# TODAY'S NETS TODAY! 

10c WEEK
Delivered To Your Home

## vok $x$ II

## IARRETT IS ELECTED TO CONGRESS Salloway, Woods Elected, Adamson Leading

## IMISCOH Has suluri lead teroponeen w

GARRETT'S FRIENDS NOT AWED Congress Race Climax Seven Elections AT VICTOR O OVER T.L. BLANTON


How They Voted In Eastland County

County Clerk


Elected Sheriff


Coach to Issue

## Mav Equipment

Monday Morning
Stumpy Warden Has
Injured Foot X-Rayed

## BIG LEAD IS PHED UP BY EASTLAND MAN



## You Can't Advertise Today and Quit Tomorrow

> You're Not Talkiug to a Mass Meeting . . . You're Talking to a Parade . . . !

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights... it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause the $m$ to react on one another does adtising become a social pheno menon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising-made prospects disappear far faster. Casual impressions, however favorable, dry like dew in the heat of competition.
"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word... THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

## EASTLAND TELEGRAM




