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Why Not A Spring Vacation？ Are you one whose vitality is always lowest in
the spring？Do you have what you term＂a snappy
case of spring fever？＂You＇re probably just run－ down and worn－out after a hard winter．What

CRAZY WATER HOTEL

Offers these distinctive features that make for
che good，old SOLID COMFORT that＇s so necessary to complete rest and relaxption．

A friendly，restrul influence that
you immediately at your ease．
Ligh，airy outside rooms furnished
and equipped with a thought for comfort first．
Invigorating，rebuilding mineral
baths under courteous，trained mas－
Crazy Mineral Water at the noted
Crazy Bar．or served to you in your Cramy．
room．

## Food t petites．

A spacious，but
drinking pavilion
Recreational activities，planned by
the staff that is always ready to re der＂service with a smile＂
The beautiful CRAZY WATER HOTEL，nestled in the foothills of the Palo Pinto Mountains is easils
reached by paved highway or by rail Write for reached information about our treatment plan．

THE HOME OF CRAZY WATER Mineral Wells，Te
Henry Love，Ma

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| YOUR CREDIT HOW TO USE IT |  |
|  |  | Get 20 Famous Features Yet Save as Much as 560 ！



|  | Play Anklets <br> For Vacation Days！ |
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Taffeta Slips $49^{\circ}$ Lacy rayon taffeta，
bias－cut to fit and
flatter！Straight flatter！Straig
V－top styles，


## 29c



Certificates of Deposit on Corrome
Bank，Ranger，will be accepted accounts or for new merchandise．


Only Two Days ${ }^{\text {！}}$ COOKING SC

Friday and
50 Free $P$ ，
Second ：


Save at Wards on
Pressure Cooker ${ }^{1} 10$


## EASTLAND TELEGRAM

Member Advertising Bureau - Texac Daily Press League
TV- WC Of United Prout Alsociation any erroneous ref! NCTICE TO THE PUBLIC: of any person, firm... or corporations which may a appear in the coltmi
of this paper will be kladly corrected upon being brought to the Obituaries, cards of thanks, notices of lodge meetings, etce., are application.
Entered as second-class matter at the post office at Eastland, Texas
under Aet of Mareh, 1879 Single copies SUBSCRIPTION RATES


## HD Yo E EVE STOP TO THMY

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of the Macon (Ga.) Telegrap Macon Evening News, says
It is an accepted fact that advertising pays, and chis is interpreted by the unthinking that all advertising pays. All of it does not pay. Good advertising is like good fish, and the reverse is as true of one as the other. After we
eave the distinctly bad advertising, the other kind is good in varying degrees. Novelties are of very little value, be-
cause if the novelty is any good at all the merits of the ovelty completely obscure the advertising that is on it.
"Billboards cost a lot more than is justified by the re sults achieved, and this is said regardles of the cost. vouches for them except the one whose name is signed and, as he has a strictly selfish interest, his statements are discounted almost to the point of killing the advertising value altogether.
"Radio is much like the old picture show advertising. This was popular at first, but either the picture people saw that to thrust advertising in the faces of their patrons who
had paid for and demanded entertainment was bad busino value in it. Radio is the only kind of advertising bough on blind faith and hope, not to speak of charity-from the standpoint of circulation. The novelty of it makes this pos sible. Imagine what the advertising rates on radio would be if there were an audit bureau of circulations, which the actual number of listeners publications, to ascertain "Newspapers are listeners in on the advertising. pective buyers every day of the year. There is no petter time on earth in which to sell goods than when an appoint ment can be arranged with the prospect. And the buyer or reader pays the newspaper in subscription money to
make this date. The newspaper has to have character be hind it or it cannot continue to publish. It is the newspap out of its columns just as scrupulling advertising is kep its news and editorial columns against misreprestation and false statements. The buyer knows thsi. He relies upon the newspaper for truth and accuracy more than he relies upon the advertiser.'

It seems that little, if ary, money has been spent in
effort to get rid of the slums of many cities. an effort to get rid of the slums of many cities.
Slums have a habit of increasing constantly as house fall into disrepair and scualor, and they are always filled better. Nevertheless, they are entitled to something better and for their own sakes and for the sake of the communities to which they belong, through better housing these people will find a self respect and a sense of well beir. which they have never before experienced and it
will rsult in a vast improvement in their health and hapwill rsult in a vast improvement in their health and hap
piness.
Since the World War billions of dollars of public money have been spent in this country on public work vate business. Many of those who have participated in th art of burning up public money in the expensive scheme or their own designing are still on the job. A huge pro through no fault of their own, are compelled to live in the slums of our cities. The cost of these big project lions is a practice they have never acquired.

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& \text { Tions is a practice they have never acquired. } \\
& \text { It is on the efficiency of the masses that }
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ends, and efficiency cannot be obtained unless it is back ed by good health, contentment and pleasant, if modest, surroundings.

No longer are hard surfaced roads a luxury. They are now a necessity in all lines of business. oday the automobile, the the
The truck is employed extensively in nearly every lin usiness.
The tractor has helped in farr.fing, in road work, in hauling and has helped and increased the business of the The business man city business man.
The business man depends upon his automobile fo work and for pleasure.
 year around.
Both in bu
ess and pleasure, good roads are used the
Good roads bring the markets closer to the cities, the owns and farming pections and facilitate deliveries.
Good roads $b$ © expanced the territories of the jobber and the manuto
in getting his and save the farmer time and money in getting his arkets when the markets

ALLEY OOP


FRIDAY, J
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BASEBALL


- what it means

-to blend and cross-blend mild ripe tobaccos


## to "weld"them together

THERE are a great many different 1 kinds of tobacco grown in this
country and abroad. No two kinds country and abroad. No two kinds are quite alike.
Every variety has a different taste and other different qualities all its own.
Some have more natural sweetnes than others-some add a rare spice and a rich aroma-some burn more freely. hers.
taste we take the right amounts of the right kinds of home-grown tobaccos, then add aromatic Turkish When these tobaccos are blended and cross-blended the Chesterfield way-balanced-each kind of tobacco helps to bring out the best smoking qualities of the others.

That's what blending and crossblending means to Chesterfield -milder better taste. And that's why They Satisfy.
the cigarette that's MILDER the ci farette that TASTES BETIBR

