# The Reporter-Telegram 

MHE DALLY REPORTER (Consolidated March 10, 1929) THE DALLY TELE
MIDLAND, TEXAS, SUNDAY, AUGUST 21, 1932.

## Number 141 <br> ROOSEVELT SCORES REPUBLICANS



In Official Garb


Ousting of Bonus Ousting of Bonus
Campers Condemned

Sterling Leaders Address Stanton Voters Saturday
THE FARMEIE "STRTEES!"


## FLYERS READY FOR AIR DERBY

ROLLER BIT FIRM SELECTS MIDLAND AS HEADQUARTERS

Hoover and Republican Administration Are

AUSTIN MAN TO
SPEAK MONDAY IN
BEHALF FERGUSON


THE REPORTER-TELEGRAM

The recent death in Detroit of Albert Strelow, who was
o.ie of the original stockholders in the Ford Motor Com-
pany, revives once more the gaudy story of America's
Queatest industrial bonanza.
it mildly, was a very fair return on his investinent. But
that profit becomes insignificant by comparison with what
it would have been if he had held on. His $\$ 5000$ would have grown, ultimately, to
lars. He would have becom
Of course, he had no way of knowing that; no
lenowing that that thriving little business was
$\qquad$
$\qquad$
$\qquad$
fledgling company acted wisely. The hard-headed busi
headed business men ought to do. The men who
their little savings with him ought, by all the rum
have lost everything. It just happened that Ford's
Was the exception to probable that Americans will always take book maxims about prude
$\qquad$
OUTLAWING CONQUESTS

Secretary Stimson's recent declaration that America torial or economic gains which any nation may make b This policy, affirmed last winter, adopted by the Leagu South America in conrection with the row between B
more than lip service.
And when we stop to consider it carefully, you will see
that it signaiizes one of the profoundest shifts in the con-
duct of world affairs ever attempted.
$\qquad$


Annie! You've got to teach me
morning I've got a job-in a bakery

If This Duelling Idea Spreads!


Vast Estate of Reynolds Family Deserted
 By GLDERT SWAN
NEA Service Writer

Ten Blacks


Bof the Follies


The Town Quack
$=$
 $-$



## Swapping Yarns

with Col. True



## SOCIAL NEWS PAGE FOR WOMEN



## NATURAL GAS <br> Makes Cooking A Pleasure

WEST TEXAS GAS CO.


you to buy gin umaranown sulbstitute product for an advenriseall limanall anall lhe tells you . . . 6.Yes m'am, itis junst ans goodl and cheaper"o

O anslix himu this
 -6HIOw mouch movo profic alo you malse in this item awer the andrentised brand?99

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 $\mathbf{1 c}$ ). Since advertising adds so little to the cost, could unadvertised brands sell so sheaply unless the quality was cheap, too? Save yourself money by refusing unkewn substitutes. Insist upon known brands of known quality.


CLASSIFIEDS

11. Employment









Political Announcements


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## Apartments



10. Bed Rooms

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6. Houses

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For istiot Ationeof
 For Sheriff


For fontr Trax asessor:
For Juticico of the Peace




## Dog Thane: 1000 MIILES BRECX TO LCOAL BOY <br> Limping and exhausted, after a thousand

 miles of travel, Poodle, a pet dog belonging to Freckles McGoosey, returned home last night. The dog's feet were worn sore by the journey and she barely reached her destination.ve

SALESMAN SAM




##  <br> 



## SWEETWATER SAND BELT CLUB INVADES LOCAL LINKS TODAY

 Cowden Epley and Bell Telephone Friday WinnersMIDLAND GOLFERS UP AGAINST TOP
TEAM OF ASSOCIATION IN TOURNEY

Col. McCombs, Coach of Greatest Girl Athlete of World, Babe Didrikson, Not To Quit Free Mentorship, So He Informs

PHONEMEN HALT PROGRESS MADE BY UNTTED FOR HONORS IN NOCTURNE


Angelo Pole Team
Invades Ranchit



Thrills!





TODAY AND MONDAY
world's most famous motion picture team in the


