

## Eastland Celsgram

 casuand County Record established in 1931, consolidated Aug. 31,is… Chronicte established 1887 , Telegram established 1923. Entered
is second class matter at the Postoffice at Eastland, Texas under the ss second class master st the Pos
act of Congress of March 3, 1879
Ray B. McCorkle, Editor
O. H. Dick, Manager
TIMES PUBLISHING company TIMES PUBLISHING COMPANY Published Dsil)
day Morning.


| We Live In a Great Country- |  |  |
| :---: | :---: | :---: |
| and one of the things that has belped to make it so is insurrance. In one particular at least the average American buys more insurance than any other nationality. This means that he doesn't want to carry his own risks and the attendant worrie that go along with them. He just insures himself, his family, his property, everything he has-because it's good business todo so. Yes, it's American to be ingured and Insurance is typically American! |  |  |
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| If ties laserance W. Write tet |  |  |
| Earl Bender \& Company |  |  |
| Euthend | Insurance since 1924 | Tos. |

## AGAIN IN 1952

NEWSPAPERS Led All Advertising Mediums in Producing Sales For the Advertiser

解 other medium came even close to the widespread advertising prestige and power of
the press. The survey again proved that men and women buy newspapers and read newspaper Radio and TV audiences solid audience-tuned daily to the hometow newspaper. Radio and TV audiences are be coming more divided and split each day.
But the audiences of the hometown daily is a complete unit that can be counted on
day in and day out. This simple test proves our story: Contact ten families listed in your telephone directory. Ask them (1) What radio station are you listening to? (2) to yourself that newspaper advertising is the most effective and the most economic-

## IN EASTLAND

AND THE SURROUNDING TRADE TERRITORY, THE GORWING CIRCULATION OF THE
Eastland Celenrame
Reaches More People . . . Sells More Merchandise For Local Advertisers Than All Other Mediums Combined!

Increasing circulation of The Eastland Telegram in recent months is proof that your
hometown daily is a leader in both reader and advertising interes. The Telegram,
a hometown institution boosting and building Eastland, reaches a luc:ative marlect
that no other medium can ever touch-and at lower cost!
If you want to SELL merchandise or SERVICE call the ADVERTISING DEPARTMENT of the TELEGRAM

PHONE 601



FRECKLES AND HIS FRIENDS


Triso ciuscu sumi



## VIC FLINT



By V. T. Hamlir
ALLEY OOP



- FOR SALE
- 



Social Calendar


Insurance
Phone 898
One Day service SHULTZ STUBIO
Are you the type for type?
$\qquad$

$=-2$
 WOOTHWE ST SCHOOL OF PRINTING


Phil Laws, Insurance \& Real Estate Representing Oid, Non-assessable, Muney-Saving Up to $20 \%$ immediate saving on Fire Ins 204 S. Seaman

## STEAM CURED

HAYDITE LIGHT WEIGHT BUILDING BLOCKS Now you can enjoy low first cost. Quicker Construetion. Less Up.keep Expense. Smaller Insurance
Premiums. Savings on Cooling and Heating. Grimes Brothers Block Co.


Grimes Brothers Block Co.


Alex Rowlin, 8 Sons moNUNEITS Oeatherford tex Serving This Communty
For More Than 68 Years

## Hard of Hearing?

 TRANSISTOR




