# COUNTY GROUP HEARS PWA PROJECT RULES 

|  | Barred by Cub | STATE RELIEF OFFICIALS ARE NOW NAMED | September 25－28 Set As Dates For the Annual County Fair |  | BALDWINSAYS U．S．SPENDMG <br> IS FAllURE | ConfessedSlayer Pleads Not Guilty$\qquad$ | PROGRAM WILI <br> GIVE EAR TO |
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|  |  |  | Action On Move to |  |  |  |  |
|  |  |  | Restore Hapsburg |  |  |  |  |
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|  | KIDNAP CASE |  |  |  |  |  |  |
|  |  |  |  |  | Executive Plans |  |  |
|  | －AT TACOMA | ACity Directory |  |  | Relief From Flood |  |  |
|  |  |  |  | PPPTUITY | Almany |  |  |
|  |  |  |  | OPPORTUNTY |  |  |  |
|  | AT TACUMA |  |  | OFFERED FOR | cmond |  |  |
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|  |  |  | Judgment Given In Civil Suit | RELIEF CLIENTS |  |  |  |
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|  |  | ${ }^{\text {F }}$ Four 4－H Girls |  |  |  | Four Montana |  |
|  |  |  |  |  | Hail Showing of Breck Oil Men＇s Well as Unusual | Towns Destroyed By High Water | 边 |
|  |  | Educator Talk at Rotarian Meeting |  |  |  |  |  |
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|  | Marble Machine Is Third Party In a |  |  |  |  |  |  |
|  |  |  |  |  |  |  | 450Magnolia Men |
|  |  |  |  |  |  |  | 450 Magnolia Men <br> Attend Event In Eastland Monday |
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|  | FIGHTING A |  | THROWN | TURMOLL |  | BILIZING |  |
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## EASTLAND TELEGRAM

 Member Advertising Burenu - fexas Daily, Proses LeagueMember of United Press Association NOTICE TO THE PUBLIC Any erroneous reflection upon the charaterer, standing or reputation
of any person, firms or
of this
 Entered as second clesse mater at the post office at Eastland, Texase, under Act of March, 187 .

## Butler Spouts More

 Good Sense on WarStates marines, speaks out of turn every now and then an
$\qquad$ about, every so often; and his latest outburst-on war, the
way it gets started, and the people who have to take the
$\qquad$


BASEBALL

MARKETS

AIRonditioned omfort
 SUMMER rates THE WORLD'S FIMEST transportation at THE LOWEST RATES IN HISTORY


$$
\begin{aligned}
& \text { EVERY CAR OF EVERYTHROUG } \\
& \text { TEXAS AND PACIFIC TRAIN }
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AR COOLED AND AIR CONDITIONED
Consult The Texas and Pacific Ticket Agent
Travel in Ari Cooled Luxury vuiler

## men

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He would views the future with much less uneasiness
if he knew, first, that he wasn't being dropped into war to
save somebody's business deals, and, second, that no war
could come until he had a chance to express himself on it.

## :

nateston 6, Fort Weostr



american league
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$\qquad$
Judge Recognizes Two Cannot Live Cheaper Than One


WHEN YOU NEED AN EXCUSE TO STAY A LITTLE LONGER


IT'S THE TOBACCO THAT COUNTS
There are no finer tobaccos than those used in Luckies


## You Can't Advertise Today and Quit Tomorrow

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


## PAGE SIX

Local--Eastland--Social Office 601 Telephones Residence 28
$\qquad$ Eastland Personals


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Charter No. 14299
EAST REPORTOF conoition of the Ditrict
EASTLAND NATIONAL BANL

## "ANN IS GOING TO GET MARRIED!"

"YES! She's engaged to a nice boy. He's not making a big salary yet, but he's a hard worker. They'll have to be careful of their money, at first!

Careful of their money! With a home to find, furniture to buy, marketing to learn . . . with the thousand and one little emergencies to meet that newlyweds never dream of!

And a young girl, inexperienced in these practical problems, is expected to be careful of her money! Ann will bless advertising. In the pages of this newspaper she will find the very experience she lacksthe advice she needs!.

It is when every penny counts that advertising gives its best service. The advertisements you read are valuable lessons in everyday economy. They telp, as nothing else can, to make your dollar go the longest distance. Foradvertisements show you which article, at the price you are willing to pay, is going to suit you best. And the very fact it is advertised is ite parantee that it will give you satisfaction after you havol ught it.

The advertisements in this newspaper al a nost valuableguide to wise buying. It pays to read them regularly.

