## ToDAY 廷astland Telegram

## COLD WAVE GRIPS THREE FOURTHS OF NATION

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Young Women and Men Lead In Crime

STOCK MARKETS Offlicliliow Forticstarie

now，Sleet，Rain Add To
Suffering Over Many
of The States

Smallpox Can Be Eliminated State Health Officer Says


Three Men Killed In Mine Explosion

German Woman
Heads County Group




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EASTLAND TELEGRAM
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tention of the publisher. Obituaries, cards of thanks, notices of lodge meetings, ete., ar
eharged for ; $t$ regular advertising rates, which will be furnished upo Entered as second-class matter at the post office at Eastiand, Texas
under Act of March, 1879 SUBSCRIPTION RATE

## Peace Highway

Links Two Continents

Looking Over the Government Spending Program


How Texas Cities
Got Their Names

Says Poison Gases Are Making Wars Much Less Deadly


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$\begin{array}{ll}\text { Plan to Finance } & \text { Rats Doing Much } \\ \text { Vet Home Purchases } & \text { Damage In Ft. Worth }\end{array}$ Vet Home Purchases Damage In Ft. Worth

## 3 4 4 4 4

Suspenders, Spats
And Caps Deno Ay Students of C.I.A.


## Advertisements

## are a guide to value

Experts can roughly estimate the value of a product by looking at it. More accurately, by handling and examining it. Its appearance, its texture, the "feel" and the balance of it all means something to their trained eyes and fingers.

But no one person can be an expert on steel saws, wood, leather, foodstuffs, fabries, and all of the materials that make up a list of personal purchases. And even experts are fooled, sometimes, by concealed flaws and imperfections.

There is a surer index of value than the senses of sight and touch . . . knowledge of the maker's name and for what it stands. Here is the most certain method, except that of actual use, for judging the value of any nanufactured goods. Here is the only guarantee against careless workmanship, or the use of shoddy materials.

This is one important reason why it pays to read advertisements and to buy advertised goods. The product that is advertised is worthy of your confidence.
Merchandise must be good or it could not be consistently advertised. Buy advertised goods

