## NGER GETS SPRIIG MEEIING OIL BELT TEACHERS AT A COMMITTEE MEETING IN CISCO


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| Hell Jendy |
| OVER BOR |



Uncle Testifies Insanity Prevailed In Boss Family

Smoke of Battle in Which Three Died Bankers Are Told


Mrs. Susan Steele, 95, Who Came To Eastland County in 1878, Succumbs

Eastland's Part
AtConvention
Mapped by Lions

## FAVORABLE SIINS ARE SEEN IN WASHINGIIGG FOR ACTON ON LEON RIVER FLOOD PLAN

TYO MILIONAVALLABE FORSTAIEPEISSON

## EASTLAND TELEGRAM



## Bad Politicians Taint

Reputation of Good



$$
\begin{aligned}
& \text { unduestionable. } \\
& \text { Teamed with him, in the local party machinery, there } \\
& \text { will be a scattering of the other kind of politician-schem- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { wri, believers in "honest graft,", gimme boys who will stoo, } \\
& \text { er. anything on earth if they think they can get away with } \\
& \text { to }
\end{aligned}
$$

$$
\text { it. Now the "good" politician, in } 99 \text { cases out of } 100 \text {, plays }
$$

$$
\begin{aligned}
& \text { ball with these vultures. That's politics. } \\
& \text { He may not know just what they'r }
\end{aligned}
$$

$$
\begin{aligned}
& \text { He may not know just what they're up to- indeed, } h \\
& \text { my take the best of care not to know" but he tolerate } \\
& \text { them and helps to keep them alive. He does this because } \\
& \text { wllen all is said and done, it is by their help that he stay } \\
& \text { in office. } \\
& \text { IS we get the state of affairs of which Mr. Hoover con } \\
& \text { phins; not because most politicians are crooked, but b } \\
& \text { calise the ones who aren't don't stand up in meeting an } \\
& \text { fofee the departure of the ones who are. }
\end{aligned}
$$

THIS CURIOUS WORLD


MARKETS

BASEBALL X


Airplane Pilot Does stin int palase exeert the
 Not Take 'Postman Holiday' In the Air $\qquad$



FOUR.LEAF CLOVERS


## Yesterday': Result Boston 6, Chicago 5. Others postion

Today's Schedule
Today' Schedule
Chicago at Brooklyn.
St. Louis at New York.
St.
Cinesmatiat at moston.

## is his home, a 45 -acre farm

$\qquad$ hrving. Second in importance are boat, the Texas Ranger, mard
his thorobred saddle horses, which the first carlot movement of
(he pilot raises as a hobby.
Grande Valley produce by


You remember what Mark Twain said
.he said there were only two times when he wasn't smoking.... one was when he was eating and one was when he was sleceping.

Yes...there's a lot of satisfaction in smoking .. and it's true that tobacco has never been used in purer milder form than it is today in Chesterfield Cigarettes.

Practically every family subscribes to or buys one or more daily news-
papers. There are $35,000,000$ paper circulated papers. There are $35,000,000$ papers circulated every day in the United
States. As there are $30,000,000$ families, allowing for illiterates, every family reads, on the average, one and one-quarter papers a day! Because newspapers are influential, and a part of the daily life of every literate
person-because they are read and believed-because they art timely-person-because they are read and believed-because they art timely-
because they are local-and because they are complete-the newspaper because they are local-and because they are complete - the newspaper is the best advertising medium.

In the day's news, with President Roosevelt, with the baseball results, with the "doings" of Congress, with the happenings in Germany, comics, with the news of society, with cross-word puzzles, and everything
that appeals to the active and up-to-date American-the announcement of your product or name will find a ready association of quality and perti-
nence. A newspaper announcement gives you the opportunity of telling our story thoroughly and completely. You can show picture tho product. you can diagram its uses you can reason with the public. You can persuade - you can command-you can plead. In no other medium of advertising can you do as much, or sell as efficiently or as effectively. A newspaper is "alive"-vital. Each issue vibrates with life and in terest. A newspaper has elan which carries with enthusiasm to the reader all the matter included in its daily make-up. This gives force and anima-
tion to the advertisements in addition to their individual tion to the advertisements in addition to their individual appeal.

## Some of the Advantages of Newspaper Advertising

SECTIONAL OR LOCAL—Newspaper advertising is direct in that
it covers a definite territory. You know exactly whom you can it covers a definite territory. You
reach, and where they are located.
TIMELINESS-Newspaper advertising can be made to fit in with the calendar, or any scheme of events. As the paper comes out
every day, the advertiser's message can be timed to suit certain every day, the advertiser's message can be timed to suit ce
occasions, buying moods, or to fit in with daily occurrences. CONOENTRATION-In many cities or towns, one newspaper will
give thorough advertising coverage. In some cities, it requires two or three. But the advantage of a newspaper is its completeness
and thoroughness of coverage. If it has 50,000 circulation, adverand thoroughness of coverage. If it has 50,000 circulation, adver-
tisements placed in it offer a complete coverage for this many homes. A newspaper advertising campaign is thokough because GOES INTO THE HOME-The only way to get into some hemes is with a newspaper advertisement. Many people will not read reads a newspaper. A newspaper takes the advertising message
into the home-along with information and news of the into the home-along with information and news of the day. READ IN LEISURE-In the hurly-burly of life, every man and
woman stops for a half-hour, or an hour to read a newspaper. Anwoman stops for a half-hour, or an hour to read a newspaper. An-
nouncements that catch the eye in these moments of rest and leisure-if they are attractive - have a good chance of being read.
It is the best time to get a message over. This message, by the


THE VALUE OF THE PRINTED WORD-Few people understand the psychology of a printed statement. "Strange is the fascination of the printed page," says Bryce. The printed word, in itself,
creates faith. Words can be best used to advantage in newspaper advertising. FLEXIBILITY OF SCHEDULE-A newspaper is the only adverschedule. The advertiser can use an inch ad today, or a page art
scher
tomorrow. He can run all of his advertisement at Christmas time tomorrow. He can run all of his advertisements at Christmas time;
or he can scatter them throughout the year. He does not have to or he can scatter them throughout the year. He does not have to
make his schedule up for weeks and months ahead of time. He can start it at "a minute's notice." Qution. ACTION-Newspaper advertising is direct. It gets quick
action in today, and get results the same day, or the next day.
ALLOWS EXPRESSION OF PERSONALITY-In newspaper ad-
vertising, the personality of the advertiser can be developed. He vertising, the personality of the advertiser can be developed. H can takk "straight from the shoulder," or "call a spade a spade."
He can use humor. He can be individual. SURE TO BE SEEN-Newspaper advertising is surer of being seen. Large ads will be seen by every reader. Small ones have,
of course, a less chance, but, when run frequently, cannot be,
missed. Consistent advertising, well planned, pays!


FRECKLES and HIS FRIENDS-By Blosser


Sport Glances.




Fg



Texas Legends and Folklore
Olive M. Johnson, Director of Speech Arts

|  <br> "Wild West" Shows Will Be Numerous Throughout State |  |
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## SISTER MARY'S KITCHEN

BY MARY E. DAGUE


Spegin scuice Room 305, 461 Eighth Ave

## BULLETINS FOR BRIDES

Unless this year is very different from other years, grocers' sales of rice will pick up during the next six weeks. Church organists will suffer occupational fatigue. Tin cans will rattle behind dignified automobiles. And a great many young couples, emerging starry-eyed from the middle aisle, will face Life together and find it full of New Problems.

They have so many things to buy, so much shopping to do, so many choices to make. Furniture, silverware, rugs and blankets . . . towels and toasters ... soap and soup and cereals.

Fortunately for them, they go forth, budget in hand, into a world of standard values, recog. nized trade-marks, dependable merchandise. Familiar names, advertised names, will pass their lips naturally as they buy. They will read the advertisements more than ever now-selecting, rejecting, buying with a minimum of wasted effort and a definite assurance of value received.

The pages of this paper are full of bulletins for brides, news of the world of goods and services, short cuts to efficient house keeping. Whether you're a 1936 bride of a 1906 bride, make it a habit to read the advertisements regularly. For the sake of time, economy and convenience, be familiar with standard values when you start out to shop.




Political Announcements


| fice may, | The amard was based on the |
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## CONNEIIE



| Hotel Garage |
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| stexaco provers |
| Storase and Tirucrsice |
| Wout Moin |



| ELECTRICAL |
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| APPLIANCES |
| Terao Electric Service Co. |

## CLASSified



MRS. A. F. TAYLOR
Students in Piano Recital May 20th 8:00 P. M.

## Eastland migh school auditorium


$\underset{\substack{\text { Telephone 318-W } \\ \text { 503 South Mulbery } \\ \text { S }}}{\text { St }}$


CHEVROLET TRUC HARVEY CHEVROLET

