# SOTHEPEOPLE MAXKNOW 

E. ©cland, Texas, Friday, April 3, 1931.

A Weekly Shopping Guide

# "Elect Three Commissioners Or None" 

"The Citizens Must Elect Candidates If They Are to Have a Majority In the City Hall."


## HOMESTEADING

Many of you, no doubt, saw the movie re-enacting the opening of the homestead lands in Oklahoma, saw the hundreds that came for miles, lined up at the border awaiting the signal to rush into the new lands and select a choice site.

You remember, some had bought fast horses, in fact race horses were among the steeds used; these were the homesteaders that left the crowds behind, and settled on, and took possession of the choice lands, leaving to the drivers of the ox teams less desirable lands.

There is much the same rush in the business world today. In each edition of SO THE PEOPLE MAY KNOW these same historical events are being re-enacted.

Today the progressive merchant who wants to homestead his business is using the fastest, newest and most complete methods to reach all the people arriving first and taking possession.
Times have changed, radio is one of the chief causes. All radio stations are clarnoring for power; more power, su-per-power, with no thought of a charge to the listeners for the hours and hours of high class entertainment-it's listeners they want. Their profits, if any, come from the advertising, as do the profits of all publications.
On account of this change in times, the progressive publications are seeing the necessity of reaching the people and are going to drop the old idea of charg ing the reader for his paper, and turn ing his attention to 100 per cent coverage so everyone will receive all the information to be had.
SO THE PEOPLE MAY KNOW is the first in this section to lead out on this new plan. It is the desire of the publishers that everyone get his copy each week just the same as if it had been paid for, and take the dollars that they would ordinarily pay for such a publication and spend it with the progressive homesteaders who are making this free publication possible.
Mr. and Mrs. Reader, if you like this sheet, nothing will be of any more help to the publishers than for you to tell the merchants that you read it and like it. We thank you

## CLUB PAGEANT

Ward School Glee Clubs and the ON APRIL TENTH Ittle Rhythm Band, so charm-
Though the bursting rose
ouds were shattered by hall in
the recent storm, yet thoughts
A chorus "Greeting to Spring" of Spring are occupylig every- charming foun girls as the one's mind, and especjally stim- Queen nt ire pon the scene,
ulating the efforts 0 the Thursulating the efforts of the Thurs-
day Afterno
ched day Afterno ${ }^{2}$ Cl and their
friends in the ceded baration for se Prime Minister.
The prin the presentati\% of their Public the queen her fellow contestLibrary benet, "The Crown- ants for the royal honor will be
ing of the Queen of Spring," a ing of the Queen of Spring," a
musical pageant announced for
then the Queen in all her beauty Friday night, April 10, in the A charming program passes
in lovely program is included in revie in entertainment for

 the Rockies," and which is fol- Perhaps one of the most brillowed by the violin solo of A1- liant numbers wiH be "Blowing | ma Wilitamen. Wilda Dregoo | Bubbles" with solo by Mri. |
| :---: | :--- | :--- |
| will present pupils in vionin in | Grady Pipkin. The chorus of |

 of or coutio. Apitatins with the toy bulloons into the quat

Connelle Theatre SUNDAY, MONDAY and TUESDAY


Citizens Organize for Fire Prevention

National fire prevention week $\begin{aligned} & \text { which will be placed in each } \\ & \text { down-town business house win }\end{aligned}$ will be observed in Eastland from April 6th to 11th inclusive dow
at the invitation of Fire Fire Chief Hennessee said Chief Hennessee, a group of "The only way to prevent a fire Eastland citizens, including Insurance agents and representa- Mr. E. E. Freyschlag, who had Tuesday afternoon at 3 o'clock $\begin{aligned} & \text { already made an investigation } \\ & \text { of methods used in other cities }\end{aligned}$ in the City Hall and outlined $\begin{aligned} & \text { of methods used in other cities } \\ & \text { suggested that a Fire Preven- }\end{aligned}$ plans for fire prevention. $\begin{aligned} & \text { suggested that a Fire Preven- } \\ & \text { tio } \\ & \text { tommittee be appointed by }\end{aligned}$ The public is asked to give he Chamber of Commerce as a
the Boy Scouts every possibl permanent organization to the Boy Scouts every possibl permanent organization to
assistance when they all at ne
make a survey of the city and
homes as a program of inpec-
determine the insurabe homes as a program of inghec- $\begin{aligned} & \text { determine the insurable values } \\ & \text { tion has been outlined for them. } \\ & \text { to prevent over insurance }\end{aligned}$ The boys will be the efo help. to prevent over insurance, as you and it is very important tional features of the campatgn hat you aid them in every way Dr. Tanner, secretary of the of bad wiring, trash, weeds, ett. $\begin{aligned} & \text { Chamber of Commerce, was } \\ & \text { present and accepted the re- }\end{aligned}$ hat might be the cause of fire. sponsibllity of getting the proAmong the things Professor gram under way.
Bittle mentioned in a brief talk
was his invitation for the pub- $\bigvee_{\text {Mrs. Jack Gillespie and dau- }}$ lie to visit the schools and en- ter, Miss Glenna, are visiting courage Fire Prevention thru in Fort Worth and Long View the children. The children in this week. Mr. Gillespie the grades are making posters/working at Long View

## LYRIC

DLAYER
Patrons ill joblee, eek
AT ALL TMEATRES

SATURDAYONLY BUSTER KEATON
"PARLOR, BEDROOM and BATH" CLIFF EDWARDS - WithSUNDAY AND MONDAY Another Chatterton Sensation-


RUTH CHATTERTON

## -

"UNFAITHEUL" with paul lukas


|  |
| :---: |
| Shampoo and Finger Wa <br> without Drying |
| 50 c |
| Eye last and Eye mrox |
| $\$ 1.50$ |
| 25c <br> at the minis shor |
| SAMUEL'S <br> BEAUTY SHOP |

## GAS MEET-

Mr. T. M. Johnston was nom-
 There will be another mass one new members. It is planurch of Christ, spent Wed- ahead of time
 Grisham refused to run. Mr. ship of Eastland city is request-

Judhins stated that "we are not ed to attend. | fighting corporations, but try- |
| :--- | :--- |
| ing to bring about a cheaper | BAPTIST CHURCH \(\begin{aligned} \& Sunday marks the 3rd anniver- <br>

\& sary of the coming to Eastland\end{aligned}\)

| BAPTIST CHURCH | $\begin{array}{l}\text { sary of the coming to Ea } \\ \text { of the present pastor. }\end{array}$ |
| :---: | :--- |
| NEWS |  |

## AUTO

## Parts and Service

100 PER CENT COMPLETE PISTON RINGS--BRAKE LININGS HYDRAULIC BRAKE PARTS IGNITION POINTS-COILS GENERATOR AND STARTER BRUSHES, ARMATURES, ETC TIRBS AND BATTERIES

We have the necessary machisery, and have spectalized in Ignition Troubles

Shop

COME TO SEE US

Day and Night Service
Phone 620
Superior Garage
F. B. ROBERTSON, Proprictor 405 S. SEAMAS

## Announcing

 TEXASHOTEL DINING ROOM
good home cooked meals 50c

| SPECIALS |  |
| :---: | :---: |
| For Saturday, April 4, 1931. WE DELIVER $\because \cdot$ TELEPHONE 354 |  |
| Bananas | 19c |
| Fresh Green Beans | Pound 15c |
| Spuds | 10 Pounds 25c |
| White Swan Jeilo | 3 Pkgs. for 25c |
| Dunham's Cocoanut | 0 c |
| Vanilla Extract | $3 \mathrm{oz} \mathrm{10C}$ |
| Dried Apples | Pound $12{ }^{\text {a }}$ C |
| Fresh Eggs | Doz. 18c |
| Cream Meal 5 til | 18c 10 tb 30c |
| White Swan Oats | Large size 19C |
| Toilet Paper | Roll 5 C |
|  |  |
| Steak | ce Cut, to 25c |
| Roast | Chuck nt 12: |
| J. W. TUR <br> 1005 West Commerce | ER GRO. we deliver |


CALBRIEFS $\begin{gathered}\text { prices on } \\ \text { hatehing．}\end{gathered}$
See Wolis ad for the iree cou－ial fountain offe $\mathrm{p}_{\mathrm{po}}^{\mathrm{po}}$ prices，Miller＇s 5 and 10 cen
store special for The United Iaturday． panj＇s store wide low prices an－ Speed Dee＇s new low price on cleaning and pressing． See Mickle Hardware Com－
pany＇s variety of hargains did you notice the new style did you notice the new style hose
at the Gift Shop and the two heatre ads on the front page？
Perry Bros．as usual show some specials for Saturday Read the popular prices at the opening of the Texas Hotel din－ ing room．The Turner Grocery on West Commerce has their deliver．

The Epsilon Sigma Alpha so The Epsilon Sigma Alpha so
ority will meet Monday even ing．Apy 6th，with Miss Vir residence at 517 South Basset

and completely lar ligh school student，was which will be brick and stucco．last few days due to serious ill－ Ir．Lucas expects to have this ness．We are glad that she will
work completed wifhin the next be able to resume her work thirty days．
W．A．Teatsorth parber shop
has been mot ed fom its loca－
ion on Elast Wain street to a on on East in in street to a tives in Fort Worth rela－ location on South Seaman．Thompson is the barber at the Mr．Joe J．Mickle lert Wed－a very pleasant day．
nesday afternoon for El Paso
where he will ioin Mrs．Mickle where he will join Mrs．Mickle
at the bedside of their daughter at the bedside of their daughter，
Mrs．W．A．Russell who is to be operated upon Sunday morning． Dr．F．H．Blanchard will be the

Mr．and Mrs．J．C．Donica who
Mre and Mrs．J．C．Donica who
have been running the Gorman Hotel for some time have taken
over the dining room at the Texas Hotel．They announce riday as the opening day．

Mrs．Joseph Weaver，who has been in Long View with her husband，spent last week end
rillo has been here visiting in the home of his daughter，Mrs．
R．F．Wynne and family．

IOST－German Police puppy． six neeks old，strayed between 10：00 and 12：30 o＇clock Sun－ day morning．Finder please return to Mr．H．C．Da
United Dry Goods Store．
Mra．Abe Green of Abilene． was in town first of the
paying calls on friends．
Mr．and Mrs．Frank Roba－ Mr ．and Mrs．Frank Roba－
son were in Ft ．Worth Monday attending a Bus hearing．
Mrs．Pauline Daniels is con－
fined in her room on account of nined in her room on account of an attack of asthma．Her
friends hope for her a speedy
recovery an attack of asthma．Her Corporation，and now lives
friends hope for her a speedy in Abilene，was seen on the
recovery．Mrs．Daniels is streets of our city during the
Court Reporter in the 88th Dis－first of the week． Court Reporter in the 88 th Dis－first of the week．
trict Court． trict Court．
Miss Geraldine Dabney，who
teaches in Breckenridge school，
Little John D．Samuels，four－
teen months old son of Mr．and
Mrs．D．Samuels，has been quite was at home with her parents，
Mr．and Mrs．Allen D．Dabney Mr．and Mrs．Allen D．Dab
during the past week－end． Announcement nas been
made that there will be a regu－ lar American Legion meeting Monday night in the County Court Room．This meeting is
for the purpose of taking up the for the purpose of taking up the
matter of an American Legion mome－whether to accept the city＇s offer for the tourist park． The District Track Meet is
scheduled for Thursday of this scheduled for Thursday of this
week，to be beld on Eastland week，to be beld on
High School campas．

Rev．Leeman Anderson began a revival meeting at the Naza－ ＂The Man Who Favors The Devil＂was the subject of his first sermon．Other subjects will be announced．The public is cordially invited．
Mr．H．A．Perry，who has just opened the Red Chain Superior
Feed Store at 405 S ．Seaman， Feed Store at 405 S．Seaman，
reports business is fine，and is ume later．

Mr．and Mrs．Jack Dwyer
spent Sunday in Abilene visi－ spent Sunday in Abilene visi－
ting Mrs．Dwyer＇s sister，Mrs．
Clay Knox．

Mrs．W．E．Moore， 217 South congherty street，who has been
confined to her room for the past two weeks is slowly im－ ious to see her out again an

Mr．Horace Robason，Miss Iay，visited the Misses Janie ohnagin and Virgie Lee Cross

Mr．Marvin Grubbs of ay in Electra，attending to iness matters．
Mr．Wayne Murrel is being Gransierred this week from the
Greyhound Bus Station here to heir station in Sweetwater．We well in his new location
Angie Fehl and Miss Imogen narriage have announced their ime in January．

Mr．Russel B．Jon
Pamily，Formerly of Eastland， made a short visit in the city Monday．Mr．Jones is at pre－
sent Manager of the Texas Elec－ ric Service Company of Breck ariage．
Mr．C．D．Knight，who on
ade his home in Eastland，and sick，but is improving slowly． Mr Perry Sayles of Sayles and end in Abilene．
Mr．and Mrs．I．Moldave dilene spent the week－end
ith Mr．and Mrs．Dave Wolf． Mrs．Stover，saleslady of the United Dry Goods Store is driv－ ing a New Ford lately．That

SSOCIATIONAL B．Y．P．U． MEF HERE LAST SUNDA Shackelford，Eastland and tephens counties were repre－ ented in an associational $B$ ．
$Y$ ．$P$ ．U．program given at the day and Baptist church Sun－ began about three o＇clock with the Ranger Central church was．The outstanding feature ＂．Stephens．His subject was ing Through Study．＂ the attendance banner．Received
Rev Dossey also made a short talk which has bees conducted at which has bees conducted at
the Baptist church in Eastland the Baptist church in Eastla
during the past two weeks．

CLEANED and PRESSED 25
NOTHING CFEAP BUT THE PKICE SPEE－DEE

Phone 82

## S．C．R．I．Reds <br> 12c Each

C．Whit Leghor onour own farm，from trapnested and official hens

## Custom Hatching $\quad 21 / 2$ per egg

160 to Tray－Set Every Monday
Try our Jamesway Incubator．It tches better and bigger chi

## Bell－Hurst Ranch

1－4 Mile East of Eastland on Barkhead Highway

SUITS

New
Adelon


## otase values

$\$ 1.50 \quad$ ² $\quad \$ 1.95$

PRE－EASTER UNUSUAL VALUES

## 



The Royal Neighbors of Am－Wood，Mrs．Wiley Harbin，Mrs The，Eastland Lodse，cele－E，R Chandeer Mrs，Steer Bro brated their 37th National An－mer，Mrs．Rosalee Caraway niversary March 20th．A large Mrs．H．A．Coilins，all of East crowd attended the meeting，Mrs．H．A．Collins，all of East－ including members of the Ran－
geeting and Breckenridge of the Breckenridge Mrs．C．H．Yeager，Mrs．Jas．
Monday night，March 16th．

## FIRE PREVENTION

## Barrett Roofs

REDUCES INSURANCE
25c On The $\$ 100$ Valuation
Higginbotham－Bartlett Co．
301 West Main
Phone 112
EASTLAND，TEXAS

## ＂DURABILT＂ FOUNTAIN PEN Guaranteed for Life regardess of cause of damage and with no Limitation as to time in use

Why Pay $\$ 7^{.50}$ to $\$ 10^{.00}$
FOR A LIFE－TIME PEN WHEN WE SELL YOU ONE
OF THE SAME CONSTRUCTION FOR－

## $\$ 3^{.50}$

GUARANTEED FOR LIFE Corner Drug Store orthwest corner of square

eastland，texas<br>TELEPHONE

## ＂IT PAYSALL－WAYS

AND IT PAYS ALWAYS＇

## You are earning a steady lncome now－because you are well and

 strong－and able to employ your time．You can guarantee thatyou will remain well and strong－but you can guarantee te con． you will remain well and strong－but you can guarantee the con－
tinuance of an income at the very time you will need it most－under our famous＂All－Ways＂contract．
It pays you $-\$ 100.00 \mathrm{a}$ month for life－if disabled by sickness．
It pays you $\$ 100.00$ a month
It pays you $\$ 100.00$ a month for life－if disabled by accilident． It pays you－ $85,000.00$ for loss of sight by accident．
It pays you－ $\mathbf{5 5 , 0 0 0 . 0 0 \text { at age of } 6 5 \text { if you are still ifv }}$ It pays you－ 85,000000 at age of 65 if you are still living．
It pays your beneficiary $-\$ 5,000.00$ for natural death． It pays your beneficiary－$\$ 10,000000$ for accidental death It pays for confining or non－confining sickness and additional for
hospital fees． hospital tees．
Pollctes for larger

隹作 for larger and small amounts avallable under this con

CPAYS ALL－WAYS AND ALWAYS＂
O．H．DOSS，
Representsative．
EASTLAND．TEXAS

## Business Men＇s Assurance Company <br> KANBAS CITY，MO．

Easter Hats and Dresses

| Serect your Balter： Dress and Hat to matcc you will find just the dress that you are at a price you can pas． |
| :---: |
|  |
| $\$ 1100$ And Up． |
| Millinery $\$ 2.98 \text { to } \$ 4.98$ |



