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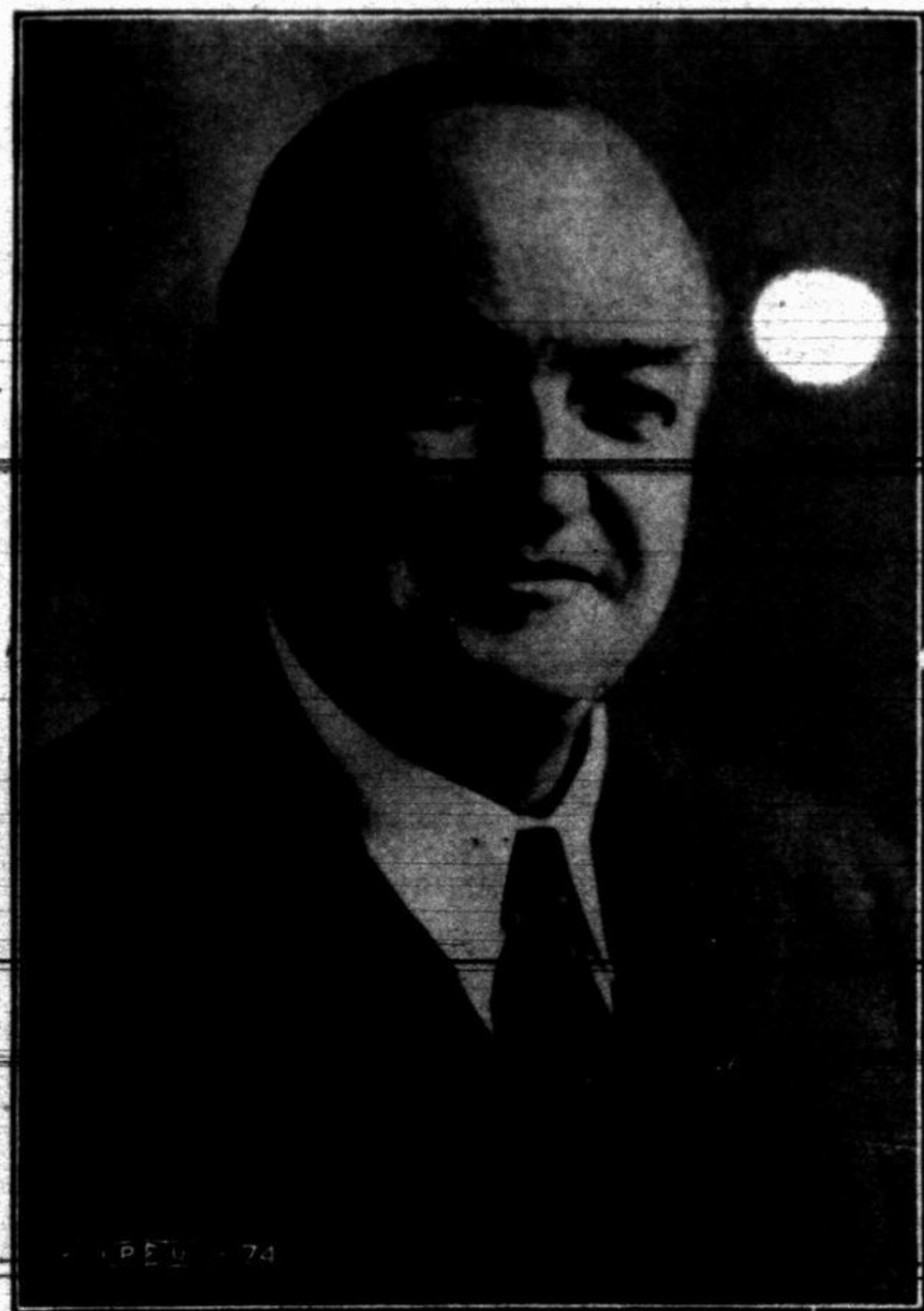
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Government Must SPEND LESS



Omer N. Custer

*Hon. Frank O. Lowden
declares:*

"I know of no man in the State who, in my opinion, is better equipped in every way to serve the State in the high office of Governor than Omer N. Custer."

Custer Pledges Tax Reform

Omer N. Custer of Galesburg, candidate for the Republican nomination for Governor at the primaries April 12, says:

"The people of Illinois, from Galena to Cairo, are demanding these three things:

"Drastic reduction in the cost of all government.

"Consolidation, reorganization or abolition of overlapping or unnecessary governmental functions.

"Sweeping tax reform for the relief of overburdened real property.

"The farmer, the business-man and the manufacturer, in order to survive, have been compelled to adopt a policy of ruthless economy and increased efficiency. Government must speedily learn the same lesson if it is to escape hopeless bankruptcy."

Mr. Custer is highly qualified for the important position of Governor.

He is a newspaper publisher, a banker, the head of several industrial enterprises, and the owner and operator of farm lands. As county treasurer of Knox County in 1906, he was the first official in the State to return interest on public funds. As State treasurer for two terms, he was honest and efficient in the administration of the duties of the office.

Never in the history of Illinois has there been so great a need for business brains in executive positions in the government.

CUSTER RADIO BROADCASTS

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|------------------------|-------------------------|
| April 4—WJJD—7:15-7:30 | April 7—WENR—7:30-7:45 |
| April 6—WIBO—7:15-7:30 | April 8—WJJD—12:45-1:00 |
| April 6—WCFL—8:00-8:15 | April 8—WENR—6:00-6:15 |
| April 8—WBBM—8:15-8:30 | |

OMER N. CUSTER

REPUBLICAN CANDIDATE FOR GOVERNOR

Do Not Fail to Vote



Primaries April 12th