## -FLIES THROUGH TO FATHER'S AID

 Youth Slays Father, Defends Mother, Near MarshallWatch Pretty Servants
Dead Man's Vision
Why Oil Cnversation?
Health in Midland

## IS LEFT TO take care OF FAMILY



RESCUE ACT IS
CAUSE OF DEATH
OF DALLAS MAN

SAN ANGELO OPERATOR STIL HELD

RECEPTION OF HOST CITIES IS
FEATURE EVENT OF TRADE TRIP
Chamber Officials Issue Statement O


# Turning the light of Truth on false and misleading statements in recent cigarette advertising 

WHAT ANOTHER MANUFACTURER of cigarettes chooses to say about his product is not our affair. Even when he sees fit to misrepresent his product and leave false impressions concerning it, that still is his business - not ours.

But - when, in his advertising, he goes beyond his own product and makes false statements or leaves misleading impressions about other cigarettes - then it is time that the truth be told.

Some time ago a manufacturer of cigarettes used the following statements in his udverlising:
"The extra secret heating process removes from $(\longrightarrow$ ) harmful irritants, corrosive acrids, which are present in cigarettes manufactured in the old-fashioned way, and which cause throat irritation and coughing."
"No matter how much or how little you pay for cigarettes you have a choice of only two geneval classes, and not more than two. In one class you have the billions of cigarettes manufactured in the old-fashioned way and in the other class you have ( - ), the toasted cigarette, a product of modern science, a cigarette from which harmful irritants have been removed by that extra secret proce described by the phrase 'It's Toasted'?"

WTHEN THESE STATEMENTS were finst made, we assumed that they were a casual phase of that manufacturer's advextising and did not represent a deliberate and calculated policy. After making a few such statements, he abandoned this particular form of advertising. However, other statements used in his advertising came to the attention of the Federal Trade Commission on a question of their truthfulness.

As a result of the action of the Federal Trade Commission he was ordered to stop his admitted practice of using in his advertising false testimonials of non-smokers to the effect that they kept slender by smoking his brand of cigarettes, and was further ordered to stop using other fake testimonials and the specious argument that all can keep slender by smoking that brand of cigarettes. He then hegan to use again the form of statement quoted above or varlations of it.

IF A
ANY MANUFACTURER chooses to say that the tobaccos he uses contain "harmful irritants, corrosive acrids, that are injurious to the throat," and then to claim that these things are removed by the heat-treating process, that is his own affair. But when he tries to create the impression that it is general practice to use in cigarettes such rank tobaccos as he describes, we object to the attempted reflection on the industry.

We have never used in our blend those rank tobaccos which can be properly described as containing "harmful irritants, corresive acrids," nor do we believe that they are used by some of the other manufacturers.

If that manufacturer wishes to advertise heat treatment, calling it toasting or what-not, that is his right. But wher, in so doing, he tries to create the impression that he is the only maker of cigarettes who treats tobaccos with heat, the truth again needs to be told.

The publication of a fake restimonial is no greater perversion of the truth than to imply
that the heat treatment of tobaccos is an exclusive process with any single manufacturer.

## THE FACT is that the use of heat treatment

 in the manufacture of tobacco is about the most commonplace and universally practiced method in the industry. It has long been standard practice.We use heat treatment in its most modern and scientific application, both in the preparation and in the manufacture of those mild, fragrant, ripe tobaccos that carry their natural goodness into CAMELS.

The first CAMEL Cigarette we ever made was manufactured under the heat-treating process. Every one of the billions of CAMELS produced since has been manufactured under heat treatment. We rely upon heat to the limits of its possibilities to make our good tobaccos better. It cannot make inferior tobaccos good.

WHETHER OR NOT a manufacturer, to have something to talk to the public about, attaches a contrivance to his heat-treating machines to catch, condense and bottle the vapors that come from them can have no more effect toward improving the tobacco than your catching and bottling the vapors that come from your teapot would have toward improving the tea in the pot.

Our own brand, CAMEL, continues to grow, but we are, nevertheless, unwilling to let these farreaching false statements or impressions regarding the cigarette industry go uncorrected.

# R. J. Reynolds Tobacco Company <br> Makers of CAMEL Cigarettes 

${ }^{* *}$ Planet X," $3720 \stackrel{*}{*}$ Million Miles Away, ${ }^{*}{ }^{*}$ Too Faint to Be Seen With the Naked ${ }^{*}$ Eye But You


Newly Discovered "P

The Planets At a Clance

| The known planets of our solar system are the following, the "new worid" being designated as "Planet X" <br> MERCURY, 3030 miles in diameter, $36,000,000$ miles from sun |  |
| :---: | :---: |
|  |  |
| VENUS, 7700 miles in ciametar, 67,300,000 miles from sum; lenstih |  |
| TeARTH, 7918 miles in cilimeter, 93,0000000 miles from sum; day |  |
|  |  |
| Mars, 4230 miles in diameter, 140,0000000 miles from sun; day |  |
|  |  |
| JOPITER, 86,500 mides in ciameter one-tenth the size of the |  |
|  |  |
| y equals $101-4$ earth hours; year equals $291-2$ earth years URANUS, 32,000 miles in diameter. $1,800,000,000$ miles from sun |  |
|  |  |
| URANUS, 32,000 miles in diameter. 1.800,000,000 miles from sun; |  |
|  |  |
|  |  |
|  |  |
| day uncertain, year etar day uncertain; year equals 330 earth years. |  |
|  |  |



## Comipaire Values BEFORE YOU BUY AN AUTOMOBILE

Low churyes for olistribution of the new Foral suve your utcust \$5(1) \$\% \$\% in ualdition to che many savinge in menloivag the caro

TTHESE are days when every dollar counts. The period of reckless spending is over. People are going back to the good old-fashioned principles of thrift and economy. Value is again being carefully considered.
Nowhere is this more important than in the selection of an automobile. For the purchase of a car represents a considerable investment. It should not be decided on hurriedly, but only after analyzing every important factor that concerns cost, value and performance. The time to do this is before buyingnot afterward when it is too late.
On the basis of cost, performance and the aetual comparative worth of every part, the new Ford is a value far above the price you pay. It is made of better materials and with greater care and accuracy because of the recognized efficiency and economy of Ford manufacturing methods.
The value of these methods is known and understood by millions of people. It is not generally realized, however, that these same principles of efficiency and economy are applied also to every step in the distribution of the Ford car. The low cost of selling, financing time payments, etc., means a direct saving to you of at least $\$ 50$ to $\$ 75$ in addition to the money saved by Ford economies in making the car. Here are three reasons why this is so.
(1) The Ford dealer does business on a smaller margin of profit because of the greater number of
cars he sells. His discount or commission is the lowest of any automobile dealer. The differefice in your favor, ranging from $25 \%$ to nearly $50 \%$, comes right off the price you pay for the car.

## (2) The Ford charges for financing are low

(3) No expensive extra equipment is needed when you buy a Ford: The car leaves the factory ready for use. The f.o.b. price includes a Triplex shatter-proof glass windshield and an extra steel-spoke wheel, in addition to four Houdaille double-acting shock absorbers and fully enclosed four-wheel brakes. Any accessories you may wish for your individual taste are sold considerably below the usual prices. None of these charges for selling, financing or accessories is marked up or increased to cover a high trade-in allowance on a used car.
Get all the facts, therefore, before you buy and figure out just what you are getting for your automobile dollars. Go beyond the f.o.b. price and find out how much more you pay the dealer than the dealer pays at the factory. Analyze the used-car allowance. Compare all charges-item for itemvalue for value.
When you do this you will have a new appreciation of what the Ford Motor Company and Ford dealers are doing to keep down the cost of Ford cars. You will also know why it is possible to put so much real value into the new Ford and still retain the low price. The money you pay goes for value in the car. It is not wasted in excessive costs in manufacturing or selling

HOEP MITOR CDMIPANY
Melephone your Partles to soclety


## GABBY STREET HAS TOUGH TIME MAKING CARKS OLD BUS RUN

braucher cant SEE SIT. LOUIS WINWIIG

 "Itial First Division ream
Tve got as good material here
a. anybody, Gaby told me, and
if I can keep itb working, we'll be It I can keep it working we'll be
in there all the time. tI's stil a
fist division bail team, you know. fist division bail team, you know.
I dont have to tell you that
Hitnes, Sherdell, Mitchell and
Hitttsurgh last vear) are veterans
Caumen Fill (the latter came from
 have six rokies to fill out the rest
of the pitching staff. This Al Grab-
owskii from the Three-Eive has been owski from the Three-Eye has been
showing up pretty well. Binl Halla-
han won four and lost foul lat year
anc I think he ought to have a


bettor year.
withe olvays ben pretty lueky
to humoropoping poitchens. You have of 'em with lots of
to
to humor some of 'em with lots of
res, nd give some of em all the
work they can stand. non thool fast year,
and his knockent ball looks better


和

Tide Glances


| "Three Graces indeed! |
| :--- | :--- |
| one of my sensibilities." |

Cast Om1y

ODESSA Fate or Prade
ODESSA LOTS in restricted Hiigh-
land Park addition for quick sale.
Blookk 125, Lots $1,2,3,4,5,6,7$ and
8; fronting east. $P$.
phone 47 . Bic Spring
CAR LOAD new Maytag washing



Dollar Days
HASSEV CO.
Friday and Saturday

## WANTED TO BUY Clean Cottom Rags

 reporter telegram


WASH TUBBS Time For Action: By Crane


SALESMAN SAM
Worth a Try


# MIDLAND HAS AIR CHANCE OF LIFETIME; DEPENDS ON THE TOWN 

 Midland Is Only One of 11 West Texas County Cotton NonconformistsINTERIOR OF MEXICO OPENED UP IN NEW ANNOUNCEMENTS; JUNCTION WITH SAN ANTONIO WOULD INSURE MIDLAND Sweetwater and Big Spring Make Bid Fo
Position Also; Lights Needed Here


Some Brain Teasers



MIDLAND STREETS


## In Bas Relief-

In Bas Relieq

A SURVEY SHOWS
TEN OTHERS TO
INCREASE

A SURVEY SHOWS
TEN OTHERS TO
INCREASE

| TAxing |
| :--- |
| Around The |
| AIRPORT |


| Dollar Days |
| :---: |
| at |

## HASSEN CO.

Friday and Saturday


