# IFastland ©elegram 

## OURTEEN INURED IN PLANE CRASH



J. H. COLE STORE

On East Side of Square EASTLAND, TEXAS

OVER \$10,000. WORTH OF NEW SPRING and SUMMER APPAREL!
Beginning Saturday, a tremendous sale of high grade apparel for men, women and children. Dresses, suits, millinery, hats, shoes, piece goods, boys apparel, will be offered during this sale at the most amazing valuegiving prices. Selling starts the minute the doors open at 9 o'clock. Make your plans to be here early.

## OUR ENTIRE STOCK GOES NOTHIMGRESERVED

My aim is to sell every item in the entire store regardless of wholesale cost-even the fixtures go-as I want to remodel the store entirely and open up with a brand new line of merchandise-cutting out some of the items which don't move so fast, and handling just what Eastland needs. So I am going to sell this stock at COST AND LESS! Prices are here below-and they are convincing.


Truth of the matter is this-prices have been slashed right and left. The huge savings are yours. Why Wait?-Come Now!

I have decided to take my loss right now-rather than sell a few dollars worth of merchandise at a profit I will sell all at costand a loss-and clear out all the stock and fixtures and give the carpenters a clear store to remodel, as soon as I can unload this stock.
ग. H. COLESTORE

The Store That Always SELIS FOR LESS On the East Slde of the Square

This is a home owned, home managed store. All our interests are wrapped up in our community. If the community suffers we do like wise. If the community prospers so do we-now is your chance to prosper.

BUY AND SAVE MONEY!

## County News



| CLASSIFIED ADS |
| :--- |
| RRING QUICK RESULTS |


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Lose Fat Safely and Quickly






# firestone TIRES 

 WIN AGAIN For 11th Consecutive Tim

INDIANAPOLIS

500 MILE RACE

JUST ONE MORE

DEMONSTRATION

OF

FIRESTONE

LEADERSHIP

Every driver in the Indianapolis 500 mile endurance race selected his own tires and for the 11th consecutive year every winner rode on Firestone Gum-Dipped Tires.
every day service
The only difference is in the tread. The gun
dipped cord construction is the same. Bo
The Firestone tires used in this race are the same 6.00 " and $7.00^{\prime \prime}$ tires Firestone builds for

THE WORLD HAS DEVELOPED INTO A BIG RACE TRACK


## in a cigarette it's Taste

 game or in the flush of victory - that's the measure KEEPING AROMA AND GOOD TASTE in every ple ABC of Chesterfield's ever-mounting popularity. MILD, YES-BUT SOMETHING MORE-Chesterfield offers richness, aroma, satisfying flavor-all the result of fine tobaccos, skilfully blended and crossblended, and all summed up
"TASTE above everything".

Chesterfield

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## 'You are Wanted on the Phone'

YOU ARE PROMPT to respond to the ring of your phone. The very idea that some one has a personal massage for you in trigues your interest.

Has it ever occured to you that back of every advertisement in this paper there is some one with a personal message for you? More often than not these advertisements were written with you in mind. It is impossible for most merchants and manufacturers to give you a phone call about their goods, their wares, or their services. So they pay us for the privilege of calling these things to your attention in our advertising columns.

Give an advertisement the same attention you give to : phone call. Many of them are just as important to you-and just as interesting. They will help you to economize and keep posted on news of vital interest to you and your pocketbook. Don't lay this paper aside, today, without reading the ad vertisements



