## Evald Johnson Pleads Unwritten Lau

Put Them All Together, They Spell Mother


## 



Violent Winds, Rain, Hail Whip Texas And Louisiana

|  | fy was a seaman who mexico. Lightning | Truman Again Beats Drum For Increased Imports, More Dams |
| :---: | :---: | :---: |
| , as, late Saturday. Ear- farms about 50 miles | Pit' Area |  |
| southeast of Ale a andria | To Be Cleaned-Up | det |
| est rear | By City, County |  |
|  | nd |  |
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|  | and killed near the huge pit within the last several days. |  |
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Rail Strike Spreads In East, West


CHARPRRDOZZN





speaker in every car - phone 544
DPEN 7:00 - FIRST SHOW AT DUSK
ANNOUNCING
Appreciation Week
SPECIAL ADMISSION PRICE
ALL THIS WEEK
\$1.00 PER CAR
or Regular Admission, Whichever Costs You Less!
$\star$ OASENGER CARS ONLY The Screen $\star$ TONIGHT and MONDAY
Fighting or Loring, They'll Keep You Loughing

"HEAVENLY Added Entertainment and "PROGRESB IBLAND"
Bring the family and friends.
TEXAN
On WEST HIGHWAY80
INDEPENDENTLY OWNED AND OPERATED
$\rightarrow 3$ BIG DAYS $t$ TONIGHT - MONDAY - TUESDAY


JOHM WAYME maneo -mennam A PEPuBLIC MCTUME

John Weathers Will Represent Training Unit At Oregon Meet max wive win

 Apprenticestip committee is com-
posed of contractors mind arpenters,
employers and
and emploses. G . W .














Tarleton President, Dr. J. T. Davis, Dies

\section*{| T |
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| ta |}

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## Lor Sta ved ved Wo <br> bin

 partment at Texas Tech, Lubbock,
and one dazughter, Mrs. M. J. Oreen
of Eden T Texas.
Funeral sery Funeral services will be held he
sundiy.
shivers to
 Edwards University of Alvers by whe
he makes Edwards University of Austin whe
he mates hes sommencement a
dress Ma 28 .

 Employers' Bonus Plan Gaining Favor




FINANCE YOUR NEW
CAR THROUGH THE
bankloan plan.

## - SIMPLE

- QUICK
- DIRECT
- TALK WITH US!
$\checkmark$ SELECT YOUR CAR!
$\checkmark$ PURCHASE WHERE YOU CHOOSE FOR CASH!


Bankloans are cheaper

## The Midland Nalional Bank

MEMMBER FEDERAL DEPOSIT INSURANCE CORPORATION YOUR OIL BANK IN WEST TEXAS

Arrest Of German Party Leader Hints At Titoist Purge Trinivivit oeruant-











 Big Spring Kiwanians To Present Program At Monday Meeting

 inter-club
charge of ot thans,
the
program.



## Spung


 new 1950 MODERN automatic gas ranges on disbe talking when you see them. There is a new, mod ern automatic gas range waiting for you. See them t your dealer's today.

## West Texashas Company


Rodeo-
Truman-

Air Searchers Fail
To Find Bombardier
Blown Out Of B-36



With Party Chairm
$\qquad$


MOVING - STORAG:
Local and Long Distance Moving PHONE 400 - MIDLAND Rocky Ford Moving Vans

There are others that are New,
but none so fruly Modern!

-


3
$x+\infty$
$=2=$


Admiral Dual-Temp passes with a PERFECT SCORE!











s Mother's Day


| $\begin{aligned} & \text { ther } \\ & \text { pher } \end{aligned}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| erishin the pleasant; her ability to smile wen things the darkest, and her ability to come up with the right | fails to impress Congress <br> WASHINGTON - Secretary |  |  |
| :---: | :---: | :---: | :---: |
| is at the right time that makes Mother the most in- | State Acheson now is on the most important diplomatic mission of |  |  |
| - ential person the worderer has know. And dis his |  |  |  |
| ed its destinies. It it. the. . right . kind of influence. |  |  |  |
| Mother is the most loving, the most fo |  |  |  |
| t much more consideration than the |  |  |  |
| Cving of much more consideration than she ordinarily |  |  |  |
| Other's Day b |  |  | ${ }_{\text {a }}^{\text {a }}$ |
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| day |  |  |  |
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| le Cleared Up |  |  |  |
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DREW PEARSON The WASH゙HINGTON MERRY•GOROUND



$\star$ WASHINGTON COLUMN $\star$
Admirals Say Flattops Would
Launch Atom War Offensive

## . Pbithe kbow

 shushed its open criticism of the ATr Force B-36 super
bumber. But the admirals are sticking tirht to their belie bomber. But the aamimiralis are sticking titht to their belie
that the aireraft carrier task force still is the most effee
tive weaton to tive weapon to use a atainst
Time and time again,


Questions Ariswers

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## lockley, Lynn Discoveries eady For Production Tests


 Gas In Crockett
orieta Opener In
drews Completes


lenburger Wildcat ated For C-W Ector

|  | 20 feet of silty sand with thin partings. The top three feet of |
| :---: | :---: |
| Has Permian Shows |  |
| rtan Priling Company and ates . No. 1 E. E. Wallace es. es | This propector 15 |
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| d |  |
|  | Staked I |

FOR LEASE-
160.6 Acres Neighborhood Smyer Oil Well
O. C. TODD

Magnolia To Set Pipe Basin's Nuisance Gas May And Test Devonian Be Commercial Compound AIChaves Discovery

Robbins To Handle Danciger Scouting



Reef Sedimentation In Pacific To Be


Midland Geologist Supervises Wildcat Spudding In Canada


SE Terry Oil Field Renamed Corrigan

## Dorbandt Is Now With Bradford Oil In Midland Office




Frontier Chemical Expands; Buys Brownfield Salt Plant


Stanolind To Give Employes

## Abell Taps Basal

 Permian In Pecos

Shell Pipe Line
Employes Win Saiety Coniest


Stock For Buying US Bonds


 WT Sales Divisior Chief For Humble

oil well trom the has pensyven for tor

## Will Core Deeper



The power of the printed
mon strated notheren more
an on eeporter-Telegram
di pages.
Yoakum Coun Abstract Co.

Lea County Abstract Co.

## PETROLEUM DIRECTORY

WEST TEXAS - NEW MEXICO





- by meslizt dans California Leading
In Fruits, Vegetables Braxzy-m-Amint one








## ond hath item

 NIVAL
 Shat noer There nown Dadde on on theyt how About we CHAnGen $\begin{gathered}\text { Aning- } \\ \text { ADREESS } \\ \text { Com }\end{gathered}$ trom 801 5. Baird
 Workmonship Guoranteed W. L. HUDSON
 many people find that Auto Insurance pays BIG Gon 7 CTIONOB BITMSIDE-finfff Duninsire uine ageicy


MER HOOPEE


AWAKE!! By RAND TAYLOR
$\qquad$




FLOWERS - A

## healing gift <br> 


-By MICHAEL O'MALLEY and RALPH LAN


## BUY BALDRIDGE'S ${ }_{\substack{\text { Sally Ann } \\ \text { Bread }}}^{\substack{\text { A }}}$



BOOTS AND HER BUDDIES
By EDGAR MARTIN


If Your Copy Of The Reporter-Telegram Is Not Delivered By 6:30 P.M. Weekdays Or 10:30 A.M. Sunday Mornings . . . . Phone 3000 And One Will Be Sent You By Special Carrier Delivery.

enny Jones Leading In its, Prince In Doubles


## Whites, Reds जo Together n Squad Tilt

Servicing and Overhauling Stationary Gasoline and Diesel Power Units

## Kent Auto Service



Tribe Nips Colts With Late Rally Webb Gets Three Men



Longhorn League-
Indians Move Back To First Division; Roswell is Second


## Cox'sFried Chicken CURB SERVICE

TENDER, FRIED CHICKEN FOUNENDER, FRIED CHICKEN


Colis, Black Tribe Play Here Sunday
cool comfort...refreshing style
$\qquad$

THE


WILSON'S


TCU Official To

## Succeed Stewart In SWC Position



MOVING•STORAGE•PACKING
 Softball Play
Set Monday night at Wadley Field, north of the city, with two game on tap in the City Major League. A game between boys
teams of the Optimist League will precede the "fast eague opener. Hill Prince Gallops Over Derby Winner In Withers Mile

## 



Bob Cryer Medalist In McCamey Tourney
$\qquad$
Baseball Rounc
 Ball
Wrest
Wesm Lamess
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Dallas ${ }^{3}$,
Oklahom
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America
HAS THE HIGHEST STANDARD OF LIVING THE WORLD HAS EVER KNOWN!

Provided . . . . FOR US BY THE AMERICAN SYSTEM OF FREE ENTERPRISE

## The American System Of Free Enterprise, is the most progressive

democrotic form of copitolism devised by man. It is the only sys
tem which provides investor, producer ond consumer with Free-
dom of Choice and Opportunity. It is the only system whereby the
people themselves own all of the productive facilities. It is the
only system whereby the people ... not the government, determine
what wages shall be paid $\ldots$ for what services $\ldots$ and without
governmental interference decide how much capital shall be in-
vested and in what enterprise.

## Phone

Phone
4770
䍛


IILE YOU ARE WONDERIN ditional Classifieds
$\frac{\text { On Page } 12}{\text { LIASSIFIED DISPLAY }}$ 8. Mali Phene 2960


HOME :OR SALE B bedrooms with den Wall-to-Wall carpet Garage and Car Port ohnson-Moran Addition - Andrews Highwa JNSTRUCTION CO.

## 'hone 9511 week-days



## WEST KANSAS STREET

 Well located 5 -room brick on cor-ner Hot. Enclosed back yard, no
better location in Midland. Extra better location in MIdland.
good buy on today's market BARNEY GRAF
Realtor





ATTENTION FOLKS! CANNED BEER TO GO-BY THE CASE Pabst - Budweiser

- Schlitz - Blatz


## ALL ONLY $\mathbf{3} 55 \begin{gathered}\text { OTHER BRANDS } \\ \$ 3.50 \mathrm{CASE}\end{gathered}$

The Chicken Shack - Mae's East Drive-In
The Boyce Company
COMPLETE BUILDING SERVICE
JAMES K. BOYCE
BUILDING CONTRACTOR
EST VALUE
F THE WEEK

## 25 Business Lots

Memorial Hospital area. Best investment in Midland.

## JOHN F. FRIBERG

 REALTOR


HARSTON-HOWELL AGENCY, REALTORS
415 w . Texas $\begin{gathered}\text { If no answer, }\end{gathered} . \begin{aligned} & \text { Phone } 2704\end{aligned}$

## FOR LOOKING



room, kitchen, one bath, attached
garaege, brick, paved street, nite
yard, close in, and in mpertect con-
dind
5 -room trame 212 ase



Time to:
REPAIR MODERNIZE.
YOUR HOME.
100\% Loans.
O. R. FRIDAY
CONTRACTING CO
O. BUCK CARR
Builder, Designer
Phone 2729 or 4375

Phone 3910

PAGE - OTHERS ARE USNV


Lary Burnside South Park Addition

## REALTOR


 ,ouble stone hoouturu H.




Prane nouth tace tiviom howe an


| Classified display | classified display | classified display |
| :---: | :---: | :---: |
| BEST WISHES to |  |  |
| JOEGRUBE |  |  |

With only high-quality materials being used in his 'BETTER HOMES'

We feel honored that we were called on for the ELECTRICAL WIRING
t
MAYES ELECTRIC CO
1013 N. Loraine
Rich man, poor man, beggar man,


## The Boyce Company LEADS THE WAY IN

## Low Cost Homes!

When you see these 2-bedroom homes you'll realize that quality has not been sacrificed to bring low cost homes to Midland! Drive out today and see them—north on Big Spring to Hart Street, then right five blocks. Several homes have been completed, with others in all stages of construction to enable you to see for yourself the type of materials and workmanship going into them!

FOR ONLY
s5,675 to ${ }^{5} 5,975$
YOU GET:
$\bullet 2$ Bedrooms • $55^{\prime} \times 1311^{1} 2^{\prime}$ Lot • Landscaping

- Ample Floor Space - Plenty of Closets and Storage
- Concrete Walks and Drive Strips • Close io School F.H.A. or 100\% G.I. Financing -_
see these homes todar, then call:
JOHN F. FRIBERG, Realtor
Telephone 3910 During Office Hours -
The Boyce Company
JAMES K. BOYCE-Building Contractor
West Highway 80
Telephone 3910

IMMEDIATE
OCCUPANCY
Three bedrooms, two the baths,
wood burning tirepliace, double

Roman erick finish. 87,000 cash,
CHARLES R.
REALTOR Call "Rusty" Russell
Phone 4765
LOTS
3-bedroom home. Construction
gins Monday. $100 \%$ GI loan.
2- bedroom modernistic masonry
home now under onstruction. All
utillities and paved street. 88.50 .
utilities and paved streets, $\$ 8,500$.
?-bedroom brick veneer, tile bath
Jnder $\$ 8,500$. Full 9 GI loan.
l-bedroom trame house in Sun Gar
len village will be meompleted soon
$100 \%$ GI loan. $\$ 7,800$.
STEVE LAMINACK
Phone ions
Dixie Polk
B37-J


CLASSIFIED DISPLAY
Save on Genuine
Parts


DON'T REPAIR -REPLACE!



Boyce Auto
Salvage Works

## Congratulations

то

## JOE GRUBE

ON THE OCCASION OF HIS

## OPEN HOUSE

Celebrating the Completion of the First

## "Better Home"

1400 Block, South Big Spring - On Rankin Highway

GENERAL CONTRACTING
BY

## G. W. BRENNEMAN <br> "Building Midland For 23 Years"


\＆THE REPORTER－TELEGRAM CLASSIFIED ADS NEVER W ARM THE BENCH－THEY ARE ALWAYS WORKING！
 including attached garages Now On Display At LOMA LINDA FIELD OFFICE！ Select Yours Now－Scheduled For Construction Soon
Stonehocker Construction Co．

$\qquad$


Congratulations to Joe D．Grube，Developer， on opening Belmont Addition to Midland． We are happy to be selected to give loan service on F．H．A．and Veterans loans．

## JOSEPH S．HULLUM

branch manager
Bliss Mortgage Investment Corp．
F．H．A．－Conventional－Veterans Loans
201 E．Wall
Telephone 2757

| Congratulations |  |
| :---: | :---: |
|  | to |
|  | Joe Grube |
|  | On the Open Hous Showing of the |
| 19 | First of His |
| $\xrightarrow{\sim}$ | ＂Better |
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| ndurance | GLIDDEN |
| HOUSE PANT | PAINTS |
| Pure，white lead base．Self－clean－ ing．Whiter white． | and dECORATIVE MATERIALS |
|  | $E X$ |
| GLIDDEN PA | NT STOR： |
| 121 E ．Wall | Phone 277 |
| Reporter－Telegram Classified of putting your product | ds are a wonderful mea作保 thousands daily！ |

## Congratulations to JOE GRUBE <br> on the occasion of his

OPEN HOUSE
＂Personal Attention＂Plumbing installed by

## Whitmire Plumbing Co． PLUMBING CONTRACTORS

315 N．Colorado
Telephone 95

You＇re Invited To Our

# OPEN HOUSE <br> <br> ALL DAY－TODAY！ <br> <br> ALL DAY－TODAY！ <br> See One of Midland＇s Fine New＂BETTER HOMES＂ 

Establishing A New High In Nidland For Dollar－For－Dollar home value！
$\star$
Big，Roomy Homes At A
NEW LOW PRICE！

－Good location in a rapidly developing area in South Midiand．
－Top quality workmanship and best of build－ ing materials．
－Approved by Federal Housing Administration and Veterans Administration．
－Up to 884 square feet of well－planned living space．

To get to development site，drive south on Big Spring to 1400 block（Rankin Highway），where you＇ll see the big white sign，＂BETTER HOMES by JOE．＂Courteous sales representatives will be on hand to show you the fine features of these new homes．

## JOE GRUBE，Developer

LEONARD H．MILLER，Realtor
salis representative
Phone 2699 －722－J－3788－J

G．W．BRENNEMAN
general contractor


## SOCIETY The Allidland 解eporter Eelegram <br> To Wed In September



## Parties Continue <br> For Ellana Eastham




Studio Showing Of Chinese Paintings To Be Open Sunday

## 

## Shirrey Brunson Is In TCU Favorites

Audie Merrell Is
On Television Show
peared with the McMurrrell Colitege
Indian Band on a 30 mininute tele.
vision program over station
TV in Dullas saturdaylen band in
This sthe tirst ocliege bend in
the entire Southwest to appear on


in mon wef.
Dafm Dan Chatiount and an

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$\qquad$

Mrs. Tidwell Named President Of Class

## 

## 




Sooner Club Meets

t Barbecue Sup






Class Presents GiftTo Retiring Teacher


Story Of West Girl Graduates Of To Re Reviewed
In ESA Benefit 1950 Complimented

Season Ending With May Club Programs



$\qquad$
$\qquad$

$\qquad$





Mrs. Cole Receives Pin As Retiring P-TA Council Head
$\qquad$


1 Not din imem wixiz .


Dinner Will Close
Year In Two Groups



BSP Members Will Entertain Mothers



## SHOPPING ROUND TOWN


$01=4$


## 

##   



Landscaping And Tree Service-
proper procective measures will reward you



## New Again- Fwuls soles, new heels, ripe mended-pollshhng

## 









Bisquick's The Berries!-


## No Vacation For Your Car-




Bowl 'Em Over-


with BARBARA

Altrusans Entertain Governor


Borger's Smoke Problem Solved
$\left\lvert\, \begin{gathered}\text { BoRGER-(P)- Big cities in the } \\ \text { east arent the only ones with smoke } \\ \text { problem. } \\ \text { This Texas Panhandre city }\end{gathered}\right.$



The smote was ended by simul-
taneous action of Philips petroleum
Company and the J . M. Huber Cor-
por


stallations will be hight of the in ine
company mader
expense made an estimate of the
The Huber and Phillips plants
are the only furruace-type plants




Midland Altrusa President Shares Honors Given District Governor On Mexico Trip



## JACOBY on CANASTA 7

 to Midland
Sunday.
Accompani
they went
$\underset{\text { Wy orwald jacoby }}{\text { Written For NEA Service }}$

## "sòme people NEA Service



$W_{\text {e have the experience ond the lotet si- }}$ enific equipment to insure accurate results. Your your individual desires, styled to suit you.
Dr. W. G. Petteway, opmemetritt with offices in Kruger Jewelry Company
104 North Main


To All Of The
Wonderful
Mothers

We do humbly on this day,
reserved for Mothers throughout the nation,
give thanks to the never surpassed love, loyalty,
devotion and understanding possessed.
by them.

From the Employees and Management of COLBERT'S

















EAT PLENTY AND take off ugly fat





These Are Economical Fashion Finds



Whenin Hor'!



## PLYNTME <br> Fanstrow Vahues

 (4) metrv pactract poovur

Shorts- $\$ 2$.
See Our
Wonderful Collection
of Summer
"STAND OUTS"
in Sportswear
$\bullet$
Middy-\$4.95


Many Of 89 Descendants Near Mrs．Williams On Mother＇s Day





 in 2 als way this year，for practi
cally
near Mil
not her tamily lives in or caler Midand．
near
The e8b－yarar－－
as a young bird as a young bird and hother ises as sprarle
as she names herchilden ond her
children＇s children for you，never missing ${ }^{\text {a }}$ one
Theres her
nem
Dallas of Crane and her daughtiner
Mrs．Raymond Best，with two chil

$\qquad$ dren．Mrs．Dallas had one daugh－
tor who died
Other Children


 essa．TWo childrent died in infancy
in Eastland Count and two chil
dren，an infant and a 21 －vee dren，an infant and an and
din－year－old
daughter，
Hannah，
in Mrs．Merritt＇s nine children are
Jasper who has five children Mrs．
John Woody wivt two chidren；
Mrs．Aloert，

 Fitt，with two children；Mrs．Wayne
Hill with one child and Mrs．
Cillins．who has has no childrent． Mrs．Whitmores chiniliren are Mrs．
Rex Huthes．with for childen；
Edward Whitmore of oudesa

 Chilltren of Henry Williams，all
but one of whom live in California
bate Dimple are Dimple，Howard，with three dren Charlester，with two chith two children；
Kenneth，with one coild Frances，Whith one ive in inild；Annit and has
three childrenj；and desil，unmar－ Mrs．C．F．Yeats has three living
daughters and one deceased child．
They are Mrs Aly They are Mrs．Alvie Bryant，with
four chidren；Mrs．Arthur Mur－
dock with three children and Mrs
Wayne Nut Wayne Nutt．
Mrs．Taggrt＇s two children are Mrs．Arlie Bryant，with two chi
dren and Boby．unmarried and liv
ing at home．Mrs．Hughes has ing a thome．Mrs．Hughes has n
childrenen
The remaining five great－grand chiliden of Jack Mereat－grand
daughter，Mrs．Gene Jonest has tmo daughter，Mrs．Gene Jones，has tiw
invin children and two who died
and Bory Hopkins has one chind

| Prices |  |
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| Reduced！ | 为 |
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| NEW | ． |
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| WAGONS |  |
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| MIDLAND | 为 |
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| hhone $4222^{\text {moll }}$ | 隹 |



 THint $\underset{\text { II you＇ve ever gone to a party }}{\substack{\text { By VIVIAN BROWN } \\ \text { AP Newsteatures }}}$


 packing factory when you should
be oractictng are many more or－
Tandzations equirped to further the
gambitions equiped
amber






 a wreath of flowers．
They＂set up housekeping＂with
what most modern brides would con－
sider less than bare essentials．At




 town has grown a sight since then，＂，
the went to Net Mexico and
staked a clatm where Hobs now
stands．
Because
of the climate．



 Treasures Doll
One on her prize possessions is an
8year old odil made for her by
her mother．It is a tiny rag doil Tulis
the reporter－telegram，midland，texas，may 14，1gs

SPECIAL PURCHASE！
Fine Sisolettes
Mode to sell for 5.98 299

Beautiful Sisolettes with soft veiling
mostly white，with dark accents ．
special sale ．．．a special invi
you to hurry down right now！




Exciting to wear are the new play fashions at Grammer－Murphey！


+ Pecos News $t$


Summer＇s just ahead and cool，casual，easy－to－wear Fashions wi！l be your first need ．．．so come－a－choosing from Grammer－ Murphey＇s abundant collection of fun－in－the－sun fashions
there＇s ever so much to see ．．．ever so many places to wear them ．．．ever so exciting to be seen in！
－Sun and Play Dresses
12.98 up
－Swim Suits by Catalina and Cole
7.98 up
－Play Shorts and Pedal Pushers
2.98 up
－Sport Shirts and Blouses
2.98 up

she reporter-telegram, midhand. texas, may 14, 1950
4-H Leaders Attend Parley Here

 urns Here Fr
lene Hospital

NOW

## Exclusive <br> Dealer

orkaire
onditioners
Presents a
ouble feature
mnercontor

orkaire
COnDITIONER Sensational "2-in-1"
Conditioners have these
Crccustoe advantages. arclustoe advantages:
Completely HERMETETYCALYY
SEALED Cooling System. 2. Amazing ATMOS

Also Window Units
Now Available 2 and $3 / 4$ Ton Size
Wemples

## MIDLAND

to Post Office

Ice Shipped From Boston To China As Clipper Payload




## Happy With

 A Lovely Wrist Watch

Bulova . . . Gruen . . . Benrus
... Elgin from $\$ 32.50$ up. Liberal Trade-in on

CRUSE JEWELRY CO.

Cash-LAY-AWAY-

Trade With Master Cleaners ave Delivery Charge

## 

 At Party After


$\qquad$
$\qquad$ Memorial Hospital


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YOU'LL NEVER NEED TO DEFROS
WITH THIS NEW NORGE!

free delivery


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NOZGE

Coming Events + man wix
 Wemmit soitet of ime four Romatat Lodse rull mextat $7: 3$



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We hove installed neer moch

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Cones 5c 10c 15c
toke home caromen to
MaLTS - SHERBETSConey litande. Hombur-
Phone 3961

## Dairy Maid








Mrs. Edwards' Pupils Midlanders Attend Are Presented In N. Mexico Wedding Two Piano Recitals
 Of Interest Here Paintings By Uzzell Mrs. Norris' Pupils Are Being Displayed





TRAINING prepares youfor the hour of
OPPORTUNIT


Minister To Speak To Graduates And Wed Class Members







Methodist Churches
Plan Annual Meeting
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Recital Slated By


Expert Watch Repair Why leore prized ieverly of
home because of need of pert repoir semice en ouke
nemo 0 agin guaranteed. WACHES
ENKGAGE
ANGELOS LUGGAGE \& JEWELRY

## So-o? No Garbage Today?



The Reporter-Telegram


A Perfect Graduation Gift!


Your Credit is Good at Kruger's Thes only 3 minutes to open on occount.

The Wyler Incaflex


## 

- A GREAT NAME IN DIAMONDS


Life With The Tax Gremlins


Daredevilish Ballerinas

lif's Circus Time Again In Midland, Shrine Club Brings Two-Day Show Of Feature Acts


India Expects To Get Capital From Britain Capital From Britain





Reporter-Telegram Classifieds Get Resu FOOT SPECIALIST
DR. A. V. JOHNSON, JR ${ }_{\text {CHIROPOOLIST }}$. ${ }^{\text {Phone } 856}$

Invest In Comfort
 EE COOL THIS SUMMER

Star Air
Conditioning Co.
203 s . Moin Phone 39

## One of America's Greatest Retailers Points the Way to

## MORE SALES T ODAY AT $\mathcal{L}_{\text {owest }}$ COST

By RICHARD H. EDWARDS, JR

$\qquad$

- Our large use of newspaper advertising
should be an interesting subject for ex planation.
I am confident that the question that comes first to your mind is, "Why do you use it," and second, "How do you justify such use of newspaper advertising?"
It is not very complex . . . not difficult . not mystical. It is very, very simple We DO use the largest black-and-white newspaper advertising of any store in the

COSTS ARE WELL BELOW AVERAGE Now, the purpose of all advertising primarily is the creation of traffic and re sulting sales. The ability to obtain satis factory results at proper costs is the de erminant factor as ta whether or not the usage was proper. History - and naked fact - is the best proof of whether ou policy is correct. Regarding sales, let me tell you that we have consistently better ed the Federal Reserve average for the city of Boston.
At the same time, using such linage as we do, our newspaper costs in relation to sales are as low-or lower-percentage wise as those of the average stores of NRDGA whose volumes are $\$ 50,000,000$ and up.
That is the simple answer as to why we make such use of the newspaper medium of advertising.
Sale results are better than competition by actual record. Costs are as low or lowe by actual measure.
I know that another question is "Will your advertising use of this medium con tinue at its high level?
I can see no reason whatsoever why it should not continue.

## SALES RESULTS GOVERN DECISION

Costs being dependent on sales volume if that volume continues at a high leve o will the advertising use of the medium Therefore, is behooves newspapers to do everything within their power to assist the advertiser to maintain sales at the high level in order that they maintain the usage of advertising at corresponding high levels.
I believe each newspaper cle on which we can ride to display our merchandise to the consumer. The big problem is the use of the proper vehicle with the proper merchandise at the proper time to reach that desired consume WHAT ABOUT TELEVISION what effect is television . . . a pres entation both visual and auditory . . . go ing to have on the advertising dollar? ${ }^{\circ}$ From an address to the Advertising Club of Boston,
February 7,
, 1950 .

I believe television is a good and growing and coming medium, but I do not newspapers.
The newspaper is the only medium that permits advertisers to present their mer chandise simultaneously before the same public and provides thereby the perfect opportunity of equality for competition.
No other medium permits it to any success of one same degree - and the pendent on the obility of the public to sendent on the abily of the public has made the best presentation.

NEWSPAPERS REACH MORE PEOPLE
Also, newspaper advertising
only medium which permits an advertise to reach the greatest and most complete ross-section of the public.
Many magazines direct . . . their read ership to classes of readers . . . those inter ested in fashions, home furnishings, ports,
Radio or television solicits by its pro gramming . . . an audience along the line omusement or news and leaves such selection to the choice of the audience

But the newspaper presents all these features to all classes of people simulta neously

BIGGEST COVERAGE AT LOWEST COST
Further . . . the newspapers offer the reatest possible circulation at the lowes percentage of cost
I know I am correct when $I$ credit news paper advertising with a major role in the success of Jordan Marsh sales accom plishment.
It isn't done with mirrors

A lot of cold-blooded analysis of results Ave gone into the calculation of the adwe must have to succeed ... and we know NEWSPAPER TIMING FAR SUPERIOR Another vital factor is timing. Merchan ise which arrives in our store this afterpart of the newspapers, presented to the public within 24 hours in the newspaper. This . .. virtue . . . is shared with radio but we do know the newspaper will be printed tomorrow. We do know its circu lation. And it would be necessary for us
to see if we could find or buy radio time o see it we could find or buy radio time

Remember, the newspaper is the one great advertising medium that awaits the convenience of the reader.
A newspaper ad lives for hours... some mes for days. It is not received in a fleet ing moment. It does not have to register a member of the family at a time of his or her own choosing

Agencies' Obligation Underscored
Now I would like to address the odverising agencies. I think the agency has an obligation to guard against permitting a client to put too much advertising money
into an unproven medium of any kind.
Agencies should not . . . be exclusively radio or television agencies or magazine agencies or newspaper agencies. They should be partners in the proper use of advertising expenditures to bring about the desired result for the client as efficiently and economically as possible by making use of the proper media to do so. I believe agencies can learn a lesson if they will make a study of the advertising habits of some of America's largest department stores and their distribution of advertising dollars.

This newspaper is equipped to give you - and all advertisers and advertising agencies - substantial practical help toward more efficient úse of your advertising dollar. Why not let us tackle your problem - today?

## Burean of Advertising

AMERICAN NEWSPAPER PUBLLSHERS ASSOCIATION
and approximately 1,000 others ore members

## 

enior Play Draws Bulldog arge Audiences At Cops Top wo Performances AtAustin



|AAUW To Give Annual Scholarship
$\$ 100$ For Aid With College Costs

Leggett, Wheeless Are High Honor Students

Mathews Announces Final Exam Schedule


Music Festival Presents Varied Moods In Songs
anual Gymboree Presented By hysical Education Classes

## 



Besides these damages being costly, sometimes to th
individual and sometimes the school, it means some futu
class may be deprived of privileges. The Scharbau
Ballroom is a nice place to have dances and gatherings a
 Naten

## 





## Roving <br> Reporter

Mother Of Teacher Sustains Injury




Awards Presented Students Tuesday

Boyle Tells How To Stop The Bookie

$\qquad$

Miss Your Paper?

$\qquad$

U. S. To Aid France's 'Hot War'


Trapped-In Two Episodes In Study Of Names

Practicing Lawyer Spends 20 Years


Feeder Airline Mee
Slated In Oklahoma

Building Permits In Midand During Week Communist Conquest Total 175,400; Year Mark Is $\$ 3,455,671$

Of Hainan Island Adds To Problems

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- The Washington Merry-Go-Round


TULL'S DRUG
RELIABLE PRESCRIPTIONS
$\frac{\mathrm{CL}}{\mathrm{C}} \mathrm{L}$

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| LAUNDERETTE | MID-LAND FINANCE |
|  | vees Solo |
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ALL CAXTON felt hats $1 / 2$ PRICE

\author{

- SEMI-DRESS
}
- STAPLES

GO WESTERN
dURING MIDLAND'S 16 th ANNUAL RODEO See the finest stock of WESTERN WEAR

## T. Paul Barron

 LEATHER GOODS201 S. Main



South Plains Farmer Shows Off New Irrigation System




$\qquad$
$\qquad$




## New Low

 Prices Now In Effect SEAT COVERS OR TO YOURORDER

## 

 YOUR GREAT DAY -

## The day you take over your new home-a home built to the exact specification you've

 home built to the exact specification you'vedreamed of-a home built for lifetime living
comfort! Here at $A$ \& L Housing and Lumber Co., we provide a Complete New Home
that takes you from hasten that wonderful. Planning and Etimating.

## AsLIOISING

MIDLAND "Drpendable Building Materiai" TEL. 949


Rainmakers Are Busy In Texas Area



The reporter-telegram, midhand, texas, may 14, 1950-1

## FENCE

Residential - Industrial


Steel . . . for real protection



PIONEER FENCE CO

##  <br>  <br>  <br>  <br>  <br> 

COOK'S RAPIDRY VARNISH

| B \& B Bułane Service <br> Morris Snider <br> BUTANE GAS - TANKS BOTTLES - STOVES BUTANE SERVICE Phone 2102-J 321 8. FL. Worth |
| :---: |
|  |  |
|  |  |

- Plate Glass
- Furniture Glass
- Mirrors

J \& P GLASS


SIMMONS PAINT \& PAPER CO.



Phone 1

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$E=\sqrt{A^{\text {THENTON }}}$



Cattle \& Hogs
MIDLAND Livestock Auction Co.
Sole Every Thursday
Begins 12:00 Noon
DON ESTES, Manoger

## CUT DOWN BUILDING COSTS!

Coast's Largest Building Supply Distributors . . . Because of the constant
free delivery anywhere in the west

- SHIPPED IMMEDIATELY DIRECT TO YOUR DOOR! PROPERTY OWNERS MOTEL OPERATORS PLUMBERS-ELECTRICIANS
 4 SHOWER STALL CABINET Gas-Automatic WATER HEATER
 Fiorence Pumbing suppyco:
pumanne - Electricat a bulidno supputs

artin Dies Is Glad exans Awakening Communist Peril





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 Church Has Only Four astors In 106 Years LoUISVILEE，KY．－（P）－Green
 Pounded in 1844 by a group of 29
 today，Green street church had
shumbie begning in a lvery
able which the members

 gibl his clear secript are are still
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His formative yeat


 CHyCACO－（p）－Pay－as－you－

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CHECK THE VALUES CAREFULLY－
Remember，You Can Buy On White＇s EASY PAYMENT PLAN！



 Tie rage of syles and colors EASY
 A complete room of fine quality furniture ．．．．each item in good AND amazed at the fine merchandise！
 \＄13．00 DOWN－\＄2．75 WEEKLY

## Door Mirrors

Regular $\$ 4.95$ Now ．$\$ 3^{95}$

2
2
$H=1$
Baby Hi－Chair

 Only $\$ 12^{95}$
USE WHITE＇S EASY PAYMENT PLAN！ ROLLAWAY BEDS

COMPLETE WITH INNERSPRING MATTRESS Full or Twin Size

