# Sutpetuater Zatly zaparter 




Classified Section
FOR RENT.



Srate Southeriy winds lonight and
Tuesdey
Enat Texas tonight clear and warm
or

Car weather.
Uveather conditions prevail
over Texas
oward the midade of the
orev Texas toward the midadile of the
week.
Territic hurricane sweeping over


 Prrs in North Florida and northwest
to New York and in portions of Ten
Oessee and Alabama.


Phone 13 Phorton ELECTRIC cone
WHO
"Everything Electrical."

## BEALL, BEALL \& BEALL

weetwater
Attorneys at Law
Attorneys at Law
Leulla Building $\pm$

ELLIS DNUTHIT
LAWYER
Sweetwater, Texas.

'Don't Tell Everything'


## BUY FOR SERVICE

Edwin Clapp Oxfords $\$ 7.95$

Walk Gver Oxtords $\$ 5.95$

AT
hubbards big shoe sale
SAVE YOUR CASH COUPONS
버도ํ

THE AVERAGE FAMILY WASHING COSTS LESS THAN $\$ 1.00$
—Think of it!
Sweetwater Laundry Co.


## Palace Drug Store

Prescriptions not a specialty, but our business.
Day Phone I. Sweetwater. Night Phone 265.


LICENSED EMBALMER AND FUNERAL DIRECTOR.
"Eleven raerr in sumetwater:"
J. I. $\mathbf{P} \quad \mathbf{A} A \quad \mathbf{Y}$ wallboard, fireproof roofing, the talking machine, soap flakes, cr wed soup-one could go on indefinitely extending the list of products which to day testify to the ability of national advertising to create new merchandise derrands.
THERE IS PROBABLY NO industry today for which advertising has not blazed new trails. There is no merchant, wholesale or retail, the scopeo $f$ whose business it has not greatly widened.

BUT THE MAIN THING which advertising does for the retailer is to speed up his turnover; that's what makes him a profit.
er ways, national advertising is constantly creating markets for new merchandise and opening up new channels of trade.
IT IS BECAUSE AMERICA reads advertising that the new idea today so swifely supplants the old. Advertising changes deep-rooted habits. Advertising creates new desires. Advertising sets new and better standards. And all this it does with amazing swiftn :ss-for advertising speaks to millions simultaneously.
THE SAFETY RAZOR, the player pia. 20 , masFETY RAZOR, sage cream, the glass baking dish, J. $\mathbf{P}$ A $\mathbf{N}$.

## Allen Sanitary Dairy

At Dee Trammell place west of City
Telephone 292

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## Making New Markets With Printer's Ink

ONE OF THE MOST STRIKING changes of the past ten years is that which has come about in the important business of housekeeping, In this short time the broom and the washboard have vanished from the housewife's coat of arms, and the comic pictures in which Mary hurls the flatiron at John don't ring true, as they once did.
BROOM, WASHBOARD AND fiatiron have given way to suction sweeper, electric washing machine and electric iron. And Mary doesn't hurl the iron at John any longer, not simply because it's fastened to a cord, but because she's taking no chances with it.
WHAT HAS BROUGHT ABOUT this new and agreeable state of affairs? Well, how did Mary happen to buy that new iron which has proved such a boon to her-self-and John? She saw it advertised, of course. And the multiplied Marys of today represent a great market created largely through national advertising.
NO WONDER THE ALERT retailer and the wholesaler heve come to hold national advertising in high csteem-for besides making easier for them the sale of goods with long-established markets, quickening their turzover, protecting them against inferior merchandise and benefiting them in many oth-


