

EASTLAND TELEGRAM

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NOTICE TO THE PUBLIC

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Booming Business Has Conquered Depression

Several years ago, when the picket fires of our economy seemed to be flickering out against the approaching night, someone asked an economist when the depression was going to end.

"It will end," he remarked dryly, "about six months before we realize that it has ended."

Looking about this broad land today, one is forced to wonder if it isn't about time for us to wake up and realize that something happened to us some six months ago.

For the America of 1936's midsummer does not have the look of a land that still is bowed down under the weight of calamity. Wheels are turning as they have not turned in years, factory chimneys are contributing their agreeable mugginess to the rity air, and people are busy once more and act as if they were going to be even busier.

Let us, as some statesman or other used to say, have a look at the record.

The Federal Reserve Board's index of industrial production reached 100 in April and has gone higher since then—the "100" being the level of 1923-25 activity.

Index numbers of the Department of Commerce, using those same pre-depression years as a base, show automobiles at 130, electric power at 121, petroleum at 142, and steel ingot production at 94.

Building contract figures are up. Production of copper and bituminous coal is far ahead of the same period last year. Steel has gone close to 1929 levels.

The "summer slump" has failed to materialize. Freight car loadings have risen. The Johns-Manville Co., which produces building materials foresees a full decade of rising construction just ahead.

Now there are a couple of things in connection with all this that need to be noticed.

The first is the fact that 1936 is an election year. In an election year business is supposed to go stagnant—to pull in its horns fearfully in a natural reaction to the ranting and welkin-ringing of the politicians.

Something has happened to that old myth. The campaign does not seem to be worrying anyone. Business is going ahead sales are increasing, production is booming, and all the indices of good health are becoming more and more clearly visible.

Election year, apparently, is just one of those worn-out bugaboos that don't frighten people any more.

The second thing to notice is that the American economy seems to have produced its own refutation for the prophets of doom who have given their vocal cords so much exercise in recent years. The bottom hasn't fallen out of everything, after all. In other words, there is life in the old girl yet.

Better times have arrived; really good times are not far ahead. If we can forget our fears, there is nothing to keep us from moving in on them in short order.

A young acquaintance, who has been going with the daughter of an old-time college track and grid star, is suffering from a bad case of athlete's foot.

THIS CURIOUS WORLD By William Ferguson



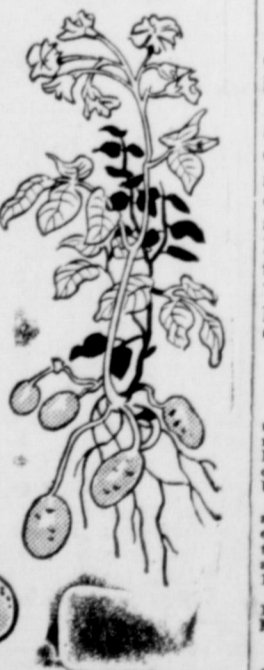
SPONGES RANGE IN SIZE FROM A SPECK THE SIZE OF A PIN HEAD TO GIANT GROWTHS TALLER THAN A MAN.

IRISH POTATOES ARE STEMS, AND SWEET POTATOES ARE ROOTS.

SNAKES ARE LATE-COMERS AMONG THE REPTILES; THEY APPEARED ON EARTH MANY MILLIONS OF YEARS AFTER THE REPTILE AGE.

TODAY, when reptiles are mentioned, one instinctively thinks of snakes, but they were not even present upon the earth during the millions of years when reptiles ruled the planet.

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Former Big Shots in The Business World



ON TEXAS FARMS



Culminating the Centennial farm and home demonstration contest, in which more than 2,000 farms and ranches were entered, winners have been selected in nine districts from among the 157 who were tops in their counties.

The five highest ranking contestants in each district have been selected and announced. The nine first rankers automatically become the state winners since there are nine placings in the state contest.

Judging these first class farms and ranches to place them in the order of their excellence is now going on. And since district judges are reporting that the county winners were hard to choose between, the state judging is probably a very difficult business, calling for nice discrimination.

According to reports of county

and district judges these Texans have honored their state and themselves by establishing splendid demonstrations of good agricultural and home practices.

To demonstrate—to conduct a demonstration—means in essence to show how a thing is done. Texas will fail to reap full advantage from the patriotism of these 2,000 demonstrators if many persons do not learn from their demonstrations how to carry on more successfully.

The announcement of the placing of the state winners will be made by H. H. Williamson, director of the extension service at the short course. And G. B. Dealey, president of the Dallas News, will award the \$2,500 worth of prizes which go to state and district winners.

The ceremony of presenting the awards will be broadcast over the Texas Quality Network during the regular Farm and Home Hour, 11:30 to 11:50, on Thursday, July 23.

At an evening session of the short course, on the same day, the winners themselves will interpret the significance of their demonstrations.

PECOS—Mrs. Fern Tatom, food supply demonstrator of the Monahans Home Demonstration Club in Ward county, is making her grapevine posts serve a dual purpose.

She planted grapes on the north side of her house and posts were put up for the grapevines to grow on. She decided that as the grapevines would not grow very tall this season, she would plant a row of peas and beans on each side of the grapevines, thus saving water and making a double use of the posts.

Mrs. Tatom has also put out over 200 tomato plants. Other vegetables in her garden include blackeye peas, okra, string beans, corn, squash, watermelons, and cantaloupes.

This demonstrator has also started a small orchard consisting of pears, peaches, and pecans.

BEAUMONT—At a cost of only \$6.80, Mrs. N. Comeaux, bedroom demonstrator for the Poraces Home Demonstration Club, purchased the paper, canvas, tacks and paste to paper her bedroom; the varnish for the woodwork; three rugs and a paper basket.

KINGSVILLE—Roses planted in a bed only 24 inches apart are easier to water and to cultivate, according to Mrs. D. M. Warner, Riviera Home Demonstration Club member of Kleberg county.

She also stated: "As the tops develop, shade is provided for the roots of the plants." Mrs. Warner arranged the rose varieties so that they would harmonize when they bloomed.

LIPSCOMB—Max A. Blau, farmer of the Booker community in Lipscomb county, was so well pleased with results obtained by contouring his cultivated land that he has contour listed all of his pasture, consisting of 130 acres, according to C. M. Gay, county agricultural agent.

Blau ran his furrows seven feet apart and in strips of four furrows or 28 feet wide.

He said: "The ideal time to contour list a pasture is during the growing season, preferably in the spring of the year, during a rainy spell. A better job of listing can be done when it is wet and less of the grass turf will be destroyed."

DUBLIN—Lem Keith has plowed under a two-foot growth of sweet clover. He planted this land to peas and plans to plow them under later, according to Mark Buckingham, Erath county agricultural agent.

Keith remarked recently: "While I am following more soil-building practices than I will receive payments from the government, I have followed such a plan for 20 years and have never been paid except through my yields for doing so."

According to a statement by the county agricultural agent, Keith

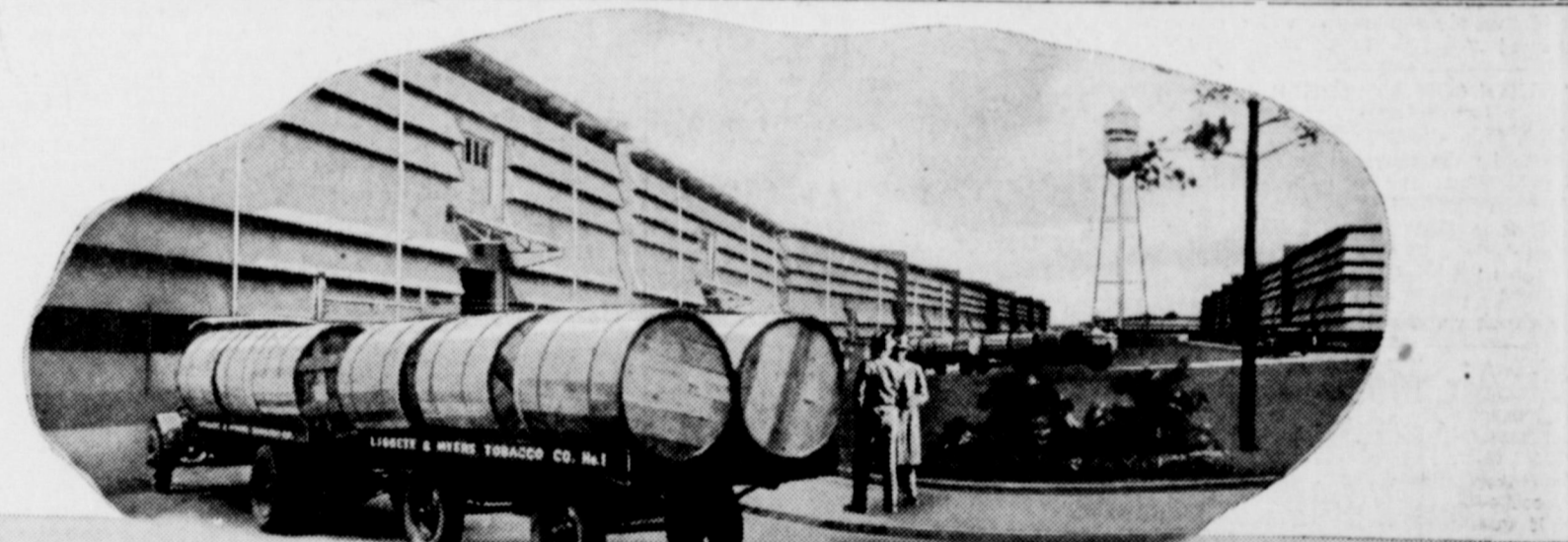
FRECKLES and HIS FRIENDS—By Blau



POTATO HIJACKERS APPEARED IN SHAFER, Calif.—With the potato shortage boosting prices to high as \$2.50 a hundredweight, potato hijacking has become a new field for gangsters. The men, hauling a heavy crop here, port an unusually large disappearance of 100-pound sacks of potatoes from their trucks.

Man arrested for window peeping told the judge he was looking for his car. And some people thought they had seen the last of those midget cars.

LOOK YOUR BEST Improve your skin. Relieve the irritation of pimples and blotches with soothing, scientifically medicated Resinol



Chesterfield Wins

...for tobacco properly aged You can't make a good cigarette out of new tobacco... it's something like putting new wine in old bottles. It might look all right, but it certainly wouldn't taste right. Ageing improves tobacco just like it does wine. Chesterfield tobaccos are aged for three years... it makes them mellow, mild and fragrant ... it makes them win



Twice a Week 45-Piece Dance Orchestra ANDRE KOSTELANETZ—CONDUCTOR WITH KAY THOMPSON AND RAY HEATHERTON AND THE RHYTHM SINGERS WED. 7 P. M. (C. S. T.)—FRI. 8 P. M. (C. S. T.) COLUMBIA NETWORK

So Much for Love

BASEBALL

"OUTOURWAY" - - - - - By William

By Bl... E KIDS... PRESENT IS... BUT TWO... AIR TOP... ABOUT...



TO THE W... T, THEY... SOMEWHE... ROWS AR... FIGURED... BRETT... AY... KEE...

He's clowning," Helena heard... ra say. "He's staying down... frighten us—but I don't think... very funny." Helena realized...

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"Peter, to me there's nothing you could do that would seem foolish," Helena told him.

right. I—I can feel it." In the end, it was the caretaker and his wife, with the justice who had married Peter and Helena and stayed on to visit with the caretaker, older and less confused, they met the emergency with a calm which none of the rest seemed to possess. Dimly, in the midst of her panic, Helena saw why this should be. Sandra Leigh's "gang"—young and impetuous—had rushed to Crest Mountain Lodge for pleasure. The wedding had further increased the degree of their camaraderie and excitement. When fate had struck suddenly, seemingly without reason, they were all too bewildered to meet the situation. So they huddled around the big fireplace, while the caretaker and his wife, and the justice, stayed inside Peter's room. Smoking endless cigars and avoiding one another's gaze, they listened for the sound of the car which Blair Lowell was driving and which would bring the doctor from the town. Finally the caretaker's wife, her arms folded nervously within her apron, walked into the room. They all looked up, expectantly, fearfully. But the good woman came toward Helena. "Judge Simmons has managed to bring him out of it," she said slowly. "There's no water in his lungs, the judge said. But the concussion's bad." She looked down at Helena with troubled eyes. "He's asking for you."

TEXAS LEAGUE

Standing of the Teams Table with columns for Team, W, L, Pet. Dallas, Houston, Beaumont, Oklahoma City, Tulsa, San Antonio, Fort Worth, Galveston.

Yesterday's Results: Fort Worth 8, Galveston 0. Houston 5, Dallas 2. Oklahoma City 8, Beaumont 5. San Antonio 3, Tulsa 0.

Today's Schedule: Galveston at Dallas. Fort Worth at Houston. Oklahoma City at San Antonio. Tulsa at Beaumont.

AMERICAN LEAGUE

Standing of the Teams Table with columns for Team, W, L, Pet. New York, Cleveland, Boston, Detroit, Chicago, Washington, Philadelphia, St. Louis.

Yesterday's Results: Chicago 11-8, Philadelphia 5-2. New York 10-4, St. Louis 3-5. Cleveland 11-5, Washington 3-9. Boston 12, Detroit 3.

Today's Schedule: Open date.

NATIONAL LEAGUE

Standing of the Teams Table with columns for Team, W, L, Pet. Chicago, St. Louis, Pittsburgh, New York, Cincinnati, Boston, Philadelphia, Brooklyn.

Yesterday's Results: Chicago 2-1, Philadelphia 1-4. Brooklyn 4, Pittsburgh 2. St. Louis 8-7, Boston 1-2. New York 4-2, Cincinnati 3-3.

Today's Schedule: Open date.

Montz Ward, Nat Dairy, Ohio Oil, Packard, Penney J C, Phillips Pet, Pure Oil, Parity Bak, Radio, Sears Roebuck, Shell Union Oil, Socony Vac, Southern Pac, Stan Oil Ind, Stan Oil N J, Studebaker, Swift & Co, Texas Corp, Tex Gulf Sul, Tex Pac C & O, Und Elliott, Union Carb, United Corp, U S Gypsum, U S Ind Ale, U S Steel, Vanadium, Westing Elec, Worthington.

Curb Stocks: Cities Service, Elec B & Sh, Ford M Ltd, Gulf Oil Pa, Humble Oil, Lone Star Gas, Niag Hud Pwr.

FORT WORTH LIVESTOCK: Hogs, 600. Top butchers, 1020; bulk good butchers, 1010; mixed grades, 950-1000; packing sows, 875-900. Cattle, 1,800. Steers, 525-725; yearlings, 725-800; fat cows, 325-450; cutters, 325-300; calves, 350-700; fat lambs, 775. Tomorrow's estimated receipts: Cattle, 1,700; hogs, 800; sheep, 1,000.



ALLEY OOP - - - - - By HAMLIN



MYRA NORTH, Special Nurse - - - - - By Thompson and Coll



Psychoanalyst

Horizontal and vertical word puzzles with clues and a grid.

MARKETS

By United Press. Closing selected New York stocks: Allied Stores, Am Can, Am P & L, Am Rad & S S, Am Smelt, Am T & T, Anaconda, Auburn Auto, Avn Corp Del, Bardsall, Bendix Avn, Beth Steel, Byers A M, Canada Dry, Case J I, Chrysler, Comw & Sou.

Drouth Turns North Dakota Lake to Dust



These parched, cracked mounds of earth, with here and there a stagnant alkaline pool, afford grim evidence of the toll taken by the drouth that has ravaged the northwest and midwest. Here the waters of a lake rippled last spring, near Bismarck, N. D. Sportsmen rescued hundreds of wild ducks that were dying there because of lack of fresh water.

White Sox Booster Receives an Award

By United Press. PORT CLINTON, Ohio.—For years, Jake Lorenzen, state liquor store manager, has been a booster for the Chicago White Sox. Louis Comiskey, club owner, heard of Lorenzen, and sent him a baseball carrying autographs of every member of the team.

FORT WORTH CASH GRAIN

Wheat—No. 1 hard, 126 3/4-127 1/4. Corn—No. 2 white, 114-116; No. 2 yellow, 107-109. Oats—No. 2 red, 49-50; No. 3 red, 48-49. Barley—No. 2, 72-74; No. 3, 71-73. Milo—No. 2 yellow, 140-145; No. 3 yellow, 138-143. Kaffir—No. 2 white, 140-145; No. 3 white, 138-143.

Western states are superior to youths from southern and eastern sections in cooking and baking, according to W. T. Douglas, in charge of CCC cooking here.

WESTERN CCC COOKS BEST. By United Press. SALT LAKE CITY.—Civilian conservation corps enrollees from western states are superior to youths from southern and eastern sections in cooking and baking, according to W. T. Douglas, in charge of CCC cooking here.

Town Is Without Single Bootblack

By United Press. LOS GATOS, Calif.—This city is anxious to reduce the unemployment list by at least one. D. I. Coates, the last bootblack in the city, recently took to the road and all the citizens now are obliged to shine their own shoes.

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You Can't Advertise Today and Quit Tomorrow

You're Not Talking 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 advertising 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 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

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Congressman Thomas L. Blanton WILL SPEAK IN EASTLAND TUESDAY, JULY 21 On Court House Lawn 8:30 p. m.



Hon. Thomas L. Blanton

Hear Him Discuss His Record As Our Congressman And The Issues In The Campaign. Also Hear About The Big Campaign Fund Raised In Washington To Defeat Him For Re-election.

Plenty Of Seats Will Be Furnished For Everyone - In Case Of Rain Speaking Will Be Held In the Court House.

COME OUT AND HEAR THE TRUTH ABOUT THE SERVICES RENDERED TO THE PEOPLE OF THIS COMMUNITY BY MR. BLANTON AS YOUR CONGRESSMAN FROM THE 17TH DISTRICT

OUR CONGRESSMAN WILL ALSO SPEAK AT OLDEN, JULY 22, AT 4:00 P. M.

Loud Speaking Equipment Will be Used

THIS ADVERTISEMENT PAID FOR BY EASTLAND FRIENDS AND SUPPORTERS OF CONGRESSMAN BLANTON

