# Eastland Telegram 


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## EASTLAND TELEGRAM

| Member | Advertising Bureau-Texas Daily Press Leas Member of United Press Association |
| :---: | :---: |
| notice to the public <br> Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the eolumns of this paper will be fiady corrected upon being brought to the |  |
|  |  |
| Obituaries, charged for application | ards of thanks, notices of lodge meetings, eic., are |

Hoover Finds More Honor in Belgium

nited States sailing away to a foreign country where ho will be received with a greater popularity than he ca who inherited a nation in an unhealthy condition and then found that he could command-but could not persuade There must be many persons in the United States who a life-saving, solid, safe figure before he went to the Whit

House. In Belgium during the war he was virtual dictat manded a complicated system of machinery of living fo There he will always se a national hero and it is the
$\qquad$ -
 ame came pleasantly to the lips of millions of persons
 Cecomes in the Republican party, however, his position
uot always be overshadowed by postions he has held
$\qquad$

tecion will bring the realization that that depression
past fow months will bring further realization that a de.
pression once started is not the easiest thing in the world
FRECKLES and HIS FRIENDS-By Elosser


BUSINESS MEN'S CHORAL GROUP


EASTLAND SCOUTS AT OIL CHECK


Cookies Are New Use Inventor Tells of For Apple Butter New Machine Gun


Have you ABOUT THESE FAS NEATER "MAKINS
GET THE MAKN: THAT'S GUARE Pauct: Albex
 ble if they grasp an object with their more formidable duke.
Usualy, they shift the bato to the left hand once they veen
up headway, because there is less risk of dropping the stick when




 cen clean up uarter-myerd invitation events like Herbert does, you
add the final punch to a mile relay team."
N. Y U's present team is composed of Martin witte, Curtis Gid-
shoungs, prgar Stripling, and Herbert Mat it an tyoung group and
should improve. Striping is he only senior Though Herbert is a
 be remodeled, experts say.
The urrent N. Y U U. eam hasn't yet duplicated the 1938 four-
somes
present foor reord coan do it. $3: 17.8$, but Von Elling believes that his present The our can only have to watch Herbert io become some part
of the heady runner that he is," beams the violet instructor

 | Furniture Dealers |  |
| :---: | :---: |
| Believe Fasting Dean | $\begin{array}{l}\text { Bible mentioned } 40 \text {-day fasts. } \\ \text { (When }\end{array}$ |
| Just Weach the point where |  |


 practies Pasting, beieves
Israel H. Noe carried a Biblical
thormal manner. I feel that it will
ne thre tre or four months before I
Rev. Noe the Memphis, Tenn. shall reach the point where I cat Ravtor, sought a spiritual existence
po 0 . 40 days without eating.
whereby whereby man colld live withoot Rev. Noe, Runyon said, simply
physidal nourishment. Runyon, carried his fasting too far-al-
who has gone as long as seven most to death.

## Tw mes IUUAKER OATS"

THE CHOICEST ARE USED



LOCAL-EASTLAND-SOCIAL PHONE $601 \quad$ BESSIE TAYLOR, Editor Sails for Brazils
Miss Maybelle
kell is saylor of Has.
$\begin{aligned} & \text { Miss }\end{aligned}$ Taylor is a graduate
Hardin Sor Brail to serve Kell
as a
as
asi as a Mrem Mis
Church
Miss


Coffin In Tree Is
Bared As a Myth


Declares Navy Lacks
Shipbuilding Facilities


Explanatory Poster
Adds to Confusion


Jarches will be mait," had a co
Whether the farmer
when he prite the sim has n.
been determied, but translate
it reades


CLASSIFIED



NOT ONLY A HIT


## I AM AN

## ADVERTISING MAN

$\qquad$
$\qquad$
blanket, tooth pooder

To me it it the moat fascinating work in the world - learmins bout the meritu of merchanditiea and then telling p poople oboot thembringing Errater comfort, and emiopment, into peoples, tivee - introo | ducing |
| :--- |
| mones. |

Besides being fascinating, it is satisfying! My intimate experience with advertisers has shown me that, except for rare exceptions, the manufacturers and merchants of this nation lean over backwards to be sincere and honest.

The law of advertising is simple once one understands its work ing - the more people know about the merit of a product, the more people buy $i$. The greater the volume of sales, the less the cost to manufacture. Savings in making mean either lower prices to the consumer or greater value put back into the merchandise.

$$
\begin{aligned}
& \text { As an advertising man I can sincerely affirm that it pays to read } \\
& \text { the advertisements in the newspapers - for news of new things, for }
\end{aligned}
$$ bargains and savings.

There are thousands of other men - and women - devoting their lives to advertising writing, who will tell you the same thing THEY KNOW

