# The Reporter-Telegram 

# ROOSEVELTIANS ARE CONFIDENT 

Bonus Army Discipline Crumbles; Waters Is Displaced

REFUSES TO OBEY ORDER; PACE LEADS California Group
In Midland a Brief In Midland a Brie
Time Friday



BARBECUE WILL
HONOR VISTING ARMY OFFICIAL

Field Generals Open Headquarters for Convention


GOODWILL GROUP FROM B'SPRING IS TO COME MONDAY

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$\qquad$


Presidential Question





One Man's Poison May Be Another Man's Meat?


KEROSENE We now have our own storage for ker osene, enabling us to buy it in large quan sible to buy it cheap er and

SELL IT CHEAPER

Giving your the ad vantage of the sa
ing. Bring your ba ing. Bring your ba
rel and fill up. Bu gas with the diffe

FARMERS co-operative GIN
 12
 veeds are plenty rank around over
own now.
 anybody ought to oo out or th
way to slow the bys up. They w
to get on to Washingtoin.

 all. Well, the principal reason
ath the snort page eves it plent
ready. Anyway, I never was muc




All Midland County
Is Invited to the


THURSDAY - FRIDAY - SATURDAY

## BIG SPRING

Frolic! Entertainment 3-BIG DAYS-3
$\qquad$
$\qquad$ Trap Shooting Es. Speaking pail
Bathim Exnibition
Bathing Beauty Revue

Many other Contests and Attractions
ALL ENTERTAINMENT FREE!
Bii Spring Boosters Will Be Miland Monday, June 27
them-Hear them-M Meet them

## SOCIAL NEWS PAGE FOR WOMEN

Peppy Partners Have Pienic
At Cloverdale






Belmont Bible Class Meets for Bible Study





Honored on
Wedding
Anniversary





##  <br> 




















 At Prairie Lee










reasons
for having a telephone







$T_{\text {Phe situations above suggest the countless ways a tele- }}$ phone saves time and worry, . Ways in which is
makes life easier and more enjoyabe. If you haven's a telephone, we believe you're missing a loo of satisfase tion, to say the least. And emergencies do come. As euch times a single telephone call may be priceless. For only a few cents a day, you can have a telephone
of your own. No more trips to the neighbors, or the corner store. Call the telephbone bus smess office.
соитншеstern вен (


For One Year

OUR ANNUAL
Bargain Rate
Is Now In Effect

If you are paying 50 cents a month for the paper, make an attempt to pay $\$ 4$ before July 1. You will save $\$ 2$ a year and your collection worries will be over for 12 months.

We wish to thank our subscribers for your patronage in the past. We hope our relations have been pleasant to you, and we earnestly solicit your continued geod will and support.

## The Reporter-Telegram



## you to lbay an unknown substitute product

 for an advertised lbrannal amal he tells you . . . - Yes moome it's just as good and cheapeuro
## ask him this Question

- How much more profit do you malee on this item over the altertised bronmat?

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 asks 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 advertising. 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.

Sunday, June 26, 1932


## c <br> ASSIFIEDS

CLASSIFIED ADVERTISING RATES

Political Announcements


 of AMine ibremster co., Te




| Districe Clerk: |
| :--- |
| NETTYE |
| LENTON CROMER |
| BRUNSON |

 or Sherrf: - .

 Rominemt manuacturer has re-


## : Apartments

 Houses

 cutting horse contest









## 



$\qquad$ election)

$\qquad$ or Country commissione

$\qquad$


Katy



 FRECKLES AND HIS FRIENDS



## 

 SO Cmick! caick!
## SALESMAN SAM








| OUT OUR WAY By WIL | UR BOARDING HOUSE |
| :---: | :---: |
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## Page Six

## NOCTURNE CLUBS SEE DREARY SUMMER TRYING TO BEAT HDWE.

PYRONS HURLING AND STICK WORK RUNS NAIL SACKERS' WINS TO 7 IN FIASCO FRIDAY NIGHT WITH HOKUS


## Yucca

LIKE A HUMAN VAMPIRE
she sapped his life


Never such a romance! In two seconds he lost his sense of manhood and in two
seconds he became a MAN AGAIN! The man of a 1000 faces never before touched seconds he became a MAN AGAIN: The man of a 1000 faces never before touched
the goal he reaches in this dramatic master piece. You can't afforr to miss it! The
treat of any season! - Also "Ruth Etting Screen Act" " "Movietone News"

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| CONGRESSMEN-ATLARGEFAVORING ARESUBMISSION <br>  $\qquad$ $\qquad$ <br> A. J. Baskin precede $\qquad$ <br> Hatt oppon his na $\square$ $\qquad$ $\square$ $\square$ $\square$ $\square$ $\square$ <br> gor a for bonus $\square$ $\square$ $\qquad$ didates at th Ida Darden ning on a Alex Adams o lar |
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GRAND Today


| Negro Terrorist Dies of Wound | lenn Walks-ontinued from Page 1) |
| :---: | :---: |
| $\begin{aligned} & \text { June 25. (UP).- } \\ & \text {, negro, died today } \end{aligned}$ |  |
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| s road but, until |  |
| Attorney for the |  |
| Defense at Grand |  |
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88c
THE WHIT
FELTS
Fents
$\qquad$
The two youngest signers of the
teclaration of Independence were


## Satisfaction

## That's the word upon which we are building our business in Midland and this territory. . . It means

 business in Midland and this territory. . . It meansmuch to a car owner to know that his dealer can much to a car owner to know that his dealer can
supply any part for his car right from his own stocks and repair your car right now from our

COMPLETE STOCK OF
PARTS

$$
\begin{aligned}
& \text { And we carry as large a stock as any Chevrolet deal- } \\
& \text { er in West Texas. We want you to know that and }
\end{aligned}
$$ we want you to tell your friends about it, together

with our fair prices on labor and absolute guarantee that YOU MUST BE SATIS.
Int

Do You Always Have PLENTY OF HOT WATER? ${ }_{\mathrm{If}} \mathrm{If}$ not, install an Automatic Gas Water Heater Now.
WEST TEXAS GAS CO.
[DMUND LOWE ATTÓRNEY THO DEFENSE


SANITARY JERSEY DAIRY


BABIES-ADULTS
Good for All
 city, at st top prices. In keep-
ing with our policy of offering
the greetest the greatest in entertainment at
lowest prices, we give your at s1
show at our low summer prices-
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$\qquad$
Comedy

