# The Illioland Reportew Cerlegram <br> THE BEST INVESTMENT FOR YOUR ADVERTISING DOLLAR 

## Belated Russian Spy Blast Termed Cover Up' <br> -

 ctues serice on Company N Otres bervice on Company No







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## SW Flanker To Benedum



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No. 1 Taylor And Sadier
Encounters Ellenburger


No. 1 Gordon Is To
Take Potential Test


 Wallace Flanker is
Making More Hole



## SE Lea Discovery Goes Ahead In Shale Section







## ${ }^{23}$ Texans Die <br> Violent Deaths

 During Weekend
 mix wixiziz
Reno Blast Kills

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\text { Five, Hurts } 130
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$\star$ LATE NEWS FLASHES $\star$
WASHINGTON - (AP) - The Army expects to start taking its first baten of early in November and Maj. Gen. John E. Dohlquist Monday estimot ed the draftees will start coming into training camps between Novembert 1 and 15 .
Western Envoys Confer With Molotov Monday Moscow -up- Enross of the not housewives' boycotts; will bring an, eventual re-
Onited states, Eritain and of the
 duction of prices, according to grocers attending the 21 st annual Texas Retail Grocers Association conven
tion here Monday.
BUCYRUU, OHIO - (AP) - Fourteen pensons uffered minor injorios Monday when a Pennsylvania Railrogd troop train collided with of freight
train near North Robinson, aight miles eagt of here.

WASHINGTON - (AP) _ New York police aupartment Monday on their reports to the State Deof Mrs, Kosenkina, who leoped from a wi
Soviet Consulate in New York last week.






State Department Says Incident Was Outright Frameup

## Democratic Press Urges Allies To Stay In Berlin

 WASHINGTON-(AP)-Russia's belated spy blast at
an American Naval officer was viewed by officials here
Monday as an attempt to cover up waning Moscow interest in the Kosenkina-Samarine school teacher cises, that the
Moreover, the State Department insisted the



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## Boudreau's Mid-July Pennant Prediction Looks Better Daily








 on July 11. .
The Atics rebounded
neir

| $\begin{aligned} & \text { heir crushing defeats at the hands } \\ & \text { I the Yankees by whipping the } \end{aligned}$ |  | Babe Zaharias Misses \$1,000 Putt But Wins |
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|  |  | Women's National Op |
|  |  | putt missed by Mrs. Milde) Zaharias cost her $\$ 1,000$ |
| NEW and USED CARS |  | A captured |
|  |  | was, the Fer |
| We service and repair all makes of automobiles on a guaranteed oasis! |  |  |
|  |  | eight |
| Tune-Up specialistBUSTER CHARLTON |  | Hicks, |
| H. M DAVIS, Service Mgr |  |  |
|  |  |  |
| 1942 Cherrolet Aero Sedan1947 Kaiser1949Fordor2-door |  |  |
|  |  | Legion Baseball Cro |
| 1942 Plymouth 4-doo |  |  |
| ${ }_{1939}^{1940}$ Pontriac |  | PaRIS, TEXAS-(P)-The Austin |
| 1940 Plymo |  | Adamson of Dallas 15-8 |
|  |  | Sunday and wrapped up the state |
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| Baird | Phone |  |


| WEST ELECTRIIC co . |  |
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## SPECIAL!!

CAR WASH AND COMPLETE
$2^{20}$ THEN
install a brand new Pontio
ENGINE ASSEMBLY
Direct from the Production Line,
,
sembled for ALL 6 or 8 eylinder models from 1937 through 1948! 6-cylinder engine assembly $\quad \$ 19.00$ 8 -cylinder engine assembly $\begin{gathered}\text { Instalation Extra }\end{gathered} \$ 247.00$
$\qquad$ IARITO HELPS SUNDAY WIN 4-3-

## Colts Here Play Brace




 SWEETWATER - The Midland Indians broke their slump here Sunday as they downed the Sweetwater Sports
$4-3$ to even a two-tilt series. The Sports won Saturday
night $6-1$. night 6-1.
At that, Sweetwater errors helped the Tribe turn the
trick. Webb's Warriors struck twice for an early lec.
They counted one run in the
second and one in the third.

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The most downright dependable car you ever drove!

## A quarter-million KAISER and dependable in over 2-bilton mile of owner driving 2-bition milea

## KAISER

Frazer owners have pretty much
the same atory to tell about their
car'orugged, day--in-day-out, down-
cause the KAISER and the Frazer
are the only new cars built since tions, in all parts of the coundiSo if you want to know the truth,
ask or wone who know best-the man Or woman behind the wheel of a best aseler a FRAzER. They are our

## fRAZER

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Twentr-Two Books Changed On Shelves Of Midland Library Shime Cumbl, Huriran
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## Society







感苟 B\&PW Club Will Be Used To Aid Others

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J. H. Boch ANAN. Cownell

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A Bank Views Advertising





 goods, and the man who consumes, by telling him what
available to add to his satisfaction in life. The question is sometimes asked-and not only b,
persons with queer economic ideas-"Why advertise?
The answer can be given by drawing three circles. a big
one, smallier one inside it and a smaller inside that. Th
litte circle indie one, a smaller one inside it and a smaller inside that. The
little circle indicates the number of propects that can be
met personally by sales force, the next larger shows the
wider group that cean be reached by a well built maition Wider group that can be reached by a well-built mailing
list, whill the outer circle show she extent to which pros-
pects can be canvassed by advertising in its various forms One of the first positive rules is that advertising is an
investment, not a speculation. Gambles in advertising,
followed by disappontmentment and ratrenchment, are wate.
ful. They upset the economic equilibrium. They give ful. They upset the economic equilibrium. They give
business that air of starts and stops so well summed up in
the terse telegram of the conductor of the often-derailed Another rule is that advertising is fruitlegss if the ad-
vertiser does not offer something which will genuinely
serve some human want. The third rule is not to expect overwhelming returns
in the way of sales from the first ad or two. Advertising
does not work that way. It deposits in the mental storee
house of the prospect impression after impression until he house of the prospect impression after impression until he
has a well-defined picture of the product and the service
it will perform for him. And, last but not least in this small list of principles,
the business executive is headed for disappointment if he
atisfies his ego merely by matching the competitor's ad. vertising appropriation dollar for dollar, or even by top-
ping it. Not the size of the appropriation, but the quality
of advertising is important. Every campaign should be tallored to the
particular bu
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## Free Enterprise

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## U. S. To Red Methods <br> 

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Worms Attack Cotton Field Near El Paso

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## American Building Materials Co.

## America's Finest Metal Windows

 All Types In Aluminum and SteelLoyalist Demos Threaten Ouster Of Dixiecrats




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By PETER EDSon
Wumbintion Corretpon tions of wartime Communist spy rings are leading is har
to tell. The testimony of Elizabeth T. Bentley self-con
fessed courier for one group, can't be laughed off nor ca
it be dismissed as a red herring dragged across the politica
trails to confuse the record on other issues.
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## \section*{} <br> No of bee of the indict Oom tom tone cases and

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Day-Old Baby
Of Crash


DUNNS MOVING VAN

## Helbert and Helbert

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Tho DOCTOR Sago
Older Mothers Run More Risk Of Bearing Mongoloid Child



## ARTHRITIS

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LOOK You Save Money
at MASTER Cleaners

## MORE DRIVING COMFORT <br>  <br>  <br> DUNLOP <br> Goldr Cup <br> Cushion

FOOT SPECIALIST
DR. A. V. JOHNSON, JR.

## RENDEZVOUS

CuAB SEAVICE
I P.M.
Mexill 12 Midnite
Mood
Beer To Go Mode Pastries


NEW FACTORY-BUILT ENGINES-COMPLETE

| Buick 1938 thru 1948, Series |  |
| :--- | :--- | ---: |
| $60-70$ | $\$ 415$ |
|  | $\$ 535$ |

Chevrolet Possenger Engines (complete) $\$ 265$
BLOCK ASSEMBLIES
Chevrolet Passenger 1936-1948_ $\$ 155$

## Elder Chevrolet Company <br> Phone 1700

## Bitter Reprieve 

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sealed envelope. baindle used the side exit of the
boom. He followed a nar-
ser trees.
Brant opened the doot, insice



 | Mht his left, Gus Ripley sey |
| :---: | :---: |










CARNIVAL


SIDE GLANCES

'III have you

## "Yes. Ceorge has just about got the cottage all fixed up-

THE REPORTER-TELEGRAM, MIDLAND, TEXAS, AUG, 16, 1948-s Ma.Kenney on Bridge

Eistern European Athletes Seek Ways To Ayoid Going Home


By MICHAEL O'MALLEY and RALPH LANE


## BUY BALDRIDGE'S ${ }_{\substack{\text { Soll } \\ \text { bread }}}^{\substack{\text { an }}}$




ALLEY OOP


BOOTS AND HER BUDDIES





