Jay Francis continued to be the elusive, power driven speed merchant. Buddy Hewitt and Truman Whitaker both looked good at center, with Hewitt giving 100 per cent pass defense while he was in the game. After he intercepted three of the Big Lake passer's heaves and knocked down the other, Al Trauber remarked, "the coach sent in his pass defense—Hewitt."

The little guards, Eidson and Klatt, need some competition badly, as they apparently have had no difficulty yet at opening a hole you could drive a bull-dogger through. Rocky Ford and Jim White did some good work kicking off and Truelove worked his toe for markers along with Francis and White, after touchdowns. A whole flock of tackles and ends showed up to advantage, and the coaches will still have to match a FOOTBALL game before they can tell where their weak spots are.

The Odessa Broncs deserve a rising cheer from district 7-B (which the Ector county boys outgrew by reason of enrollment) for winning their first game in class A, against one of the strongest teams in their district, El Paso high. There is

breaking a tie with McCamey in the last period and coming out on the long end of a 13-7 count. Some very effective ball carrying by Medaich and Armstrong, a converted guard, provided the spark for the winners.

The scheduled Crane-Rankin game was called off because Crane was unable to put a club on the field. The Cranes took such a terrific beating from the Odessa Broncs on September 16 that they have not had 11 men in playing condition since. Little solace is in sight for them, Monahans and Wink being slated as their next two foes.

An out-of-district game Friday gave added support to talk of this being the toughest class B district in the state when Colorado rang up a one-touchdown over Class-A Big Spring. The Colorado club was defeated by one touchdown by Monahans and was lucky that the score wasn't larger.

A better line-up on all clubs concerned should be possible after this week. Midland will probably get another "beater" in the Iraan club but Wink faces a supposedly strong Littlefield club, Pecos tackles Odessa, Monahans and Crane get together.

Friday's Game

COLLEGE.

- San Francisco U. 20, Hardin-Simmons 0.
- A. C. C. 21, John Tarleton 6.
- Ouachita 14, Okla. Baptist 6.
- Duquesne 34, Waynesburg 7.
- Grinnell 20, Cornell (Ia.) 0.
- Washburn 34, Baker U. 0.
- Auburn 14, Birmingham-South 0.
- East Texas Teachers 19, Louisiana Normal 6.
- Arkansas Teachers 47, Cumberland U. 0.
- Okla. City U. 26, Austin College 7.
- Morningside 14, Hastings 6.
- New Mexico State 27, Montana State 7.
- Howard Payne 14, San Marcos Teachers 0.
- San Houston 15, Trinity 14.
- West Texas State 40, Daniel Baker 7.
- Stephen F. Austin 6, Lon Morris 0.
- CLASS A HIGH SCHOOL.
- Lubbock 14, Abilene 0.
- Cisco 26, Weatherford 6.
- Wichita Falls 39, Sherman 0.
- Vernon 21, Breckenridge 0.
- Port Arthur 35, Nacogdoches 6.
- Longview 14, Dallas Tech 7.
- Masonic Home 14, Highland Park 13.
- Plainview 26, Lamesa 6.
- Childress 33, Memphis 0.
- Polytechnic (Ft. Worth) 20, Borger 13.
- Mission 32, Edinburg 0.
- Donna 14, McAllen 0.
- Mercedes 18, Harlingen 6.
- Sweetwater 40, Spur 0.
- Odessa 12, El Paso 7.
- Colorado 7, Big Spring 0.
- Paris 7, Clarksville 0.
- Robstown 13, Lockhart 0.
- Kingsville 20, Taft 0.
- Beaumont 20, Lake Charles 13.
- Thomas Jefferson (San Antonio) 14, Reagan (Houston) 0.
- McKinney 30, North Dallas 0.
- Ball (Galveston) 25, Jeff Davis (Houston) 6.
- Gladewater 14, Sulphur Springs 6.
- Tyler 13, Palestine 7.
- Cleburne 19, Olney 13.
- Kilgore 20, Henderson 6.
- Carlsbad, N. M. 6, Bowie (El Paso) 6. (tie).
- Plyart—San Juan—Alamo 6, Raymondville 0.
- Fabens 14, Marfa 6.
- Amarillo 33, Austin (El Paso) 7.
- S. F. Austin (Houston) 14, Brackenridge (San Antonio) 6.
- Temple 22, Austin 7.
- Pampa 38, Northeast Okla. City 6.
- Goose Creek 32, French (Beaumont) 0.
- Texarkana 20, Byrd (Shreveport) 13.
- CLASS B HIGH SCHOOL.
- Merkel 19, Clyde 0.
- Winters 19, Rochelle 0.
- Rotan 40, Jayton 6.

Dixie Planters Go to School

MEMPHIS, Tenn. (U.P.)—An ever increasing number of persons who depend on cotton for a living are trying to learn more about the South's greatest cash crop.

Cotton classification schools, sponsored annually by extension services of various colleges at agriculture throughout Dixie, reported this year that classes in many instances were twice the size of last year.

In cotton classing schools, farmers, ginners, buyers and others interested in cotton are taught how to grade it and determine its value. Actual grading and stapling practices are held under supervision of government licensed classifiers. A text issued by the Department of Agriculture is used as a guide.

Lecture programs, featuring prominent speakers who are authorities in their fields, are presented. Advice is given to farmers by agronomists on planting, cultivating, how to control soil-erosion and other means to make their land more productive.

Courses Are Free.

The classes are open to persons past 16 and are free. Certificates are awarded at the close of each session, usually one week, to those who complete the course satisfactorily.

- Students are told the causes of:
- Haskell 39, Munday 0.
 - Throckmorton 44, Moran 0.
 - Altany 7, Baird 0.
 - Stamford 7, Seymour 0.
 - Coileman 6, Gorman 0.
 - Cross Plains 6, Santa Anna 0.
 - Pecos 13, McCamey 0.
 - Midland 66, Big Lake 0.
 - Ozama 25, San Angelo Jr. H. 6.
 - Junction 31, Rocksprings 0.
 - Brownfield 23, Olton 0.
 - Floydada 13, Tulia 0.
 - Clarendon 7, Lakeview 6.
 - Shamrock 27, Mobeetie 14.
 - Wellington 13, Panhandle 0.
 - Anson 14, Asperment 7.
 - Brady 37, Mozelle 6.
 - Ballinger 27, Rising Star 6.
 - Slaton 18, Snyder 0.
 - Belton 0, San Saba 0 (tie).
 - Hearne 13, Marlin 0.
 - CLASS C HIGH SCHOOL.
 - Dunn 52, Coahoma 6.
 - Fluvanna 26, Hemleigh 0.
 - Paint Rock 18, Lake View (San Angelo) 0.

variation in cotton quality, which mainly are: Varieties planted, types of soil, rainfall, temperatures, tillage methods and manners of harvesting and ginning.

Cotton is classed because in its manufacture, uniformity in the raw material is essential. Since manufacturers require cotton which is uniform in respect to grade, staple length and character, it is necessary to select from bales produced by various plantations those that fall in a the same class.

More than \$40,000,000 worth of damage was done by fire in the British Isles during 1931.

Drink **ORANGE KIST**

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strong possibility that the Broncs may be the district winners, and I'm for 'em.

Look like another Texas polo player may get into the big time reputation of Cecil Smith.

A Mason county polo player, Clarence Starks, attached to the Austin Polo Club of San Antonio, has received a lot of favorable attention recently while playing in Chicago.

The following is typical of some of the newspaper accounts of his playing, this having been taken from a Chicago paper:

"A rough riding cowboy named Clarence Starks, defense player of Austin is the man expected to give the Army team a special share of trouble. Polo critics who watched Starks perform against Santa Barbara agree that he is the nearest approach to Cecil Smith, another Texan, seen here since the East-West classic of 1933 at Ouwestnia Club. Starks is perpetual motion in the saddle, a rare combination of ability along lines of expert horsemanship and clean, long hitting."

Starks is supported on the team by another pair of cowpunchers, Bill and Harold Barry, brothers, and by Willis L. Hartman, the team captain.

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HOMES AND FINE ARTS EXHIBITS

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MIDLAND

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PROPER classification of advertisements will be done in the office of The Reporter-Telegram. ERRORS appearing in classified ads will be corrected without charge by notice given immediately after the first insertion.

NOTICE Classified advertising is CASH WITH ORDER except to business establishments with an accredited rating. Please do not ask us to deviate from this regulation.

WANTED

WANTED to rent 5-room unfurnished house. Call 1418 or write P. O. Box 1786. (171-3)

LOST AND FOUND

LOST: Green chair cushion. Mrs. L. S. Page, 406 North Loraine, phone 827-W. (171-1)

FOR SALE

FOR SALE or trade: Pure bred Rambouillet, the good kind. S. C. Shultz, phone 2358, Sweetwater, Texas. (10-2-38)

THOROUGH BRED

THOROUGH BRED Rambouillet rams; original D. T. Hanks blood line; take a look. Old Fair Grounds, Rankin highway, Hudson Hanks. (10-19-38)

FOR SALE: Hegari, 2c bundle. 1 1/2 miles north Pleasant Valley, J. Fred Cocks. (170-3)

FOR SALE: Baby's electric washer; good condition. Phone 762. (171-1)

FOR SALE at a sacrifice price: 2-wheel trailer and Cooletator; A-1 condition. Call at garage apartment, 219 North Big Spring Street. (171-3)

FURNISHED APTS.

UPLEX; private bath; Frigidaire; few steps from schools, stores, church, theatre. 409 West Texas Ave. (170-3)

TWO rooms; close in; all conveniences; utilities paid. 315 North Baird. (170-2)

TWO-ROOM apartment; utilities paid. 614 West Missouri. (171-3)

TWO 2-room apartments; Frigidaire; utilities paid; adults only. 1204 North Main. (171-1)

FOR RENT: Two furnished apartments. Inquire 407 West Missouri. (171-1)

FOR RENT: Nice 4-room apartment; close in; 1 bedroom. See B. F. Stanley, 301 North Big Spring. (171-1)

TWO-ROOM furnished apartment. 900 South Colorado. (171-1)

UNFURNISHED APTS.

FOUR-ROOM garage apartment; no bath; utilities paid; \$20.00 per month. 1 1/2 miles on Rankin road. Mrs. Jones, phone 9037P4. (170-2)

THREE rooms; private bath; modern conveniences. 1500 South Loraine. (170-3)

HOUSES FOR SALE

FIVE-ROOM brick; lawn, shade trees, garage; \$4650.00; 4-room frame; sleeping porch; lot 75x140; \$1150.00; cash \$300.00. Mrs. L. A. Denton, phone 808. (170-2)

MODERN 5-room frame; 75 by 145 foot lot; hardwood floors; inlaid linoleum in bath and kitchen; bargain. Phone 592-J, 1209 West Indiana. (171-1)

The greatest builder of good will and sales is newspaper advertising. For the biggest results at the smallest cost... advertise in newspapers.

GRADE A RAW MILK SCRUGGS DAIRY PHONE 9000

MIDLAND FLYING SERVICE Charter Trips Anywhere WE MAKE AIRLINE RESERVATIONS "LITTLE" GEORGE McENTIRE Phone 9039-F-2 or 608

15 MISCELLANEOUS 15

MANAGER WANTED Reliable company will establish progressive man or woman, as supervisor for (new) merchandising system for special (HERSHEY) products. Accounts established, no selling or overhead. Immediate income. Requires good references and \$125.00 cash for necessary equipment, only expense. Responsible parties only. Address Box C. A., c/o Reporter-Telegram, for immediate interview. (171-1)

SANDERS FURNITURE AND PAINT SHOP Will be opened by the owner, J. B. Sanders. \$20.00 upholstery jobs for first 30 days will be \$10.50. Drapery work the same. \$2.50 cushions spring jobs, \$1.25. CALL 752 Upholstery work done by A. Gaston (165-6)

Seasonal FLOWERS For All Occasions BUDDY'S FLOWERS MEMBER F. T. D. 1200-A West Wall—Phone 1083

MOVE SAFELY BONDED—INSURED ROCKY FORD MOVING VANS Operating in Texas, California, Arizona, New Mexico, Colorado, Oklahoma, Kansas and Louisiana. Storage—Phone 400—Midland

DRINK JAX "THE BEST BEER IN TOWN" Trade with the— Upham Furniture Co. 201 South Main St. —and Save Money!

WILL MAKE 5% F. H. A. GOVERNMENT LOANS For HOMES BUILT IN ELMWOOD —Also— See me before buying your new home or homesite. BARNEY GRAFA Field Office on Addition City Office Over First National Bank Phone 106

Picnic Areas Popular. SPRINGFIELD, Ill. (UP).—Illinois' 62 roadside picnic areas, situated along state highways, are attracting large numbers of motorists, according to F. Lynden Smith, state director of public works and buildings. Smith, after receipt of a number of commendatory letters, said he believed "they have proven themselves a real help in selling Illinois." A device developed by the automobile industry to paint bodies is now used to seal seams in metal.

Tinfoil Rolls Toward Ton.

SAN LEANDRO, Cal. (UP).—Mamuel Agrella, San Leandro fireman, collects tinfoil to be able to make a Christmas donation to the Shrine Crippled Children's hospital at San Francisco. Already this year he has collected 1,279 pounds and expects to have a ton by the time he is called upon to enact his Santa Claus role again.

"Doodle Bug" Locates Coffin.

PASADENA, Calif. (UP).—With an electrical "doodle bug" such as is used in locating mineral and oil deposits, H. W. Ross succeeded in locating a coffin buried 20 years ago. It was done on behalf of a family seeking to find the burial place of a loved one and where

all traces of the town and cemetery had been destroyed by fire.

Missouri River Partial. YANKTON, S. D. (UP).—The Missouri river is showing a decided shift from the South Dakota side to the Nebraska banks, according to army engineers. They said the shift, if it continues, is not alarming, but may cause trouble. Lieut. William Whipple's survey, made to determine possibilities of the Gavin's Point river dam project, showed the change.

To reach any market or all markets... use newspaper advertising.

If you want to do a selling job... use newspaper advertising.

SPECIAL ANNOUNCEMENT NOW WE HAVE OUTLET FOR FHA TITLE I NEW CONSTRUCTION LOANS for smaller homes, garage apartments, etc. Minimum technical requirements. Build in most any part of town. \$2500.00 maximum loan up to 7 years. Owner equity 25%. A. & L. HOUSING & LUMBER CO. Phone 149

Beautiful Your Lawn Use Armour's Fertilizer and Imported Peat Moss MIDLAND FLORAL COMPANY Phone 1286 1705 W. Wall FRED FROMHOLD, Owner Member of Florist Telegraph Delivery Assn.

BOOT AND HER BUDDIES



Attaboy, Steve



By EDGAR MARTIN



WASH TUBBS



Wash Is Desperate



By ROY CRANE



ALLEY OOP



Foozy's Practically Speechless



By V. T. HAMLIN



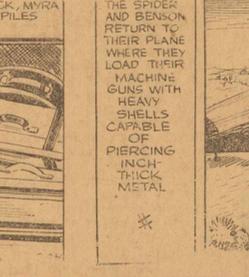
MYRA NORTH, SPECIAL NURSE



Interrupted Plans



By RAY THOMPSON AND CHARLES COLL



FRECKLES AND HIS FRIENDS



A Voice From the Past



By MERRILL P. OSSEN



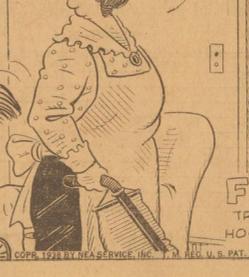
OUR BOARDING HOUSE



with MAJOR HOOPLE OUT OUR WAY



By J. R. WILLIAMS



Ever-Ready Takes on Goodyear Line

Public Invited to Open House Monday

Invitation is extended to the public to attend "open house" at the Ever-Ready Auto Service No. 1 station, Wall and Loraine streets, at any hour Monday. Moving pictures taken of recent rodeo parade and arena contests will be shown, also movies of Goodyear manufacturing and products.

Souvenirs will be given every man, woman and child visiting the station during the day, Fred Wemple, proprietor, said. Adults are asked to visit before 3:30 p. m. or after 6 p. m., allowing room for hundreds of school children expected to attend between those hours.

The shop of the station will be entirely cleared and equipped with chairs, all repair work that day being routed over to the No. 2 and East Wall stations. In that way, the shop will be used exclusively for entertainment of the guests and for displays of Goodyear products.

A testing machine will be in action, LifeGuards will be shown and fully explained, as well as Goodyear

batteries, passenger and truck tires. At night, a portion of the street west of the station will be roped off and outside moving pictures will be exhibited to the public. These will include both the rodeo pictures and an interesting film story of the Goodyear LifeGuard.

Goodyear officials here for the opening will include Chas. A. Brown, branch manager, El Paso; Jerry Lohman, service manager, El Paso; M. P. Brown, LifeGuard sales manager, Phoenix; H. H. Thomas, a truck tire division, and John Schuler Jr., district sales manager, El Paso.

Chronological History of Goodyear Tire and Rubber Company Depicts World's Strides in Automotive Development

Just one hundred years ago, Charles Goodyear, a young man who had been experimenting with a new substance called "gum elastic" accidentally dropped a mixture of rubber and sulphur on a hot stove. The mixture became charred and tough. A combination of heat and sulphur had produced the quality in rubber for which Charles Goodyear had been searching and it proved to be the accident which led to his great contribution to society.

Born December 29, 1800, in a small Connecticut town, little did the parents of Charles Goodyear realize that he was to make the name of Goodyear the greatest name in one of the world's greatest industries.

The beginning of the Goodyear & Rubber Co. can be traced back to 1839, the name being given in honor of the discoverer of vulcanization. The early market was to supply bicycle tires, carriage tires and rubber pads for horses' hoofs.

As early as 1890, a young engineer by the name of P. W. Litchfield joined the company. Mr. Litchfield now is president.

In 1902 the first order for automobile equipment tires came to the struggling company, the automobile being then still a novelty. It was the beginning of one of the greatest industries, and the history of Goodyear since that time marks the advancement of the automobile industry.

Goodyear has expanded both domestically and in foreign countries. Chronological views of Goodyear paint an interesting history as follows:

1839—Vulcanization discovered by Charles Goodyear.

1898—The Goodyear Tire & Rubber Company incorporated at Akron, Ohio.

1900—P. W. Litchfield joins Goodyear.

1901—Wingfoot trademark featured in first tire advertisement ever appearing in Saturday Evening Post.

1904—Patent issued for Goodyear tire building machine.

1908—Straight side tire produced.

1908—Famous All-Weather tread

designed first used. Development department organized. Large addition made to factory.

1909—First full page advertisement printed in Saturday Evening Post.

1910—Straight side tire adopted by industry. Aeronautics department started. Bowmanville, Canada plant obtained.

1911—C. C. Slusser joins Goodyear as clerk.

1912—R. S. Wilson joins company as service man. Office opened in London.

1913—Cord tire produced.

1914—Work started on pneumatic truck tire.

1915—Sales office opened in Australia.

1916—Goodyear becomes largest tire manufacturer in the world. Arizona cotton plantation started.

E. J. Thomas employed by Goodyear in chemical laboratory. Sumatra rubber plantation started. Wingfoot Lake airship plant erected.

1917—Cord tire battle won. Factory built in Toronto, Canada. Coal mine purchased at Adena, Ohio. Akron plant No. 2 started.

1918—Construction started on California factory.

1920—Textile mill erected, Los Angeles, Calif. P. E. H. LeRoy joined Goodyear as assistant treasurer.

1921—C. A. Stillman enters Goodyear as secretary.

1923—Supertwist Cord announced. Balloon tire produced.

1924—Start of Goodyear Zeppelin Corporation. Zeppelin patents acquired. New Bedford cotton mill obtained.

1925—Goodyear Blimp "Pilgrim" is first ship in Goodyear airfleet. Dr. Karl Arnstein becomes vice-president of Goodyear Zeppelin Corporation.

1926—Goodyear becomes world's largest rubber company. P. W. Litchfield becomes president. Cedar-town, Ga., and St. Hyacinthe, Quebec, cotton mills acquired.

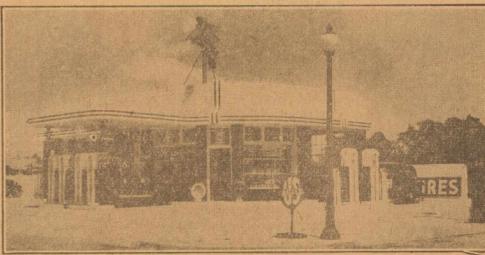
1927—English and Australian factories built. Wingfoot plantation started in Sumatra.

1928—Goodyear produces first air-wheel tire for airplanes. Philippine rubber plantation obtained. Zeppelin Corporation receives Navy contract. (Chronological) Page 8.

Two of Stations Where Ever-Ready Serves the Public



Coming to Midland as the first exclusive "filling station," the Ever-Ready Auto Service, which today announces dealership for Goodyear products, operates the spacious No. 1 station (shown above) at corner of Wall and Loraine streets; and the modernistic No. 2 at corner of Wall and Colorado streets. Also is operated the East Wall Magnolia station, now called the Ever-Ready Auto Service No. 3. Fred Wemple, proprietor, is also head of the Fred Wemple Jobbing Company and is wholesale agent here for the Magnolia Petroleum Company.



C. A. (Art) PONDER



Manager of the Ever-Ready Auto Service No. 1 station is Art Ponder who went to work for the Ever-Ready as an attendant and rose to the position of manager. Born at Sulphur Springs, he moved here as a child. He is married and has two children.

Rayotwist Fabric Solves Tire Heat

AKRON. — Distinctive in appearance and improved in construction, a new YKL truck tire, built of Rayotwist fabric like its predecessors, but including a special, new, ribbed-tread design selected following three years' experiment and test is announced by The Goodyear Tire & Rubber Company.

A year ago Goodyear announced its first YKL Rayotwist constructed tire with a body built from a special type rayon that completely solved See (Rayotwist) Page 8.

History of Ever-Ready Auto Service Is Parallel to Growth of Midland from a Small Cowntown to Permian Basin Capital

History of the Ever-Ready Auto Service and the Fred Wemple organizations traces chronologically the era of growth and expansion of the city of Midland itself. It was in 1922 that Wemple, former railway telegraph operator, visited Midland and decided upon it as the logical location for a "filling station." That happened to be the year when Midland shook off the shackles of a cowntown whose population had receded in a ten year period, and began to cater to the westward trek of agriculture and to the growing tourist traffic over the new highway No. 1.

In a few short months, Midland became more progressive, made civic improvements, staged an active and almost successful campaign for location of the Texas Technological college and took the preliminary steps which were to establish the former cowntown as the business center of the Permian Basin oil fields.

Growth of the Ever-Ready always was in step with that of Midland. Started auspiciously at a strategic location at the corner of Wall and Loraine streets, where the No. 1 business still is conducted, services of the concern have been increased steadily, the location and buildings have been enlarged and now, in a city of more than 10,000 population, the Ever-Ready stations Nos. 1-2-3 have kept the pace.

Wemple recalled that in 1922, serving as telegraph operator at Marshall for the Texas & Pacific lines, he and Mrs. Wemple came to Midland in answer to an advertisement in a Fort Worth paper wherein certain business property was listed for sale. Mr. and Mrs. Wemple saw great possibilities for Midland but selected another piece of property, instead of that which brought them here.

Purchasing equipment and completing plans for locating here, Wemple, aided by Leroy Whitson, planned and built the first Ever-Ready, using local labor and materials, giving to the public an innovation in a filling station, handling oil and gas, tires, batteries and accessories.

The word "Service," seized at the outset, was lived up to constantly, accounting for the growing business which later enabled substantial expansion programs. Midland meanwhile continued to grow and by 1927 approximately 300 homes had been added, with the advent of the oil population.

Not content to "stand still," Wemple acquired adjoining lots and built a new and larger station, dropping the outgrown "filling station" title and adopting the "Ever-Ready Auto Service" name. Came the depression. Came the New Deal. And about that time came a disaster to the Ever-Ready. While Mr. Wemple and his family were out of the city, fire broke out in the station shortly after noon one summer day, June 19, 1934, and in spite of heroic efforts of the fire department, the business was completely destroyed. Only the most valiant efforts of the foremen prevented a major fire in the business section. A temporary location was secured west of the Petroleum building.

Undaunted, the proprietor bought an additional lot adjoining the former building, rebuilt a new and modern station throughout, with a two-story section on the new 25-foot lot. Formal opening was held See (History) Page 8.

R. A. (Dick) WHITSON



A native born Midland son is Dick Whitson, manager of the Ever-Ready No. 2 station. He began work for the Ever-Ready in 1924 as a boy in "knee pants" and worked his way to the management of the new, modernistic station recently opened. He married a Midland girl and they have four children.

Lifeguards Built For Motorcycles

A double air-chamber LifeGuard to fit inside a motorcycle tire and prevent it from instantly going flat, should a blowout occur, is announced by Goodyear. The new invention replaces the customary single air-chamber tube, and performs the same function until a tire bursts, whereupon the tire is held up by a two-ply fabric casing which retains air inside the LifeGuard until a safe stop can be made.

STATEMENT MADE TO PUBLIC BY HEAD OF FIRM

Official announcement is made today of the assumption by the Ever-Ready Auto Service of the dealership in Midland county for products of the Goodyear Tire and Rubber Company.

Selling and servicing automobile tires in Midland actively since establishment of the Ever-Ready's first station in 1922, Fred Wemple, proprietor, has made a close study of tires in general. Finally adopting the Goodyear as the number one product of his three stations, Wemple issued the following explanatory statement:

"Serving as your purchasing agent for automotive supplies since the days of the old clincher type, fabric tires, I have accepted my responsibility as sincerely and conscientiously as my ability and experience equipped me to serve you.

"It has been the policy of the Ever-Ready Auto Service to keep ourselves informed as to the developments and progress in the automotive industry through study of trade journals and periodicals, attendance at sales meetings, visiting progressive dealers in other sections, as well as inspecting our own various sources of supply. As I write this, one of our station managers is away on a trip through central and south Texas, having been awarded this all-expense service station and refinery tour in a competitive contest by the Magnolia Petroleum Co.

"The information we gain from these various sources are brought back to our weekly meetings where, each Tuesday evening, new ideas and methods are discussed and assimilated. Our men faithfully attend these weekly meetings, or schools, in an earnest effort to improve their knowledge of products on the market and to keep abreast of the times in the service and maintenance fields.

"Tires, are, of course, our chief concern and principal topic of discussion, due to the fact that tires are called upon to carry their precious cargoes at high rates of speed under all sorts of road and weather conditions. Being constructed of rubber and cotton, it is obviously impossible to build a tire which will not blow out, and the tire man's constant dread is a blow out which may result in an accident or serious consequences to one of his customers.

"We have carefully studied the construction of the various tires appearing in this section will explain clearly the functions of the Goodyear LifeGuard.

"Hardly a day passes without some motorist voluntarily driving in to tell us a graphic story of how he avoided an accident by the good fortune of having LifeGuards in his car. We have specific statements from Midland users who feel that they actually owe their lives to the fact that their cars were equipped with Goodyear LifeGuards upon occasion of tire failure.

"We feel that the combination of Goodyear tires and LifeGuards offers the maximum of safety and economy, however, regardless of what brand of tires you are using, by all means make them safe by installing LifeGuards, the blow-out proof inner tube manufactured exclusively by Goodyear, in your tires.

"In keeping with our pledge of many years standing to provide the utmost in value and service to our patrons, we again re-dedicate ourselves to that principle—We constantly strive to serve you better—Sincerely yours, Fred Wemple."



FRED WEMPLE

their liberal life-time guarantee and the quality a completeness of their line justified our giving the solicitation to act as Goodyear's representative in Midland the most serious consideration.

"After careful analysis of the many angles pertaining to a connection of this consequence, we have decided to become affiliated with the Goodyear Tire & Rubber Company in the capacity of distributor for Midland county. During the thirty days which have elapsed since we accepted this dealership, we have been more than gratified with our connection.

"I cannot recommend Goodyear tires too highly. I am sure all who read this are well acquainted with the Goodyear name as a symbol of quality—Goodyear, the Greatest Name in Rubber. I have a high regard for Goodyear tires, but to me, the greatest boon to the motoring public, in fact, the greatest contribution to automotive safety since the advent of high speed car, is the Goodyear LifeGuard. I do not expect even four wheel brakes, safety glass and all-steel bodies. In fact you should provide all four of these safety factors, including LifeGuards.

"LifeGuards are heavy type inner tubes, with a two-ply sub-casing built inside of the tube. A tire may blow out but the LifeGuard reduces the blow-out to a mere slow leak, enabling the driver to bring his car to a safe stop without its going out of control. Illustrations appearing in this section will explain clearly the functions of the Goodyear LifeGuard.

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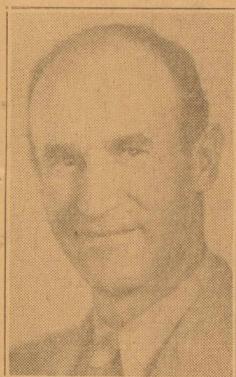
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Automobiles are owned by more than 60 per cent of the native white families living in 140 representative small towns, according to a survey by the United States Department of Agriculture.

These Men Are Helping Give "Better Service" at Ever Ready Stations

OSCAR WATLINGTON



Oscar Watlington is manager of the battery department of the No. 1 station. Born at New Boston, Tex., he moved to Midland in 1927 and has been with the Ever-Ready for five years. He is experienced as an auto mechanic and in starter, generator and electrical work. He lives with his widowed mother on West Tennessee street.

JOHN A. SEWELL



Johnny Sewell is cashier of the No. 1, a native of Eldorado, Ark., who moved to Midland in 1934. He has been connected with the Ever-Ready organization since 1936 and has steadily advanced in his position. He is married and has one child.

VERNON WHITSON



Vernon Whitson is manager of the vulcanizing and used tire departments. He was born at Blossom, Tex., and has had ten years experience at service stations and has been with the Ever-Ready for five years. He is married and has one son.

OLEN FRYAR



Olen Fryar is manager of the lubrication department. A native of Alabama, he moved to Midland in 1924 and was a star on the high school football team. He has taken several short courses in lubrication. He has been with the Ever-Ready for five years. He is married and has one child.

PAUL SMITH



Manager of the sales and service departments is Paul Smith. He was born at Hico, Tex., moved to Midland and became employed by the Ever-Ready in 1932. He is married and has one son.

R. A. WEAVER



R. A. Weaver is auditor and accountant for the Ever-Ready institution. He formerly resided at Fort Worth, is widely experienced in accounting and bookkeeping and has been with the Ever-Ready for the past two years. He is married and has three children.

LACY PORTER



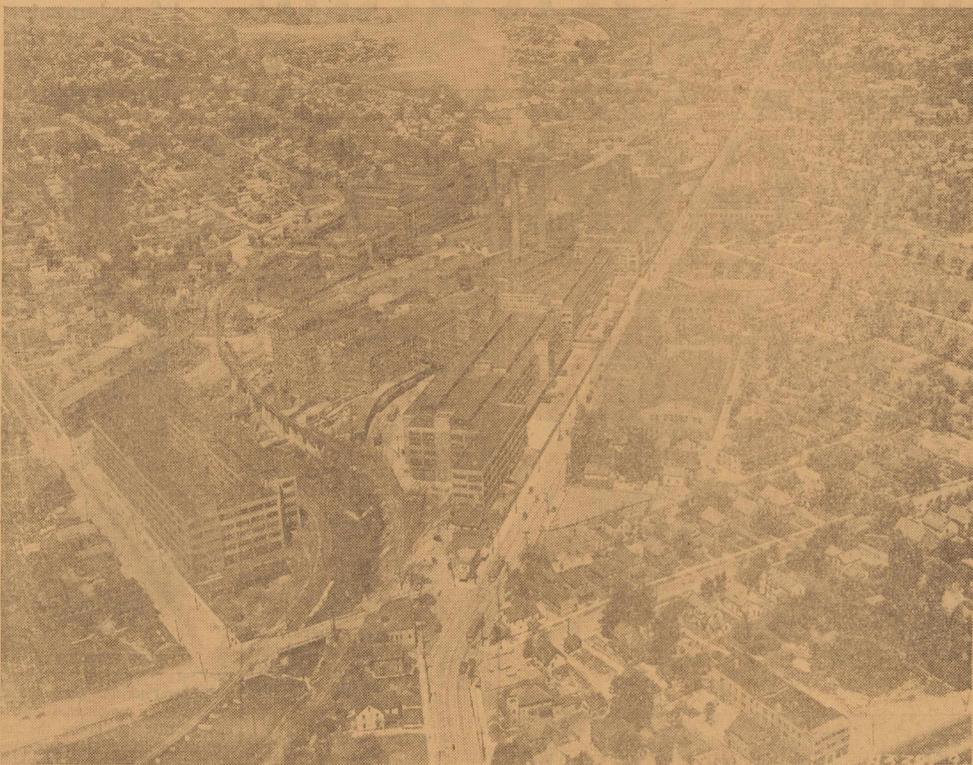
A newcomer to Midland, Lacy Porter, salesman at the Ever-Ready, has an excellent background of automotive sales and service experience. He was born at Abilene but is now a booster of Midland. He is married.

PITTS PORTERFIELD



The "beau brummel" of the Ever-Ready boys is Pitts Porterfield, unmarried attendant at the Ever-Ready. He was born at Vernon. While attending college, he worked for the Ever-Ready during vacations.

Main Factory, at Akron, Ohio, of Gigantic Goodyear Company



Pictured above is the main factory of the Goodyear Tire and Rubber Co. at Akron, Ohio. Plants one and two are included in the photograph. Factories also are located at Los Angeles, Calif.; Gadsden, Ala.; Jackson, Mich.; New Toronto, Ont.; Bowmanville, Ont.; Wolverhampton, Eng.; Sydney, Australia; Buenos Aires; Buitenzord, Java; Windsor, Vt.; and Cumberland, Md. In addition, Goodyear owns rubber plantations, cotton plantations, cotton mills, textile mills at Los Angeles, Calif.; Cartersville, Rockmart and Cedartown, Ga.; New Bedford, Pa.; Decatur, Ala., and St. Hyacinthe, Quebec, Canada.

Many Materials Blended to Build Modern Automobiles

When the Smiths go to their dealer and buy a new automobile, they acquire the product of innumerable industries.

If it is one of the lower priced automobiles of popular make, it contains among its many components the following basic items in approximately these portions:

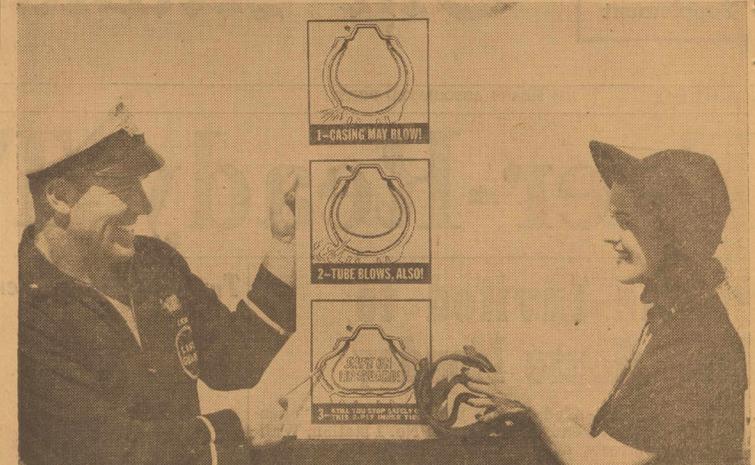
- A ton and a third of steel.
- Thirty-three pounds of copper and brass.
- Two pounds of tin.
- Twenty-seven pounds of lead.
- One-hundred and forty-four pounds of cast pig iron.
- One-hundred and ten pounds of rubber.
- One-tenth of a bale of cotton.
- Thirteen square yards of upholstery fabric.
- Two and a half gallons of spraying lacquer.
- Thirty-seven pounds of paper and fibre board.
- Eighteen square feet of glass.

In addition the Smiths get the use of lumber, grease, electric power, chemicals and numerous other supply materials employed in production.

To these physical items must be added the less tangible but most expensive items: use of millions of dollars' worth of precision machinery, many hours of labor at an average of 95 cents an hour, and a share of millions of dollars' worth of scientific and engineering research.

By the time it is bought some part of the purchase price of the car already has found its way to virtually every section of the country, and some to the far corners of the world from which several of the rare ingredients must be collected.

OCEAN LIFEGUARD EXPLAINS HIGHWAY LIFEGUARD



A "life preserver" that floats inside the tube and tire, ever ready to rescue the fair damsel from the distress of a swerving car should a blowout occur, is being shown. The burst tire is held up by air that remains within the two-ply inner LifeGuard. It is a Goodyear invention to take the terror out of blowouts and enable passenger cars, trucks, buses or motorcycles to stop without swerving out of the lane in which they are traveling.

Ample reason is there for this opinion. Dealers have found that the simple sales story, emphasizing the new hi-wide tread, new roll-grip non-skid, dual cord breakers and compression-proof cord, backed up by the quality of the tire itself, has brought to them sales that had previously gone to mass distributor outlets.

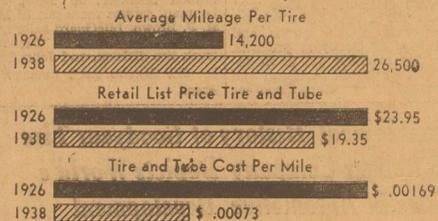
Not only in passenger car sizes but in truck sizes as well has the Marathon proved its worth as a business-getter for Goodyear dealers, gives them in addition an excellent profit on sales that formerly went elsewhere.

The Marathon is just as potent a word of dealers: "The Marathon is one of the best things we have ever had to meet competition."

With passage of half a year, dealers have had time to take stock of their original statements about the Marathon, have discovered these statements were not strong enough. In the short time it has been on the market, the Marathon has made an exceptionally enviable reputation for itself, is in a stronger position than ever. Universal opinion

A CONTRIBUTION OF THE TIRE INDUSTRY TO THE AUTOMOBILE OWNER

Tire used as original equipment on lighter cars — Ford, Chevrolet, and Plymouth—composing over 64% of registrations.



year, a new high record. Approximately one million of the increase was outside the United States, bringing the foreign total of vehicles in operation to more than 13 millions.

Virtually 40 per cent of the cars registered outside this country are of American make.

Next to the United States, countries leading in the use of motor transportation are, in the order named, the United Kingdom, France, Germany, Canada, and Australia.

The United States and Canada produce 79 per cent of the world's automobiles. Their total in 1937 was 5,016,437. Second producer was the United Kingdom with 490,366,

followed by Germany with 331,894; France with 201,934 and Russia with 199,123.

The used car is a vital factor in rural transportation; approximately two-thirds of the motor vehicles purchased by farmers are bought used.

Automobile were sold on installments as far back as 1904.

More than one-half of the tax revenues of 15 states are derived from automobile registration fees and gasoline taxes.

Car, Truck Total Reaches New High

World registrations increased two and a half millions from 1937 to 1938, to set, for the fifth consecutive

wheels touch the ground, will stop the plane as quickly as an automobile traveling at the same rate of speed.

Goodyear brake, wheel and tire equipment on the plane includes: 7.50-10 Airplane tires; 7.50-10 hydraulic wheel brakes; 18 - inch streamline type casing and tube on the nose wheel.

Marathon Builds an Envious Reputation

Six months ago dealers in cities, villages and roadside hamlets greeted with enthusiasm announcement of the new Marathon, declared it was just what they needed to meet competition.

With passage of half a year, dealers have had time to take stock of their original statements about the Marathon, have discovered these statements were not strong enough. In the short time it has been on the market, the Marathon has made an exceptionally enviable reputation for itself, is in a stronger position than ever. Universal opinion

set what is probably a record for truck tire mileage. This long distance champion casing of which no photograph was available) had been retreaded at 130,000 miles, had then gone on to roll up the astonishing total of 214,000 miles. Still going strong without having been off the rim was another of the YKL's with more than 110,000 miles to its credit.

With mileage figures such as these being built up on the vehicles of a man they know and respect, many a southwestern Nebraska trucker decided the YKL was the tire for him, is now building up long mileages on his own trucks. Interesting is the fact that many of the truckers now equipping with YKL's formerly used competitive tires 100 per cent, swore they would never change.

Windowed Ship Aids Aerial Photographs

Far above the placid countryside or bustling metropolis, methodically flying a plane from which aerial photographic mapping is done to make most accurate topographical maps, discrepancies in earth-surveyed chartings are discovered; other valuable data concerning earth's characteristics are uncovered.

From aerial photographs, for instance, made by Major A. W. Stevens in his stratosphere balloon flight in 1935, curvature of the earth's surface was definitely and scientifically proved.

Further development for taking air pictures is provided in the new plane "Explorer," said to be the first ever built especially for aerial photographic mapping, which has been constructed and introduced by Abtams Air Craft Corp., Lansing, Mich.

Forward section of the plane's nose is windowed, providing the cameraman wide range of working visibility. As easily steerable as an automobile and as effectively braked, the ship offers among other advantages a third landing wheel, which its manufacturers declare, makes crossing over an impossibility and cross-wind landings no hazard.

The plane's tricycle under-carriage, properly tire cushioned, makes landings and handles taxing without appreciable shock. Landing speed of the ship is 60 miles per hour, and, says John H. Warner of Abrams Corp., pilots who have flown the ship report that the Goodyear brakes, applied as soon as the

projects. Supplementing the main conveyor of some additional 20,000 feet of vari-sized belting used to gather, classify, store, recover and transport the aggregate through the screening and washing plant located at the source.

In summer, when bearing friction is at a minimum, approximately 90 horsepower are required to put the empty belt in motion. Once the belt is fully loaded, approximately 50 horsepower are required to hold it back to the desired speed of 450 feet per minute, as the installation is what is known as a "downhill" job.

In winter, approximately 125 horsepower will be required to start the belt when empty, 50 horsepower instead of being used as a retarding force.

Demonstrating as it does, the feasibility of long-distance hauling of heavy materials by conveyor belt at greatly reduced expense compared with any other accepted method under similar conditions, Goodyear engineers believe they have pioneered a new and virgin field for this important mechanical goods product.

In addition to the economical aspects which are quite obvious, more general adaptation of long distance rubber belt conveyor systems would logically result in a vast increase in the nation's tonnage consumption of both rubber and cotton.

gasoline transports travel thousands of miles over all types of road (including dirt and gravel) in temperatures ranging from the below-zero blasts of winter to the sizzling heat of summer. Under this kind of service tires get severe punishment, must deliver better-than-ordinary wear.

To Dealer Ogier the YKL was the perfect answer, and YKL's were installed on the heavy tankers. Well known to long distance haulers in that section of Nebraska, Dealer Ogier's selection of YKL's was watched with interest by the truckers, who respect his judgment in truck tire equipment.

On a recent check-up of the mileage delivered by the YKL's, he was gratified to find they had served exceptionally well, that one had

WORLD'S GREATEST CONVEYOR BELT AT COULEE DAM MAKES HISTORY

Foreword to a new volume in the history of mechanical conveying of materials by rubber belt was written in July, when at Grand Coulee dam, State of Washington, began operation of the longest conveyor belt ever manufactured, a product of Goodyear's Mechanical Goods Division at Akron.

Operating on centers of 4,850 feet, the gigantic belt measures 9,700 feet long, approximately twice the length of the longest previous conveyor belt ever employed.

Of 48-inch width and eight-ply construction, the huge belt was manufactured in eight separate pieces weighing 10 tons each to facilitate its handling and transportation, and shipped in rolls approximately 10 feet in diameter. During installation the sections were vulcanized into one continuous endless belt weighing 80 tons.

A veritable "rubber railway," the completed belt required 30 tons of cotton and 50 tons of rubber for its manufacture. In action, the belt conveys coarse stone six-inch and minus, which will comprise the aggregate for the huge dam that ultimately will span the colorful Columbia River, a distance of approximately one mile from source to damsite destination.

Moving at a speed of 450 feet per minute the belt carries the stone for an 11-minute ride, providing a flow of 2,000 tons per hour of aggregate required by contractor for the

214,000 Miles on YKL Boosts Sales

In North Platte, county seat of Nebraska's big Lincoln county, in McCook, county seat of smaller Red-willow county, and in many another town and village in the southwestern part of the Cornhusker state, a familiar name to car owners and truckers is that of Ray Ogier. A Goodyear dealer with main stores in North Platte and McCook, together with a number of sub-stations in smaller communities in the vicinity, he is also an oil distributor, operates big tank trucks to keep his own establishments and those of other dealers supplied with gasoline.

During the course of a year, the

Where Modernistic Station Stands



Shown above is the former Midland Library building which stood at the corner of Wall and Colorado streets, on the site of the modernistic Ever-Ready No. 2 station. The site was leased by Wemple for a ten-year period, the building having been purchased by the Trinity Chapel Episcopal church and moved to West Illinois street where it was remodeled.

LEONARD CRABTREE



Leonard Crabtree is manager of the Ever-Ready No. 3, or East Wall Mobilservice. Born at Lockney, Tex., he moved to Midland in 1930. He has been in his present position two years. He is married and has one child.

LEWIS BURNS



A native of Izzard Parish, La., Lewis Burns is the dean of Midland car washers, has been employed as chief car washer for six years, specialized in wax and polish work and is considered "tops" among body men of West Texas.

Not Pictured

Another faithful Ever-Ready employee is John Otis Casanova, born at Blanco, Tex., in 1911. He works for the Ever-Ready "between Mrs. Wemple's grass mowing jobs," says the proprietor. He cheerfully does whatever other work the boys choose to chit off on him, which is "all they can." He is married and has two children.

Rosario Lorez, not pictured, is a member of the car washing force. He was born at Van Horn of Mexican parents. He is an especially good workman and attends strictly to business. Married, and with two children, he has been in the Ever-Ready employes for several months.

Three out of four motorists have no accidents at all, according to the Iowa State Motor Vehicle Department, which states clinical research shows 20 per cent of drivers are "liable" to accidents; only 5 per cent "prone" to accidents.

MAGNOLIA
Products

Serve Your Every Requirement

◀ MOBILGAS ▶
◀ MOBILOIL ▶

Your Congenial Magnolia Attendant
Is Eager To Serve You

FRED WEMPLE, Agent



Announcement

The GOODYEAR TIRE & RUBBER CO.

Is Pleased To Announce

A NEW MIDLAND DEALERSHIP



The Famous Goodyear Products

Are Now Being Sold By

EVER-READY AUTO SERVICE

Fred Wemple, Owner



THE EVER-READY AUTO SERVICE IS PREPARED TO
Render 100 Per Cent Goodyear Service
TO THE
MOTORING PUBLIC

The GOODYEAR TIRE & RUBBER CO.

AKRON, OHIO



MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



Proprietor of Ever-Ready Once Won \$50 Prize for Telling How He Stayed Through Depression

For his clear cut, common sense article on "How I Stayed in Business During the Depression," Fred Wemple, founder and proprietor of the Ever-Ready Auto Service, once won a cash prize of \$50 from the Tire Review magazine. His article was judged BEST and won the top money. Second and third prizes of \$30 and \$20 each were paid by the magazine, going to Arkansas and Alabama, tire dealers.

Wemple's article appeared in the Review in its November 1935 issue. A picture of the author and of the newly completed Ever-Ready No. 1 appeared.

"The first months of the depression were spent in adding our voices to the general wailing and lamentations about us, all of which contributed their part toward lowering our morale," Wemple wrote at that time.

He referred to "some latent spirit of aggressiveness" which arose and stirred determination to fight back. Weekly meetings of the Ever-Ready staff were held "to study our problems, improve our talents and bolster up our morale." The author outlined details of these meetings and their accomplishments, resulting in better salesmanship, better service to the public and better appreciation on the part of the customers.

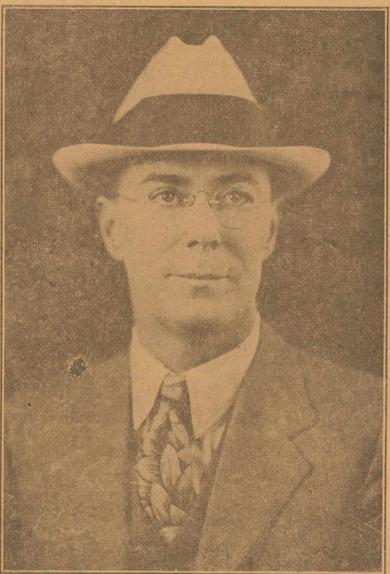
He told of the methods of selling "trouble-free" mileage, rather than to fall into the trap of price cutters. Details of shop and office systems adopted to improve the records, prevent leaks and accomplish sales through follow-up methods, were described.

"Unprofitable lines of merchandise were eliminated, well known brands were given preference and the trade was urged to keep off of cheap tires. Tire service was improved, customers were urged to come in for frequent checks and inspections and the public cooperated."

"Overhead was studied and leaks were plugged. Advertising was carefully planned and budgeted, specializing on newspaper, direct by mail and outdoor media. The credit policy was completely revamped to meet the depression period, resulting in better collections than during boom times."

"After putting our house in order and settling down to a carefully planned campaign and policy, we began to realize results beyond our highest expectations," Wemple wrote, and "with the depression clouds clearing away, we face the future confidently and hopefully, grateful that we succeeded in battling our way along until the tide turned. We really enjoyed the combat."

The Midland man, now operating the Ever-Ready Auto Service stations Nos. 1, 2 and 3, also operates the Fred Wemple Jobbing Co. and



Goodyear First in More Things Than George Washington

Goodyear may lay claim to being first in more items than the father of our country, who had only war, peace and the hearts of his countrymen to his credit.

A compilation of "Goodyear firsts" forms a substantial list:

- 1906—World's first straight side tire.
- 1913—World's first conventional cord tire.
- 1917—World's first pneumatic truck tire.
- 1923—World's first balloon tire.
- 1928—World's first low pressure airplane tire—the Airwheel.
- 1931—World's first low pressure tractor tire.

1935—World's first complete blow-out protection presented in the LifeGuard.

1936—World's first rayon body tire.

More people ride on Goodyear tires than on any other kind.

More tons are hauled on Goodyear truck tires than on any other kind.

More tractors operate on Goodyear tires than on any other kind.

More motorcycles operate on Goodyear tires than on all others makes combined.

More bicycles operate on Goodyear tires than on all other makes combined.

Sinner Sins Again.

OAKLAND, Cal. (UP)—A sinner admitted that he robbed a poor box in church. Later, he felt so badly about it that he decided to go back and pray for forgiveness. On entering the church, he saw another poor box. The temptation was too great, so he went out and bought a pair of pliers, opened the second box and robbed that, too. The judge decided to put him beyond temptation and forgiveness.

Enviably Record of Accomplishments Revealed in Annual Report of Midland Safety Council, Starting Fall Work

Editor's Note: Following is the annual report of the Midland Safety Council, presented and adopted at the meeting Wednesday evening to launch the fall program of work. The report was prepared by Bill Collyns, secretary.

The Midland Safety Council was organized on November 17, 1937, Mrs. John W. Skinner being named first president. Other officers named at the initial meeting included W. G. Epley, vice-president, and Mrs. Fred Wemple, secretary-treasurer. Bill Collyns was elected to the post of secretary-treasurer upon the resignation of Mrs. Wemple, January 13, 1938.

The initial activity of the council was the staging of Safety Week, November 28 through December 4, the Safety Week campaign being highly successful. Radio talks were given each day of the campaign, articles on safety also being printed each day in the local newspaper. A safety poster contest was conducted in the schools during safety week, the contest tending to make school

students safety minded. Safety programs were also staged at meetings of various civic clubs prior to and during Safety Week.

On February 8, 1938, members of the local council voted to join the National Safety Council and to participate in the national program. Midland was granted a membership in the National Safety Council on March 21, 1938, the city and county paying the membership fee.

A ten-point program of work for the year was adopted at the February meeting, eight of the ten objectives having been accomplished as follows:

1. Continuous educational program on highway safety and safety in the home has been carried on in the local newspaper.

2. Safety programs have also been given at regular intervals over the local radio station. April 4th through the remainder of school term, high school students prepared and delivered weekly broadcasts. The "Old Observer" series of broadcasts were used each week during July and

August. Various civic and service clubs of the city joined in sponsoring an all-civic safety luncheon here on March 16, Highway Safety Chief L. C. Phares being the principal speaker. Chief Phares also spoke at the high school.

4. An active safety organization was perfected in the local high school, regular meetings being held with much interest being reported at the close of the 1937-1938 term.

5. Service and civic clubs were asked to devote several meetings each year to safety, this having been done by various of the clubs.

6. Semi-annual safety campaign was held.

7. Several films on safety were used at local theatres.

8. Secured Model Traffic Ordinance from United States Bureau of Public Roads, the Model Ordinance being compared with the Midland Ordinance with idea of having the Model Ordinance adopted in Midland.

The ninth point, "Encourage local police department to install Standard Traffic Accident Reporting System and study causes of local accidents and have findings published" and the tenth point, "Enter Midland in National Traffic Safety Contest sponsored by National Safety Council," have as yet not been accomplished.

Used Car Market Reduces Stocks of Automobile Dealers

Used car sales have held up well this year in comparison with the demand for new automobiles. Dealer reports to manufacturers indicate the volume of old models resold by retailers has held within 70 per cent of the 1937 mark.

Rapid movement of these vehicles. Poster units furnished by the National Safety Council have been displayed in school and in downtown store windows.

All safety magazines received by the council have been placed in the county library. Two of the PTA organization are now subscribers to the magazine, "Safety Education," the magazines being used in carrying on active programs in the schools.

A committee from the Safety Council called on the Mayor of the City relative to having traffic lights placed at various school intersections, and while the lights were not secured, the visit resulted in the placing of traffic officers at the various schools during heavy traffic hours beginning the first of the current school term.

The Council has a cash balance of \$2.75.

recently led the United States Department of Commerce to report used car shortages in several sections of the country, accompanied by stiffening prices due to excess of demand over supply.

Similarly, the Department calculated dealer stocks of new cars at the end of August to be at their lowest point for this period of the year since 1934. Factory production has been held below retail deliveries of motor vehicles since the first part of the year.

Other trade sources report that the volume of repair work done in dealer establishments, one of the most profitable phases of motor vehicle retailing, also has held up.

Interesting background on the position of automobile dealers is that during 1936 and 1937 the volume of new car sales per dealer stood at the highest levels ever attained, exceeding the mark for 1929 and other peak years.

Bullet Explodes on Track.

LYNN, Mass. (UP)—Richard D. Hunt, 12, had an electric train, a .22-caliber rifle cartridge and an idea. Placing the cartridge on the toy track, he sent the tiny train whizzing over the rails to see "what would happen." A doctor extracted the bullet from the boy's leg.

"Recently while driving at 80 miles an hour with LifeGuards my right rear tire blew out," writes Mr. E. F. Granberry of Rison, Arkansas. "I heard the report but had no difficulty in keeping on the road and coming to a stop in about three-quarters of a mile. If I had a tire failure, I wouldn't have known I had a tire failure. I wouldn't have been without LifeGuards if they cost \$100 each."



"I have had three blowouts... on different cars equipped with LifeGuards... at speeds of over 60," writes Mr. Jerome O. Edly of Skull Valley, Arizona. "Each time I was able to drive nearly a mile without stopping... it's the cheapest insurance a man can buy."

SAFETY AND ECONOMY

are yours with



GOOD YEAR LIFE GUARDS

YOU HAVE 4-WHEEL BRAKES ALL-STEEL BODY—SAFETY GLASS
Now you'll want...
LIFEGUARDS!

There's always danger in blowouts or sudden tire failure — even at low speeds. But, above 35 miles an hour, the danger is grave — unless your tires are equipped with Goodyear LifeGuard reserve tires. Then there's no danger at all.

For LifeGuards eliminate the dangers resulting from sudden tire failure, in any tire, of any kind, of any age.

And because LifeGuards make even old tires safer, you can drive your present casings as much as 25% farther, safely, thus joining new safety with new economy.

Equip with LifeGuards and quit worrying when you drive.

Come in and let us show you how you are paying for LifeGuards, whether you have their protection or not!

For Safety's Sake... Equip with
GOODYEAR LIFE GUARDS



"Recently while driving at better than 70 miles an hour, one of my tires blew out from bead to bead," reports Mr. George Carns of Amarillo, Texas. "I'm sure that the LifeGuards I had in this tire were all that prevented a very serious accident..."

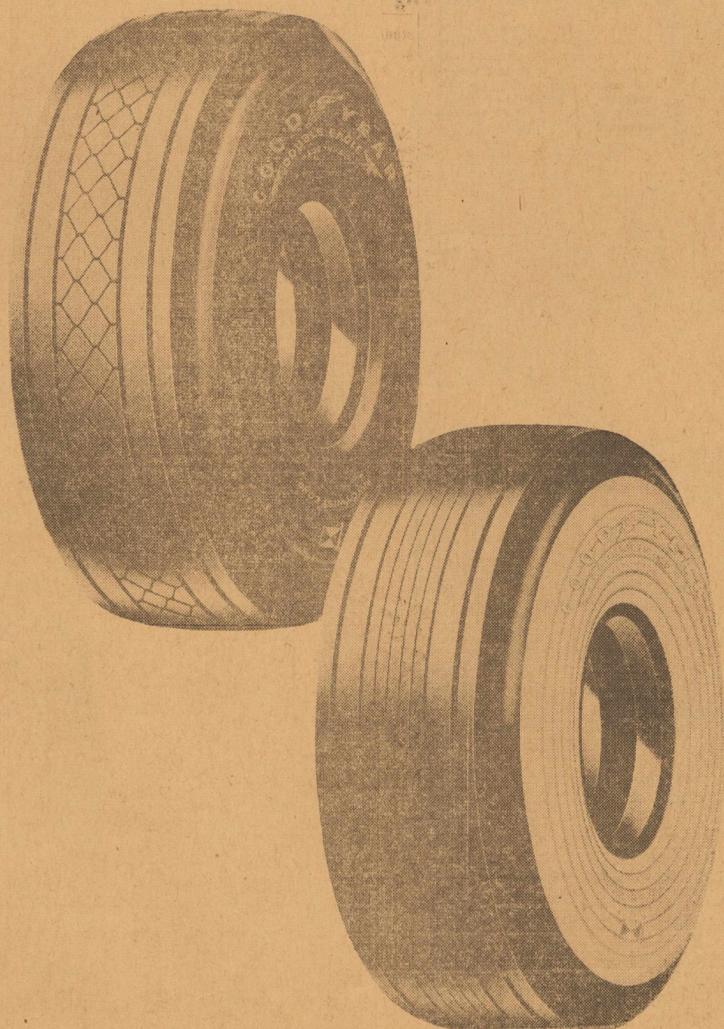
YKL Truck Tire Built of Rayotwist Fabric



Goodyear's new YKL truck tire, distinctive in appearance and improved in construction, is built of Rayotwist fabric and includes a new, ribbed tread design selected after three years of experiment and test. A special type rayon completely solves the problem of internal tire heat.

"My front tire blew out while I was driving to Santa Fe at high speed," writes Tom James, Ranch Manager, Carrizozo, New Mexico, "but my car did not swerve an inch. I slowed down—found my LifeGuard wide open, but my LifeGuard tire ripped enough air to hold up car. It might have been a fatal accident."

"My right front tire blew out while traveling fast on a high-banked road with a cable-fence," reports Mr. T. K. Thompson, Minneapolis distributor of Highway Trail. "The car from going through the fence if it had not been for the LifeGuards holding up the tire..."



The Greatest Tire Advance In 25 Years

built with **RAYOTWIST** Spun from Rayon

In this handsomely streamlined new Goodyear Double Eagle Airwheel you behold a truly sensational tire built of a new basic material.

This new element is rayon. Not the conventional commercial fabric, but a marvelous new silk-like cord spun from sinewy rayon filaments, called RAYOTWIST.

Rayotwist is only two-thirds the thickness of ordinary tire cord. But it so far excels in strength and resistance to heat that a 4-ply Rayotwist carcass long out-wears six plies of ordinary cord—and weighs 10% less!

What this means to you is the ablest performing, most luxurious tire you have ever known—a nimble, featherbed-riding beauty that steps up the agility of your modern car.

It means a tire so free from road-fighting stiffness, so smooth rolling that it actually reduces your gasoline consumption.

It means a tremendous increase in tire mileage because the stronger, more resilient Rayotwist carcass permits the use of far tougher, sturdier tread-rubber.

On this supple and shapely carrier you get the famous All-Weather tread in a new compact streamlined arrangement that sets a new high in road-holding grip and traction.

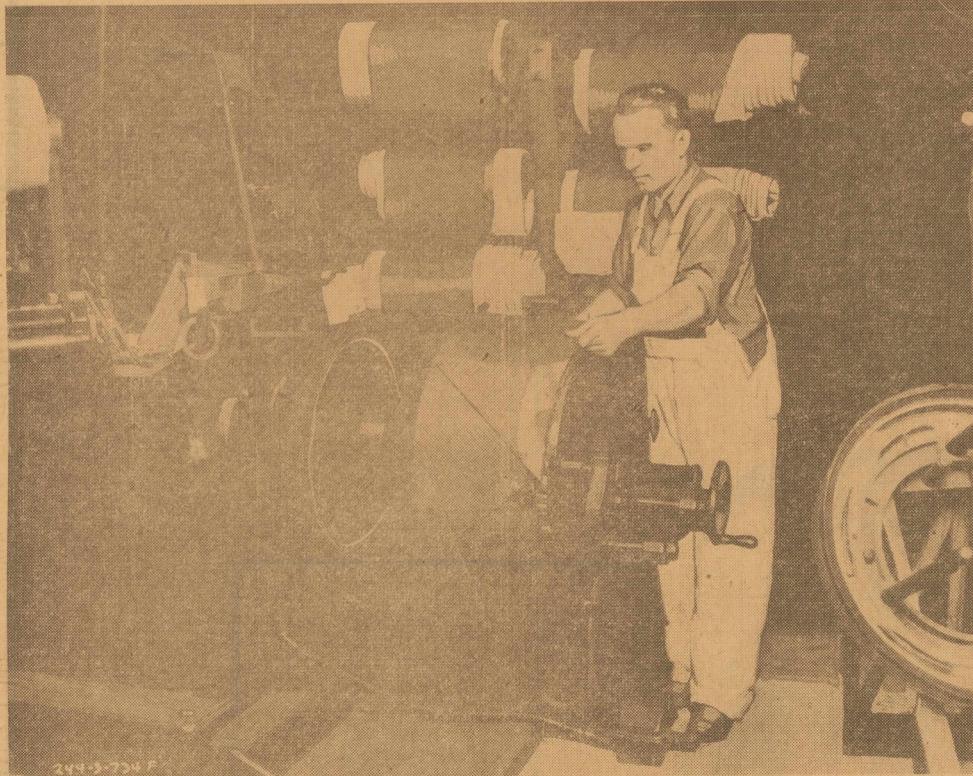
Complement the Double Eagle's matchless comfort, roadability and wear with the infallible blowout-protection of Goodyear LifeGuards—the modern successor to inner tubes—and you will have finer, safer tire equipment than you will be able to buy elsewhere for years to come.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Ever-Ready Auto Service

Midland, Texas

Goodyear Tires Are Built on Metal Strip, Later Removed



Goodyear tires are built up strip by strip, or ply by ply, as it is called. Each tire is built up on a metal cylinder from which it is later removed. The above picture shows the tire builder carefully placing the rubberized fabric on the building drum. He then turns down the edges for the next operation which is placing in of the beads, containing wire cores that support the tire on the rim and keep it from blowing off the rim.

Crews Demonstrate Lifeguards in 150 Cities and Towns

AKRON. — In order to acquaint the public with the importance of Goodyear LifeGuards as a safety factor in driving, six crews of demonstrators from the factory will completely cover the country this season. Already more than 100,000 persons have seen the demonstration in over 150 cities and towns. The number will exceed a million by fall. Crews started their itinerary in the far south and will work north as the weather gets warmer. These demonstrations may be called a "thrill without a thrill." Cars equipped with LifeGuards are run over steel plates studded with sharp spikes at speeds as high as 70 miles per hour, or tires are purposely destroyed by dynamite caps at these high speeds. In anticipation there is a great thrill in seeing an intentional blowout on a speeding car, but the realization of the thrill is the realization of the thrill of safety.

When the tire is destroyed, the Life Guard, which is a two-ply reserve tire within the regular tire, remains inflated and assumes the load, so that the driver is able to bring the car to a smooth stop without lurching or swerving. In thousands of demonstrations, there has not been one failure of the LifeGuard and spectators cannot fail to be convinced that with this equipment one of the gravest dangers of motoring is eliminated.

The drivers who conduct these demonstrations say that they find the work less exciting and dangerous than ordinary forms of driving at high speed, because they know that nothing is going to happen to throw the car out of control.

Police departments and safety officials are cooperating with Goodyear in staging the demonstrations and as a result of their observations have been among the most enthusiastic endorsers of LifeGuard, so much so that they are being used on many police cars throughout the country. The state police officers, whose duties compel them to cover long distances at high speeds on occasion, are particularly impressed.

Goodyear sales representatives in charge of the several crews are the following: B. J. Amquist, D. M. Mayfield, C. C. Gibson, L. P. Irons, and A. G. McCook. In the course of the summer, one

Public Response to Lifeguard Tire Is Beyond Expectation

AKRON. — Rapidly growing safety consciousness on the part of the public, plus a recently inaugurated intensive sales and advertising campaign, has resulted in such a stimulation of Goodyear LifeGuard sales that the company as of March 31, was many thousands of orders behind.

According to R. S. Wilson, vice-president in charge of sales of The Goodyear Tire and Rubber Company, the public's response to the LifeGuard has far exceeded the company's most optimistic expectations. "We knew that we had perfected a great safety feature in the LifeGuard," says Mr. Wilson, "but we were not prepared for such immediate public acceptance, the more so as LifeGuard represent an entirely new principle. We are increasing our capacity as rapidly as machinery can be installed, and this program of expansion will be continued through the next six weeks.

One of the crews will visit all sections of the United States.

Double Eagle Airwheel Great Advance in Tires

AKRON. — Claimed by its makers to be "the greatest advance in passenger car tire construction in 25 years," a new Double Eagle Airwheel is announced by The Goodyear Tire & Rubber Company.

Reason for the claim is that a new basic material—rayon—is utilized for carcass construction. The rayon used is not the ordinary commercial fabric, but a revolutionary silk-type cord called Rayotwist, spun from rayon filaments.

Advantages claimed by Goodyear for its new product are lightness, greater strength, resilience, and resistance to heat and shock, allowing greater ease of riding and providing much greater mileage.

"Rayotwist was developed by Goodyear engineers after a 10-year hunt for a tire material combining lightness with great strength, resilience and resistance to both heat and shock," the announcement continued. "How well Rayotwist meets these specifications is shown by the fact that while it is only two-thirds as heavy as conventional cord, it is actually 11 per cent stronger. Because they are thinner, there are more Rayotwist cords to every ply.

"As a result, a four-ply Double Eagle has greater strength, endurance and resistance to fatigue than a six-ply tire built of conventional cord, and it weighs 10 per cent less. Rayotwist's great strength-with-lightness makes it possible to provide the new Double Eagle with the longest-wearing tread we know how to compound, and yet give the motorists a flexible, easy-riding tire. The tire is available in both the famous All-Weather Tread in a new arrangement that concentrates more road-gripping diamonds in the center to give still greater non-skid traction, and the popular rib type.

"Actual test have proved the new Double Eagle rolls so smoothly that it actually cuts down gasoline consumption while multiplying the mileage to new long-distance records."

Autos Increase on American Farms

Surveying three thousand typical farms this year the United States Census found that seven out of ten had automobiles, six had radios and four had electricity. Three out of nine had running water, two out of nine had bathrooms. One in three had tractors and one in four had motor trucks.

Compared with the 1930 census of all farms, this indicated the proportion having tractors and radios has more than doubled, the percentage having electricity and water piped to bathrooms has increased by half. Farms with motor trucks increased from 18 to 24 per cent, and those with passenger automobile from 64 to 71 per cent.

The average life of a butterfly is five weeks. Many species are unable to eat during their short life span.

We are going to make LifeGuard at our Gadsden, Alabama, Los Angeles and Jackson, Michigan plants as well as in Akron," Mr. Wilson concluded.

The Goodyear LifeGuard is a reserve tire within the regular tire. When casing and tube are blown out or destroyed from any cause, the LifeGuard remains inflated, assumes the load and enables the driver to bring the car to a smooth stop, regardless of how fast he has been traveling. According to Goodyear officials, LifeGuards rank with all-steel bodies, hydraulic brakes and safety glass as a major factor in motor car safety.

LifeGuard Legion Similar in Effect To Caterpillar Club

AKRON. — Formation of a national safety organization for motorists, modeled somewhat along the lines of the famous Caterpillar Club for aviators, has been announced here.

Similarly to the Caterpillar Club exists in that this new organization, which has been named "LifeGuard Legion," will be composed of motorists who have avoided serious accident and possible injury or death through use of a remarkable new safety device. The Caterpillar Club is composed of aviator who have saved their lives through use of parachutes, while membership of the LifeGuard Legion will be made up of motorists who have averted serious accident through use of LifeGuards, a new safety device recently introduced by The Goodyear Tire & Rubber Company.

LifeGuards, said by police and fire chiefs and heads of safety organizations throughout the nation to be one of the most important contributions to highway safety in recent years, have taken their place with all-steel bodies, safety bars and iron-wheel brakes in helping make motoring safer. Consisting of a reserve tire within a conventional tube, a LifeGuard has the effect of turning a blowout at high speed into a slow leak, allowing the driver to come to a safe stop without a swerve into oncoming traffic or into the ditch. Goodyear officials said.

When a motorist has avoided serious accident through use of LifeGuards, he automatically becomes a member of the LifeGuard Legion and receives a handsome bronze plaque in commemoration of his narrow escape. LifeGuards have already been responsible for saving thousands of dollars in hospital bills and damage to automobiles, and property, according to the many letters that have been received at Goodyear's offices here.

Front of the plaque shows in bas-relief the heads of an old man, a young man, a young woman and a child, signifying that LifeGuards provide safety for persons of all ages, while on the reverse side is in appropriate inscription.

The nation's gasoline tax bill in 1937 was the equivalent of six days' pay for every wage-earner gainfully employed in private enterprise in the United States.

Truck drivers in the United States during 1937 numbered 3,100,000 which is more than the combined population of Arizona, Delaware, Idaho, Maine, Montana, Nevada and Wyoming.

Fabric Used in Goodyear Tires Cut on the Bias



Goodyear tires are composed of rubber, fabric and compounds. The fabric comes from the cotton mills in 48 or 60-inch rolls. It goes through warming processes, then the compounded rubber is worked into it between triple rolls of a calendar, emerging as rubberized cloth. The fabric goes to bias cutting machines, as shown in the picture, being cut in diagonal strips of varying widths according to the size of the tire of which they are to become a part.

LifeGuard Is Crowning Gift Of Goodyear to Public Safety

After years of experimenting and road testing, Goodyear developed and perfected the LifeGuard, which is a complete answer to slyout danger. It takes the place of a regular inner tube in any pneumatic tire.

Formerly there were two parts to a tire, the outer casing and the tube inside. The LifeGuard consists of an entirely new third element—a reserve tire inside the tube which, even in the most violent tire failure, retains air long enough to hold the tire on the rim, then lets the car down easily to a safe, straight-line stop.

The outside tube is similar in function and appearance to a regular tube and fits inside of the tire, while the inside tire, built of two plies of fabric, floats free. Inflation is conducted in the usual manner, a small vent hole in the inner tube permitting air to pass from the inner chamber to the outer chamber so that in ordinary service the inner tire is under no strain, but simply floats free inside the outer tube.

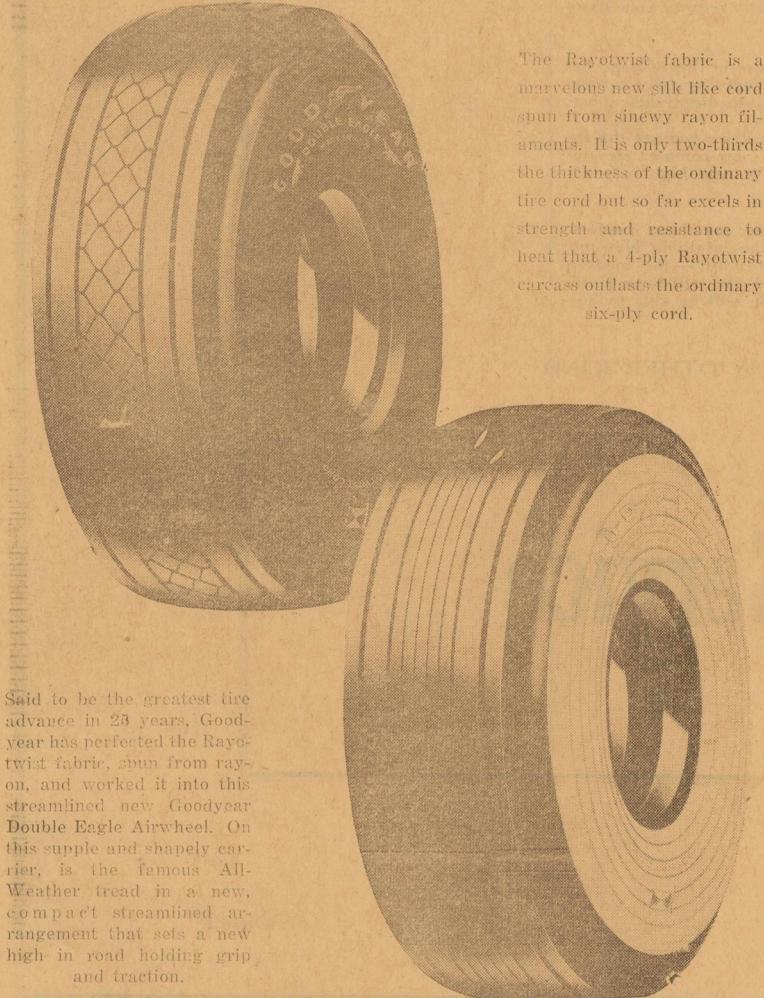
When a failure occurs, the air escapes from the outside chamber immediately, but can escape from the inner chamber only through a single small vent hole. Thus, only a portion of the air is lost in the blowout; the tire drops down but slightly and rides on the air held back by the inner fabric tire, which loses its air very slowly.

More than 15 per cent of the total freight traffic originating on American railroads in 1937 was created by the automobile industry.

Persons between 30 years of age and 65 are on the average safer drivers than those above and below those ages.

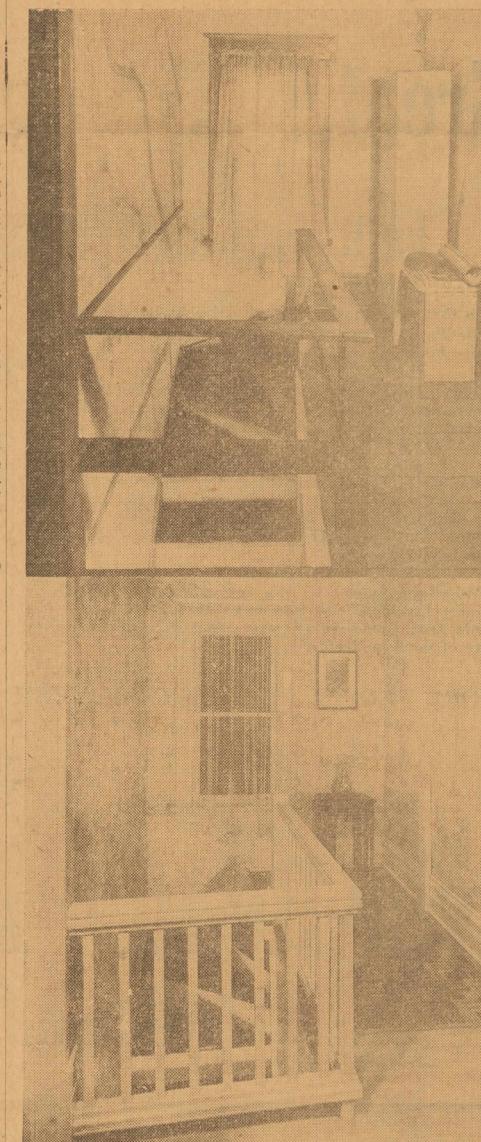


Rayotwist Fabric Used in Double Eagles



The Rayotwist fabric is a marvelous new silk like cord spun from sinewy rayon filaments. It is only two-thirds the thickness of the ordinary tire cord but so far excels in strength and resistance to heat that a 4-ply Rayotwist carcass outlasts the ordinary six-ply cord.

Said to be the greatest tire advance in 23 years, Goodyear has perfected the Rayotwist fabric, spun from rayon, and worked it into this streamlined new Goodyear Double Eagle Airwheel. On this supple and shapely carrier, is the famous All-Weather tread in a new, compact streamlined arrangement that sets a new high in road holding grip and traction.



The top-floor hallway shown above was allowed to remain in a poor state of repair until the owner decided to modernize the upper floor of the house and build a nursery.

The stair rails, a menace to the safety of a child as it existed in the "before" stage, were improved by the installation of good banisters and rails which were painted white. Provision was made also for a gate across the head of the stairway. Baseboard and window trim were treated to a new paint surface, walls papered, and new flooring laid. The sum invested in the modernization project was not large when gaged by the improvement brought about.

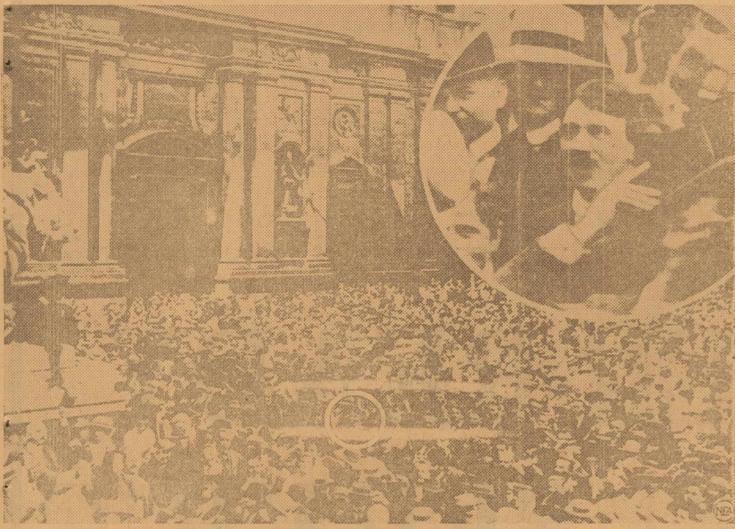
The Property Improvement Credit Plan of the Federal Housing Administration makes funds available for modernization work of this type.

GOODYEAR BUILDS LIFE GUARDS ON WEST COAST



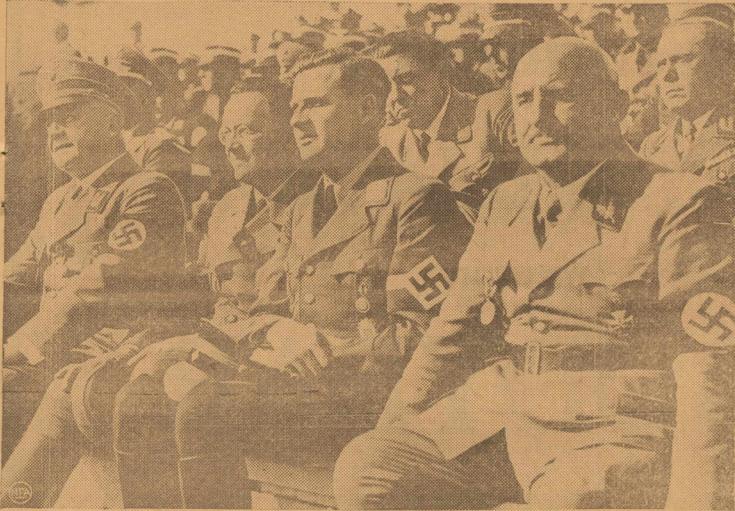
The first Goodyear LifeGuard built on the Pacific Coast is shown being packed for shipment to the Goodyear Museum, Akron, Ohio, by Vice President J. E. May and J. A. Wilson, Division Superintendent. Western demand for LifeGuards, which rid tire blowouts of danger, will be supplied by Goodyear's Los Angeles factory as rapidly as possible.

When Hitler Cheered for War 24 Years Ago



Aug. 2, 1914: an obscure house painter stood with massed thousands outside Field Marshal's Hall in Munich and cheered the announcement that Germany was at war. A few days later he joined the army, became a corporal. The smaller circle in this historic picture shows where Adolf Hitler stood jammed in the crowd. The larger circle is a closeup of the elated youth. Today: the one-time dispatch rider in Von Hindenburg's army is Der Fuehrer, head man of Nazi Germany. His word will decide whether Europe will be at war again.

Henlein With His German Protectors



Symbolic of the protection he finds among German friends is this picture of Konrad Henlein, leader of Czechoslovakia's Sudeten Germans. Henlein fled to Germany when the Czech government ordered his arrest on charges of treason. In the above picture, taken at the recent Nazi Party Congress in Nuremberg, left to right, are Governor Wagner of Munich, Henlein, Baldur von Schirach, Nazi youth leader, and Julius Streicher, governor of Franconia.



Peace and goodwill between nations long enemies is being celebrated above. The tinkle of wine glasses marks the successful close of a patient seven-year effort to solve a racial minority problem no less bitter than the one now convulsing Europe. Eleutherios Venizelos, right, represented Greece and Ismet Pasha, left, represented Turkey in the negotiations which concluded an exchange of "minority population" between the two countries.

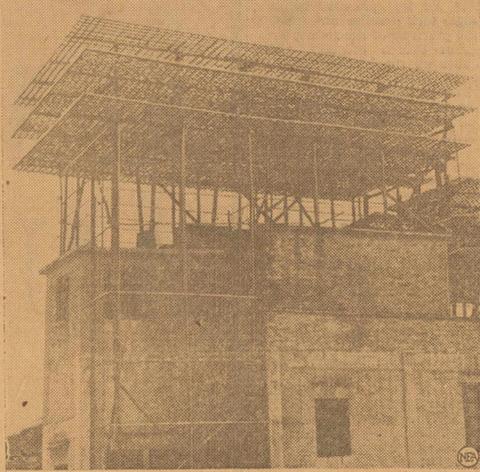
Arab Rebels in Their Mountain Hideaway



Fierce Arab rebels who are defying British authority in Palestine are shown in this exclusive picture made at the secret mountain stronghold of Abdul Razek, leader of the rebel army. The photographer negotiated for weeks before he was allowed, under heavy guard, to visit the Arab stronghold.

News of The World in Pictures

How-Clever Chinese 'Catch' Bombs



Menaced almost daily by Japanese air raids, owners of buildings in Canton, China, have resorted to use of "bomb catchers" like the one over the roof of the building in the picture above. These protections are made of meshed steel rods anchored by stanchions.

Czech Students Decorate Shrine



To the historic room in Philadelphia's Independence Hall where Czechs of the United States met 20 years ago to proclaim the independence of Czechoslovakia, Czech students, above, brought a commemorative wreath as war threatened their homeland. Holding the wreath are Noda Konecna, left, and Jarmila Maranova. The girls had come to America for the World Youth Congress.

Rousing Recruit



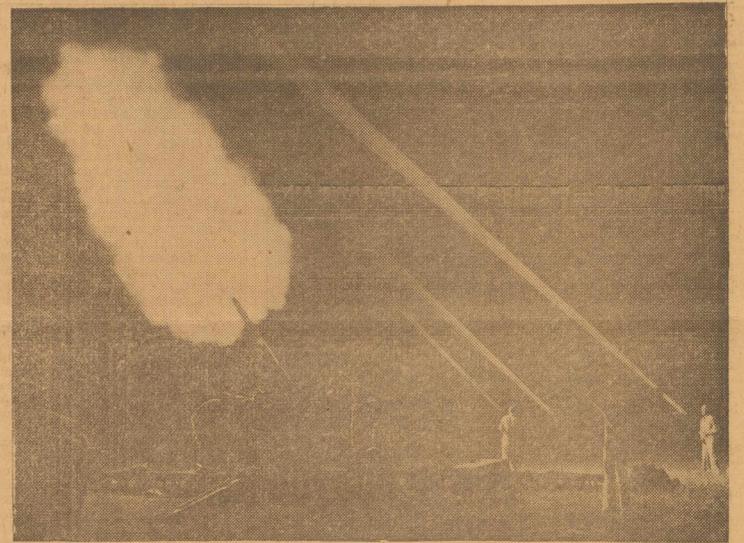
Mervyn Conners, shown crossing the plate, hit three consecutive home runs and a double for the Chicago White Sox against the Philadelphia Athletics. The two-base hit narrowly missed being good for the circuit . . . bounced off the left field wall. Although a third baseman, Conners, recently recalled from the minors, played first.

This Is the American Legion in 1938



Waistlines considerably larger than in the war days of 1918 and graying hairs a year grayer, the American Legion took over Los Angeles for its 1938 convention with undiminished capacity for a good time. Here are typical scenes. Top, left, C. J. Hughes, in Indian headdress, and Gordon Holland, both of Chicago, in the locomotive of one of the 80 special trains, and right, Gov. J. B. Poindexter of Hawaii and James R. Mahaffey, national vice commander of Honolulu with smiles on their faces and leis about their necks. Lower, left to right, Senator David I. Walsh, chairman of the Senate naval affairs committee, keynoting the convention opening; a train pulling into Central station; and Guy E. Wolfe of Paris, France, with son, Francis, atop his shoulders.

In Time of Peace They Prepare for War



Flame shooting from anti-aircraft guns and powerful searchlights stabbing the darkness give a realistic wartime appearance to the countryside around Fort Bragg, N. C., as the U. S. Army air corps and anti-aircraft artillery practice for air defense maneuvers to be held Oct. 3 to 20. In the photo above, the gun has just been fired at a towed target picked out by a battery of searchlights. Photo at left shows artillerymen peering through a telescope designed to "spot" bursts of fire during an air raid. Throughout the October maneuvers aid of civilians from 37 North Carolina counties will be enlisted. The problem of defending units is to organize and execute rapid warning to civilians and to intercept "enemy" planes before they reach their objectives.

'Dead End' Kid Shot by Cupid



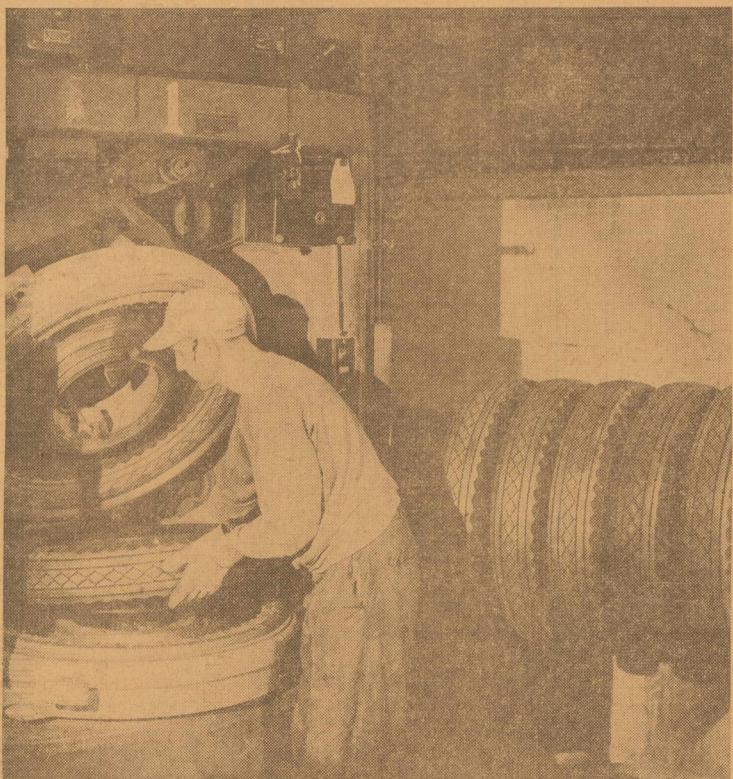
Their money must have been on the greyhound out in front, as this picture of Catherine Marvis, Hollywood dancer, and Leo Gorcey, oldest of the movie "Dead End" kids, was taken at the Culver City dog track. Or maybe it's love, since it is reported that Miss Marvis is engaged to marry Gorcey. She is from Atlanta. He rose to fame and the movies from New York tenement districts.

Salvaging Plane Piloted by American After Jap Attack



Journey's end for 13 passengers of a Chinese passenger plane shot down by Japanese war planes. The transport, piloted by an American, Hugh Leslie Wood, formerly of Kansas City, who escaped, was forced into the Pearl River near Hongkong. The plane, containing the bodies of the passengers, is seen here loaded on a barge.

Where Goodyear Tires Enter the Curing Room



From the builder, Goodyear tires are taken to the curing room where they are vulcanized by steam heat and pressure. Automatically, steam is admitted to an air bag, followed with air pressure for the vulcanizing process. The tread design is molded and the cure also brings about a change of state of the compounded rubber, making it tough, highly elastic and resistive to abrasion and continued flexing. When the cure is completed, the vulcanizer opens automatically and the tire is removed from the mold cavity.

Saving on Annual Tire Bill Worth \$70,000 To Midland Drivers, Litchfield Estimates

Purchasing power of 2,048 light car owners in Midland county has been increased during the past 12 years by \$68,427.20 according to local Goodyear dealers.

These figures are based on a nation-wide study just completed by P. W. Litchfield, president of The Goodyear Tire & Rubber Co., Akron, Ohio.

"In the United States today there are 15,269,226 individuals who may be identified as a distinct group through their ownership of light automobiles in the Ford, Plymouth and Chevrolet class," Mr. Litchfield said. "They comprise about 64 per cent of the nation's car owners and, taken with their families, account for almost one-half the nation's total population. Improvements in product and method made by the tire industry during the past 12 years have brought to each individual in this group today a saving of \$33.90 in his annual tire bill."

For proof of his statement, Mr. Litchfield cites the fact that tires used on light cars today give an average of 26,500 miles of service, as compared with 14,200 miles delivered by light car tires in 1926; that a tire and tube now costs \$19.35 as compared with \$23.95 in '26; that today's tire gives \$44.78 worth of mileage on the basis of 1926 values, thus reducing the consumer's tire bill by \$25.43 per tire. As the average tire is in service three years, saving one for one year is \$8.43 2/3, and on four tires for one year is \$33.90.

"With \$33.90 released to him for other purposes, he may pay a month's rent for an average urban home, buy an extra average suit of men's clothing or overcoat, pay an average family grocery bill for one month, or buy enough gas and oil for a 2,500-mile auto trip," the Goodyear executive continued. "Thus can the amount of the saving be translated into definite, tangible improvements in the living standards of the individual."

"The extra spending money accruing to this entire group of car owners reaches the staggering sum of \$517,000,000 a year. Such a sum baffles comprehension. Stated in more understandable terms this

sum, a round half-billion dollars, is an avenue, almost 500 miles long, lined on each side with newly-built homes in the \$5,000 class, each with



P. W. LITCHFIELD.

52 feet of street frontage; 100,000 of these homes, or modern living quarters for all of the people in a city the size of Columbus, Ohio; the total amount expended by our national government during the first 66 years of its existence; the cost of 10 or more super-dreadnaughts for our national defense.

The story of the tire industry's contribution to public well-being is but one chapter in the record of service rendered by American industries. In other lines of industry, where technological progress has been exercised, other vast contributions have been made.

"Under the inspiration of a free competitive system, modern business steadily improves the products which it sells to the public and, in one way or another, constantly decreases the cost of those products to the public. Nowhere in the world is there a people so consistently well served. Nowhere in the world is there such a widespread creation and sharing of new wealth."

"Goodyear, quite naturally, is proud of its part in this record of accomplishment," he explained.

History - -

on October 29, 1934. Improvements have been made constantly to that building to keep abreast of the times in the automotive industry.

In the intervening four year period, notable achievements of the Wemple organization have included the leasing for ten years of the old Midland library property, across the street west of the court house, and the construction of a modernistic and ultra-serviceable No. 2 station. Of concrete, glass brick and unique architecture, this station, occupied in April 1937, is one of the show places of the Broadway of America highway.

Sensing possible continued growth of the city to the extent that the No. 1 site would become "too valuable" for its present business, Wemple took another forward step in the purchase of the former Presbyterian church property, giving 140 feet on the highway and 150 feet on North Big Spring street, for later expansion.

Also in the scheme of the Ever-Ready's operations has been the acquisition of the No. 3 station, formerly called the East Wall Magnolia station. It is being operated in conjunction with the other stations of the Wemple organization.

Chronological - -

CONTINUED FROM PAGE ONE

tract for two Zeppelins.

1929—Factory built in Gadsden, Ala. Rockmart, Ga. and Cartersville, Ga. cotton mills acquired.

1930—Zeppelin dock completed.

1931—Argentina factory built. First low pressure tire used on tractor. Third Sumatra Rubber plantation acquired. "U. S. S. Akron" Navy Zeppelin completed.

1933—Famous G-3 announced. "U. S. S. Macon" Navy Zeppelin completed. Decatur, Ala., cotton mill obtained.

1934—Java factory started. Panama rubber plantations acquired.

1935—Lifeguard announced.

1936—YKL truck tire—built with Rayotwist.

1937—Tire plant erected at Jackson, Mich. R-1 tire announced.

1938—Marathon tire announced. New Double Eagle—first passenger car tire built with Rayotwist cords. Lifeguard campaign.

Rayotwist - -

CONTINUED FROM PAGE ONE

the problem of internal tire heat. And, though this tire had rolled up astonishingly high mileages in most exacting service, Goodyear engineers continued their development of it; made shoulder non-skid 20 to 30 per cent deeper than previously, thus providing cooler operation and offering greater resistance to fatigue, with the addition of the new-ribbed-tread design for still longer tread mileage.

The tire's sidewalls have new ribs to further resist scuffing, while the tread itself is flatter, providing more rubber contact with the road. Then there are notched, circumferential ribs in the tread center to aid in slow, even wear and provide traction. Interesting too is the fact that the tread is designed for all wheel positions on tractor or trailer in general haulage service.

In appearance the new YKL with its sidewall ribs, YKL designation painted in yellow, and general all around huskier attributes, it is believed looks the part which it is built to play in grueling transport service as well as ordinary truck, bus and trailer operations.

The tire's new notched rib tread design is of a flatter type to give longer wear. Non-skid depth is up to regular standards. The tread width is fully competitive with other truck tires selling at the same price level, as much as one-half inch wider than certain competitive mass distribution tires.

Cotton Pickers Reassured.

ASILOMAR, Cal. (UP).—Cotton pickers are not to be ousted immediately by the robot cotton picker. A. E. Johnson of the International Harvester company told the American Society of Agricultural Engineers here that it will be long years before the "cotton picking robot" can be perfected.

Rats Store Nuts.

VISALA, Cal. (UP).—A. J. Dula, rancher, who had laid out a few bushels of walnuts on the floor of his granary to dry for the winter, was surprised to find they had all disappeared. Investigation showed that a mother pack rat and her young brood had stowed all the nuts away in the boxes for their winter supply.

Marathon Truck Tire Is New Line Sold by Ever-Ready

New line of truck tires, known as the Marathon, is announced by Ever-Ready Auto Service, also handling Goodyear tires.

The new line is made in six sizes, from 6.00-20 to 32 x 6. Heavy Duty, 10-ply, and will cover about 85 per cent of the current market, Fred Wemple, proprietor, indicated.

The fabric in the Marathon truck tire is the new improved type (low-gauge, low-stretch fabric). This assures improved resistance to heat and fatigue. Special heat-resisting compounds are used in the carcass. The loaded carcass will help to dissipate internal heat. In size, the Marathon truck tire is up to full Tire & Rim Association standards and fully matches Goodyear's other truck tires. The sidewalls are shaped shoulders similar to Marathon passenger car tires.

The tire's new notched rib tread design is of a flatter type to give longer wear. Non-skid depth is up to regular standards. The tread width is fully competitive with other truck tires selling at the same price level, as much as one-half inch wider than certain competitive mass distribution tires.

that a bale contains damaged cotton in its interior and no indication of damage is shown on the exterior.

Common errors in grading are pointed out and it is explained how they can be avoided. Errors made in determining staple of cotton are due principally to lack of familiarity with official staple types.

Champion Eats 48 Eggs.

WICKFORD, R. I. (UP).—Louis Tillinshast claims to be Rhode Island's egg-eating champion, and to prove it he downed four dozen eggs—without losing a yolk—at the annual carnival of Eickert Post, American Legion, of Narragansett.

Added to Ever-Ready Properties



For years one of Midland's most prominent religious institutions, the building shown above, outgrown by the First Presbyterian church, was sold to Fred Wemple, proprietor of the Ever-Ready stations, in connection with a valuable quarter block of land facing 140 feet on the Broadway of America. The property was acquired for its strategic value as a business location, Wemple said. The Presbyterians now occupy their new \$40,000 plant at corner of Texas and North A streets.

Pioneer Wemple



F. A. Wemple Senior, father of Fred Wemple, is a pioneer northeast Texan, living at Blossom, in Lamar county. The picture above shows him on a visit to Midland when the first Ever-Ready opened for business.

Ponder Enjoying Trip Won Selling Most Gasoline

C. A. (Art) Ponder, manager of Ever-Ready Auto Service No. 1, has been on an expense-paid trip during the past week to Dallas, Beaumont, Fort Arthur and Galveston, having won the trip for first place in sales of Magnolia products in the "7,500 gallons and over" class.

In one month, Ponder's station accounted for the sale of 49,400 gallons of Magnolia gasoline, his nearest station competitors being located at Fort Worth and San Angelo.

Midland Gets First Double Eagles for El Paso Branch

First shipment of Goodyear Double Eagle Rayotwist tires to reach the El Paso branch territory left Dayton by fast express late in the week and was scheduled to arrive at Midland today, Fred Wemple, dealer, said. The tires will be displayed at the Ever-Ready Monday in connection with the open house entertainment.



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EVER-READY AUTO SERVICE

IS GLAD TO

Announce

ITS AFFILIATION

WITH THE

GOODYEAR TIRE & RUBBER CO.

In The Capacity of

MIDLAND DEALERSHIP

▲

ALL GOODYEAR PRODUCTS WILL BE HANDLED

BY

THIS STATION

▲

Fred Wemple, Owner