




 IIT ${ }_{\text {SUBSCRIPTION RATE }}$

Abundant Life Only for Those Who Pay


$\square$
State Governor



H
HIGH SCHOOL
GRID RESULTS


A.\&M. Registrations Show Big Growth

SISTER MARY'S KITC


# ITS' 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 many 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 comiorts and conveniences ... to get full money's worth for every dollar you spend.

## the KATYDID Sounds Taps

STOP YOUR CAR IN OPEN COUNTRY ONE OF THESE NIGHTS WHILE FIREFLIES STILL TWINKLE AND THE ORCHESTRA OF INSECTS IS IN ITS LAST WILD FRENZY. PERHAPS YOU'LL HEAR A NEW MUSICIAN TUNING UP: "KATY DID . . . KATY DIDN'T"" A WEEK LATER WHEN OTHERS ARE MUTED BY THE SUDDEN CHILL OF NIGHT . . . THIS LONE FIDDLER'S NOTES WILL MULTIPLY INTO A LOUD AND ROUSING THRENODY:

## "KATY DID! . . . KATY DIDN'T!"

AND WHAT IS THIS TO YOU? "SIX WEEKS AFTER THE FIRST KATYDID COMES THE FROST!"

HOW WILL YOU MAKE THE MOST OF THE MONTHS AHEAD? . . . HAVE YOU THOUGHT HOW FULLY THE ADVERTISEMENTS TELL THE STORY OF YOUR NEEDS? HERE, IN THE PAGES OF THIS NEWSPAPER, STYLES ORIGINATE AND THE COMING EVENTS ARE CLEARLY SHOWN. HERE ARE THINGS NEW AND IMPORTANT FOR THE HOME, FOR PERSONAL USE, FOR BUSINESS. DEPEND UPON ADVERTISING TO THINK IN ADVANCE FOR YOU ... TO SAVE YOU MONEY AND ENERGY, AND KEEP YOU ABREAST OF THE TIMES. WINTER'S AHEAD . . . BUT ADVERTISING HAS FORESEEN ITS COMING!

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Part Time Classes
Urged by the NYA
CHRISTIAN RENJEWAL


EASTLAND TELEGRAN


MYRA NORTH. Special Nurse - By Thompson and Coll


Failures Decline

## Behind the Scenes in Washir

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pemem
. Waxorxirn


THE COMIC. ZOO


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IT'S A GOOD PLACE TO LIVE! weatb aop
 Yes, Eastland is a good place to live in the memory of these former
residents, but more so it is a good place for us. While prices are right
and terms are made to suit your convenience, buy a home in Eastland.

EARL BENDER \& COMPANY

FOR ABSOLUTE SECURITY AND PROTECTION-..-!


## SEIBERLING

THE ONE TIRE THAT PLEASES THE WORLD OF USERS TODAY!
I OUR MONTHLY PAY PLAN - ONE-THIRD DOWN BALANCE MONTHLY.

## Jim Horton Tire Service



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noter experiences, yourf MAKE YOUR O EASY TER 2 , meD tape O NO NO REDTAPE ONOD
QUICK SERIIG
GEO. H. HIPP

