

## EASTLAND TELEGRAM

Published every afternoon (except Saturday and Sunday)

Member Advertising, Bureau -Texas, Daily Press League Member of United Press Association

NOTICE TO THE PUBLIC Any erroneous reflection upon the character, standing or reputation
of any person firms or corporations which may appear in the columns of any person firms or cool
of this paper will be gladly
mention of the publisher.
obituaries, cards of thanks, notices of lodge meetings, etc., are
charged for at regular advertising rates, which will be furnished upon
charged for
application.
Entered as seeond-class matter at the post office at Eastland, Texas,
under Act. of March, 1879 ,
one year by mall (In Texas) ${ }^{\text {SUbSCRIPTION RATE }}$
War Must Be Feared
For Its Upheavals


THIS CURIOUS WORLD $\underset{\substack{\text { By minim } \\ \text { resumed }}}{\substack{\text { wien }}}$


THE Iecthyosauurus lived in the Jurassic period, some 100 million
years ago mush have been a most terrifying creature to the
It
 bone which protected the large eyeball from water a pressure.

MARKETS

 View 12 Years After Man's Death


## - for Digestion's sake... smoke Camels




...made from $\square$ costlier tobaccos

- Camels are made from finer, MORE
EXPENSIVE TOBACCOS...Turkish and EXPENSIVE TOBACCOS...Turkish and
Domestic...than any other popular brand.


Three-Foot Line
Explained Further
Ill of Paralysis




Construction Work Has Been Done by Texas WPA Project

Political Announcements
 candiatet for
For Joder int Judaid Diatict



ELECTRICAL
APPLIANCES
Toree Electrie Sorvice Co.




## "BARNUM Was RIGHT"

The one and only P. T. Barnum is alleged to have said many things that never found their way into our copy-books... things to which few of us wish to subscribe. But he uttered a profound truth when he said. "If you don't advertise your business, the sheriff will."

Firms which intend to stay in business, that is, firms which deal directly with the public, must advertise. By the same token, it is a sign that they mean to stay in business when they do advertise. For they are offering, through advertisements, the values in their stores.

You, the customer, will decide whether or not they are values. If they are not, it is "just too bad" for the firm that claimed they were. Don't you see, therefore, that no merchant can afford to misrepresent himself or his goods in print? Advertising merely magnifies a misrepresenta-tion-brings the fatal day nearer.

Naturally, then, you can trust the advertisements in this paper. You can believe that the stores signing those advertisements want your trade, and are willing to earn it-with honest values and fair treatment. Read the advertisements. Patronize the advertisers. It is to your selfish interest to do so.

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