# The Reporter-Telegram 

## REPARATIONS TREATY IS SIGNED

Beauty in Bag! DEMO VOTE


Candidate Toots His Loud Speaker

Ohio Invokes Whipping Post


ROUND THE WORLD MONOPLANE WAS
PURCHASED AT SLOAN FIELD IN 1929


Continental Men
Fail to Arrive

$\qquad$
$\qquad$

RLIIf bill CARRIES IN SENATESAT.
Braves World With Whisky Cork

## WILL HELP GERMANY GREATDEAL





DEM BOSSES TO DIVERTING GAS


Canning Exchange
Work Continuing
$\qquad$
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COOD VACATION NEWS
It may be that the depression is not quite as far-reach-
ing in its effects as we had supposed. At any rate, it is
currently reported that the summer of 1932 will see only
a very small reduction in the amount of vacation travel-
ing done in the United States; and it is pointed out that
tourist expenditures in 1931 and 1930 were not very far
below the average.
Regardless of what this fact may mean about business
conditions generally, however, it is good news for two
reasons. For one thing, it means that the millions of dol-
lars invested in summer resorts, hotets and the like will
get a fair chance to make a decent return this year; for
another, it means that a great many Americans are going
to get the physical and mental rejuvenation which a va-

The federal government seems to have met its budget-
balancing problem fairly successfully. It is a little early
to tell whether or not the new taxes will yield all they ore supposed to yield, but it is tares whill yield all the raised by the deficit was met and met decisively.
There remains, however, one point on which the tax met largely by increasing taxation and not by decreasing expenditures The economy bill shaved hardly more than
$\$ 160,000$ ovetay from the costs of the federal government.
Perhets it is a little late to cry over spilt milk. Never Theless, the next Congress would be well advised if it in
sisted on a far more drastic cut in government expenditure Side Glances

By Clark
$\cdots \frac{1}{\text { THE BUDGET CUT }}$



## McAdoo Returns as KingMaker and Garner Is 'In'




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A Tribute io a Comrade


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## LETTERS to the EDIOR

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Diversified Questions


Round of Entertainment Honors Sterling
City Visitor of Miss Martha L. Nobles; City Visitor of Miss Martha L. Nobles;
Six Parties Given Over the Week Ending



Swimming and
Pienic Supper

Pragoda pooi was


Honor Guest at




 Miss Ulmer Entertains
With Bridge-Breakfast



 Visitor Honored in
Bir Spring Party
 Engagement of Miss Myrtle Whitmire Is Announced

 Methodist Women Attend Zone Meeting Friday


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vOTE FOR
LENTON BRUNSON
CANDIDATE FOR
DISTRICT CLERK


# $\because$ <br> $\qquad$ <br> Am at Mernibere of the " $100^{\circ}$.. the Elite of the Merednamalising World . . A NATIONALLY ADVEIETEGER IPIBOIDUCT: 

"OTS OF PEOPLE think it is easy to become -and remain-a nationally advertised product. It is easy enough to become a nationally advertised product, but it is hard to tmoin ore, Your performance has to be absoYiNly: Yover reproach, it you sfand ub under the pitiless spotight of publicity. Even if my manufacturer wanted to skimp on the cost of my production, he couldn't afford to do it. When he set my label up in the focus of the advertising searchlight, he automatically put his name up as sponsor for what I would and could do.
"If I should fall down in performance, the good name of my maker as well as my own trade name would suffer. Thave to measure up to the demands of my most critical user.

There is a certain satisfaction in being met by smiles of welcome and recognition from every shopper that passes my shelf, counter or display space, but there is a decided price that my manufacturer has to pay for this prestige.
"Not only while in the display case, but after I have gone home with the shopper, I must be ever mindful of my responsibility. I must do my work so well that the shopper will be more eager than ever to secure a duplicate
package of we when I bave finisbed my service If I fail, then the very advertising which buill for me such prestige will prove my undoing.
"Sometimes I almost eny y the little off-brand products . . . would-be cid whets ine has show

 they 'belonged' and were one of us. Their" snaill ing packages and labels try to hide the fact that they are conscious of their own brazeness. but to no avail. If they stopped to think a moment they would realize that there were no labels or package goods until advertising came in to create the nobility of the merchandising world. Before that time, every thing was boughit and sold in bulk.
"These tawdry make-shifts have no proud heritage like mine. They are industrial waifs and foundlings, packed and prepared in unknown factories. Their maker is probably just as happy that he is unknown. He can thereby dodge responsibility in case of failure. No wonder he doesn't advertise them. As I said before, product but it is hard to remain one,
"The very fact, of course, that these snides are seen in our company reflects a little of our prestige on then, and occasionally they go home
with some less discriminating shopper. They don't stay long. They can't live up to the standards which we nationally advertised products have installed. The shopper discovers the penalty of her carelessness, to her sorrow. I feel sh sodiy for thoseshoppers: If they had only stopped to thimk a monent they would never heve germitted the wool to be pulled over their cyes in that manter.
"Sometimes we hear an unconscientious salesman make the statement: 'This unknown is 'just as good, and it's cheaper.' When he says 'just as good,' he admits that the highest yardstick by which these little fakers can be measured is the nationally advertised product, and I am surprised that the shopper does not resent the implication that she would be satisfied with anything but the best. As for being 'cheaper,' how can you tell whether a thing is cheap, if you do not know what it is, who made
it or what it will do? it or what it will do?
"Sometimes, as I said, I get provoked at seeing good friends of mine duped by these substitutes, but $I$, at least, have the satisfaction of knowing that it will only be a short time until they come back for me, sold more strongly than ever that national advertising is the shoppers' best guarantee of satisfaction.".

## The Reporter-Telegram



Sunday, July 10, 1932

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RASSIFIEDS







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\begin{aligned}
& \text { OUT OUR WAY }
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By WILLAMISOUR BOARDING HOUSE



## MIDLAND HARDWARE HAS MATHEMATICAL CINCH



## (4) [dearnca

CONTINUES TO

## Saturday Night

hiden pennies, for not in a life time has so little bought such wonderful values.
ity, elastic back, nainsook 29C

MEN'S WHITE SHIRTS, in one of the finest four doren of these left.
izes broken, each $\quad 98 \mathrm{C}$

40-INCH PRINTED CREPES, values that sold
up to a dolir the yard, priced for
this July Clearance, yard
40-INCH CORTICELLI FLAT CREPES, at a price no one ever dreamed of. We have sold
thousands of yards at $\$ 1.95$ the yard; 24 colors, 59C
$20 \times 40$ BATH TOWEL 9c. No, never in your as this medium weight, sofft, fluffy bath
towel in colors at, each

BEAUTIFUL TOWELS for which you would
have gladly paid a dollar each a short 39 C

50 c and 75 c VALUES IN MEN'S SOX 29c, and ese are really 50 c and 75 c values put up under re Wear-Resist label, but are not seconds or

ḨREE YARD SHEETS. You have often wantextra long sheets. Here is the biggest value you ever saw, in a taped edge, high quality
sheet, size $81 \times 108$ inches. If you need sheets, 65 c

81-INCH UNBLEACHED SHEETING 15 Think of tit, the price of an ordinary domestic,
full 1 inches wide,
the yard

Woven Madras shirts 49. Every one fast color, tull cut, well made. You will say like
others have said, "How do we do it?"

POOL WORK CLOTHING, in the famous sand 75 shirts to mateh pants for- $81.48 ; \$ 1.39$

45 GAUGE CHIFFON HOSE, not irregulars, pure thread silk, full fashioned, a value enShell, Newport, Nassua and Sand white, 48 c
sizes $81-2$ to 10 1-2, pair.

MEN'S WORK SHIRTS, made of genuine Blue-
sleeves, a real shirt that is worth 50 c in
any man's store, sizes $141-25 \mathrm{C}$ to 17 , each
dickeys best overabls, the best overall that money will buy, at a price never 79 C
before known, the pair
mer ion that prices thave no compeWe invite comparison of values with the tore is quality merchandise.

JULY CLEARANCE SALE ALL WEEK

Addison Wadley Co.

