## Week End Accident Toll in State Reaches Six







Small Songster


Wind Erosion Plans $|$| trol project was |
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| with preprway here |
| wrepation of engineered | Being Worked Out

$\qquad$ Beware Coughs from common colds That Hang 0n


## WE DO THE REST!"

No wasted time when you toss your advertising problems in our lap. No wasted effort, no misspent advertis ing dollars! No grief, no worrying, no uncertainty.
From rough idea to finished proof the entire responsiFrom rough idea to finished proof the entire responsi-
bility is ours. You simply "press the button"-we do bility is o
the rest.
You press the button and our plant begins to move. Lay out service, copy suggestions, typography advice are al furnished free. Every facility of our skilled organization - and of the Meyer Both Advertising Service which we buy for you-is yours for the asking, today, tomorrow, next week and all the year.
You press the button-we do the rest! From front office to carrier boy our staff is yours. Geared for service this paper is a modern, completely equipped newspaper ready at all times to produce advertising that will sell more goods at less cost to you.

ADVERTISE IN THE EASTLAND TELEGRAM


Florida Planning
For Its Greatest
Tourist Season
"T'm the best pal I ever had; We never have a fuss; We like to sit and talk about What's best for both of us."

-Adapted

Come to think of it, haven't we all dual selves? One to acquire and one to bestow; one to work and one to play; one self to provide what the other self needs.

It isn't selfishness to think about yourself. It isn't arrogance to take pride in your appearance. It isn't egotism to strive to impress others. It's just good sense in the direction of self-prog-ress-especially in business.

So, tell You to give You more consideration. Scruce up! This is the season to buy new clothes. And the surest way to get the best styles and values is to "shop" through the advertisements in this newspaper-because:

The merchants and manufacturers who thus put their wares on exhibition and their prices in black-and-white cannot afford to risk their reputation by making extravagant claims for doubtful merchndise. Read and trust the advertisements. They'll help you find what you want
-and save money!

