

EASTLAND TELEGRAM

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NOTICE TO THE PUBLIC

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SUBSCRIPTION RATES

ONE YEAR BY MAIL (In Texas) \$3.00

The World Turned Upside Down

When Cornwallis' troops marched out of Yorktown to surrender to besieging Americans, their bands played a tune called "The World Turned Upside Down."

So it must have seemed to these veteran British regulars, laying down their arms to the rabble of rebels that they had held in such contempt.

But if the world seemed upside down on that October day of 1781, let us think a moment of how upside down it is today as compared with early August only 26 years ago. War had just broke out in Europe. Beyond a feeling that this was Big Stuff, Americans cared little, knew less of what lay behind that war.

On Aug. 8, the Literary Digest had rallied enough to make its first survey of newspaper opinion on the European war. They led off the week's issue thus:

"Our isolated position and freedom from entangling alliances inspire our press with the cheering assurance that we are in no peril of being drawn into the European quarrel. But the closing of our stock exchanges, the exportation of gold to Europe, the rise in wheat and corn, the failure of business firms, help to remind our editors that a war which involved all Europe could not but have its effects among us."

That was August, 1914. Now it is August, 1940. "Our isolated position" is now freely challenged. Our "freedom from entangling alliances" no longer means what it did then. Those 1914 editors meant formal military alliances like those which drew the French in after the Russians, the Germans in after the Austrians.

Today there are no "cheering assurances" that we are "in no peril of being drawn into the European quarrel." Today our stock exchanges are not closed, but open—and listless. Today gold is not being exported to Europe, but accumulates here—to suffocation. There is no rise in wheat and corn, no wave of business failures. Only that vague permission that "a war which involved all Europe could not but have its effects among us" remains as a truth magnified.

Son's Letters To Mother Go Through In Spite Of War

BIRMINGHAM, Ala.—George Surtree, Sr., middle-aged bespectacled Birmingham jeweler, has written a letter to his mother every two weeks for the past 34 years—ever since he emigrated from England.

castle-on-Tyne scene of recent German bombings, doesn't answer her son's letters herself. A strange home disease attacked her 25 years ago this month, and she is a bedridden invalid. For this reason, Surtree says, her only protection against the German bombs is a heavy oak table that has been laid alongside her bed.

MAMMOTH FALLS

Word puzzle section with horizontal and vertical clues and a grid. Includes a crossword puzzle and a word search.

Large crossword puzzle grid with numbers and some filled-in letters.

Seaside Conversation



BRUCE CATTON IN WASHINGTON

BIG ROW BETWEEN OIL INDUSTRY TITANS LOOMS OVER SINCLAIR'S SETTLEMENT WITH MEXICO

BY BRUCE CATTON

WASHINGTON.—A sub-surface row between titans of the oil industry is finding covert expression in an innocuous-looking bill now pending in Congress.

This bill is a brief amendment to the "stolen property act" of 1934. It seeks to close U. S. markets to any properties which have been expropriated by a foreign government; it has passed the Senate and is up for consideration in the House.



Catton

Back of it is a scrap between the Standard and Sinclair oil interests, arising from the fact that Sinclair settled his claim against Mexico, while Standard did not.

Sinclair settled for \$8,500,000 and a contract permitting it to buy 20,000,000 barrels of Mexican oil over a four-year period. Complaint of its rivals is that this oil is coming in fast enough to depress the U. S. market, and that much of it is in fact oil taken from the wells of the other expropriated companies.

Sinclair officials, however, say that under their contract all the oil they get must come either from the wells they themselves formerly owned, or from wells originally owned by the Mexican government. Anyway, they argue, their oil imports run to less than 14,000 barrels a day, whereas total U. S. oil imports have been swinging between 100,000 and 300,000 barrels daily.

Advertisement for 'Kwik-Kor' featuring a cartoon of a frog and text: 'TEXAS HAS A BOUNDARY LINE MORE THAN 4,000 MILES IN LENGTH. RIGHTERONG? FROGS CAN CLIMB TREES.' Includes a small illustration of a frog on a tree.

New Federal Law On Duck Hunting Amply Justified

NEW YORK.—Secretary of the Interior Ickes' modification of federal duck hunting laws for next fall is amply justified by the continued increase of the waterfowl and from the standpoint of better law enforcement, according to President John C. Huntington, of the More Game Birds Foundation.

The federal hunting law changes, just approved by President Roosevelt, lengthen the waterfowl hunting season in all states from 45 to 60 days and permit shooting to begin at sunrise instead of 7 A. M., as formerly.

"While other changes might have been made without increasing the take by hunters, the modifications are conservative and warranted by the need for more equitable regulations than have prevailed in the past," Huntington states.

NYA Expansion Program Is Due During September

Expansion of the NYA Resident Center for boys at Ranger to its maximum capacity is scheduled for September, J. C. Kellam, State Youth Administrator, has announced.

Rifle Matches To Attract Nearly 8,000

CAMP PERRY, O.—The National Rifle Association anticipates that the attendance at the Camp Perry National Rifle matches beginning Sept. 1 will attract a competitive attendance of 8,000 persons from the United States.

Among the contestants in the events, it is expected, will be many private citizens who might be subject to military service.

The idea is that the civilians not attached to any of the regular rifle teams can come here and qualify in the rifle and pistol schools.

Last year, between 7,000 and 8,000 persons came to the matches, including 2,000 soldiers, to handle the mechanics of staging the matches. Of these, 4,100 were contestants.

Youths assigned to the Center receive work experience and training in machine shop practices, wood working, radio and electricity, and airplane mechanics.

Interview of applicants for the September enrollment is now being undertaken and a waiting list is being set up.

Mrs. Jewell Reeves, NYA Personnel Worker, will be in Ranger each Monday to receive applications for interested youths.

Application can be made any day to the NYA Area Office, 212-214 Eastland National Bank Building, Eastland.

MODERN MENUS

BY MRS. GAYNOR MADDOX
NEA Service Staff Writer
A STACK of griddle cakes—that's an all-American breakfast call. Add a bundle of pork sausages and everything looks rosy.

Waffles always ring the breakfast bell. Lucy Maltby, noted expert in what the American family likes to eat, gives her sure-fire recipe for the great American waffle.

Waffles always ring the breakfast bell. Lucy Maltby, noted expert in what the American family likes to eat, gives her sure-fire recipe for the great American waffle.

DOLLAR WAFFLES (5 waffles, 8 inches in diameter) One and one-third cups flour, 1 teaspoon baking powder, 1/2 teaspoon salt, 2 eggs, separated, 2 tablespoons melted butter, 1 cup milk.

TOMORROW'S MEAL
BREAKFAST: Wheat cakes and sausages, strained hot tea, milk.
LUNCHEON: Cream celery soup, ready-to-eat cold cuts, cucumber baked beans, fruit tea, milk.
DINNER: Broiled chops, mint jelly, potato on half shell, Harvard mixed greens salad, dressing, chocolate tart, coffee, milk.

Large advertisement for 'Radio Programs by the Clock' featuring 'MUSIC NEWS ENTERTAINMENT FOR ONLY 1/2¢ AN HOUR'. Includes a cartoon character and text: 'Texas Electric Service Company'.

OUR WAY

By Williams Freckles and His Friends—By Blosser



THE WORRY WART

J.P. WILLIAMS 8-20

LEY OOP

By Hamlin



ED RYDER

By Harman



Operates In Forty-Six States And In Hawaii

With the recent opening of a bottling plant in Honolulu, products manufactured by the Nehi Corporation, including Royal Crown Cola, Par-T-Pak Nehi beverages, are now distributed in 46 states, the District of Columbia and the Hawaiian Islands, it is stated by H. R. Mott, president of the corporation.

dising and advertising, and a recognition of the strong appeal of quality products to the American consumer have been the strong factors in the development of the company to its present position among the leaders in the soft drink industry. The company from which Nehi Corporation is an outgrowth was established 28 years ago. At present, the Company's products are bottled by well over 400 individual plants, and it is responsible for the employment of more than 50,000 people.

RODEO CATTLE ROUNDED UP
EL PASO, Texas—Two caravans of what cattlemen call a vanishing breed—longhorn rodeo steers—have arrived in El Paso from the Mexican state of Chihuahua for shipment to Madison Square Garden and other rodeo arenas. The steers came from an American-owned ranch near Casa Grandes, Mexico, and numbered 250 head.

sharp sales increase for the current year. Advertisements are now appearing twice a week in more than 600 newspapers throughout the country. The campaign comprises 32 insertions and is now scheduled through mid-September.

Newspapers have played an important part in the Company's



Fire Chief Quits To Become Janitor

By United Press
ORD, Neb.—Being a caretaker or janitor apparently is more desirable in Ord than being fire chief.

Two years ago E. J. Shirley, who had served 42 years as fire chief, retired to become caretaker of a golf course.

Now Cecil Clark has resigned as fire chief to become janitor at the new postoffice.

SERIAL STORY MURDER INCOGNITO

BY NORMAN KAHL

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YESTERDAY, O'Leary escapes the bullet, discovers the intruder is Riggs, the chauffeur. He sends the man to jail, studies the contents of Saylor's safe. Riggs is an ex-coviet, paroled to the attorney. There is also evidence that Barbour had been embezzling funds of the partnership and Saylor intended to have him disbarred. O'Leary is not sure Riggs is the murderer.

CHAPTER VIII
SERGEANT CARROLL tried painfully to suppress a yawn as he walked through the marble corridors of Central Police Station the next morning. A policeman's lot, indeed, was not a happy one, he reflected. Especially when something like this Saylor murder business came up.

With a shrug of his shoulders, Carroll turned into the detective bureau. He nodded curtly to the man at the desk and walked directly to O'Leary's office. The weary sergeant was astonished to see how fresh O'Leary looked after the harrowing experiences of only a few hours ago.

Carroll pushed his hat toward the back of his head and sank down into a chair. "Chief, I thought we had that thing cleaned up. What if Saylor did have George Barbour behind the eight-ball because he discovered Barbour had been dipping his fingers into the till? And what if Saylor was going to toss Hazel Leighton overboard because he didn't love her any more? And what if he didn't want young Appleby to get any money because he didn't like the Waters girl? And what if Mardell did owe him some dough on gambling accounts?"

O'Leary tapped the desk with a pencil. "You think we ought to forget all that—concentrate on Riggs now?"

"Sure," Carroll insisted. "He did the job."

"How?"

"I don't know. But he was the only one who had a gun and the time to do it."

O'Leary nodded. "Sure, but what if it isn't the right gun?"

"Ain't we got a report on it yet from the ballistics expert?"

The lieutenant picked up the phone at his elbow. "We'll see. Carroll finally took off his hat, aimed at the rack, and missed. "If it was Riggs' gun that killed Saylor, let's forget all those other angles, Chief."

"I'd be glad to . . . if I could find some more answers," O'Leary said. "If it was Riggs who shot Saylor, he must have done it while he was standing somewhere near that window in the study. Maybe he was pressed against the fireplace near the desk. That's the angle of the bullet."

"But why would a murderer

bother to pen himself in on that side of the room? Wouldn't it have been much easier just plugging Saylor from somewhere near the library door where the killer would have had to enter? Then he could have made a quick getaway."

Carroll didn't have a chance to answer. The door opened, and a lean man, wearing silver-rimmed spectacles, came into the room.

"Have you got the report, Murdoch?" O'Leary inquired.

Murdoch placed several sheets on O'Leary's desk. "Here it is, Lieutenant."

Carroll got up and squinted down at the papers. "Just tell me one thing, Murdoch. Was the gun we gave you early this morning the same one that knocked off Saylor?"

"No," the man said with emphasis.

O'Leary's expression remained unchanged, but Carroll's face fell as he glared at Murdoch. "Looks like we start all over again," he said to no one in particular.

O'Leary swung back in his chair. "Okay, Thanks, Murdoch. Tell Sweeney to bring Riggs in here, will you?"

In a few minutes, the swarthy chauffeur was led into the room. His temper had been somewhat subdued during his stay in jail, but a slow-burning anger still pervaded his features.

"I'm going to start right off by telling you, Riggs," O'Leary said, "that we're not pinning a murder rap on you. We know you didn't do it. But we're still holding you for attempted murder and larceny. Now to make everything easier, why don't you tell us the whole story?"

Riggs sat mutely. At first his eyes darted antagonistically at O'Leary and then at Carroll.

"Okay, what do you want to know?"

"Why did you want those parole papers?"

"I don't know . . . I thought they'd look bad if you fellows found them."

"You didn't like Saylor, did you?" O'Leary asked.

"No."

"Why did you stay after your parole ran out?"

"He wouldn't let me go."

"What do you mean? . . . He couldn't hold you after the four years were up?"

Riggs twisted his lips into a sneer. "Oh, yes he could. Not legally. But he never did anything legally. He told me that if I ever tried to leave him, he'd frame me and get me sent back

to the pen. He would have done it, too. He did it to others."

O'Leary pondered a moment. "Why did he want you to stay in his employ?"

"I knew too much. He needed a chauffeur who could drive him around everywhere and who could run all his dirty errands. I was perfect because I was under his thumb. When my parole was over, I wanted to bust loose and go into the garage business with my brother. He wouldn't let me. I hated his guts. Ever since I got out of jail, he's never paid me a salary. Just a couple of bucks for cigars once in a while. That was the fee I had to pay for lettin' him get me a parole."

O'Leary waved his hand toward the officers. The policemen moved forward to take Riggs away.

When O'Leary and Carroll were alone again, the lieutenant said suddenly, "We're going places, Sergeant. We're going visiting. The first thing I want you to do is to call Appleby and tell him to let all his guests go to their homes. They'll think the case is closed. Be back here at 11:30. I think we'll call on Miss Leighton first."

Hazel Leighton's face reflected her shock at seeing the two officers at her apartment door. Flusteringly, she led O'Leary and Carroll into the living room and asked them to sit down. The lieutenant chose a stern-looking chair near a walnut secretary, placed in the center of a jutting solarium at one end of the room.

"We're just checking up on some loose angles," he explained. "Nothing to become alarmed over, Miss Leighton."

Hazel nodded nervous agreement. "Anything I can help you with, Lieutenant . . ."

"You can," O'Leary said abruptly. "That letter on the desk—may I see it?"

Hazel sprang to her feet and started for the desk. "No . . . please, it's personal." Her cheeks were crested with a glow of pink.

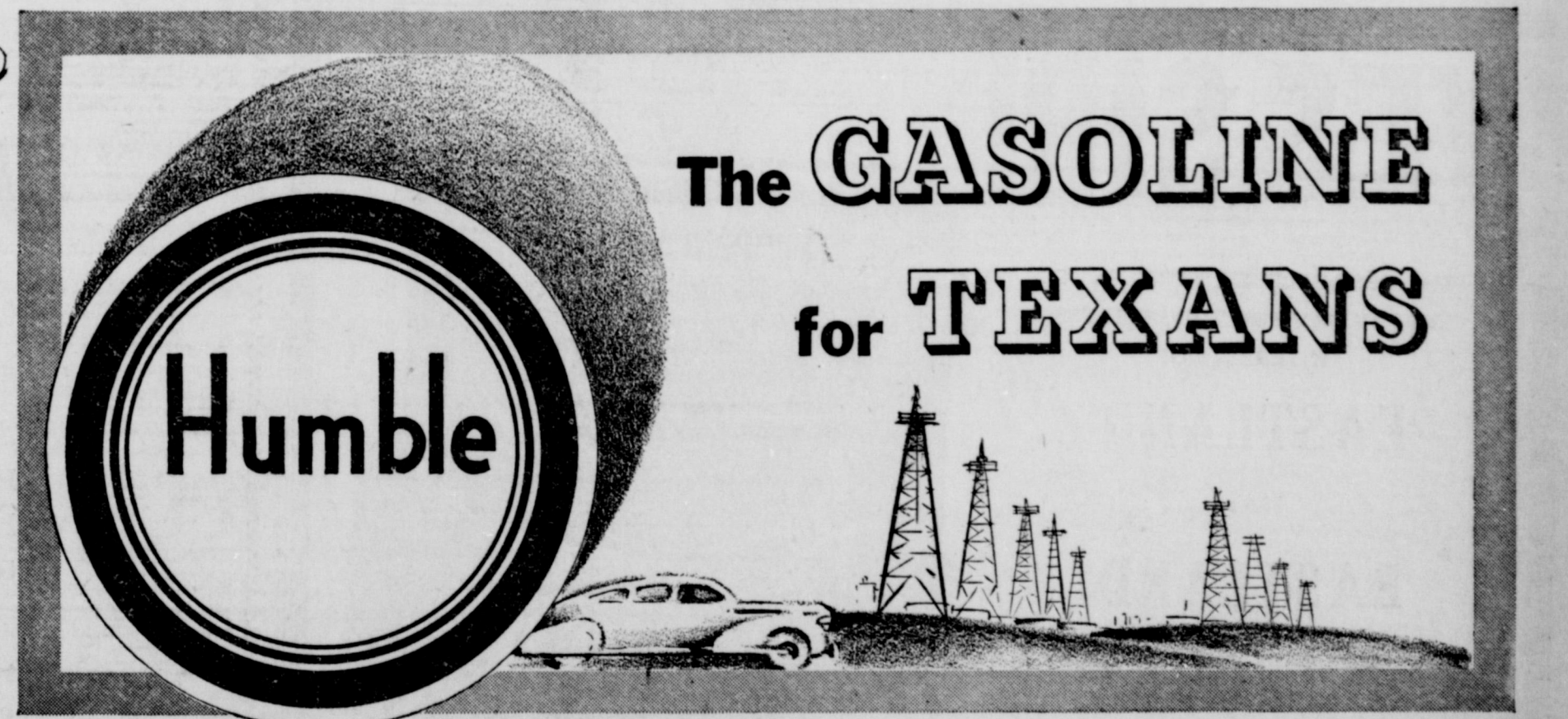
O'Leary said, "I'm sorry." But he was already reading the letter.

"Jed Darling:

"I'm afraid the party is over. Saylor had me cornered and it was the only way out. The rat tricked me and spoiled our game . . . and now all his little games are over forever. You must know what I mean. You've read it in the papers, by now."

"I tried to put the deal across the way we had planned. Honestly I did, dear. Saylor was just a little smarter than we figured. Maybe the next time . . ."

(To Be Continued)



IF YOU will use Humble Gasoline day-in and day-out, year-in and year-out, you will always have a gasoline which matches performance with the performance of the car you drive.

We make that statement with the sober realization that it implies continuous improvement of this product to keep pace with the continuous improvement of automobile engines. We realize that it constitutes a promise to supply you a regular-grade gasoline second to none.

We have no hesitancy in making that promise: continuous improvement is a basic Humble policy.

Today, Humble Gasoline is made to specifications which meet the requirements of today's streamlined, speedy, high compression cars. It is seasonally adjusted with the changing seasons; it is climatically adjusted to driving conditions in Texas.

Fill up today at the nearest Humble sign—see for yourself that Humble is the gasoline for Texans!

HUMBLE OIL & REFINING COMPANY

Stop today for continuously improved Humble Gasoline **HUMBLE**

Frankly, this gasoline is not as high in quality as Humble. But it is a good gasoline of leaded, specified quality, manufactured for older automobiles. Thrifty price makes it popular with users.

This is definitely the best gasoline you can buy. It gives you extra performance with every gallon. We are enthusiastic about Esso Extra—when you try it, you will be, too.

An Accident In Emergency Times Really Sabotage

CHICAGO.—In time of national emergency an accident is unintentional sabotage, the National Safety Council declared today in announcing that its 1940 National Safety Congress will be devoted to mobilizing the forces of safety for the nation's defense program.

With "Safety for National Defense" as the keynote, the Congress—biggest safety meeting in the world—will be held October 7 to 11 in the Stevens Hotel, Chicago, the seventh time it has been held in this city.

Ten thousand safety leaders from every part of the United States will assemble at the Congress to discuss an accident prevention program designed to forestall delays in traffic and industry that would be dangerous to national preparedness.

In selecting this theme for the Congress, the executive committee of the National Safety Council made this statement:

"We feel that recognition and

Half Speed Ahead



Peewee Reese, Brooklyn's brilliant rookie shortstop, hobbles around his New York hotel on crutches, bemoaning the fact that he'll probably be out the rest of the season with a fracture above the heel of his left foot.

development of safety's part in national defense is peculiarly appropriate as the keynote of this year's National Safety Congress.

"While no one knows what the future holds for America, it is evident that, come what may, the country is engaged in an intensive program of preparedness against any emergency. In this program safety must have a vitally important part, since conservation of resources—both human and material—inevitably is a cornerstone of national defense.

"In time of stress it is more than ever essential that traffic flow smoothly and safely, that the wheels of industry turn ceaselessly at top speed. In such times any delay is dangerous and an accident is unintentional sabotage.

"The National Safety Council therefore pledges its energies and resources to this end, and dedicates its annual meeting of members—the National Safety Congress—to diligent study of how safety best can serve in the defense of our nation."

The delegates will be reminded of the purpose underlying the

BRITAIN SUPERVISES ALL FARMS TO FORCE GREATER PRODUCTION OF ALL CROPS

BRITAIN SUPERVISES... 36c

LONDON.—The British farmer is involved more deeply in this war than he ever has been in any previous one.

Fields untrampled by soldiers since the Civil War of 1647 now are dotted with concrete pillboxes and Local Defense Volunteers have erected sandbagged defense-posts where peaceful lanes debouch into highways.

Chie Land Army girls swarm through barns or in fields where formerly three or four stoop-shouldered farm laborers moved slowly but efficiently through the day's work. But more disconcerting even than these is the local War Agricultural Committee which has drastic powers to direct farm operations.

That committee, consisting of from 12 to 15 men, with notebooks in hand, tramp around the farmer's field and tells him what he must do to increase the country's food production. In other words, the farmer who heretofore has regarded "good farming" as

Congress when they look from the windows of the Stevens Hotel headquarters. Visible in the distance will be historic Old Fort Dearborn, where 137 years ago the founders of Chicago met for common defense and safety.

In 150 distinct sessions, by more than 500 speakers, every conceivable phase of safety will be discussed—traffic, industrial, home, farm and general. The modern safety army which mobilizes for this week-long defense council will have at its command the latest and most powerful weapons for the war on accidents. New developments, new information, new experience and tactics in the never-ending battle to reduce tragedy and suffering will be reported and studied.

And through it all will run the national defense theme—the knowledge that unintentional sabotage through mistakes, confusion and delay is a greater menace than the sabotage of alien agents... that any accident which kills or cripples a man who is doing his job well, whether he is behind a lathe or on the Army General Staff, is dangerous to the security of the nation.

court order terminating his lease and can then place a new man on the farm.

Lack of capital is the farmer's biggest problem. His income is small. Of the 435,000 farms in England, Wales and Scotland, fewer than 10 per cent report annual incomes in excess of \$1,000. This figure includes a rough allowance for the foodstuffs grown for the farmer's own consumption, and an allowance also for the shelter he enjoys. In other words, it is not merely a cash income, it is his gross taxable income and is fully comparable with that of the urban worker who has to buy food and pay rent.

In addition, this farmer with a gross income of \$1,000 or less is pretty heavily in debt. The chancellor of the exchequer, in reply to a question in the Commons on July 2, declared that the London clearing banks in mid-February had lent to British farmers about \$150,000,000. Dividing that by the 435,000 farms gives an average indebtedness to the big joint-stock banks of about \$340 per farm—a fairly high percentage of the average farm income. A similar calculation last year gave a rural indebtedness to the banks of nearly \$200,000,000. But according to reliable farm writers, the farmer owes a far larger sum to merchants, commission men, auctioneers, landlords and hire-purchase companies than he does to the banks. There is, in fact, a growing literature on the problems of "rural credit."

His costs this year have been increased by a new order compelling him to pay at least 48 shillings per week to his adult farm laborers. This is not an absolute record, for during the inflation of 1920 he paid 50 shillings a week but it represents a big jump from the 31 shillings paid most years since 1920.

To offset his higher costs the farmer has been granted higher prices. A subsidy was collected by the government from the millers who, in turn, collected it from the consumers of flour. Now the government is the sole buyer of wheat. Increases are promised for oats, potatoes, milk, sugar beet, sheep and pigs. The new ministry of agriculture says that these will not only cover the farmer's increased costs but enable him to make "substantial additional profits, especially on the better class lands." To rectify this, farmers enjoying an income above a limit to be shortly announced will have to keep accurate books and pay income tax on their actual returns instead of—as at

present—merely on the fixed annual rental of their farms.

Politically, the British farmer is a staunch Conservative and an advocate of tariffs on low-priced foreign foodstuffs or alternative by a good stiff subsidy to make up the difference between his costs and those of his overseas rivals. He is the largest industry in the United Kingdom. Thus he sees no reason why much smaller industries should enjoy tariff protection and high prices in the home market while he is expected to stand exposed. To some extent he has had his way, and in return for it he is now expected to redouble his efforts to increase food production.

Deaf Mute Barman Likes Missing Chatter

NEW ORLEANS.—Richard Ryan, a handsome deaf-and-dumb barman in one of the French Quarter's historic taverns, uses sign language to admit that his job is a pleasant one because he doesn't have to listen to the babble of tipsy customers.

When he learned that fellow employees complain about the repetition of the same swing song on the music-box, he smiled.

Eastland Personals

Miss Sybil Holder, of the Eastland county district clerk's office, has returned from a vacation spent at her home in Stamford.

Tip Henry of Desdemona was a business visitor here today.

Mr. and Mrs. Frank Pierce have returned from a visit to Mrs. Pierce's parents in Oklahoma. They were accompanied home by two of their children who had been visiting there.

ROTARIANS MEET

Wright Ligon, vice-president of the Eastland Rotary Club, acting in the stead of Judge W. P. Leslie, president, presided over Monday's Rotary club meeting.

J. M. Smith was in charge of the program for Monday's meeting. Smith introduced T. B. Kelly and M. J. Willis, of Abilene, who presented a series of interesting moving pictures showing the manufacture of hot water heaters at various stages.

E. P. Crawford and J. C. McAfee, Rotarians of Cisco, were visitors as were Barney Smith and Harvey Basham of Eastland.

SOFTBALL GAMES TO

R. S. Railey and the Band were downtown this evening advertising the double softball game and band concert tonight beginning at 7 o'clock.

CLASSIFIED

ALTERATIONS, plain and sewing. Mrs. W. E. Staley, 207 E. Main St.

FOR RENT: 2 unfurnished Utilities paid. 701 S. Lamar St.

NEED MONEY? Are your payments too large? Do you need additional money on your mortgage? Try to help you. Frank 301 West Commerce, Tel. 90.

MOVING—Let us do your in closed vans. Insured. railroad commission permit. Lovelace, phone 314. 301 Lamar St.

AUTO LOANS—New and used cars. Six per cent loans. 24-month new car loans. Homes for sale. General Insurance. Donald Kinnaird, 207 E. Main St. Building.

EAT EVERY DAY EASTLAND HOTEL Mrs. A. M. Stebbins, 203 E. Main Street

Weekly Meals Sunday Meals Special Rates to Regulars and Boarders

WANTED!

CLEAN, WHITE COTTON RAGS

Suitable for Cleaning Machinery — No small scraps, coveralls, etc., wanted

5c per pound

EASTLAND TELEGRAM
Eastland, Texas
RANGER TIMES

Cleaning Specialists

SUITS and PLAIN DRESSES Regular Cleaning

50c

"SUITS and PLAIN DRESSES "Sanitone" Clean 75c

All garments will be tone Cleaned unless otherwise specified. Regular cleaning is special.

MODERN Dry Cleaners - Dyers Hatters

PHONE 132

YES SIR!

THE BEST SALESMAN ON THE JOB EVERY DAY FOR THE BUSINESS INTERESTS OF

EASTLAND IS THE EASTLAND TELEGRAM

By reading the advertising and keeping up with the weekly bargains, many dollars are SAVED by the consumers of this entire community!

THE EASTLAND TELEGRAM IS----

- First in International News
- First in National News
- First in Local News
- First in Popular Comics
- And Should be First in the Hearts of Our Home People . . . Because It's Your Own Home Paper.

SUBSCRIBE TO THE TELEGRAM--10c A WEEK

Are you a Hit-and-run Shopper?

Hit-and-run drivers are known as a national menace. Hit-and-run shoppers are almost as dangerous—but only to themselves!

Hit-and-run shoppers act on impulse, without plan or purpose. They rush through miles of aisles, pause, pass on, back-track and buy.

They pay too much and get too little. They waste time and squander energy. And a lot of their pointless purchases wind up in a dark closet with the rest of the family skeletons!

Smarter, shrewder shoppers chart their shopping trips in advance—in the advertising pages of this paper. They compare products, prices, values. They learn exactly where to find what they want. Then they go and get it.

Read the advertisement regularly. It's a simple system. But it saves time, temper, tramping. And it makes every dollar do double duty!