



# EASTLAND TELEGRAM

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Entered as second-class matter at the post office at Eastland, Texas under Act of March 3, 1879.

## To Discourage Inflation

Congress is trying to draft a new tax schedule which will achieve two principal purposes. One goal is to raise every possible dollar of revenue to finance the war. The other is to place an effective brake upon inflation.

These two objectives would not necessarily involve the same approach to taxation. In this case it happens they do.

Both call for a radical departure from the old "soak the rich, forget the wage-earners" philosophy.

The rich and even the moderately well-to-do, have long since been rolled over the tax barrel until it is evident that they cannot produce much of the new income that is needed.

Even the most rabid of spread-the-wealth advocates now concede that the Treasury must get down to business and collect nickles and dimes from the lower income brackets, even for revenue purposes.

More than four out of five Americans fall into the class whose income last year, was not more than \$3,000. Ninety-four out of a hundred had incomes that did not exceed \$5,000. Only one out of fifty received as much as \$10,000.

Obviously this war cannot be supported on the taxes from the one-sixteenth of our people who fall into the \$5,000-and-up bracket.

Neither can inflation be curbed by drastic taxation of those who receive one-third of the national income, unless something positive is done also about the group which gets two-thirds of the national income.

A spokesman for the New York Teachers' Union (which was captured and long dominated by Communist party members and notorious fellow travelers) claims that low-paid workers will get only \$1,400,000,000 out of an 11-billion-dollar income this year. He says that persons in the \$10,000-and-up class will get seven billion of the increase. That is not the way we heard it from the Office of Price Administration's research division.

The \$3,000-a-year-and-under bracket last year received 49 per cent of the national income.

On that basis the \$3,000-and-under workers will get almost nine billion dollars more this year than last, while the \$10,000-and-up class will get less than four billion more—before taxes.

If Washington wants to mop up the excess income that would inevitably make for price inflation, that eight billion dollars going to the lower bracket cannot be ignored.

Washington, short on gasoline, is turning to the horse.

This time, the old gray mare is what she used to be.

We hope the American flyers will make the Japs' Zero planes just that.

People who have a good mind to do things wrong haven't a good mind.

## "TREASURE STATE"

**HORIZONTAL**

- 1 Depicted state.
- 7 It is a — state.
- 14 Type of rodent.
- 15 Troch.
- 16 Stupefy.
- 17 Size of shoe.
- 19 China (abbr.).
- 20 Narrow inlets.
- 21 Even (poet.).
- 22 Lose hope.
- 25 Paid notices.
- 26 Palsy.
- 29 Eccentric wheel.
- 30 Thing in law.
- 31 Entangle.
- 34 Booty.
- 37 Duil.
- 38 Fragments.
- 39 Army Medical Staff (abbr.).
- 41 Pig sty.
- 42 Exalt the spirit of.

**Answer to Previous Puzzle**

ANAHEIM  
SKY FIGHTER  
DAVID  
EAGLE  
COT  
PART  
TVA  
BED  
MR  
TREA  
PLE  
AA  
TICE  
LAMP  
ELECTRICAL

**VERTICAL**

- 1 Gen. Custer
- 2 Us
- 3 his last stand here.
- 4 Bustle.
- 5 It is rich in — wealth.
- 6 About.
- 7 Make jagged.
- 8 Spell again.
- 9 Gen. Custer
- 10 his last stand here.
- 11 Silkworm.
- 12 Pertuses.
- 13 Promontory.
- 14 Former Russian ruler.
- 15 Zeta.
- 16 Water barrier.
- 17 Gratified.
- 18 Edge.
- 19 Touch lightly.
- 20 Melancholy.
- 21 Aged.
- 22 Order.
- 23 Woody plant.
- 24 Tidal reflux.
- 25 Parcel of land.
- 26 Furtive.
- 27 Place in line.
- 28 Saturate.
- 29 Arabian chieftain.
- 30 Sea eagle.
- 31 Morindin dy.
- 32 Hawaiian bird.
- 33 Atlant. (abbr.).
- 34 Enemy.



BY PETER EDSON  
NEA Service Washington Correspondent

If you want to know any real facts about this Army, you have to ask a woman. No, this isn't a spy story—simply a matter-of-fact account of where you go to get the answers.

In a big office of the old nine-corridor, four-story, World War One Munitions building that is now War Department headquarters, you find an unlovely major surrounded by 15 smart-looking gals who, most of the time, have their shell-like ears and ruby lips glued to the business end of a telephone. There is only one switchboard girl in the bunch. She sits on a dias overlooking the room, and with a 12-line board in front of her, passes calls on to whoever happens to be free at the moment. Into this board come all the telephone calls to the War Department that nobody knows what else to do with.

The lone male in this show is Maj. Clyde B. Leasure, a broad-shouldered, big fella who has a sense of humor and can take it. He needs the broad shoulders and the sense of humor, for when the question gets too tough or too silly for his 15 gals to handle, the major takes it. He hailed from Los Angeles originally, and put in 14 years in banks, two years with the Los Angeles city administration, six years as a CCC camp executive, and by way of Army background, two years in the first World War, plus assignments in this war at a recreation area, on administrative duty with the Quartermaster General's office, finally in charge of seeing that all letters from congressmen to the Army were properly and duly answered. It was from this last job that he was moved in to take charge of this expanded special information office of the Services of Supply.

AS for the type of question that comes in, everything under the sun is asked about and a good many of the questions come from other branches of the government. Congressmen ask more questions of the Army than almost any other group, and some of them are dandies because the congressmen have to relay questions that are asked by their constituents.

For instance, one congressman wrote in that he had a constituent 78 years old who wanted to teach telegraphy, and didn't the Army have a school that could give him a job? Another called up to ask for a copy of a letter he had written to the Corps of Engineers. The congressman admitted he should have a copy of it, and then the congressman came back and demanded an answer to the letter he had lost.

Major Leasure's prize job for a congressman however was the tracing of a letter to the files of the Navy Department, although the official said it had been written to the Army. After a fruitless search in Army files, the major played a hunch and called the Navy, and there, sure enough, was the letter.

THIS business of taking care of ticklish complications. To give them credit for full assists in getting credit for new Army contracts going into any congressional district, news of every contract award is announced first through the office of the congressman from that district. Sometimes, however, the home folks will see a surveying party going over some ground. They start bombarding the congressman with inquiries as to what it's all about. A lot of fast work has to be done in checking the project, seeing what can be given out, and protecting the congressman so he can't be told to know all about it, even if he does know.



Edson

## OUT OUR WAY WILLIAMS



## U. S. S. R. INFANTRY PLATOON

PLATOON CONSISTS OF (1) COMMANDING OFFICER, EIGHT (8) NON-COMMISSIONED OFFICERS AND THIRTY-FIVE PRIVATES

WEAPONS  
42-RIFLES  
2-MACHINE GUNS  
3-SHORT BARRELED GRENADE THROWERS

COMMANDING OFFICER  
JUNIOR LIEUTENANT  
(EQUIVALENT TO AMERICAN 2ND LIEUTENANT)

TOMMY GUN

ASSISTANT SENIOR SERGEANT

SIX (6) MEN TO A MACHINE GUN SECTION

In the scrap rubber collection at New Orleans, an unused automobile tire with paper wrapping intact was donated. But it was one of the old 36 by 4 types, with pressure of 80 pounds, and it would have been hard to use it as first intended.

# Throw your scrap into the fight!

Half of every tank, gun and ship is made from scrap iron and steel

PUT YOUR SCRAP OUT — TO BE PICKED UP AUGUST 29  
Watch for Junk Round-Up Announcement Ad — August 28

## SUPERMEN OF THE U.S. ARMY

SKY FIGHTER!

LT COLONEL BOND BUZZ WAGNER U.S. ACE!

THE YOUNGEST AMERICAN COLONEL IN THE U.S. ARMY IS THE PHOENIX WITH THE PHOENIX SERVICE CROSS FOR GALVANIZED PROTECTION

Unless the citizens of America respond at once, the war production program can bog down for lack of steel and other vital materials.

Even in peacetime, scrap provided about 50% of the raw material for steel.

It may be rusty, old "scrap" to you, but it is actually refined steel — with most impurities removed. In the steel mills this precious "scrap" is melted with pig iron to produce the steel which goes into our machines of war.

Many steel furnaces are working from hand to mouth. Others are faced with shutting down. All need great mountains of reserve scrap to see them through the fall and winter months.

Steel production has gone up... up... UP! America is now producing as much steel as all the rest of the world combined. But unless at least 6,000,000 additional tons of

scrap steel is uncovered promptly, the full rate of production cannot be attained or increased; all the tanks, guns and ships our country is counting on cannot be produced.

We can be thankful that there is enough Scrap in this country to see us through—Scrap a once wasteful nation is turning to in time of stress. It all depends on you to collect it and turn it in.

It is the greatest "Treasure Hunt" in history. Appoint yourself a committee of one to search your attic, your basement and your garage, your barnyard, your factory or your store.

Then give your pile to a charity or collection agency—or sell it to a Junk dealer. The Junk which you collect is bought by industry from scrap dealers at established, government-controlled prices.

Throw Your scrap into the fight!

**HOW TO TURN IT IN**—Sell it to a Junk dealer... Give it to a charity... Take it yourself to nearest collection point... or consult your Local Salvage Committee... If you live on a farm, phone or write your County War Board, or consult your farm implement dealer.

LOCAL SALVAGE COMMITTEE—PHONE 258  
LOCAL COMMITTEE  
BILL JESSOP, CHAIRMAN

## JUNK needed for War

SCRAP IRON AND STEEL

Needed for all machines and arms of war. Fifty per cent of every tank, ship and gun is made of scrap iron and steel.

OTHER METALS, RUBBER, RAGS, MANILA ROPE, BURLAP BAGS

Needed for making bombs, fuses, binoculars, planes; tires for jeeps; gas masks; barrage balloons; surgical supplies for military hospitals; wiping rags for guns; insulation for electric wiring; parachute flares

WASTE COOKING FATS—Strain into a large tin can and sell to your meat dealer, when you get a pound or more.

NEEDED ONLY IN CERTAIN LOCALITIES—Waste paper and tin cans, as announced locally. NOT NEEDED (at this time)—Razor blades, glass.

This message approved by Conservation Division

## WAR PRODUCTION BOARD

This advertisement paid for by the American Industries Salvage Committee (representing and with funds provided by groups of leading industrial concerns)

THIS CURIOUS WORLD

By William Ferguson



SITTING BULL. SIOUX INDIAN CHIEF, COINED THE TERM "IRON HORSE" FOR STEAM LOCOMOTIVES.

COPY, 1942 BY NEA SERVICE, INC.



MOST TREE-NESTING BIRDS THAT RAISE TWO BROODS IN A SEASON BUILD A NEW NEST FOR THE SECOND BROOD.

T.M. REG. U.S. PAT. OFF. B-20



WHAT NAMES DO YOU ASSOCIATE WITH THE FOLLOWING AIRPLANES—SPIRIT OF ST. LOUIS, WINNIE MAE, SOUTHERN CROSS, FLYING LABORATORY.

ANSWER: Colonel Lindbergh, Wiley Post, Captain Kingsford-Smith, Amelia Earhart.

The Payoff

By BURTON BENJAMIN NEA Service Staff Correspondent

NEW YORK.—German mechanized divisions were lunging into the Caucasus, Aug. 2, threatening vital Russian oil supplies and placing the valiant Soviet defenders in their gravest hour of peril.

On that day, in the House of Trade Unions in Moscow, a meeting was held. They called it the Anti-Fascist Meeting of Soviet Sportsmen, and its minutes bear the most poignant description of the role of sports in war that yet has been written.

Nikolai Korolev, boxing champion of the USSR, who for many months has been fighting in a guerrilla detachment and has been decorated for bravery, opened the meeting by exhorting fellow sportsmen and youth of the Soviet Union to "become accurate snipers, skillful tankists, flyers and artillerymen, in order to annihilate more Germans."

GUERRILLA fighter Vladimir, a physical culture student, told of the activities of his detachment: "We blew up 87 bridges and four ammunition dumps, killed 2800 Hitlerites and made 24 raids on enemy airdromes, destroying planes on the ground and setting fire to fuel dumps."

Merited Master of Sports Vladimir Kitayev spoke of the heroism of Leningrad youth: "Leningrad sportsmen have proved to be true patriots. Endurance, agility and strength gained in athletics help them fight the enemy. Since the first days of the war swimmer Burkolov has manned a submarine torpedo tube. When an enemy depth charge damaged the submarine and it had to descend to the bottom of the sea, Burkolov swam to our lines and saved the accident. The submarine crew were rescued."

Harry Grayson, NEA Service Staff Editor, is on vacation.

Army Uses Modern Equipment In Licking Forest Fire In 112 Degree Heat

By CHARLES AYDELOTTE United Press Staff Correspondent

FORT ORD, Cal (UP)—United States troops from Fort Ord conquered California's most dangerous enemy on the home front—a blazing forest and brush fire that threatened the New Idria quick-silver mine, largest in the world—by using modern combat tactics

and equipment.

Capt. Wendell Coates, plans training officer of the artillery unit which fought the fires, revealed that modern warfare equipment, including the jeep and two-way radio communication with the "walkie-talkie," was used to full advantage.

Called from their garrison at Fort Ord by Secretary of War Henry L. Stimson, troops proceeded to the scene in convoy formation and established a base of operations—same tactical maneuver troops would use to engage an enemy in combat.

From the operation base, troops were carried over miles of rough and hilly terrain by jeeps. Officers to the rear were kept informed constantly of fire fighting progress by two-way radio communication.

In this manner, officers shifted men to the most dangerous areas as a high wind whipped the blaze in attacks on new sectors.

"It was an excellent maneuver and gave the men wonderful training for actual combat operations," Captain Coates commented. "Even the kitchen force far behind the 'lines' was included in the training when faced with the problem of transporting food and water to the troops."

Supplies were placed in spill-proof containers and taken by jeeps over the mountainous area. Officials of the California state forestry department also extended praise to soldiers on their successful fight against the fire.

Lt. James Scott, intelligence officer with another unit, told a similar story of soldiers who fought a brush and timber fire at Bitter Water not far from the New Idria mine. This fire ravaged 27,000 acres before it was controlled.

"Men and equipment were used to the fullest and performed well," the lieutenant said.

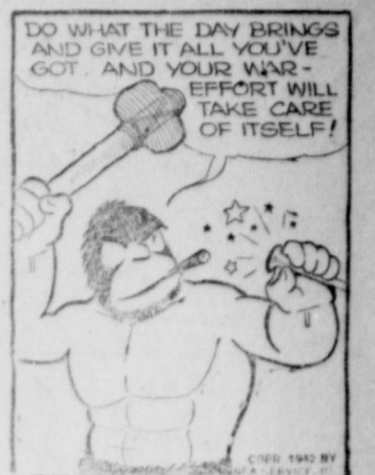
Difficulties of the fight were increased by the fact that operations were carried on in heat of Libyan desert intensity, since weather temperatures ranging from 100 to 112 degrees were increased by the heat of the flames.

The rivers and streams of the Province of Quebec abound in black bass, speckled trout, grey trout, muskellunge, dore, and northern pike. Probably the most prized fish of all is the Atlantic Salmon.

Two 25c stamps buy 12 yards of barbed wire.

Emerging in turning out anti-aircraft guns on a mass production basis, workers of one automotive company have formed a Gun of the Month Club for the purpose of presenting, as a gift to the nation, one of these guns each month. Output of these guns is now nearly three times higher than called for in the original contract.

One home out of every five has been destroyed or damaged in air-raids over Britain. Over 44,000 civilians have been killed and over 50,000 injured. 1,000 were killed in April of this year.



FRECKLES AND HIS FRIENDS



ALLEY OPP



RED RYDER



NAVY CALLS MEN 17 TO 50

...who want to serve their country ...who want to fight for freedom ...who want training, advancement CHOOSE WHILE YOU CAN!

IF YOU are not yet in uniform, now is the time to get the facts about the Navy. Many men who waited too long now regret it. They can't choose. You can!

All the facts you need to help you decide are in the new book, "MEN MAKE THE NAVY." This book is yours for the asking.

Free book gives all facts

It brings you pictures of your Navy in action ... pictures of the heroic men who are leading the fight to keep America free ... men you'll be proud to live with, work with, serve with. It shows you the life you'll lead afloat or ashore. It describes the good meals you'll eat, gives a sample menu. It shows the comfortable quarters you'll have, where and how you'll sleep, the recreation rooms you can use. It shows sports in training and the rugged outdoor activities that will put you—and keep you—in top physical trim.

LOOK WHAT THE NAVY OFFERS YOU

- 1. A chance to serve your country. 2. Clean, healthy life. 3. Good food—and plenty of it. 4. Good pay—up to \$138 a month. 5. Free clothing—\$133 worth. 6. Free medical and dental care. 7. Travel ... adventure ... thrills. 8. Opportunity to be an Officer. 9. Training in nearly 50 trades. 10. Future success in civil life.

This new book also tells how you may become a well-paid expert in your chosen trade. Radio, for instance. Or aviation, electricity, engineering. It gives the rating, duties, pay and a complete description of 49 different types of jobs for which Navy men may qualify. It shows you the skilled training the Navy gives—and the top civilian jobs this training will fit you for after the war.

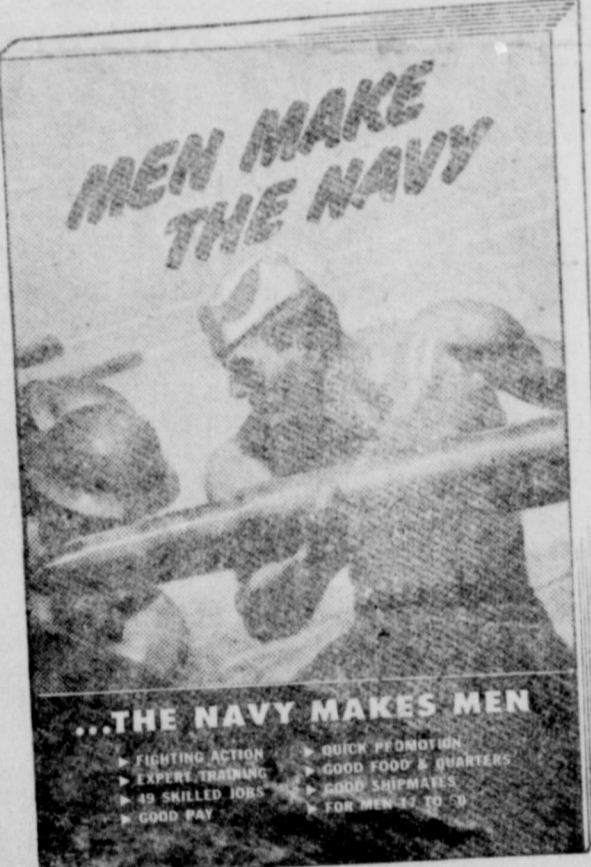
Good pay ... quick promotion

It tells you the pay you will get—plus \$133 worth of clothes free. How you get your first promotion—and an increase in pay—in approximately two months upon completion of recruit training. How you can advance to \$138 a month by the end of your first enlistment. It tells about the new allowances for men with dependents.

It describes special opportunities. How you may qualify as a Petty Officer at once, if you already have experience in a trade. How you may get into Naval Aviation. How you may even go to Annapolis.

It tells what happens when you apply for enlistment—the requirements you must meet, the physical exam you will take, preliminary training you will get, how you get your uniform. If you want to fight for your country's freedom ... if you want to share in the deeds that make America great, get this complete illustrated story of your Navy now. Let it help you decide how you can do the most for your country—and for yourself.

Your copy is waiting for you right now at the nearest Recruiting Station. Call, write or phone for "MEN MAKE THE NAVY." There's no obligation. But don't delay!



GET THIS FREE BOOK

EXCITING NEW BOOK gives all details about life in the Navy. 48 pages filled with pictures of your Navy in action. Shows pay you may get, trades you may learn, promotions you may win. Your copy is waiting for you at any Navy Recruiting Station. Free. Ask today for "MEN MAKE THE NAVY."

FIND YOUR NEAREST RECRUITING STATION ON THIS LIST

- DALLAS, TEXAS (MAIN STATION) P. O. & Court House, St. Paul & Ervay Streets. Abilene, Texas, ... Post Office & Court House. Fort Worth, Texas, ... United States Court House. Waco, Texas, ... Post Office Building.

WRITE, PHONE OR CALL AT YOUR NEAREST NAVY RECRUITING STATION



bon was an Eastland business visitor Saturday afternoon.

Brady Poe of the south part of the County was transacting business in the city Saturday afternoon.

Mr. and Mrs. J. M. (Doc) Davis have returned from a vacation in New Mexico.

Neal Moore, formerly of Eastland, but who now resides in Midland, was a business visitor in the city last Friday.

CHRISTIAN SCIENCE SERVICES

"Mind" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist, on Sunday, August 23.

The Golden Text is: "God hath not given us the spirit of fear; but of power, and of love, and of a sound mind;" (II Timothy 1:7).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "O the depth of the riches both of the wisdom and knowledge of God! how unsearchable are his judgments, and his ways of finding out" (Romans 11:33).

The Lesson-Sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "The basis of all health, sinlessness and immortality is the great fact that God is the only Mind; and this Mind must not be merely believed, but it must be understood" (page 339).

Wealthy people don't get enough roughage in their food; the poor don't get enough food in their roughage.

More than 500 soldiers are now serving in the Army and Marine Corps because one man's war effort made it possible for them to pass their physical examinations after failing the first time.

This service by which applicants

Simple Styles for Smart Women



LOVELY WARNER ACTRESSES — Alexis Smith of "The Constant Nymph" — Jeanne Cagney of "Yankee Doodle Dandy" — and Olivia de Havilland of "In This Our Life" display examples not only of modish hats, but of the popular jabot which makes possible many variations of the same costume. Left, Alexis chooses nude chiffon for her jabot front, worn with a navy blue bengaline dress. The hat is a navy sailor trimmed with pink organdy ruching. Center: Jeanne wears a dickey of pale yellow eyelet-embroidered organdy with a suit of powder blue silk and linen. The collar is cut with long points at the side and her yellow straw sailor has a mass of water lilies at the front. Right: Olivia selects a white organdy dickey with her bottle green dressmaker suit. The collar is trimmed with piqueted pleating of self material. She wears a hat of rough, natural straw trimmed with gardenias, their leaves matching the green of the suit. She sprays the gardenias with her favorite cologne.

Helps 500 Men, Once Rejected To Enter Service

DETROIT, AUG. 11 (UP)—More than 500 soldiers are now serving in the Army and Marine Corps because one man's war effort made it possible for them to pass their physical examinations after failing the first time. This service by which applicants

rejected for minor defects are rehabilitated for the armed services, was started in November, 1941 by William H. Malloy, child welfare chairman of American Legion Post No. 327.

Malloy obtained the idea for his rehabilitation service when he read newspaper stories that there were no such facilities available for men who had been turned down.

Recruiting offices promised to send him men who had been rejected for the services. Malloy arranged to have them treated, if

and community fund agencies. Doctors and dentists who were members of the Legion volunteered their services, and other agencies furnished dental work and glasses at cost.

The only thing Malloy wants for his work is more of it.

"I'd like more doctors and dentists to volunteer their help," he said.

An average of 3,600 persons per program attended 15 midweek auto races at Akron this year.

DIG UP ALL SCRAP METAL YOU CAN FIND

Put It Out Where Truck Driver Can Get To it And It Will Be Picked Up.

Those responsible for the success or failure of the "Scrap Campaign" in the part of Eastland County will stress the fact that August 29, which is next Sunday, is the big day of the campaign in this section.

Bill Jessop, chairman for the drive at Eastland, has secured the vacant lots just east of the Eastland Auto Parts store on East Main street as a concentration point for collected scraps of the various kinds needed. It has a large sign erected on this site clearly marking it.

Also Jessop states that people who have scrap in any quantity and have no means of getting it to the concentration site, may have it picked up by trucks being operated for that purpose, if they will pile it up in "front" where drivers can get to it.

Since this is the beginning of what is intended to be the big week in this campaign so far, Eastland County is concerned, everyone is urged to put their shoulder to the wheel and help make the undertaking a success.

Remember that this is not being done for fun, but because the scrap metal is needed for use in making munitions of war—munitions we must have for our armed forces to use against the Hun and the Jap.

LYRIC

SUN. & MON. Teeming With Thrills!



Royal Neighbors Have "42" Party

Thursday night at the Knights of Pythias Hall, the Royal Neighbors chapter held a "42" party at which some thirty or more of the members were present. The prize, a beautiful handmade luncheon cloth, was won by S. D. Raily, a member of the 142nd Field Artillery of Brownwood. During the evening refreshments were served.

CLASSIFIED

WE HAVE TWO good homes in Eastland where non-resident students may earn room and board while in school. Apply now to Victory Business College, Eastland, Texas.

FOR RENT — 3-room apartment, 404 So. Bassett.

GRAIN FARMERS — Write us for our free pamphlet "TEMENT" it tells you how to prevent green bugs from destroying your grain. Miller Brothers, Rt. 1 Brady, Texas.

MOVIE OPERATORS and managers, Eastland district, Movie circuit work, 504 Southland Annex, Dallas.

WE BUY SELL — trade, repair bicycles. Jim Horton Tire Service, Eastland.

FOR RENT — 3-room furnished apartment. Electrolux. Private bath and garage, 710 W. Patterson.

Borrow on your car or other chattel security. Existing loans refinanced. 113 So. Mulberry — Ph 12 90 FRANK LOVETT

PERSONALS

Mrs. D. J. Carithers of Eugene, Oregon, is visiting her mother, Mrs. R. B. Truly, and other relatives in Eastland.

Miss Adrienne Flurry is spending the week-end with her mother, Mrs. C. E. Lewis, in Wichita Falls.

Lee Littleton and wife of Morton Valley were among those in Eastland Saturday afternoon.

M. C. (Crone) Tucker of Car-

MODERN FURNITURE SHOP UPHOLSTERING REPAIRING REFINISHING 1400 West Main O. B. SHERO, Mgr.

HOSPITALIZATION INSURANCE Pays the bills while confined to any hospital. Costs but \$1.35 Mo. Mutual Benefit H&A Assn. OMAHA, NEBR. DALLAS TEX. Let. Ast. Box 42 Eastland

Further Safeguard Your Property

with war damage insurance, a new protection against bombing and other enemy destructions. For a minimum premium of \$3.00 we can write you as much as \$3,000.00 to cover your home, household goods, cars and any other properties you may possess, all in one policy. Special rates on public buildings, mercantile classes, hotels, etc.

Write every form of insurance, including life. EARL BENDER & COMPANY Abstracts — Insurance — Real Estate — Rentals

AUGUST "LAY-A-WAY" COAT AND SUIT SALE WHEN YOU SHOP AT ALTMAN'S

You choose from lines recognized as America's finest styles for value. The leading stores of the nation feature these lines. Shop at Altman's and know you are choosing the market's best styles and values . . . .

BETTY ROSE—Suits and Coats \$16.95 to \$49.50

BETTY JEAN—Suits and Coats \$16.95 to \$49.50

DAWNIEGH—Costume Suits \$19.75 to \$69.50

College Campus Dresses and Suits \$10.95 to \$49.50

HOBBIES—Slacks and Sport-wear \$4.95 to \$16.95

JOAN MILLER — Junior Dresses 4.95 to \$12.95 Junior Dresses

CAROLE KING—\$4.95 to \$12.95



ALTMAN'S CISCO

Largest Exclusive Women's Wear Shop in the Oil Belt.

DO YOU READ THE TELEGRAM



"LET ME TELL YOU — business is terrible! My store was so empty last week that I didn't take in enough to pay my overhead. If it gets any worse I won't be able to buy anything but my morning paper!"

"I CAN'T COMPLAIN—my Friday ad in the Telegram packed my store. Say, you read the Telegram and so do your customers—why don't you advertise in it?"

"GOSH, I'M SURPRISED! I thought we'd have a hard time getting rid of that old washer. And we got much more than we expected, too!"



"YES, DEAR, IT WAS A SURPRISE. A dozen replies the very next day—I guess it's because everybody reads the Daily Telegram Want Ads."

THE man or woman who makes his daily investment in a newspaper rarely, if ever, voluntarily gives up that privilege — regardless of the necessity for watching pennies. Poor man and rich man, business man and laborer, housewife and office girl — the newspaper is their primary source of information in all fields of general interest. The foreign situation? A job? New legislation? Tomorrow's dinner? The answer can be found today, and every day in the newspaper. The newspaper is the reviewing stand from which individuals are able to analyze issues of the day. It is the modern market place for merchandise and messages.

If you read the Telegram with interest, you can be certain that other readers will read your ADVERTISING message with interest.

The Daily Telegram

