

FRANK A. JONES AND E. HINRICHS, Publishers EASTLAND TELEGRAM

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A BIBLE THOUGHT FOR TODAY

SALVATION: If thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved.—Romans 10: 9.

STATE AUDITOR LYNN SUBMITS A HOT REPORT

State Auditor Moore Lynn has submitted a very aggressive report to Gov. Miriam A. Ferguson "on occupation taxes, oil production and natural gas." His report covers a lot of territory. It states that a great amount of taxes is lost to the state because of failure to require correct valuations of natural gas for taxation purposes.

PROTECTING TEXAS BONDS AND DEBENTURES

Bank Commissioner E. C. Brand, the successor of James Shaw, is on the job. He issued an order extending until Oct. 1 the financial moratorium authorized last spring for loan and brokerage corporations dealing in bonds and debentures.

All the plans or programs covered by the national recovery act as well as many other acts will be functioning in the near future. This proposed rehabilitation of the erstwhile richest of nations is a colossal undertaking and calls for the cooperation of all citizens, regardless of politics or creeds in all the fields of human endeavor.

A number of politicians who have dared the pitfalls of guessing at future happenings will emerge with badly bruised reputations as prophets.

DID YOU EVER STOP TO THINK

By EDSON R. WAITE, Shawnee, Oklahoma

EDWIN S. FRIENDLY, Business Manager of the New York Sun and chairman of the Bureau of Advertising of the American Newspaper Publishers Association, says:

"Newspaper advertising is a speedometer as well as a barometer of business. It tells how far and how fast trade is moving.

"Many business men will not spend money for advertising until they see some definite signs of life in business—until the ultimate consumer discloses an interest in buying. They then employ newspaper advertising to awaken and to develop that interest and to turn it into actual sales across the counter.

"Just now, authentic buying signs appear on the business horizon, and as a result some classifications of newspaper advertising show a greater volume than in the corresponding period of 1932. This, like many other favorable signs of the times, demonstrates the widely acknowledged belief in the selling power of newspaper advertising and the desire of business organizations, both great and small, to use it as the important instrument it is in the stimulation of business.

"Newspaper advertising is a fundamental sales instrument, because everybody who reads at all reads a newspaper. One cannot advertise anywhere without reaching newspaper readers, because no matter what other kinds of advertising some of the people see, all literate people see newspaper advertising.

"Therefore, it follows that the most complete job of advertising—one that will reach the greater number of prospective customers of any merchant or any manufacturer—can be accomplished only through the columns of the newspapers."

SAME PRINCIPLE AS THE MAGIC CARPET



ANSWERS

Answers to puzzles from the previous page, including a crossword puzzle and a word search.

THIS CURIOUS WORLD

Articles about various animals and natural phenomena: 'The SAMBAR DEER, OF INDIA, DOES NOT ALWAYS SHED ITS ANTLES EVERY YEAR, BUT MAY KEEP THEM FOR SEVERAL SEASONS.'; 'THE LACE-WINGED FLIES LAY EGGS WHICH STAND UP ON TALL STALKS. AS A PROTECTION FROM ENEMIES.'; 'THE CARP HAS A LARGER BRAIN IN PROPORTION TO ITS SIZE THAN ANY OTHER FRESH-WATER FISH, AND IS CAPABLE OF LEARNING TRICKS!'

HOOKS and SLIDES BY BILL BRAUCHER

Crazy Over Horses: HAD the gentleman who wrote that once popular song, "Crazy Over Horses," waited until 1933 he would have been far too dizzy to write anything. Maybe when he wrote that song he was thinking of a Crusader, but today, the antics of Head Play, Mr. Khayyam, War Glory, Plucky Play and others too numerous to mention would send him hustling to some nice quiet place like the village nut house.

Markets

Table listing market data for various commodities, stocks, and currencies, including prices for American Can, Am P & L, and various oils.

Who Is He

A crossword puzzle with a photo of a man in the center. The puzzle includes clues for names and words.

Justice Gives Marital Rules

HOEFNER, O.—Andrew O. Hoefner, who, as a justice of the peace, has become known here as the "marring justice," believes marital happiness can be maintained from the honeymoon to the evening of life.

Queer Gadgets to Be Shown By Inventors

CLEVELAND.—Strange contraptions of every description, from a contrivance that will clean out a beer coil "in less time than it takes to tell," to new types of locomotive, will be on display at the National Inventors Congress here Sept. 5 to 9.

Advertisement for Camel cigarettes, featuring an illustration of a man and a woman smoking. Text includes 'A CAMEL WOULD TASTE GOOD NOW' and 'READ Before You BUY!'.

A vertical sidebar containing various small advertisements, including one for 'GREYHOUND' buses and another for 'READ Before You BUY!'.

OUT OUR WAY



HEROES ARE MADE—NOT BORN

NEW HOPE

NEW HOPE, July 25.—Mr. and Mrs. R. C. Smith and children visited Mr. and Mrs. C. Y. Morris of Rule and Mr. and Mrs. C. N. Smith of Monday last week.

family of Houston spent last Tuesday, Wednesday and Thursday with Mr. and Mrs. C. L. McCollum.

Dan Horn

A Pentecostal revival is being held in the Dan Horn community. Every one is invited to attend.

REAGAN

REAGAN, July 25.—Mr. and Mrs. R. O. Morton spent Saturday night and Sunday with Mrs. Morton's sister, Mrs. P. H. Harper, who has been sick for several days.

LEGAL RECORDS

Instruments Transfer of Judgment—V. A. Montgomery et al. to D. C. Pratt; \$540.

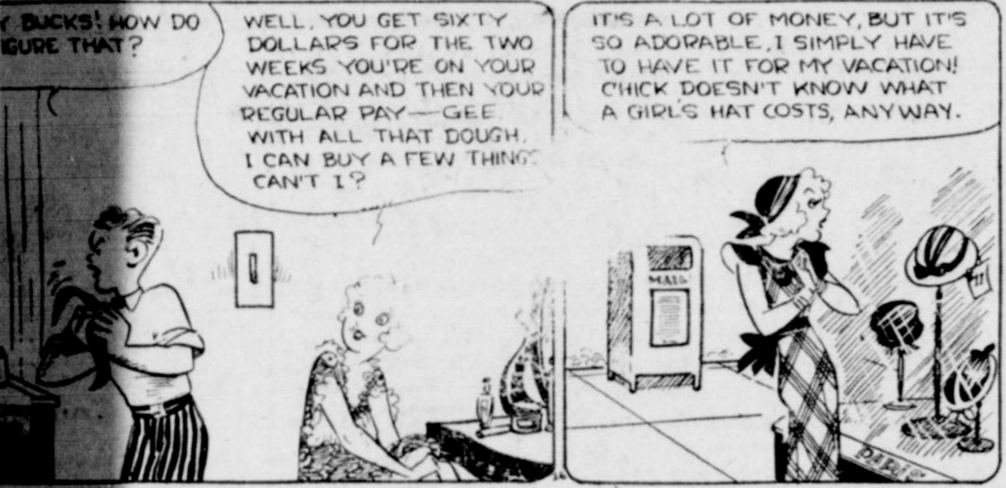
Fish Deserted Sucker Family

WASHINGTON.—Certain members of the sucker family of fishes are not "suckers," according to E. D. Reid, Smithsonian Institution biologist.

BARGAIN BRIDE

BEGIN HERE TODAY ELINOR STAFFORD tells in love with BARRETT COLVIN. She is 20 and he is 25. LIDA STAFFORD, Elinor's treacherous scheming mother, breaks up the romance by convincing Barrett that Elinor is a heartless flirt.

newfangles (Mom 'n' Pop)



By Cowen



oklahoma News

OKLAHOMA, July 25.—Rev. J. H. B. will visit his appointment on Tuesday night and will be conducting a revival.

FRECKLES and HIS FRIENDS—By Blosser



Grandview News

GRANDVIEW, July 24.—Everyone would appreciate a good rain as it has been dry for sometime.

French Retain Leadership In Quebec District

QUEBEC.—The ideals and traditions of the early French colonizers are to remain secure in this modern day, protected by an increasing legion of French Canadians, the dominion government's 1931 census of Canada reveals.

Indian Stoicism Baffles the Whites

PHOENIX, Ariz.—The cryptic stoicism of the Indian has baffled his white caretakers, records here indicate.

Faithful Plowhorse Protects All Birds

CLEVELAND, O.—To a casual observer, "Scotty" might appear to be just another horse—and a rather old and decrepit one, too.

NOTICE TO WATER CUSTOMERS

The City Commission has demanded that WATER BILLS BE PAID PROMPTLY and that all BALANCES BE MATERIALLY REDUCED. Pay attention to your notices. Thursday, July 13th is CUTOFF DAY.

smoking tobacco

