## Roosevelt Signs Wagner Labor Relations Bil



Superintendent of
Yantis School Is Suicide Victim
chweitzer Charged In Dickinson Death
 THREE HOMES ARE LOST IN RAVEER FIRE
Livestock ShippingFrom Texas ForMay Increased

 May Increased


ForNextMonda

Underway


Group toSetFair Dates On Tuesday

Roberta Semple Is
Willing to She Hints Today

A New Complain

## Twerryfour

 ARE NWRRDTRAN
RRECK






EASTLAND TELEGRAM

## Momber Advortioing Buroeu - rerace Daily Proos Loague Member of United Press Ansociation

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charged for at regular advertising rates, which will be furnished upon

application, | $\begin{array}{l}\text { Entered as second-class matter at the post office at Eastland, Texas, } \\ \text { under Act of March, } 1879 \text {. }\end{array}$ |
| :--- |

## U. S. Makes Example <br> of Conniving Lawyer

fight with the underworld took place almost unnoticed at
Oklatoma City he other day, when a lawerer was convict-
ed in federal court of sharing in money that had been paid as a kidnap ransom.
The lawyer was Ben B. Laska of Denver, and his con-
viction represented one more off-shoot of the famous
Urschel kidnaping case, in which 19 other persons have already been convicted.
government to teach attorneys that they must not share the llegal profits of gangs.
in which it is possible for a lawyer to overstep the bound of proper procedure in defense of a gangster.
Retained as counsel for Albert Bates, one of the lead
ers of the kidnap ring, Laska was accused of having r ceived $\$ 10,000$ in cash from Bates' stepson, Edward Feld
man. This money, according to Feldman, was part of the Urschel ransom money.
In addition, Feldman testified that Laska directed the hiding of Bates' share of the ransom money, and gave in-
structions which enabled Feldman to evade arrest for 1 months after Bates had been captured. Feldman's moth
testified that she had wished to surrender, but that Lask had told her she would "get her throat cut" if she did.
All this, presented to a federal jury, resulted speedy conviction fod a Charting a proper course for a lawyer who defends crook is a delicate matter. Any man accused of crime has
the right to hire counsel, and his counsel has the right to the right to hire counsel, and his counsel has the rin. Yet
put up the best kind of fight for him that he can.
there is a dividing line between ethical practice and out right crminality which an over-zealous attorney can easily cross.
Against the lawyer who puts up an honest fight
client there can be no quarrel. But the lawyer who takes
that one extra step, and gets over the dividing line, be that one extra step, and gets over the dividing line, be
comes an outright accomplice of the gangster.
He profits by the fruit of the gangster's crimes, in a
rect and unmistable way; he helps his client avoid dire rect and unmistable way; he helps his client avoid ire
tion and advice he gives, he become a silent partner in the
crime ring.
crime ring.
-Nothing would help more, in our fight against crime
than an effective campaign to punish such lawyers. The than an effective campaign to punish such lawyers. The
oklahoma tral ought to remind "border line" attorneys
that it isn's healthful to overstep that dividing line between that it isn's healthful to overstep that dividi
ethical practice and criminal conniving.

## Chaco Peace Reveals

Futility of Figthing

## through the good offices of diplomats from other South ways a fine laboratory tution could be studied. <br> In no way has this be he war finally stopped.

-After three years of fighting and the loss of 100,000
lives, Paraguay and Bolivia agreed to sign a truce. Under the terms of this truce, a neutral military com-
mission fixes the lines separating the rival armies. Demo-
bilization is undertaken by each side, with the understandbilization is undertaken by each side, with the understand
ing that each army will be reduced to 5000 men within 90 days, and that no new war material will be bought.

Once the armies are demobilized, direct negotiations sette the territorial question at issue. If these negotions
fail, the two nations agree to submit the whole question to fail, the two nations agree to submit th
All of this seems to be a sane and sensible way to settle a bloody and expensive mess. But there is one point about
it that is bound to strike any student of international affairs with tragic force. whee the two nations have finally agreed to put the
whole dispute up to arbitration, failing agreement between themselves-why could not they have agreed to this three years ago and saved the lives of $100,000 \mathrm{men}$
way?
They wind up exactly where they started. They spen three years in a struggle which, in proportion to the wealt and population of the nations involved, was about as cost
Iy as the World War itself. They kil off the flower of other's manhood, and saddle themseves with debts which will not be paid for generations.
And at the end, they agree to do exactly what they
might have done in the first place-settle it peaceably, by egotiation if possible and by arbitration if negotiation

## Could there be a more eloquent sermon on the futility

 of war?

RRECKLLS sand HIS FRERNDS By Blewer BASEBALL WELL, WE ROUNDED UP
EVERY COPY OF THAT
EDTION THAT REACHED
THE STREES, AND IT
WAS SOME JOB !! $\left\{\left.\begin{array}{l}\text { BUT WE } \\ \text { COULON'T } \\ \text { STOP } \\ \text { OELIVERIES } \\ \text { TO PAID } \\ \text { SUBSCRIB- }\end{array} \begin{array}{l}\text { YEAH, AN' THE } \\ \text { OUT-OF-TOWN } \\ \text { SUNDLES } \\ \text { SURE ON } \\ \text { AREIR WAY.... } \\ \text { THE PLANE } \\ \text { TOOKOF TWO }\end{array} \right\rvert\,\right.$

"Dusting the Covers of Texas History"









to make you forget the heat AND the humiditythat's what the new serial, "Sun-Tan," offers you It's guaranteed hot weather insurance - a gay, bright love story with plenty of excitement. "Sun Tan" begins
Begins Monday, July 8th, in This Paper



# You Can't Advertise Today and Quit Tomorrow You're Not Talking to a Mass Meeting . . . You're Talking to a Parade . . . ! 

BRUCE BARTON


#### Abstract

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 ad-


 vertising 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 prehaps reluctantly is a better word... THE BALD TRUTH ISTHAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!


