# Fopars Ifastland Telegram 

## AATTERN PASSES NEWFOUNDLAND ON HIS HOP



## PPRTTY BOY PURSUED BY SHERIFFSMEN



## BLOODHOUNOS SEEK TRALI OF CONVICT GANG

Cuban Terrorist
May Flee Island IS ESSAYING
 ROUND WORLD SOLO FLICHT

To Cover the Route lown By Post and


| near Ripley. |  | ber |
| :---: | :---: | :---: |
| Humble Shows | sammary vexeution of a sere of |  |
| \$12,000,000 Gain |  |  |
| In Net Profits |  |  |
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|  | THCOIDT OF |  |
| coo,ooo, the commanys |  |  |
|  |  | n |
| conted Dec. 31, 1932, |  |  |
|  |  | amor nd we |
|  |  | Shate , raor and several fla |
|  |  |  |
| Motion For a New Trial Is Refused | Cot Railu | Bodies Sought in Signal Hill Blast |

PAGE TWO
 EASTLAND TELEGRAMi




Single copi
One week
DID YOU EYER STOP TO THNK

man,' Edinburgh, Scotland) says:
THAT advertisement managers are frequently approach-
ed by existing and intending advertisers for advice. The
new advertiser requires very careful handling, inasmuch
as, your advice if wrong-may have the effect of put-
ting a manufacturer or retailer out of love with Press ad-
vertising for ever and anon.
During the last 20 years I have seen many appropria-
tions wasted, and many tons of goods left on retailers'
shelves, due to an attempt to do without or cut down news-
paper advertising. I marvel at the apathy, even today, of
some manufacturers toward press advertising. They argue
that it is dear and wasteful, or that they "dare not risk it."
Dear? Yes! That is if a manufacturer is suddenly con-
fronted with a suggestion from some enterprising adver-
tising agent that a sum of 20,000 pounds or more will put
his goods on the map! But place this same manufacturer
in the hands of a more scrupulous agent who knows his job and who is prepared to spend time investigating th
manufacturing process, the product, its appeal, price, etc.
and then let him suggest a modest initial expenditure as
"try-out." I think the manufacturer will find that his in
vestment will be worth while. There are many sound
agents in America and Great Britain today, and it is they
who are reaping the reward of developing small account
into large ones and adding other and larger manufacturer
to their list of clients.
Wasteful? What advertising, in any form, does no
contain a degree of waste? Does everyore who passes
poster see it, let alone read it? Do all cinema patrons re
ceive the new talkie advertising films with acclamation
And so I could continue. In the same way press advertis
ing has its percentage of waste, but I claim that it has the
smallest percentage of any other form of publicity. The
return is quicker and, what is of more importance to the
advertiser, the results can be keyed. I have not sufficien
space to enlarge upon the other obvious advantages. Suf
ficient to mention: 1 . Varied selection of medium. . Pene
tration. Each paper being a personal purchase. 3. New
each day. 4. Confidence created by constant scrutiny o
advertisements by official bodies. Other forms of market
ing are necessary, and good too, but they are all compli
and To quite Sir Charles Higham, the advertising exper
who is almost as well known in America as he is in Great
Britain, "The Press gives the advertiser the most effectiv
method of reaching the largest number of people in th
shortest space of time for the least amount of money. pounds in the Press, ard successfully, too. A. J. DOUD, publisher of the Prescott (Arizona) Journa
Miner, says:
"The major problem today of merchandising is to g
action into sales. A sales plan created now must bring
the results within a week; it must ring cash registers in stead of merely putting the name of a product or firm
the subconscious mind. buyers; put any brand name before them long enough and
they would give the product a trial. Today, as never be-
fore, the same people must be sold. Returrs from one sale promotion are need
 they exist.

Newspaper advertisirg localizes the trite expression hat phrase in a newspaper advertisement colls Prescott, merely in the retail establishments of some far stores-not want their results 'NOW'
$\qquad$

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\begin{aligned}
& \text { It is said that } n \\
& \text { arbon, phosphorus, }
\end{aligned}
$$

$$
\begin{aligned}
& \text { prices the whole, reduced to their separate states, would } \\
& \text { cost less than two dollars in the open market. These facts }
\end{aligned}
$$ are interesting and might serve to ken mar ket. These facts

It is a sound business deduction that the greatest stumbling block to the development of some cities resolves ittizens.

If you wish to keep not tell him that he is "good hearted." It would be just as well to call him a sissy. Almost e
being tougher than he really is.


## Markets

THE POET'S CORNER

## EMPEROR QUESTIO lice Wi






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| :---: |
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By Williams



風尚证

## Local--Eastland--Social office 601

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Dun and Stuart Cast Leaders In
The "Girl in 419

## \section*{Th} <br> "The Gi

## CLASSIFIED

swered. Mrs. Geo. Dempter, Apt.
4-28, 6900 .Latayette bivt., West,
Detroit, Mich. 1T-APARTMENTS FOR RENT
FOR RENT-Unfurnished duplex
apartment; 35 per month. 415 E .
Sadosa.

The Conservative Policies

## First National Bank

Are Attracting the Best Business of This District
oldest bank in eastland county

MEMBER FEDERAL RESERVE SYSTEM

ANNOUNCING GUY PATTERSON

Eastland Gasoline Company

## Texaco Products GASOLINE . . . OIL . . . AND LUBRICATION

## Firestone Tires

Tubes... Accessories and Batteries

| WHAT IS A CERTVIFIED LUBRICATION EXPERT? |
| :--- |

COMPLETE ONE-STOP GARAGE SERVICE

## Eastland Gasoline Co.

Eastland
Main and Seaman Streets
Phone 80

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emergency case . and he any emergency



JAMES DUATh gIoria stuart ?AYIOCK MANNERS. ${ }_{\text {A }}$ B.P. SCHULBERG

MONDAY and TUESDA


