

THE REPORTER-TELEGRAM

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Go to the Polls Next Saturday

It's difficult enough to get out a representative vote at a run-off primary election, due to the fact that the most heated races usually are pretty well decided in the first primary. And the one next Saturday is no exception. Governor, sheriff and constable were elected without a run-off. So the easy going voter, even with his poll tax paid and his path leading across the court house square, will let the run-off primary slip.

Pedestrians Help Cause Accidents

The National Safety Council has charged pedestrians with a large share of the responsibility for traffic accidents that killed 39,500 persons in 1937. Of this total 15,400 were pedestrians. In "Accident Facts," a statistical review of 1937, the council said: "Many pedestrians show utter lack of caution in their use of streets and highways."



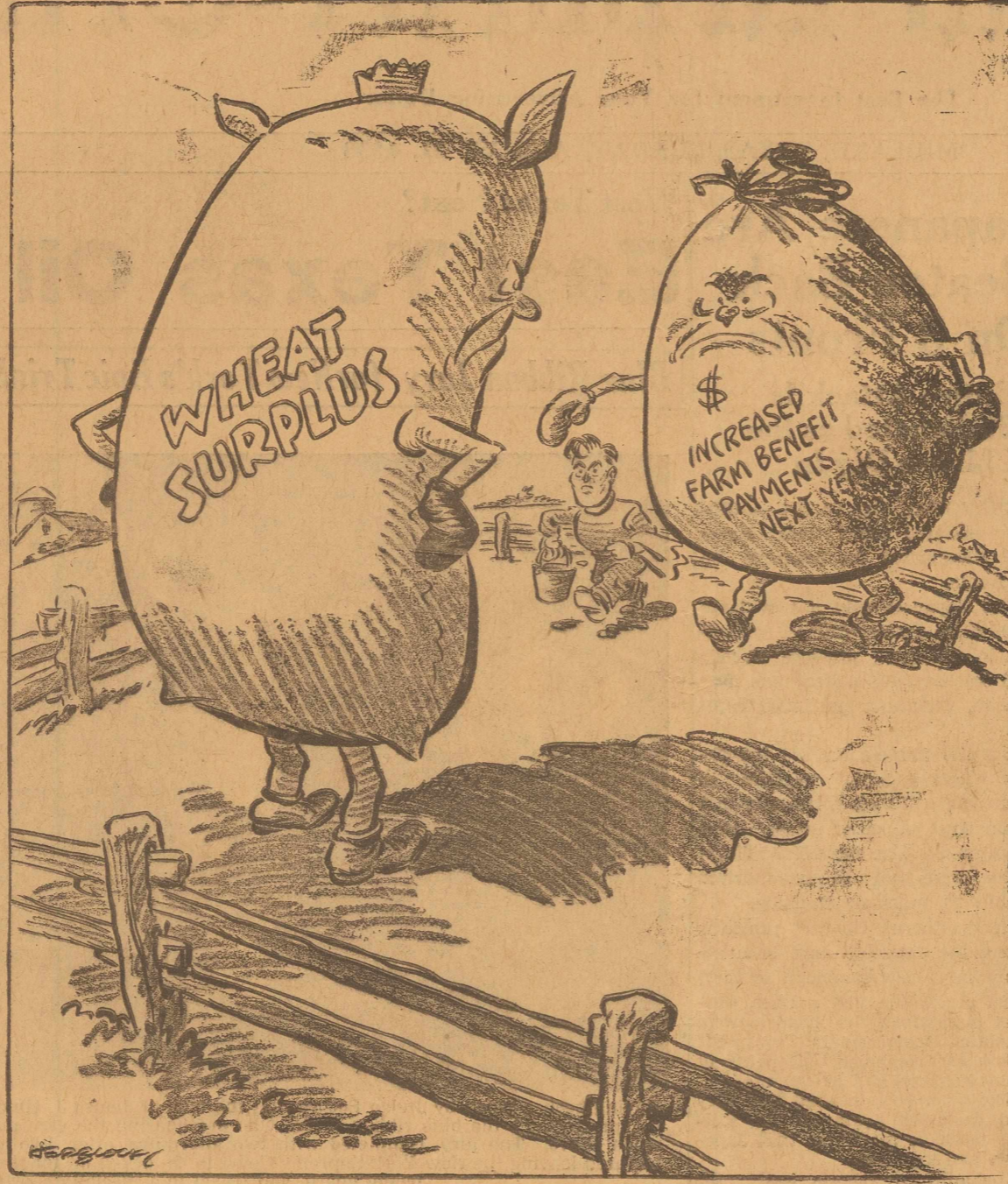
SHE NEEDS VITALITY FOR HEALTH-AT-PLAY

LITTLE children are constantly active, restless, always engaged in energy-consuming activity. That's why they need the vitality supplied by Banner's vitamin-rich properly pasteurized milk—every child's complete food.

ASK FOR BANNER AT YOUR FAVORITE GROCERY WE DELIVER—PHONE 1137

Banner Creamery

Bringin in the Next Heavyweight Contender



Current Recovery of Business Now Is Sharp and Healthy, Babson Finds, in Reviewing "Ups and Downs" Statistics

By ROGER W. BABSON.

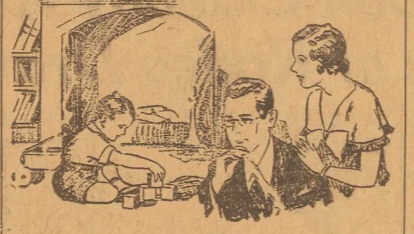
BABSON PARK, Mass. Aug. 19.—Business is continuing its sharp and healthy improvement. For August it is driving along ten per cent above the low level of the recession. Every industrial signpost and barometer confirms this gain.

HOT DOGS AND EDUCATION.

The situation reminds me of the story my friend George Trundle, Jr. tells. It is about a man who lived by the side of the road and sold hot dogs. Here it is in his own words: "The hot-dog man was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no newspapers. But he sold good hot dogs. He put up advertising signs. He stood by the side of the road and cried, 'Buy a hot dog, mister?'

\$25.00 REWARD

Will be paid by the manufacturer for any CORN, GREAT CHRISTOPHER CORN Remedy cannot remove. Also removes Warts and Callouses. 35¢ at Central Pharmacy. (Adv.)



Your Child's Future

THE biggest job you have ever had, parents,—that of caring for your children—is safeguarding their health so that their future happiness and success may be assured.

Dr. W. L. Sutton OPTOMETRIST 208 W. Texas Ave. Office Ph. 146—Res. Ph. 1446-J

ple try "to beat" the cycle. Business news now gets far more attention than it ever did. Furthermore, such news is handled much more sensationally—especially by radio commentators. The result is that business today is ruled by emotions rather than by statistics.

He finally got his son home from college to help him. "But then something happened. His son said, 'Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot. Whereupon the father thought, 'Well my son's been to college, he reads the papers and he listens to the radio, and he ought to know.'"

"So the father cut down on his meat and bun orders, began to talk depression, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell off almost overnight. 'You're right,' said the son, the father said to the boy, 'We certainly are in the middle of a great depression!'"

UPS AND DOWNS SHARPER.

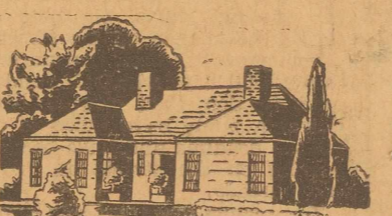
This little story not only illustrates the point about today's pessimists, but it also has a deeper moral. For 35 years I have been studying business statistics. I have a big Babsonchart hanging on the wall which covers all those years. Whenever I look at this business chart, I am amazed by the violent changes in the line which pictures the good and bad times of business. This "curve" has gone up and down more in the last ten years than in the three previous decades!

This fact is especially disappointing to me. When I started on my career of gathering data about business, I had a typical youngster's idea that I was embarking on a crusade—a crusade to help educate people about the business cycle. With such education I believed that the "curve" would smooth out. I thought the peaks would gradually become lower and the valley shallower. But the opposite has happened. The ziz-zags are now more pointed and come more often than ever before.

NEWS MORE SENSATIONAL.

What are the reasons? There are many. I believe that the major ones, however, are the greater public interest in the business cycle and the new role government is playing in business. The cherished hope of my early days (that the more knowledge the public had of the business cycle the less severe the cycle would be) has worked in reverse. What happens is that peo-

INSURE YOUR HOME



And It's Furnishings Adequately — See Us —

SPARKS & BARRON General Insurance & Abstracts 107 West Wall—Phone 79



The Town Quack

I resent the insinuation of Charley Green, Hereford Journal correspondent, that our high sheriff can't kill a rattlesnake with his forty-four. Charley writes of a recent visit to the Francis ranch, and while they were sitting on their heels talking about a herd bull, Audie gently called to Charley's attention that he (Charley) was sitting more or less right over a coiled rattlesnake. Charley jumped about 25 feet, or yards. From here we will take it up in Charley's own words: "After the sheriff emptied his pistol at the reptile, I came back and we killed it with a stick."

Now wouldn't that have been campaign propaganda about a month ago? Tomorrow is the crucial day, or at least the first one. I wouldn't have the nerve to come to town without my wild west garb, but I know a few are going to do so. I hope nobody will get mad, because I feel like something is going to happen.

The bunch who went to Big Lake yesterday to advertise the Midland rodeo evidently "stole the show" with their entry of about two dozen riders in the street parade. That's the way to impress the public, and there may be about two more trips just like it before our rodeo starts.

You can't advertise an event as big as the Midland rodeo by sitting back in the corner waiting for somebody to ask about the show. Even the most modest people have to put themselves out in front and attract some attention in one way or another.

One way to attract attention to yourself tomorrow will be to come to town in your regulation clothes, without a rodeo shirt, bandanna or something to advertise the rodeo.

Tom Sloan said he reached a deadlock in an argument with some fellow down at Houston, so they are going to meet at the court house on a certain day.

booming, prices sky-high and another reaction just around the corner. Remember, those who wait to get the proof seldom get the profit!

Between Tom's lawsuit and Ab Hendrickson's politics, the latter's training for the bull-dogging, or bull-dozing, contest may be slipping. Duffie and Cusack may be in better condition when the finals come off.

Editor Shuffler at Odessa laments the fact that his friends keep mailing him some jokes for his column, but none of them can be printed. From what I've seen come out in Ralph's column, the stuff he says can't be printed ought not to be sent through the mail.

A good joke on the local whisker growers would be for O. B. Holt to return from Canada wearing a full beard. I remember when O. B. and Russell Conking returned from a Mexico hunting trip once, the law on this side started to deport them to Mexico before they got fifty miles toward home.

And I've seen Glenn Brunson come in from the ranch, hardly conscious that he needed a shave, when his beard would lay a shade over those of John Howe, Clint Lackey, Bill Colyns and Tiffin. Their beards look like they have gone just so far and

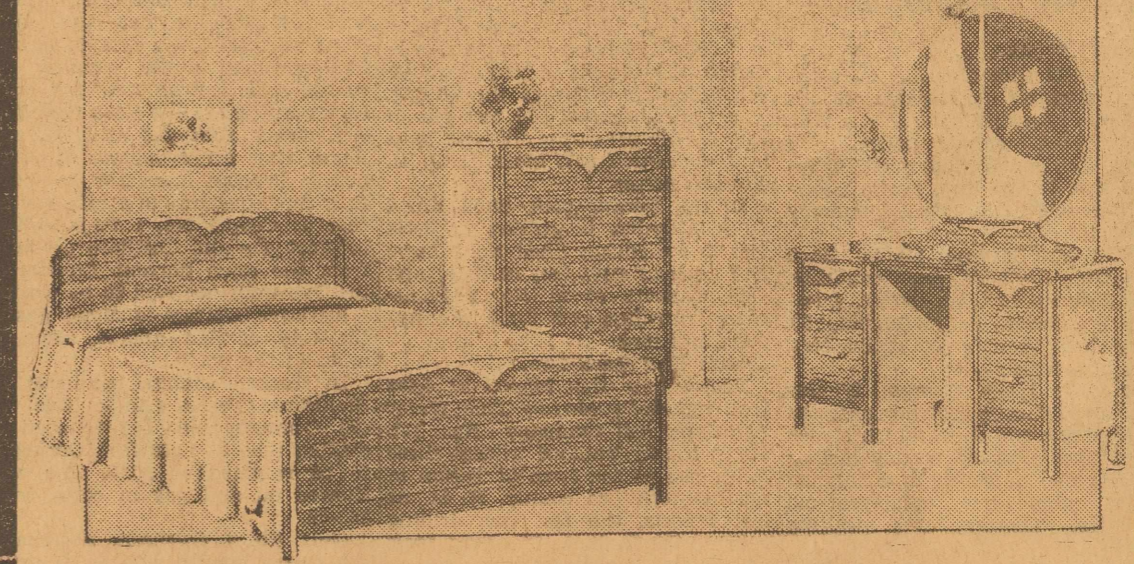
Here's Looking at You



Edgar Bergen, "Charlie McCarthy," Andrea Leeds and Adolphe Menjou appear at the Yucca today in John M. Stahl's "Letter of Introduction."

ONLY AUGUST FURNITURE SALE

will you find such values as these Suites for Every Room at the Price and in the Quality You Desire. Prices on All Suites Reduced



4-Pc. Modern Bedroom Suite Panel bed, heavy plate mirror on vanity, roomy chest and upholstered bench \$39.50 Other Bedroom Suites from \$29.95 TO \$465.00

New Rugs - - New Carpets New Patterns---New Colors 9x12 Wool Rug Special \$24.95 Large assortment of Carpet Samples & Stock Rugs 27" Throw Rug \$1.95

RUG PADS FREE On All Rugs Over 6x9 Size Except Our Special INNER SPRING MATTRESS ACA stripe tick full size heavily padded only \$12.95

LARGEST AND BEST ASSORTED STOCK OF FURNITURE IN WEST TEXAS Trade in Your Old Furniture BARROW Reasonable Terms

Advertisement for West Texas Gas Company featuring 'Gas THE MODERN FUEL' and services like 'HOT WATER REFRIGERATION COOKING HEATING'.

Bulldogs Relax After Workout



Members of the Midland high school football squad are pictured above as they enjoyed a treat in a local drug store following a hard workout during the past week.

WTNM Averages

Although second baseman Stevens of the Lubbock Hubbers managed to hold the league leadership through the past week, he was barely ahead of Manager Miller of the same club at its end.

Table with columns for Club, Batting, and Individual Batting statistics for WTNM.

Cards Play Two Games in Big Spring This Afternoon

The Midland Cardinals, tied up for second place in the league standings with Clovis, get close to home today for the first time in a week when they meet the Big Spring Barons in two games in the Howard county capital.

A large number of baseball fans from here are planning on seeing the doubleheader in Big Spring this afternoon, advertising the Midland rodeo meanwhile.

Last night, the Cardinals battled two hours and 38 minutes in coping a 10-inning 9-8 decision over the Wink Spudgers.

Parade - - CONTINUED FROM PAGE ONE Butler Hurley.

Election - - CONTINUED FROM PAGE ONE north of the highway voting at the court house and those south of the highway at the Masonic hall.

Principal states races in the runoff primary include lieutenant governor, with Pierce P. Brooks and Coke Stephenson; attorney general, Gerald C. Mann and Walter Woodul; associate justice of the supreme court, Richard Critz and W. H. Davidson; judge of the court of criminal appeals, Harry N. Graves and James A. Stephens; railroad commissioner, C. V. Terrell and G. A. (Jerry) Sadler; commissioner of the general land office, Wm. H. McDonald and Bascom Gilles.

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Did You Know - -

San Diego, Cal., and he is a graduate of that high school. He plays both in the position of catcher and left field— or center field—occasionally, and alternates playing in these positions. Height, 5 feet, 5 inches; weight, 170 pounds.

The batting average of "Spanky" shows that he is one of the leading "hitters" in the league. His mother, father and brother were here not long ago and he was obliging enough to just knock a "home run." Nothing but the best for the home folks— All the fans got a thrill, too, for what is more exciting than to hear the crack of the bat when it hits that small leather sphere and see it go up, up and then start down and you can very seldom tell until it actually disappears whether it is really going "over the fence" or is going to pop into that fellow's hand who has been getting in position to put a quietus on that play. Sometimes there is just about the thick-

PRIZE DOG KIDNAPED.

SAN JOSE, Cal. (U.P.)—Mrs. Helen Teller of Reno, Nev., felt that insult really had been added to injury when someone stole her prize-winning Pekingese from her car as it was parked in front of a store here and left in its place a multi-colored alley cat, with its caudal appendage missing. She believes the Pekingese was kidnaped.

Freddie Bartholomew's Worry.

HOLLISTER, Cal. (U.P.)—Freddie Bartholomew, participating in a revival here, admitted that his present concern in life is how to build a \$10 automobile to enter a

Personals

Mr. and Mrs. George Barham have returned home after spending several weeks on a vacation trip to various sections.

Mr. and Mrs. C. J. McNeal of Midland, accompanied by her sister, Mrs. W. Dillon of Eldorado, Ark., have returned from a two weeks' vacation trip through the West. They visited Colorado Springs, Yellowstone National Park, Salt Lake City, the Grand Canyon, and other national parks in Utah and Arizona.

Mr. and Mrs. Tom N. Roberts left Saturday for San Antonio for a brief visit after which they will go to Oklahoma City for the remainder of a two-weeks' trip.

T. E. Bizzell will leave today for Temple, Texas, taking Will Cheney to a hospital in that city for treatment and the Midland man will also distribute rodeo advertising while away.

Mr. and Mrs. H. J. Walters of Jal, N. M., spent the day with Mr. and Mrs. Paul Jackson Friday. The couple formerly lived here.

Mrs. J. T. Willis and daughters, Betty Lou and Jo Ann, of Lubbock are the guests of Mrs. Paul S. Oles for a few days.

R. J. Kelly and Paul S. Oles went to Austin on business the past week.

DISLOCATES ELBOW.

Edith King, daughter of Mr. and Mrs. Buck King of the Goldsmith ranch, was treated in a Midland hospital for a dislocated elbow after being thrown from a horse Friday.

PUBLIC HEALTH AIDED.

SAN FRANCISCO (U.P.)—Acting under a special grant of \$12,000 from the state department of public health, The Medical school of the University of California has selected its first list of 12 medical students to be given post graduate courses in the control of venereal diseases.

Concentrate your advertising where sales are largest... through newspaper advertising.

soap box derby, on his allowance of \$1 a week. He insisted that somehow he would have an entry even if he didn't win.

Advertisement for Orange Kist featuring a bottle of the drink and the slogan 'DRINK JAX THE BEST BEER IN TOWN'.

Advertisement for Midland Floral Company, 'Beautiful Your Lawn Use Armour's Fertilizer and Imported Peat Moss'.

Advertisement for 'CONSIGN YOUR LIVESTOCK To the BIG SPRING LIVESTOCK AUCTION FOR BETTER PRICES AND LESS EXPENSE'.

Hen Lays Non-Rolling Egg. one was square. The next day another light brown egg—non-rollable and crinkle-shelled—appeared. Orville Wright was in the air only 12 minutes on his first airplane flight.

To sell them... tell them in newspapers.

Large advertisement for Firestone Clearance Sale, 'Only A Few More Days'.

Grid of small advertisements for various products like Stewart-Warner Home Radio, Golf Balls, Seat Covers, Roller Skates, Sun Glasses, Home Fans, etc.

Advertisement for Firestone Auto Supply and Service Stores, 'The Voice of Firestone every Monday evening over the Nationwide N. B. C. Red Network'.

Advertisement for Midland Flying Service, 'Charter Trips Anywhere WE MAKE AIRLINE RESERVATIONS'.

Large advertisement for Paul Moss, 'ELECT PAUL MOSS 21 Years in the Practice of Law'.

Tailormade..by TWA

NO QUESTION TWA HAS THE BEST SCENERY



Think of Seeing Grand Canyon, Boulder Dam and the Painted Desert from the Air—No other Route by other Airline can match TWA's spectacular scenery through the colorful Southwest.

PHONE... Mich. 8881



SKYWAY OF THE "STARS" THE LINDBERGH LINE in LOS ANGELES

3 HRS. 59 MIN. TO NEW YORK IN NON-STOP "SKYCLUB"

Enjoy TWA's Thoughtful Service and the Convenient Schedules of TWA's Giant Planes



OTHER TWA FEATURES

- ONE THROUGH... 12 hrs. to 43 hrs.
- SEVEN PLACES... TO LOS ANGELES... 1:00 PM
- HASTEST... 2 hrs. to 3 hrs.
- WASHINGTON, D.C. 8:00 AM
- FASTEST... 2 hrs. to 3 hrs.
- SEVEN TO... 2 hrs. to 3 hrs.
- PHOENIX... 2 hrs. to 3 hrs.
- SERVICE TO... 2 hrs. to 3 hrs.
- STATION... 2 hrs. to 3 hrs.

PHONE STATE 2433



Fly THE LINDBERGH LINE in CHICAGO

"Call Ole May at TWA...if you Want a Good Trip East!"

THAT'S WHAT YOU HEAR AT THE WELL-KNOWN CLUBS...OR WHEREVER EXPERIENCED TRAVELERS GET TOGETHER HERE IN SAN FRANCISCO



PHONE EXBROOK 3701

Fly THE LINDBERGH LINE in SAN FRANCISCO

SHOOT!...YOU'RE IN INDIAN COUNTRY

CANDID CAMERA TO CALIFORNIA...FLY TWA...THE ROUTE THAT FOLLOWS THE OLD SANTA FE TRAIL THROUGH THE WARM, COLORFUL SOUTHWEST!



Fly THE LINDBERGH LINE in NEW YORK



PHONE... 2433

New York, Los Angeles, San Francisco, Chicago...they all speak a different language. What goes in one city, in one part of the country, may slide right off the back of another.

Politicians know that's true. Actors on the "road" know it. Sales managers know it. And so do advertisers...whether they're selling food, clothing, sporting goods, or anything else. Take the business of selling air travel, for example...

When the advertising agency (J. Stirling Getchell, Inc.) planned the current national campaign for Transcontinental & Western Air, they realized that an ad that clicks in New York might fall flat in San Francisco. So they prepared a different series of ads...with different headlines, copy and illustrations...to fit each of the several markets covered by the campaign.

Naturally, newspapers...and only newspapers...were chosen for this campaign because, as Mr. Roberts, TWA advertising manager,

says: "It is the only medium where you can effectively localize your copy in every market you seek business... Only the extreme flexibility of newspapers makes such a tailor-made job possible." This ability to localize a national campaign, to carry a special, "home town appeal" into each market, is one of the many advantages newspapers offer advertisement... one of the many reasons why newspapers are recognized as the primary advertising medium.

BUREAU OF ADVERTISING
AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
Of which the Reporter-Telegram is a member

A Statement to the BUREAU OF ADVERTISING

"The TWA campaign marks the first time in the history of air transport advertising that entirely separate campaigns have been mapped out for separate traffic centers. We decided on this strategy following a survey that revealed what kind of copy would appeal to each traffic center most.

"We chose newspapers to carry this campaign exclusively because it is the only medium where you can effectively localize your copy in every market where you seek business. Our campaign...the largest of its kind ever run by an airline...covers the country, but copy varies from section to section with a different appeal for each section.

"Only the extreme flexibility of newspapers makes such a tailormade job possible."

J. CLIFFORD ROBERTS
Advertising Manager
Transcontinental & Western Air, Inc.

