# TODAY'S <br> NEWS TODAY! <br> Eastland Telegram 



| List of Aspirants | NINE BIDS ON |
| :---: | :---: |
| Who Report Grows |  |
| Semen | ARE OFFEDED |
|  | ARE OfFERED |

Ranger 4-H Club
Elects Delegates
To Short Course

Vets Can Secure
Work in the CCC


Texas Visitors to
Be Guided While Visiting the State


RAIISFALIIN
SMALL PORTION
OFDRY AREA Smith Denounces
Proration Tactics


Commodity Supply Termed Sufficient
Spy Trial to Be Now
U.S.SENATOR FROMIOWAIS WRECK VICTM
$\frac{\text { page two - }}{\text { EASTLAND TELEGRAM }}$

Howls Of Alarm Can't Keep
Americans From Play


## THIS CURIOUS WORLD $\begin{gathered}\text { By witiam } \\ \text { frezuen } \\ \text {. }\end{gathered}$

## (3y $\begin{aligned} & \text { HARRY }^{\text {GRAYSON }}\end{aligned}$



ARKETS
cxum

EASTLAND TELEGRAM
WASHNGTON

Wrairoad magnate, one Vander- - who joined in the fight.



## 


Modern Mermaid


## Annual Salesensation! Starts Friday <br> THE MEN'S SHOP PRESENTS A VA LUE EVENT OF TIMELY SAVINGS

Why This Sale

July 17th,
8:30 A. M.

THRILLING

## - in 7

SHIRTS


 on the back for months and pat yourself
me!
Arrow-Enro-Reigel
All Sizes and Styles
$\begin{gathered}\text { \$1.50 values reduced } \\ \text { this Sale at }\end{gathered} \$ 1,19$
$\$ 1.65$ values, special
selling at $\$ 1.29$
$\$ 2.00$ values to
go now at $\mathbf{\$ 1 . 5 5}$
$\begin{gathered}\$ 2.50 \text { values for } \\ \text { quick clearance }\end{gathered} . . . \$ 1.85$
FLASH!
One Broken Lot
SHIRTS
Values $\$ 1.95$
A snap if we
have your size
3 For
3

## STRAW HATS



sailuk Straw Hats Including Stetson<br>00 hats at $\$ 1.50$<br>.50 hats at 1.25<br>00 hats at 1.00



[^0]couldn't go anywhere and ight here. Buy two. ...terar one
om here oo out and keep the
oxtra for next ond (2)

## $\underset{\substack{\text { Wateproof } \\ \text { STRAW }}}{\text { All }}$ Hats ${ }^{510}$

Leghorn and Panama Hats Genuine Ecuadorian
Panama Quality
3.95 values 2.95 $\$ 5.00$ values $\$ 3.85$
 Our Entire Stock of Suits Reduced For Complete Selections. Come Im mediately! Don't Miss This Unusual Opportunity


- Men's Shorts
Shirts an
Bros. 50 c values now 39 c
65 c values now 49 c 75 c values now 59 c
$\$ 1.50$ values now $\$ 1.1$ Suspenders and Belts .65 c values at 49 c
50 c values at 39 c

We Are Exclusive Distributors For Boy Scout Equipment In This Section $\begin{array}{ll}1 & 1 \\ 1 & 1\end{array}$

EastlandEast Side Square


We Back It Up
Our merchandise is all Nation.
ally advertised quaity $\mathrm{N}_{o}$ scrubs
We and We back upe every sale we make mak
and guarantee the quality and guarantee the quality ex.
actiy ar reperestede. It is is always
an advantar the the men of this
antire community to get an op. antire community to get an op.
porunity to buy tbit apparel
durini our Annua Clearance. during our Annual Clearance
Sale. This time it is even greater.

SALE STARTS FRIDAY

July 17th, 8:30 A. M.

Clean, Sweet Men's
PANTS

During the coming hot day
trousers are strictly in order Here is your oportunity
stock up.
Look at the sav
\$1.24
$\$ 1.47$
$\$ 1.88$
$\$ 2.19$
$\$ 2.88$
\$2.96
$\$ 3.75$
\$4.87


SACRIFICING SALE OF MEN'S SHOES
hurry and take advantage of this phenomonal作. Nationally advertised shoes. Comfortable shoes


FRIENDLY FIVE SHOES Always a Regular 55.00
To golue at . FLORSHEIM SHOES $\$ 10.00$ values
go at $\quad \$ 8^{65} \quad \begin{aligned} & \text { Regular } \$ 8.75 \\ & \text { values at }\end{aligned} \quad \$ 7^{65}$ BOSTONIANS- $\$ 7.00$ value now. . $\$ 3.955^{96}$

## So Much for Love



WP A Wage Rates
Cover Wide Range
A.

FRECKLES and HIS FRIENDS -By Blossex


MYRA NORTH, Special Nurse - By Thompson and 0

# You Can't Advertise Today and Quit Tomorrow 

# You're Not Talkiug to a Mass Meeting . . . You're Talking to a Parade . . . ! 

## BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights ... it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause them to react on one another does adtising become a social phenomenon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising-made prospects disappear far faster. Casual impressions, however favorable, dry like dew in the heat of competition.
"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They beliee themselves wise spenders because before the public. They believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word...THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

## EASTLAND TELEGRAM

LOCAL-EASTLAND - SOCIAL

OFFICE 601 TELEPHONES RESIDENCE 288


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