## ※ = The Reporter-Telegram



LEGISLATION OF MAJOR IMPORT IS AMONG LAST ACTS
 ADJACENT BUILDINGS DAMAGED;
FIREMEN BATTLE EFFECTIVELY
An early afternoon fire that started in the Ever-Ready Auto Service shortly before 2 o'clock this afternoon made for the gravest property loss threat here in the past few years, and one of the greatest since the local era of fireproof construction.
JUNE TEENTH - The fire gutted the filling station, corner Wall and

$=$
$=$
$=$
$=$
$=$
$=$
$=$
$=$

$= \pm=2$ | Kimbrough Mgr. |
| :--- |
| For McDonald |




$$
\begin{aligned}
& \text { SEN. CONNALLY; LATE TO CAMPAIGN, } \\
& \text { CALLS ON MIDLAND FRIENDS TO AID } \\
& \begin{array}{l}
\text { Ceremonies to Start } \\
\text { At } 2: 30 \text { Odoessa } \\
\text { Opposition }
\end{array}
\end{aligned}
$$

 various typess of illnesses, that the proportion of those
affected rose as their tendency toward artificial feeding
went up. And so did deaths And the report of this interesting study concludes the infant mortality of this country, it must be done by encouraging breast feeding.

What a glorious tribute to old-fashioned motherhood! paid its obligations to infancy as Nature intended it
should! There was a short time, during the last decad wo, when ere seemed ouph a fad for artificial feeding the burdens of breast feeding, at least partially; when to feed a child at the breast seemed to be-a sign of Vic-
torianism. Fortunately, however, this mode is passing and the
octors are encouraging mothers to recognize their natural relationship to their children. will be necessary in many cases where mothers are not in position to furnish But, at any rate, it should be $r$
doctor prescribes it
scientist urges a "scientific approach to politics."

## THE NEWEST

BUICK


Here's Your Buick eff the Price YouCan Pay


93 Horse Power 85 miles per hour 15 miles per gallon!

Those who bought quick when
Buick announced its amazingly does low list price of $\$ 795$ are delighted. They find that this new Buick is indeed a
Buick through and through - with Buick Buick through and through-with buick
quality, dependability, performance and quality, dependability, performance raised to new high levels. They are enjoying the magnificent performance of Buick's Valve-in-Head Straight Eight engine, and the solid feel of Buick in action.
They are getting 93 h.p.; 10 -to- 60 -mile ac They are getting $93 \mathrm{~h} . \mathrm{p}$; 10 -to- 60 -mile ac-
celeration in 21 seconds; 15 miles per gallon; celeration in 21
85 -mile speed.
Yes, this is the car you want at the price you want to pay! Come and see the newest Buick at once. Drive it. Ride in it. Appraise its
beauty and its value. Then you'll buy it.

## Elder Chevrolet Co.

107 SOUTH COLORADO - MIDLAND, TEXAS


## Morrand Sarger lo Cubues. ELECTAIC REFRIGERATORS

When real Texas summer weather sets in, and the need for proper refrigeration is greatest, your electric refrigerator will quickly freeze large, clear ice cubes in tremendous quantities. Surplus power-far more than enough to cope with Texas' blistering heat-comes to the front and amply takes care of your every refrigeration need.
Prices are low-operating costs are low-maintenance costs are negligible-so buy an Electric Refrigerator.

Time-Tested and Proven in More than 100,000 Texas Homes

SEE YOUR ELECTRIC REFRIGERATOR DEALER


# - <br> Tina 


JUNE IS
BRIDES MONTH
Our fine stock of
jewelry, both rings for
the bride and gifts for
the married couple,
will contribute to
years of happiness.
It is not often that the op-
portunity presents itself to
buy fine jewels at these
prices.

King's Jewelry
Scharbauer Hotel B
Midland



GREAT PROTECTOR For any phase of it SPARKS BARRON

## The clean Center Leaves are the mildest leaves

## They Taste Better!

Wherever the finest tobaccos grow-in our Luckies. Then "It's toasted"-for throat own Southland, in Turkey, in Greece-all protection. Andevery Lucky isfully packed over the world, we gather the very Cream of with these choice tobaccos-made round the tobacco Crops for Lucky Strike. And and firm, free from loose ends-that's why $\begin{array}{ll}\text { that means only the clean center leaves. The } & \text { Luckies "keep in condition" -why you'l } \\ \text { find that Luckies do not dry out-an impor- }\end{array}$ more-they taste better. These clean center tantpointto every smoker. Naturally, Luckies leaves are the only ones used in making are always in all-ways kind to your throat.

warm water of summer than in the
cold water of winter. This is prob-
ably the reason we have more water
borne epidemics in the spring, win-
ter and
ter and fall. $\begin{aligned} & \text { Imp trent in the water supply, } \\ & \text { of a commentinty is almost invarib. } \\ & \text { if followed by a marked decrease }\end{aligned}$
 at one upon the per installation of a
filtration system e
Food and Fries -Milk, originally




 Pies and other insects, acting a
mechanical carriers of the bail
may undoubtedly convey infection
from exposed typhoid discharges
food and the surfaces of things upon


Kellogg's great SUMMER SALE



## you to buy an unlanown sulbstitute product

for an advertised lorannd and he tells you . . . "Yes m"am, it's junst as gond andl cheapero"

## ask him this

## Question

- Hope much moore profit do you mitice


## on this item over the alvertised bramol?

If he tells you no additional profit, then ask him how many free cans, bottles, or whatever it happens to be, he receives with every order. If he will tell the truth, you will find that he either makes a much greater profit on the substitute, unadvertised product or he receives many free cans with every order, which is just a round-about way of increasing his profit. He has to make more money in one way or another, because he must spend his own time in creating for the product a demand that does not exist. The first question a dependable dealer asiss when offered a new product is, "Do you plan to tell my customers about your product by advertising?" He knows that to sell his goods profitably there must be a consumer demand larger than he could create himself.

People who endeavor to substitute unadvertised brands argue that they can sell their goods cheaper because no money is spent in advertising. The principle of mass production refutes this argument. High quality at today's low cost is possible only by mass production. Mass production is possible only by advertiging. The cost of good advertising is extremely low. Take, for instance, a well-known brand of soap. It sells for $\$ 0.07$ and to advertise it costs $\$ 0.002$ (one-fifth of 1c). Since advertising adds so little to the cost, could unadvertised brands sell so cheaply unless the quality was cheap, too? Save yourself money by refusing unknown substitutes. Insist upon known brands of known quality.



| 3. | Apartments |
| :---: | :---: |
| $\frac{\text { ONE, two- and three-room apara- }}{\text { ments }}$ (s.00. |  |

## 45. Miscellaneous

| MATTRESS |
| :---: |
| RENOVATING |
| One-day service, also, new |
| mattresses. Phone 451 |
| FURNITURE HOSPITAL. |

HATHED
axin bion
Rags


WELOP Logr Look





Hot Water
An automatic watert heater An automatic waier heatew
operates for only a few pennies a day.
Symbol of Dealer West'TVexas Gas Ca.


## Page Six

## THRILLING 4-3 WIN TABBED BY SCRUGGS OVER SOUTHERN ICE

SENSATIONAL STOP AND THROW IS ONLY FACTOR PREVENTING A TIE IN LAST PLAY; HOKUS CLUB A WINNER
$\qquad$
"I Way" Brings Fun,

Music to Yucca
 RITZ

TODAI \& WED.
ADMISSION- 10 \& $25 \phi-$
Special Ever Shown to the Public

## CLYDE BARROW BONNIE PAREER

Also intimate interviews with their crime pals an
their career!
2 REELS OF DYNAMIC ACTION!


## 

TOMORROW ANO THURSDAY

nove of.aman and thed
fine women he dovad!

GLORIA STUART ROGER PRYOR

MARIAN MARSH


