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MOBILE TRAILER - HOUSE

County Roads Are
Aid In Building A Big Marshall Plant

FOR DEFENSE WORKERS


Poison Wheat Is Good In Getting Rid Of Rodents

## P. L. Kelley Dies <br> At Cooper, Texas

| Steals Doctor's Tires But Leaves Money |
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Two Fast Trains In Florida Hit Headon

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## Tanker is Sunk In Dutch West Indies

Husky Ranch Girl
Wanted By Soldier
Japs Lose 189 of Their Ships Over Period To Feb. 14

Demonstrations For Ranches And Farms are Planned

County War Board Calls For Greater Food Production
U. S. AID FOR DUTCH ARRIVES IN THE INDIES COUNTYSRED CROSSCOUTA ISOVERTOP


## page two

EASTLAND TELEGRAM

Member Advertising Bureau 一 Texas Daily Press League
Member of United Press Association
NOTICE TO THE PUBLIC

Bread Upon the Waters
Preacher, "for thou shalt find it after many days."
Nineteen years ago the United States cast, certain
bread upon the waters, in the form of life-saving and oth
er equipment which it sent to Japan out of the fullness of
a kind heart to relieve the suffering in the disastrous wave
of eart



Colony Appoints Scrap Iron On Group To Aid In Farms Enough To Food Planning Equip An Army
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Pressure Cooker Equipment Should Be Checked Now

TAKE, for instance, a wide$y$ advertised can of soup hich you purchase from your grocer for 10 cents.
Then ask your neighbor how much of that 10 cents goes for advertising. She'll probably say "Oh, about 1 or 2 cents" or
10 to 20 percent."
That's where you can correct great American illusion.
The actual cost is only $36 / 1000$ of 1 cent.
But here's something else you an mention.
Actually advertising absorbs
its cost because without the
wide volume of sales brought about by advertising, the soup couldn't be sold for 10 cents. In fact, this soup 15 years ago cost you 12 cents retail. Advertising by expanding distribution and ncreasing sales made economies ossible which cut 2 cents off the retail price of soup.
The same economic process works with most articles, autos, soap, cameras, hose, etc.

Advertising is the working man's friend, the low income man's friend because it continually acts to lower the cost of living. In the long run it actu-
ally costs nothing but is absorbed by the economies it makes pos-ible-economies which are passed on to you in the form of lower prices, better value and better service.

## What to do?

FIRST-Make advertising your buying guide.
NEXT-When the argument comes up, correct the iliusion that advertising costs a lot because it doesn't. Show them how it lowers prices by expanding sales and effecting the econ-
omies of mass distribution

## TYPICAL EXAMPLES OF THE COST OF ADVERTISING

These small sums make mass distribution possible, lower costs of goods to you, the consumer


COMMITTEE OF CONSUMER FACTS in Cooperation with EASTLAND TELEGRAM.


EASTLAND TELEGBAM, EASTLAND, TEXAS
PAGE THREE



Labor Crisis is Nearing in "Little Steel" With
Union Demanding Woge Increases and Closed Shop Wismicgrov


A South American

## KED RYDER

 . By HARMAN

ALLEY OUP


## U. S. CONGRESSWOMAN




