## ationwide Mine Strike Called for Monday

| Lovers Parted 50 Years Ago | COOD COIFERS | Ex-Students of Ha Win Reunion | Akins College | - |
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| Meet and Wed | AREEXPCCTE |  |  | PLAMEISPUT |
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## EASTLAND TELEGRAM

## Momber Advertibing Burren - Trosen Doiity Prout Loosuc

 Notice to the public
 Entered as second-class matter at the post office at Eastland, Texas, one year by mail (In Texas) $\begin{aligned} & \text { SUBSCRIPTION Rate }\end{aligned}$

Roosevelt Social Security College Talks Reveal

## program <br> tat in the nation's history, was pushed through the esenate Five republican senators and one democratic register against vote. Se farm la <br> $\qquad$ <br> ers are assured that it would cover nearly $25,000,000$ pe ple who would draw $\$ 10$ to $\$ 25$ a month after they react ple who would draw eq 65 years of age. <br> $\qquad$ <br>  <br> enected the measure and conferees will be named by ho $h$ ho <br> approved bill will be snt to the President. It is perhaps justice ever enacted by the congress or the parliament of any nation in the history of the world. It must be true revolutions neve git

Gün Club Shoots Today, But Interest Fixed on July 4th When Statewide Affair Due







Governor Will Inaugurate New Program Monday
Housewives Are Warned of Fake Federal Official

## 

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: By Williams
The Willets


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## ARNING!

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W.L. Mead



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W. L. MEAD CHIEF OF POLICE


# aynich SERVICE DoYouPpeter? 



THE ABOVE is a typical Classified Agent's Wanted Ad-which may bs answered by any man out of a job who is fascinated with the idea of " $\$ 150$ per week."
A few days later-we find him at the door of an office or residence, his case filled with samples and

He With No Experience
Yes!-He gets an order-perhaps from one of his Best Friends-He takes the measures for the suit just as the instruction book tells him-and of course he collects The Cash In Advance which is his commission on the sale.

## Two Weeks Late

The Suit Arrives and the C. O. D. Balance is paid the postman. Let Us See-what this salesman "with No Experience" sold his Best Friend.

## Here It Is--

All Out of Proportion Too Long in some places-Too Short in Others -In fact A COMPLETE MIS-FIT.
"Stung"-says the Friend.


He Exhibits the Shoe--

## Per Printed Instructions

tells his customer of the many fine points of quality and obtains an order.


WHAT SIZE?-The most important factor of the sale is determined by the Peddler in the crudest manner. Part of his equipment is a tin pan on which the customer's foot is measured. The order taken in this manner and on the basis of "No Experience Required"-Imagise The Fit and Comfort of these Shoes when received by the customer.

## Local--Eastland--Social 

## MANGM

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## TET US E 4Tw JUUY OI SE MAKE YOU TRIP

 completely ispecty your car. There is no charge ore enjoyable trip.
For the motoring convenience and safety of car wners nd thumsands of firestone dealers are also equip ped and housand ofirestone deaters are iso cquipect o test and service your tires, brakes, batteries, spark pluss, wheels, ;ignition system, carburetor, in addition oo lubricating your car with the most modern power tquipment, also crank case service, washing and AVOID THE DANGER OF BLOWOUTS Firestone removes the danger of blowouss by
preventing their main cause - interalal friction and preventing their main cause - internau friction and
heat. This is accomplished by Gum Dipping, patented extra process which soaks every cotoon cord and insulates every strand with pure liguid there are three questions and answers THAT WLL SOLVE YOUR PROBLEM OF WHAT TiRES TO buy



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## LOOK YOUR BEST!

HAVE YOUR CLOTHES CLEANED AND PRESSED BY THE SANITONE METHOD, READY FOR JULY 4TH


WE WILL BE CLOSED ALL DAY THURSDAY --. JUST TELEPHONE 132-- WE'LL CALL AND GET THEM AND DELIVER THEM ON TIME
MODERN DRY CLEANERS \& DYERS
Remember "Sanitone" Makes Your Clothes Like New!
Phone 132 South Seaman St. Eastland

# 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!


