# THE WEEKLY CHRONICLE 



Their "Murder" Was Exaggerated


## MAVERICKS WILL BEGIN 1937 GRID SEASON WITH BROWNWOOD ON FRIDAY


mime nime

## 

NYA Jobs Given
County Shools
Alt.
Alocation of 55 National Youth
wood and Ballinger.


23 County Youths
To Participate In $\mathrm{Co}-\mathrm{Op}$ School Plan

Eastland Woman's Father Interred

Criminal Cases In Court Are Slated

Eastland Citizen,
Funeral Conducted


Gander Herds Sheep Former Eastland Negro's Name is Not. For, One Farmer Resident Is Dead A Gas, It's a Name Mibourow, onio - Jomin Resident Is Dead the gander has been Gio . Brownn
ond self-appointed guardian, herder,
bellwether and keeper of the
sheep for more than four years. Fred Rose, 27 , formerly of East, $\begin{aligned} & \text { late }\end{aligned}$ sheep for more than four years.
Brown sold his geese four
lectiod recently of a throat inago, but when the purchaser had
departed Brown found departed Brown found the gander
sheepishly hiding among the Grateful for their protection,
John took charge of the flock.
When other barnyard fow John took charge of protection,
Whe flock.
Wed, Jother barnard fow found eating with are
fhe sheep. Stray found eating with the the
(sheep.
suspicious circumstances send theh suspicious circumstances send the
old gray bird honking and waddl.
ing for the stable with "his flock" ing for the stable with "his flockl"
close behind. Whenn said that in the four
Bears the gander has been keeperprogress, John stands sentinel at at of-the-sheep, none of his charg
a little distance. With the ap.
pase steped on or otherwise
proach of darkness he stands at
jured him.
 are accounted for, John roosts "because he's the best watchman age and reads every newspapet

## PENNEY'S

New, Smartly Colored Patternsifor Fall! MEN'S SHIRTS $=986$


Albanian Pays a
Tribute to U. S. for Her Peace Activity






Bottling Firm Is
Producing Product
On Fair Evenings

Try Our Want Ads!
 Business Is Shown
In a Huge Report

## HOME AGAIN

.. And what a nice time we had! Perhaps, some of us did not get ing and self-satisfying, and we are back now, ready for another year's

But did you return to your own home or a rented house? There's . We have been preaching home ownership to Eastland folks for a long-time. Many have bought, others keep putting it off. Reason
prompts us to guess that we are headed for a season of higher rents,

## EARL BENDER \& COMPANY

Der \&

| See Our Prices on |  |  |
| :---: | :---: | :---: |
| Flour - Sugar and |  | Per 19C |
| Compound | Oo store | $3{ }_{\text {cb. }} 5$ |


Ketchup, 14 Oz. $\ldots 10 \mathrm{c}$ Apples fonco
Tomato Juice 3 c.me 24 o 25 c Bananas, Lb. ....... 4c
Post Toasties,Lge. .. 10c Tokay Grapes, Lb. . 10c


Cabbage, 2 Lbs. .....5c



CORN FLAKES PKG. 10c

## TEA



QUALITY MEATS AT PRICES YOU CAN PAY! Decker's Korn Kist Bacon
Swift's Sliced Bacon
Pen Fed Red and Buff Fryers
lb. 37 c
lb. 35 c
lb. 25 c Cheese, No. 1 ... 25 c Bacon . . . ....... 30c
Chuck Roast
Steak, choice cuts
Roasts, choice cuts
Lb. 25c
Lb. 18 c
Bologna ... lb. 15c Bacon Squares .28c
Mock Chicken Legs, 6 for .... 25c Hot Barbecue lb 30c










 OXYDOL 24oz plese 2lc VIEWM SALSAGE PORK \& BEANS ${ }^{\text {mamem }}$ HOMNY TOMATOES TOMATO UIICE SADO DOG FOOD cm 1ELI: 6 6 imsom



WE RESERVE THE RIGHT TO LIMIT QUANTITIES

## FRESH FRUITS \& VEGETABLES



Celery, Large Stalk .. 16c $\begin{gathered}\text { hard creen head } \\ \text { Cabbage, Lb }\end{gathered}$
fancy sunkist
Lemons, Doz
Onions, 3 Lbs. ...... 10c Green Peppers, Lb.
 PEACHES

GRAPES




PIGGLY WIGGLY

## MEATS

Uphold Quality!
FISH
Fancy Red LB. 22c
$\underset{\text { SEVEN }}{\text { fancy beef }} 18 \mathrm{Cb}$ VEAL CHOPS Parth 19c
 i. 29c KRAFT ELK̇HORN CHEESE


PITTED DATES Nouck $7 \frac{1}{2}$ or prese 10 C


LIBBY'S or DEL MONTE
PINEAPPLE JUICE THREE 12-0Z. CANS . . 25 c LARGE 46-0Z. CAN . . . 33c

PRUNES onticon ressen no 10 com 35 c DEL MONTE TUNA per con 19c AMERICAN SARDINES 2 cma 9 c
 Rock Crystal Salt, 3 Boxes ............. 10c Super Suds $\quad \begin{gathered}\text { GIANT PKG } \\ \text { CONCENTRATED }\end{gathered} \quad$ 19c Sunbrite Cleanser, Can Life Buoy Soap, 3 Bars 22c
Fly Swatters, Each
Gulf or Flit Guns, Each . . . . . . . . . . . . . 25c
we reserve the right to limit quantities


Warmakers Try
New Brand of Whitewash

## PRICES UP A LITTLE BIT! <br>  <br> NEW PRICES <br> DRESSES 75 c COATS 65c SUITS 65c KNIT SUITS \$1

## NEW PRICES MEN'S SUITS 65 c TROUSERS 35c <br> 0'COATS 65 c SUEDE JK'TS \$1

HARKRIDER CLEANERS \& DYERS
weom Mis st.


"I'm $\frac{1}{3}$ stronger than a horse"


- "A horse is a pretty powerful animal but $I$ ve got him beat I'm a third stronger than he is. "I can do dórens of things in your home . . I can wash dishes, iron, cook, make swell coffee, sweep the floor, keep your food fresh and wholesome, bring you radio programs from all over the world $\ldots$ and all this for only few cents a day
I also make the wheels go around in factories, furnish light
and cool comfort in stores and offices. In fact, wherever there are people, you'll find me on the job doing hundreds of important things economically, efficiently, and quickly.
"I don't ever get tired and I work at night as well as in the day time. For what most people spend on cigarettes. I'll rake your home a better place in which to live and bring you leisure, comfort and conyeniencs."


## Electricity Does Much . . . Costs Little

TEXAS ELEGTRIC SERVICE COMPANY

# You Can't Advertise Today and Quit Tomorrow <br> 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 suffiicently 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 OV-ER-SPENDERS IN ADVERTISING!

## WEEKLY CHRONICLE



Forty Listed On Petit Juror's Roll


| Pierce New Head | Figuring On Crop | $\begin{array}{c}\text { Carbon Farmer to } \\ \text { For 9:49 Bible }\end{array}$ |
| :---: | :---: | :---: |
| Acreage Nears End |  |  |
| Plant Registered |  |  |


| Pierce New Head | Figuring On Crop | Carbon Farmer to |
| :---: | :--- | :--- |
| For 9:49 Bible | Acreage Nears End | Plant Registered | Class of Church

8th Court Calls Jurors For Week
\$2,000 Compromise CORN CROP Okehed by Tribunal WILL BE READY FOR HUSKERS

Issue of Funding
Bonds Is Ordered

curabion orep inurux ons Brand of Sorghum

and
Jurymen SelectedFor County Court

Lions On Search
For More Members



Maiming Is Charged his state.
Against Ranger Man

## court grand of maiming, Underwood

resent champion, holds the rece

$\qquad$
$\qquad$
$\qquad$
$\qquad$ RENDER JUDCMENT $\quad \begin{aligned} & \text { "State police already are working } \\ & \text { on traffic plans and traffic offin }\end{aligned}$
 50 pop and food, stands on the
farm. The contest, itself, is free
however."

## 

Pete Garrison Is JTAC Team Worker

## Emerson

 Radio mesmomy THE LITTLE Erewthing ALI ON THE AIR IN A FOOT SQUARE name it.. Emerson has it!

## IMM HORTGiT TIRE SERVICE

Jim Horton Tire Service

