# pixs Inastland ©elegram 

## APPED GUE F ToDAY

Allred Sends List Of Appoirtees to The Senate Today


CCC Corps Will
Enroll 19,415 In
Eighth Corps Area

PRESIDENT IS SPEAKER AT BIG DAMSTE

TeePee Employes at
Picnic In Thurber


Football Moves to Western Half of District This Week


Self Principal, Self


Case Postponed
Postponed
In District Court vs. Fred Zellars et ux, called
TTesday morning, the case The case involves an injunetion
against operating a beer parlor
and dance hall to declare same

## Plant Wheat Crop

 On Reservoir Site

lives and property of foreigners in China today. It is a first
class, fulldress war, carried on with the utmost determina-
tion by well-armed, well-trained trops. It is not in the
least like the sort of thing that used to draw American
cruisers to lonely Central American ports in days gone
by.
In those cases, a handful of ragged insurrectionists
would be fighting a handful of equally ragged federalists
on some sunburnt sand hill, spraying the port with ma-
chine gun bullets while they struggled to see whether
Generalisssimo This or Field Marshal That would be the
next president. It was a simple matter for an Ameircan
warship to steam into harbor, train her guns on the con-
tending parties, and warn all hands to stop fighting be-
fore some one pot hurt
$\qquad$
blance to that. If this government set out to protect Ameri-
can lives and property there in the old-style way, it would
need the entire United States fleet and several divisions of
soldiers. The result almost certainly would be war with a
today's games

TRY A WANT-AD-IT ALWAYS PAYS!
Lovely Star

$\qquad$ yesterday's results
$\qquad$
national league Chicayo 7 , Cincinnati 4.
New York 5.3 , Boston
Philadelphie
today's games


## IT'S IN THE News!

There are two classes of news in these columns every day:
(1) Interesting stories about events all over the world; and (2) The advertisements. Yes, the advertisements are news, and in manv ways the most important of all, because they affect you more directly and personally than any other.

A new and better method of refrigeration is devised - and you learn about it through advertisements. Improvements are added to automobiles which make them safer than ever again advertisements carry the story. Styles change in clothing - and advertisements rush the news to your doorstep. A manufacturer finds a way to lower the price on his products - he advertises to tell you about the savings.

You'll find that it pays to follow this news every day. Reading the advertisements is the sure way to keep abreast of the world ... to learn of new comforts and conveniences . . . to get full money's worth for every dollar you spend.


# You Can't Advertise Today and Quit Tomorrow <br> You're Not Talking 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 suffiicently saturated with a certain slogan, say, to cause them to react on one another does advertising 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 OV-ER-SPENDERS IN ADVER TISING!

## EASTLAND TELEGRAM

## OF THE. NIGHT


Gastland telegram






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Uhen
On





OUT OUR WAY" PAGE FIVE


MYRA NORTH. Special Nurse - - By Thompson and Coll


SISTER MARY'S KITCHEN



## LOCAL-EASTLAND-SOCIAL

 MotherTetacher Clater
To Elect Officers The Mother-Teach
Eastland High scho
their first session

