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| THE REPORTER-TELEGRAM <br> Evening (ezcept Sifurdey) and Smasy Mornivg MimLAND PUBLISHING COMPANY, PUBLiSHE: |  |
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| Voluntary, Not Compulsory, Rodeo Cooperation Wanted |  |
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| Give O'Daniel a Chance to <br> Try Out "Business Methods" <br>  <br> W. Lee O'Daniel, Texas gubernatorial democratic nominee <br> for endorsing a slate of run-off candidates for state of |  |
| fices. The nominee declared that he was going to be rid of professional poititics and was gooing to apply business meth-ods. The endorsement of candides. hithers unhead-ofin Texas affairs, was his first dimportant step. in Texas affairs,cation of business Before condemning Mr. O'Daniel for this act, givehim a chance to show what he is working out. He indicated that other drastic acts might follow. Don't seize the first opportunity to assault his administration. His admin-istration hasn't even begun yet. After he has served as governor for a reasonable time, then will be ample oppor-tunity to say whether he is right or wrong. If the new governor, by application of his individual methods, gets rid of obsolete methods, reduces cost ofgovernment and operates the state's affairs in a more business like manner, more power to him. |  |
| Farm Accidents "On the Job" Rank High |  |
|  |  |
| farm accidents, machinery figuring in 29 per cent and ani-mals in 21 per cent. In order, other farm hazards and the |  |
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Power Industry May Profit by Holding Company Act, Says Babson; Companies "Fouled" by Taxation , Public Competition

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should this death sentence proves

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## Brighthten Up your HoME



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 Suites for Every Room at the Price and in the Quality You Desire



Bargains. Second hand furniture. 3 living room suites,
7 metal \& wood beds, several dressers, other bargains.

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Incorrect Vision Can Hold Him Back <br> \section*{\section*{Chuldren's
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tometrist can help
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Mrs. Vi Malone
Honored at Party



Mrs. Lamar Has Hour Saturday

## Morning Bridge

Favor to Escondid

## AUCUSTS Sale of Blambst. ON

## Our Convenient Lay-Away Plan ниy

FOR A FULL SELECTION AND A

## Substantial Saving



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## WOOL BLANKETS

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| $\$ 1095$ |  |
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| 45 |  |
|  | Winoma $72 \times 84$; part wool; $51 / 2$ |
| \$11 | coin |

THE MIDLAND (TEXAS) REPORTER-TELEGRAM
Fashion's Outlook For Fall Is Black




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There is no better food on which your child can start and end the day than his favorite cereal, dry or
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Home Demonstration Council Plans for Plaid Wins

# CHEVROLET "The Six Supreme" 

LEADS THE FIELD IN SALES BECAUSE IT LEADS IN VALUE Cin


#### Abstract

In a year of greater motor car values . . . a year when people are demanding the most for their money in everything they buy . . . people are giving Chevrolet clear-cut leadership over all other low-priced cars and trucks, and, in fact, over the entire automobile industry.


Value is always the victor, and, again in 1938, value is enabling Chev-rolet-The Six Supreme-to win nationwide supremacy in automobile
The latest official new car registration figures, compiled by R. L. Polk \& Company, show that Chevrolet is leading all other makes of cars, regardless of type, size or price, by tens of thousands of deliveries. For this we have to thank our millions of Chevrolet friends who have been quick to recognize the outstanding quality and outstanding dollar-value of this smarter, newer, more modern low-priced carThese men and women have checked all makes of cars and all phases of car value-including style, performance, comfort, safety-and they are declaring in favor of the new 1938 Chevrolet by a decisive majority. May we take this opportunity to thank Chevrolet owners and prospective owners most sincerely for their friendship, and may we make the following suggestion to yo
Buy where the majority of people are buying. . . . Visit your nearest Chevrolet dealer and invest in this most popular of all motor cars. Choose a new 1938 Chevrolet-The Six Supremet
"You'll be Ahead with a Chevroleti"

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Reveals Programs Well Advanced in Texas 14, 1935 -just
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Note
 Dollar Day Ad to

Theatre Calendar $\left\lvert\, \begin{aligned} & \text { bel } \\ & \text { per } \\ & \text { juin } \\ & \text { und }\end{aligned}\right.$ below
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Wednesday and Thursday
Virinas Brace Mary Astor and Temperamental Gorilla

Herly it Marshall in "Woman Wants Meals on Time | Jack |
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Lamps and Fixtures
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CALL US FOR ESTIMATES
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Hood and Pleats




Praises O'Daniel For Endorsement State Candidates







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We are ready with an extensive showing of all the of the old range.

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All wanted colors, sateen and rayon $\$ 1.00$ to $\$ 1.95$ Men's, boys' and women's rodeo hats $\$ 2.50$ up Western handkerchiefs, all silk All sizes Neckties, with famous cattle brands - $\quad 50$ Boys' and girls' cowboy boots $\quad \$ 2.95$ to $\$ 3.95$ Headquarters for the boys of the Old West for over quarter of a century. complet
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