# Todar.s Eastland delegram 




BRIIISH AND Former Ranger
U. S. BOATS IN Man Dies
MWIOR FORAY
Roosevel Is FOR A UNIED Peace Effori


| Builds 55-Foot | Three In Mine Are |
| :---: | :---: |
| Silo for Storage | Pronounced Dead |



ARP Has Hands Off Races, Says Official of State


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## BLANTONS COLLEAGUE OF TEXARKANA VOICES PRAISE FOR ABILENAN SATURBAY

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25 Killed When
Train Hits Truck FOUR KILED
BY CAS FIMES
IEAR ODESSA

E. O. Thompson<br>To Talk August 19 In Eastland

Deputy To Return
Prisoner To County
National Union
Endorses Pair

Average Motor
Vehicle Taxed \$49 During Past Year

IUDCE BLANTON RPPS EVEMES AND TELLS OF HIS RECORD IN SPECCH HI RMCER ON FRDAY
J. E. LEWIS, Manager
EASTLLAND TELEEGRAM
Published every afternoon (except Satarday and Sunday)
and every Sunday morning

## Race Question Injects

## Self Into Olympics

The man who said that international athletic competi-
tion and harmony among the nations must have been en-
tirely ignorant of the things that happen at the Olympic
Games. Games.
Judging them strictly on form, these games would seem
to be about as fertile a source of international dislike as anything that man's inventive brain has yet devised. If would presently be landing their marines and taking strong measures.
The all-time high water mark seems to have been
reached in Berlin. Herr Hitler, flanked by his official
muscle men, beams down from his box, prepared to ex-
tend the right hand of good fellowship to the winners and right aw
colored boy named Jessie Owens, ably seconded by other soon, Albritton, Williams, LaValle and Robinson. his career to the thesis that blond Nordics are, ipso facto,
superior to all other breeds. But he hardly gets his chair
warm before it is clearly proved that there isn't a blond warm before

$$
\begin{gathered}
\text { Mr. Owens a re } \\
\text { Thus Jesse }
\end{gathered}
$$

spot. The dictator departs hastily, the world treats itself to a chucke at hes experss out to be the very one who can
lece of the olympics turs personal congratulations of Der Fuehrer receive the personal congratulations of Der Fuehrer.
Yes it is all pretty ridiculous. But we Americans might
do a litte bit of thinking before we laugh too hastily. Af-
ter all, we are hardly in the best of all possible positions for pointing the
to race prejudic
The race problem is a knotty one, and it probably will
have to work itself out over many generations. Getting
sentimental over the athletic prowess of Jesse Owens isn't
going to show us how white and black men can live in eter. going to sh
nal amity.


Steel Is Poor Setting
For Tense Drama


| Life of the Saint Of the Day By REV. S. E. BYRN |
| :---: |

SUNDAY, AUGUST TC, IIDAY


Sweetwater Sees BigCottonCr





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## How To Pick PLUMS

We mean the good things of life - that new dress you've been wanting, the shoes your husband needs, new draperies for your living-room, a glider for the garden, a new car. There is one almost infallible way to do your "comparison shopping." Read the advertisements. They give you facts about quality and price before you buy. When you make your final choice you know you've covered the market thoroughly and are getting the best and the most for your money.

Advertisers in this paper promote their products sincerely and truthfully. Follow them and learn how to pick "plums."


## 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 them to react on one another does adtising become a social phenomenon.

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!



A Selfish Spirit Stirs

## The Rabble-Rouser

pliment. But when the Rev. Gerald L. K. Smith address-
ed a National Press Club uncheon in Washinton the other
day he admitted the epithet had been applied to him and he gloried in it
Mr. Smith explained himself like this.
"Oh, I know," he said. .If you say 'the flag' you are a
rabble-rouser, The very first reference to the Stars and Stripes makes y
agog, and
ple pray.
Stay out where people are smart, drunk, and sophistica
Mr. Smith makes an eloquent plea and makes dema-
gogy sunn like a high and holv thing. The only trouble
is that he forgets that the spirit in which you do a thing
can be a good deal more important than the thing you do.
Getting down and appealing to the sincere and hu
ble emotions by which people live is not solely a trick of
the demagog. Lincoln was a past master at it.
The American Revolution was fought largely because
such men as Patrick Henry and samuel Adams had the
same knack. Bryan could do it, and so could Theodor
Roosevelt, and both men occupy honored places in our
The thing that stamps a man as a ribble-rouser and
demagog is the fact that he appeals to those profound an
$\square$
$\square$ That he arouses a force whirh could move mountains, and
then turns it to his own selfish ends.
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$\square$base it, can rouse men to the pitch where they can tran-
scend themsiles
such as Hiter has to lead them into some swamp
suated in Germany.

|  | Coat of Arms |
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MARKETS Actress Denies

Life of the Saint
Of the Day
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HE SOLD YOU THE
BOAT WTHT THE PELTS AND THE MEN! NO DOUBT BLICK SOLD
YOU THIS BOAT AND YOU THIS BOAT AND
MADE YOU INNOCENT MADE YOU INNOCENT
VICTMS IN HIS ILE.
GAL BUSINESS!
ROMANCE DEFIES YEARS thet and confusion, gave orden
that tha martyrs brains should be
dashed out with oars, which was

Ship Employe Has Never Been

On A Sea Trip




| LOCAL |
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| omer on |$-$ EASTLAND-SOCIAL

