

EAGE Two | Publishec erery afternoon (except Saturday and Sunday) |
| :--- |
| and every Sunday morning |

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 eharged for
application.
Entered as second-class matter at the post office at Eastiand, Texas,
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Attack On Social Workers Does Not Solve Relief
There seems to be something about the relief problem
that makes it hard for people to think straight. How else
explain the fact that an attack on any local relief admin-
istration almost always degenerates, ultimately, into an
attack on social workers and a denunciation of chiselers?
About a year ago the state of Illinois had such an ex-
perience; today, Ohio is having one. The cases are en-
lightening.
In Ohio, for instance, the Cleveland Chamber of Com-
merce issued a long blast against the way relief was be-
ing handled. It asserted that far too many social workers
were being given jobs in the relief administration, and de-
clared that there were altogether too many chiselers on
the relief rolls.
These accusations-because they are heard almost
every time a relief administration comes under fire-are
worth looking at in detail.
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administrative staffs-
It is vicious becaus
he real nature of the problem.
Industry.
aches are secondary

The skeleton found on $F$
in ,beach regulations,
around in your bones.



MARKETS


THAT STRONG GRIP OF FELLOWSHIP


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## A Fan is Cheap

 Insurance Against Hot Days and Nights```
Thated than the cost of running in never better illus-
cent an hour is cll it corts on your low electric, fote. 1/4
it run all night in hot weather, and you've used only
woo cents worth of electricityl
se the new fans displayed at our store, or at your elec-
trical dealer's.
    gectricity is your biggest babgatis
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Texas Electric Service Company
UESDAY, JULY 21




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| Los Angeles, Calif | 43.50 |
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| St. Paul, Min. |  |
| rancito, C | 48.00 |
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 thrill in traveling, and costs nothing extra.
Air-conditioning controls temperature and humidity
inside the car to ideal degree regardless of thunder insir-cone the car to ideal degree. regaradless of thunder
storms, dust, high winds or sultry summer heat. When storms, dust, high winds or sultry summer heat. When
going on a vacation, take a train and get a head start. going on a vacation, take a train and get a head start.
Relax or sleep in perfect comfort- n o drafts or odors
to annoy you When to annoy you. When traveling for business os pleasure,
on long or short trips, air-conditioning insures cleañ;
liness and makes on long or short trips, air-conditioning insures clean-
iness and makes you feel "reesh as the breath of spring;",
Save money-fares lowest in historySave money - fares lowest in history- substantiol
reductions on round trip tickets-new coach comforts,
orld's tinest slod
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Shoproz: Uzo new Free pick-up-and-delivery of


## 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 believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word $\ldots$ THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

## EASTLAND TELEGRAM

THE FASHION URGES YOU TO ATTEND IT'S GIGANTIC VALUE DEMONSTRATION IN OUR MID-SUMMER



This Sale Is One That We Can Truthfully Say Will Give You the Best Values You Will Find Anywhere!


ALL BETTER HATS
Were $\$ 4.98$ and $\$ 6.98$
$\$ 1.98$
DOBBS AND CHALFONTE ONE-HALF PRICE!


DRASTIC PRICE REDUCTIONS ON EVERY PAIR IN STOCK!

ALL WHITE SHOES

ONE LOT 200 PAIR
SANDALS To Clear Out 89c
All Styles, Up to $\$ 4.95$ Value
Broken
Sizes . . . . . . . .

One Lot SANDALS Up to $\$ 2.95$ Values \$1. 1.49

NATURAL BRIDGE

Regular $\$ 6.00$ Value \$3.89
No Refunds... No Exchanges ... All Sales Final!

## MARVELOUS SAVINGS



| PURE LINEN SUITS |
| :---: |
| Pilot Brand |
| \$1.98 |
| \$2.98 |




## Cool Millions

Mark Twain lamented the fact that everybody talked about the weather, but nobody did anything about it. Mark Twain died in 1910.

## TODAY:

Most movie theaters are air-cooled
Modern furnaces heat your house in winter cool it in summer.

Refrigerators take just five minutes to make ice for long, tall, cooling drinks.
Railway trains cross deserts in midsummer with air-cooled sleepers and coaches.
Office buildings, cafes and restaurants are air-cooled.

Even the ships at sea carry air conditioned salons.

If you don't believe anybody has done anything about the weather, just glance through the ad vertising columns of this newspaper and see how many ways you can defeat the weatherman's whims-today.

As these and other new ways of living are devised, tried and proved, they will be offered to you through newspaper advertising. Keep an eye open for them, and-along with millions of other Americans-keep cool!


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