

REDS START OWN SECOND FRONT RAID

Swedish dispatches today reported two strong Russian counter blows designed to aid the hard-pressed defenders of Stalingrad by easing German pressure on the vital Volga River front.

The Swedish reports originated in Axis sources, but which the Finnish Front where the strongest Russian effort made since last spring was reported to be in progress on the Povenets region, north of Lake Onega. The reports said that the Russians were attacking on a scale that indicated they hoped to crush all Finnish resistance.

A second attack was aimed at the north of Stalingrad presumably in the Voronezh Sector, where the Russians hold a salient into the German lines which they are believed to be trying to turn into a flanking threat to the Nazis attacking Stalingrad to the south.

At Stalingrad itself the position of the Soviets was eased slightly by arrival of air reinforcements and recapture of dominant hill, which controls the Volga River and much of the center of Stalingrad.

On the Western European Front British planes spent the night laying mines extensively along the Nazi-held coasts, and Russian planes were active in Baltica.

Lieut. Col. J. Walsh, commander of the American Flying Fortress Group in Britain said that the Boeing Fortresses soon will be ready to attack Berlin.

Ankara reports, received in London, said that Yugoslav patriot forces had received more than 100 tons of munitions from Allied submarines operating on the Dalmatian coast. Other reports indicated spreading unrest and guerrilla war in the nervous Balkans.

Two Couples Get Marriage Licenses

The following couples have been granted marriage licenses from the office of R. V. Galloway, county clerk.

Earl E. Suge, Cisco, and Arlene Frances Smith.

Henry Rush Warren, Gorman, and Mildred Jean Thomas, Gorman.

Torpedo Planes Attack Shipping North of Tobruk

CAIRO, Sept. 20. (UP)—Torpedo carrying planes attacked Axis shipping north of Tobruk Thursday night, reporting direct hits on one large and several small vessels, a communiqué said today.

Heavy Bombers of the Australian air force and RAF bombers attacked Tobruk itself in force the same night. They concentrated on the harbor area—vital for Nazi Field Marshal Erwin Rommel's supplies and scored at least one direct hit on a jetty. A fire which flared up near the jetty was believed to have come from a ship.

No Allied planes were lost.

9 — Count 'Em — 9

Capt. John L. Smith of Lexington, Okla., Marine fighter pilot, shot down four Jap Zero planes in 15 minutes near Guadal-canal, boosting his nine-day total to nine enemy planes.

PROCEEDINGS IN COURT OF CIVIL APPEALS

The following proceeding were had in the Court of Civil Appeals, Eleventh Supreme Judicial District:

Affirmed:
W. C. Kidd, et al. vs. City of Big Spring, Howard.

Commercial Standard Insurance Company vs. Higginbotham-Bartlett Company, Nolan.

Reversed and Rendered:
Winfield Scott vs. S. P. Robertson, et al. Stephens.

Motions Submitted:

J. L. Crump, et al.; vs. Humble Oil and Refining Co., appellants' motion for rehearing.

M. C. Ulmer, et al. vs. Dunigan Tool and Supply Co., appellants' motion to certify.

County School Trustees, Scurry County vs. Strayhorn Common School District, Scurry County, appellants' motion to perfect appeal.

General Cab Co., et al. vs. Carl P. Hulsey, County Judge, et al., relators' motion for leave to file petition for writ of Mandamus.

County School Trustees, Scurry County vs. Strayhorn Common School District, Scurry County, appellants' motion to advance.

John Aman, et al. vs. Sam R. Cox, Jr., appellees' motion for rehearing.

Maryland Casualty Co. vs. Ethel M. Stewart, et vir., appellants' motion for rehearing.

Maryland Casualty Co. vs. Hendrick Memorial Hospital, et al., appellants' motion for rehearing.

John Aman, et al. vs. Sam R. Cox, Jr., appellants' motion for rehearing.

Brown County Water Improvement Dist. No. 1 vs. J. A. McIntosh, et al., appellants' motion for rehearing.

Sidney Wright vs. Mrs. Emma Caray, et al., appellants' motion to dismiss appeal.

Harold Lotcher, et al. vs. The State of Texas, appellee's motion to file transcript out of time.

Harold Lotcher, et al. vs. The State of Texas, appellee's motion to affirm on certificate or dismiss the appeal.

Z. V. Inglet vs. Commercial Standard Insurance Company, appellants' motion to file statement of facts out of time.

Motions Granted:
Sidney Wright vs. Mrs. Emma Carey, et al., appellants' motion to dismiss.

County School Trustees, Scurry County vs. Strayhorn Common School District, Scurry County, appellees' motion to advance.

Harold Lotcher, et al. vs. The State of Texas, appellee's motion to affirm on certificate or dismiss the appeal.

Motion Overruled:
Harold Lotcher, et al. vs. The State of Texas, appellee's motion to file transcript out of time.

Otto Pridemore vs. San Angelo Standard, Inc., appellants' motion for rehearing.

Condor Petroleum Co. vs. Ernest H. Green, appellee's motion for rehearing.

M. C. Ulmer, et al. vs. Dunigan Tool and Supply Co., appellants' motion to certify.

Motion Refused:
County School Trustees, Scurry County vs. Strayhorn Common School District, Scurry County, appellants' motion to perfect appeal.

Cases Submitted September 18, 1942:

Gladys Mitchell, et al. vs. W. A. Langley, Howard.

W. A. Langley vs. John Norris, Howard.

Special Election Called For Nov. 3

Governor Stevenson has issued a proclamation calling a special election for Tuesday, Nov. 3, in the 24th State Senatorial district, to fill the unexpired term of John Lee Smith, resigned.

Judge W. S. Adamson, of Eastland county, as will the county judges in each of the 24 counties in the district, issued a call for the special election in keeping with the constitution and laws governing same.

The special election will be held at the time of the general election.

HITLER'S EYE VIEW OF BOMB-BLASTED GERMANY



From high above Berlin this might be Hitler's view of bomb-torn western Germany as the RAF winds up a successful summer of multi-plane raids with promise of even greater air assaults to come this fall and winter. The 1000-plane raid on Cologne May 30 touched off a series of day and night attacks that have blasted industries, railroads and air and U-boat bases in the two dozen German cities shown on the map. Joined in July by American airmen, the British stepped up their round-the clock raids on the Nazi-occupied coasts.

YORKTOWN'S LOSS WAS SMALL COMPARED TO THE DAMAGE SHIP INFLICTED

WASHINGTON, D. C. Sept. 19. (UP)—Lieut. Cmdr. W. O. Burch, of Paducah, Ky., commander of a scouting squadron aboard the carrier Yorktown, told today of the 104 days of continuous battle during which the Yorktown inflicted such heavy damage on the Japanese that it compensated many times over for her sinking.

The Yorktown went to the bottom after she was crippled by dive bombers and hit by torpedoes from an enemy submarine. But she ended her career in a blaze of glory by sending out the planes that sighted the last of the four Japanese carriers that attacked Midway Island.

Burch was on the Yorktown from the time she went into action until the Battle of Midway. He saw the Yorktown's torpedo planes, dive bombers and fighters attack the Gilbert and Marshall Islands, Salamaua and Lae in New Guinea, and Tulagi in the Solomons, and team up with other naval and army squadrons to smash the Japanese in the Coral Sea and at Midway.

The damage they inflicted, he said, "is a staggering score that will never be known."

The first attack was on the Marshall Islands, Burch's squadron hit Makin, badly damaging and setting fire to a seaplane tender laden with planes, battering shore installations and sinking two four-motored bombers.

Next was the Coral Sea and Salamaua and Lae.

"Our torpedo bombers made successful level bombing attacks," he said. "Our fighters shot down two Jap seaplanes and strafed both surface ships and ground installations. Our dive bombers sank cargo ships and destroyers. All told, the operation completely wiped the place out."

Then came Tulagi.

"I saw a large heavy cruiser off to the side, under a cloud. Tied up along side it was a light cruiser and a destroyer—all ships had a few bombs dropped on them—the rest of three ships were knocked apart. Then they sighted a cruiser and 'made two bomb hits.'"

On May 7 the Battle of the Coral Sea began.

"One of our scouts reported he

had sighted two cruisers and two destroyers—on the way I got this last word from the Lexington stating that, about 50 miles from our first position, we would find a carrier—I got a hit and I don't think any of the squadrons behind me missed. We really laid the bombs in that day. It took five minutes from the time I pushed over until the carrier was out of sight below the surface—she just plowed herself under."

The Yorktown was hit heavily, but even as she lay listing and a prey for submarines, her planes signaled other carriers that the last of the Japanese carriers was sighted and the Yorktown, the navy said, "even in her plight must be credited with an 'assist.'"

Germans Claim Enemy Attack Is "Annihilated"

(Enemy source—Not filed by a United Press Correspondent).

BERLIN, Sept. 19. (UP)—German broadcast recorded by UP in New York—The high command said today that "fighting for Stalingrad is being successfully continued in the face of stubborn enemy resistance" and that Soviet units which had penetrated German positions were "annihilated" and 100 tanks destroyed.

The high command's communiqué said "on the Terek (River) German troops after fierce fighting broke through strongly fortified and mined enemy field positions and evicted the enemy from several positions dominating heights."

"Near Voronezh, continued enemy attacks on a bridgehead were repulsed after severe fighting, partly in the course of counterattacks. Formations of the German and Italian air forces effectively contributed to the relief of troops on land."

CRITICALLY ILL
J. C. Donaldson, 209 South College St., Eastland, is critically ill in the City County hospital, Ranger where he underwent an operation for a gall bladder ailment a few days ago.

Donaldson is the father of Mrs. Hugh, Carlton of Eastland.

Finds U. S. Fit in West Pacific



Rear Adm. William H. P. Blandy, chief of Navy ordinance, says America now has the greatest offensive strength in the Pacific. He has just returned from a 26,000-mile tour of U. S. military and naval positions in that ocean.

Rising Star Wins Over Pioneer 26-0

RISING STAR, Sept. 18.—In the first district 11-B game of the season here tonight, the Rising Star Wildcats defeated the Pioneer Panthers 26-0.

The Wildcats scored in the first, second, and third periods with James Fred Cook, fleet back, carrying the ball over on running plays for the first three markers.

For the fourth touchdown, Roy Butler passed 30 yards to Goodwin, who ran 15 for the score.

The two extra points were kicked by Roy Butler.

With W. Gibson passing and Tommy Minton receiving the Pioneer team completed several nice passes in midfield, but never threatened to score.

Russians Attack In North Sector

STOCKHOLM, Sept. 19. (UP)—The Swedish Telegraph Agency reported from Berlin today that a terrific battle was raging north of Stalingrad where large Russian forces were said to be counter-attacking the Germans.

Buy Defense Bonds and Stamps.

RECAPTURE OF HILL IN STALINGRAD DOES NOT HALT NAZI PENETRATION

ACURB UPON INFLATION IS URGED BY GOP

WASHINGTON, D. C., Sept. 20.—Senate Republicans agreed today that the anti-inflation measure, as approved by the senate banking committee was a "substantial improvement" over earlier drafts, but reserved the right to press for amendments on the floor next week.

Following a two-hour Republican caucus, leader Charles McNary of Oregon said:

"It is the unanimous opinion of the Republican conference that the bill, as reported, is a substantial improvement over the bill as it was introduced."

He warned that this does not constitute blanket endorsement of the measure and that both republican and democrats would offer amendments.

McNary said he understood that Sen. John W. Bankhead, Democrat, Alabama, would offer an amendment for inclusion of farm labor costs in computation of parity. He predicted that the chief fight on the senate floor would be on his issue and on the question of farm produce.

U. S. Paratroops Trained In Britain

LONDON, Eng. (UP)—American Army Headquarters announced today that a force of American parachute troops had been in Britain for some time undergoing intensive training.

Desdemona Girl Presented In All College Program

DENTON, Sept. 19.—In the first entertainment of the school year at Texas State College for women, Miss Mary Alice Brown of Desdemona was one of the student leaders introduced to newcomers. The theme for the Victory Meeting was TSCW activities in time of war.

A senior student, Miss Brown is the daughter of Mr. and Mrs. R. A. Brown. She will serve as the editor of the Lass-O', college weekly newspaper, during the year while she is majoring in journalism.

Eastland Wins From Coleman By 14 to 6 Score

COLEMAN, Tex. Sept. 18. Eastland defeated Coleman, 14-6, in an inter-district game here tonight.

Lloyd Abernathy hit center for three yards and the first Eastland score and L. Y. Morrie scored the second from the five after a drive of 50 yards. Miller and Wood caught passes for the extra point.

A run by Pat Fallon set up the Coleman tally, scored on a pass from George Smith to Creel.

German Sentenced By Havana Court

HAVANA, Sept. 19. (UP)—Heinz August Luning, 31-year-old German, today was found guilty in the urgency court of espionage and sentenced to death by a firing squad.

IS IMPROVING

Bryce Taylor, who is confined to an Austin hospital with a broken leg sustained recently in a car accident as he was driving from Eastland to Austin, is doing nicely and expects to be released from the hospital within a short time.

Stalingrad Crisis Is Increasing Despite Arrival Of New Air Squadrons And Intervention Of New Reserves Just Arrived From Siberia

By HARRISON SALISBURY
United Press Staff Correspondent
Soviet forces, aided by air reinforcements, today reported recapture of a strategic Stalingrad Hill but the Nazi attack raged on amid some of the fiercest street fighting of the war.

Moscow reports emphasized that the Stalingrad crisis is deepening despite arrival of new air squadrons, intervention of Siberian-trained reserves and foot-by-foot resistance of hundreds of thousands of Red Army men and workers.

Recapture of the strategic Stalingrad Hill appeared to be an important development. The hill was said to dominate river crossings—presumably the Volga—and the center of Stalingrad. No previous Russian report had suggested that the Nazis had won an important elevation deep inside the city although German propaganda early this week claimed that Nazi troops had reached the Volga in the center of the town, cutting the defense groups into two parts.

The new air reinforcements were the second contingent reported to have arrived at the Stalingrad front in the last three days. The Germans still held the upper hand in the air but the Russian planes were breaking up some of their bombing formations and hampering the Nazi attempt to level the city with block-by-block pattern bombing.

The most critical area still appeared to be the northwest sector where the Nazis won a foothold within the city. Fighting was going on amid flaming buildings and a pall of smoke and dust that almost turned day into night.

German tanks were battering into streets and frequently, the Russians said, were buried under collapsing walls of buildings.

Nazi propaganda sources busied themselves explaining the delay in taking Stalingrad. The German transoceanic news agency said that time was required to reduce the clever Russian fortification system that had turned every building and ruin into a fort.

Heavy rains were also said to be slowing the Nazi push.

The Nazi high command cautiously reported that fighting was going on "successfully" at Stalingrad in the face of "stubborn enemy resistance."

Reports indicated that the Soviet diversionary action at Voronezh, 350 miles northwest of Stalingrad, was growing in scope. The Russians were reported to be advancing successfully against strong German resistance in an

effort to develop a threat to the left flank of the Nazi forces attacking Stalingrad.

Allied bomber action along Germany's north flank was reported during the night. Germans reported relayed through Stockholm, claimed that a large force of Royal Air Force planes flew over Southern Sweden and the Baltic Sea. The Nazi high command claimed two British planes were shot down over the Baltic. London, however, had no report of British air action in that area and a Moscow announcement that the Soviet Baltic fleet air arm carried out a strong attack on an enemy port suggested that Russian planes, rather than British, may have been in action in the Baltic.

The Germans clamped down again on Paris in an effort to stamp out anti-Nazi activity. A curfew confining all Parisians to their homes from 5 p. m. to midnight Sunday was imposed after a bomb exploded in a movie house for Nazi troops, killing one and wounding 30. It was revealed that the Nazis had executed 116 persons in their attempt to crush the French patriot movement.

In the East air action dominated the day's reports.

Gen. Douglas MacArthur's bombers had attacked the Japanese bases at Rabaul, Lae, Salamaua and Buna in one of the widest day's actions reported in some time. Fighting along the Owen Stanley mountain range died down and it was reported that the main Japanese and Allied troop bodies were not in control at the moment.

The British occupation of Madagascar proceeded with little incident. British troops were believed to be within 50 miles or so of the capital of Tananarive.

At Kuibyshev, Wendell L. Willkie was causing a sensation among the Russians who cheered him at an unprecedented demonstration when he appeared at the famous Bolshoi Theatre. Correspondents reported that in 24 hours of whirlwind activity Willkie appeared to have won sweeping admiration and friendship among all the Soviet officials with whom he has had contact.

Cairo reported that Allied torpedo planes in an attack north of Tobruk hit a large Axis ship and several small ones.

THE WEATHER
WEST TEXAS—Showers, scattered thundershowers except in extreme south. Cooler in north west, north and west central portions.

Slaughtering the Phils



Enos Slaughter of St. Louis piledrives into home plate, knocking ball out of hands of Tom Livingston, Philadelphia catcher, to break up a 3-3 tie at Shibe Park. Cards wing on toward National League pennant by beating Phils, 6-3. Ken O'Dea is on alert in background.

Buy War Bonds, Help Eastland Meet Quota

EASTLAND TELEGRAM

Member Advertising Bureau — Texas Daily Press League
Member of United Press AssociationPublished every afternoon (except Monday, Saturday and Sunday)
and every Sunday morning.

SUBSCRIPTION RATES

ONE YEAR BY MAIL (in Texas) \$3.00

NOTICE TO THE PUBLIC

Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of this paper will be gladly corrected upon being brought to the attention of the publishers.

Obituaries, cards of thanks, notices of lodge meetings, etc., are charged for at regular advertising rates which will be furnished upon application.

About Inflation

Perhaps one reason why the American people have not worried enough about inflation is because they have an exaggerated notion what it is.

The spectacular way to present the idea is by citing Germany's experience, culminating in 1923, when in December it would have taken 1,200,400,000 marks to buy what one mark—23.8 cents—bought in 1913.

Translated into American money, that would be equivalent to having to pay \$132,044,000,000 (one hundred thirty-two billions, forty-four millions of dollars) for the loaf of baker's bread that cost 11 cents today.

We all know that there is not going to be such inflation as that in the United States. We are convinced that there will not even be inflation such that bread will cost \$1000 a loaf, or a stamp to mail a letter \$250, which is about where Germany was in July of 1922, before her notorious inflation really got its second wind and started running.

Assured that such fears are silly, we dismiss warnings as the academic nightmares of overworked economists, and refuse to be worried.

A bird in the hand, we love to say, is worth two in the bush. Let's eat, drink and be merry, and let tomorrow take care of itself.

Unfortunately, inflation does not have to get to the one trillion, two hundred billion stage in order to do incalculable harm. At the two-to-one stage it can work hardships. At the four-to-one it can wipe out the savings of a provident lifetime. At eight-to-one it could ruin the American economy and put this nation through the wringer of effective bankruptcy.

Inflation may sound academic, but really it isn't. Inflation means merely that money has lost some of its value. It won't buy as much, in the way of useful goods, as it did or should.

Inflation means that the value of money is going down. We buy enough insurance and put enough in the bank to finance old age. Money loses value. Then we can't live on our savings.

We buy gilt-edged bonds, and save for a home of our own. When we sell the bonds, we collect their face value. But they will pay for only half of a house, if money has lost half its value.

That is all inflation is. The German fiasco, merely illustrates how far inflation can go. We're not safe, merely because we know inflation never will go as far in this country.

Weekly attendance at movies is 90,000,000,000—a lot of dirty dishes to leave in the sink.

New York showmen say well-rounded lines are to be stylish again. Evidently a survival of the fattest.

A Californian built a complete home on the chassis of his old auto. Home fleet home.

CANADIAN PROVINCE

HORIZONTAL

1 Depicted Canadian province, —

9 Dresses.

11 Votre Eminence (abbr.).

13 Egyptian governor.

14 Tone B (music).

15 Age.

17 Vegetable.

18 Rodent.

19 Ill will.

21 Shoe part.

22 Prevaricator.

23 Inward.

25 Flying sneak.

26 Radiance.

29 Location.

32 Ocean.

33 Onionlike plant.

34 Not well.

36 Its capital is — in —

37 High cost of living (abbr.).

38 Heart.

ANSWER TO PREVIOUS PUZZLE

JOSEPH STILLWELL
ARABIAN INERT
METAL ICE JODE
S. E. P. L. Y. M. P. J. O. S. I.
S. I. S. P. A. D. I. S.
BOOKS BRAINS
ILLUSTRATIONS
NODAL TORSES
S. P. M. W. A. I. P.
PLAT BURMA MUP
INN PERIRE PRE
NEON MAPLE SOON
GENERALISTONES

39 Indonesian of Mindanao.

40 Fish.

41 Female ruff.

43 Symbol for selenium.

44 Type of nut.

46 Earthly.

48 Paradise.

49 It annexed 1763.

VERTICAL

1 At no time.

2 It proceeds an era.

14 Dried tubers of orchids.

16 Blackbird of cuckoo family.

18 Machine part.

20 Cry out.

21 Australia.

23 Forefinger.

24 Metal fastener.

25 Whipsnake.

26 Caused to sit.

27 King's residence.

28 Elvish.

29 Valuable metal.

30 Twitching.

31 Man's name.

32 Giver to taste.

33 Color.

37 At this place.

41 Soak flax.

43 Compass point.

45 Any.

46 Symbol for tantalum.

47 And (Fr.).

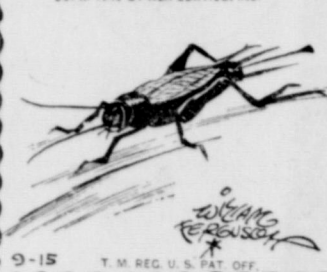
THIS CURIOUS WORLD

By William Ferguson

POSTMARK
ON A
LETTER
FROM A
U.S. SHIP
AT SEAU.S.
APR
9
AM
1942
NAVYWE REMEMBER
PEARL HARBOR

KNOX KROGER

THE MORMON CRICKET IS SO NAMED BECAUSE OF ITS RAIDS ON THE MORMONS' ITS POLYGAMOUS HABITS ITS SCARCITY EVERYWHERE EXCEPT UTAH.



ANSWER: So named because of its attacks on Mormon crops in 1848, which were frustrated by gulls.

Launching of A
New Lexington
To Spur Recruits

Secretary of the Navy, Frank Knox, emphasizing the Navy's need for men as well as ships and aircraft if the United States is to win the war at sea, announced last night that a new nation-wide recruiting drive will be conducted in connection with the launching of the new aircraft carrier USS Lexington Saturday, September 26, 1942.

He declared that the enrollment of 5,000 Aviation Cadets and the enlistment of 10,000 more blue-jackets than are ordinarily inducted during a two week period will be sought in a drive beginning today and continuing through October 3.

Secretary Knox added that the launching of the Lexington, named for the plane carrier which added a glorious chapter to American naval history before it was

—MODERN MENUS—

By MRS. GAYNOR MADDOX
NEA Service Staff Writer

LUNCH-BOX meals for workers and school children should include one-third of the day's food. And they should be as interesting as the lunches you serve at home. Include a hot soup or hot beverage, a raw vegetable or fruit, two bountiful and easy-to-eat sandwiches and a light sweet.

Peanut Butter Bacon Spread
One-half cup peanut butter, 1-3 cup chili sauce, 3 slices crisp bacon, crumbled. Mix together; chill before spreading.**Cheese Sandwich Spread**
One pound American cheddar cheese, 1 can undiluted evaporated milk, 3 tbs. salad dressing. Chop or grate cheese, add salad dressing and evaporated milk, heat in top of double boiler, stirring constantly, until cheese has melted. Do not overcook. Store in jars in refrigerator.**Cream of Vegetable Soup**
(Serves 4)One tbs. butter, 1 onion, minced, 1 1-2 cups cooked or canned vegetables, 1 bouillon cube, 1-2 cup hot water, 1 tall can evaporated milk, 1 cup vegetable liquor, salt and pepper.
Cook onion in butter a few minutes. Add vegetables and liquor; bring to boil; force through coarse sieve. Add bouillon cube dissolved in hot water. Add evaporated milk; season to taste; heat thoroughly. Any vegetable combination of vegetables may be used.

MONDAY'S MENU

BREAKFAST: Stewed fresh peaches, cracked wheat cereal, enriched toast, preserves, coffee, milk.
LUNCH BOX: Hot cream of vegetable soup, peanut butter bacon sandwiches, cheese spread sandwiches, raw carrot sticks, hot coffee, tea, or cold milk, raisin cookies.
DINNER: Tomato juice, left-over lamb shepherd's pie with potato top, green beans, sliced peaches, cookies, coffee, milk.DR. W. D. MCGRAW
OphthalmologistCareful Eye Examination
First Quality Glasses
GUARANTEED TO FIT
Featuring
VISION-COMFORT-STYLE
Economy Prices
110-B West 8th Str. Phone 26
CISCO, TEXAS
101 N. Austin, Ranger on Monday.

lost in the Battle of the Coral Sea four months ago, would in itself be a tremendous inspiration to patriotic Americans who want to serve their country.

Enlisted personnel recruited in the campaign, the Secretary explained will be identified as "Lexington Volunteers," in tribute to the fighting men of the former Lexington, who smashed the Japs in Battle of Bougainville, again in the Battle of Lae and Salamaua and a third time in the Coral Sea.

Handsome, appropriately-worded certificates commemorating their enlistment in the Naval service will be issued as a special memento to every man who joins.

The Aviation Cadets, Secretary Knox added will be organized into special "squadrons" bearing designations reminiscent of events and places connected with the famous battle which figured so importantly in America's first fight for independence, and for which ships of the Navy named Lexington derived that cognomen.

These units will be known as the "Lexington Squadrons," "Concord Squadron," "Flying Minute Men," "Paul Revere Squadron," "Liberty Squadron," "Bunker Hill Squadron," and the like. Secretary Knox said that where needs of the service permits, the personnel of "squadrons" will be kept intact throughout flight training.

"Our nation's production of warships and fighting planes will count for nothing without the manpower needed to operate them to make them effective instruments of warfare-instruments to destroy the enemy who is seeking to de-

SAVE GREASES
AND FATS

THIS CURIOUS WORLD

By William Ferguson

COPY, 1942 BY NEA SERVICE, INC.
T. M. REG. U. S. PAT. OFF.

JOHN A. CRABB, TOPEKA, KANSAS, IS A DOCTOR, AND HE OWNS A ROSS AGATE STICK PIN BEARING A NATURAL FORMATION OF THE TRADITIONAL BUNDLE-CARRYING STORK.



"A PILE OF SAWDUST IS ALL SAWDUST, YET PART OF IT IS KNOT SAWDUST." Says R. P. DAVIS, Newport News, Virginia.

NEXT: The world's largest and smallest flowers.

CHOOSE THE NAVY
PICK YOUR JOB

Here's your chance to qualify for the job where you can do the most for your country—and for yourself

EVERY true American wants to fight for his country. Every red-blooded American can fight for his country. But to do a real fighting man's job, the kind of job that will win this war, your Navy needs men—trained men—men who can hold responsible posts.

If you are from 17 to 50 and if you've got what it takes to qualify, the Navy is ready to train you in any of 49 different good jobs—or ratings—right now. You'll find all the facts about these skilled trades in the new book, "What Kind of Job Can I Get in the Navy?"



Free—training worth \$1500

A copy is yours for the asking—without obligation—at any Navy Recruiting Station.

This new book gives full details about every rating open to enlisted men. The grades you may win, the insignia you will wear, the pay you can get, the duties of the job, the related civil jobs for which Navy training will fit you and the practical knowledge which will help you get ahead in your particular specialty.

It tells you about the expert training Navy men get in radio, aviation, electricity, photography, metal work, machine shop work—49 trades in all.

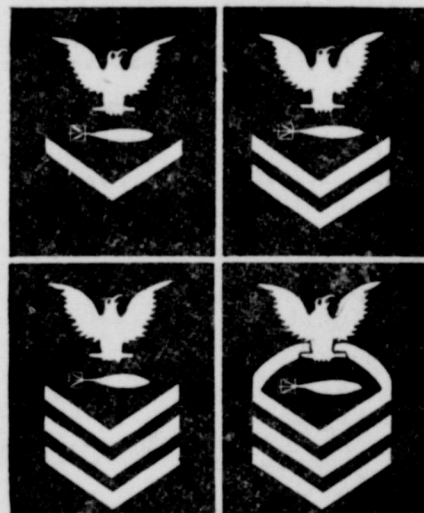


Good pay—and it's all yours!

It tells how you may qualify for a Petty Officer's rating at once, if you have special skill or experience. And in case you do not have special qualifications, it tells how you may qualify for training at one of the great Navy trade schools.

If you qualify for one of these schools, you will get free training worth \$1500 or more in the first year alone. Training in your chosen trade, working with the world's finest equipment. Training

RATINGS YOU MAY WIN



Rating badges, consisting of eagle, chevrons and specialty mark, are worn on the sleeve between the shoulder and elbow. Your specialty mark indicates your job. Number of chevrons indicates your grade.

LOOK WHAT THE NAVY OFFERS YOU

1. A chance to serve your country.
2. Clean, healthy life.
3. Good food—and plenty of it.
4. Good pay—up to \$138 a month.
5. Free clothing—\$133 worth.
6. Free medical and dental care.
7. Travel... adventure... thrills.
8. Opportunity to be an Officer.
9. Training in nearly 50 trades.
10. Future success in civil life.

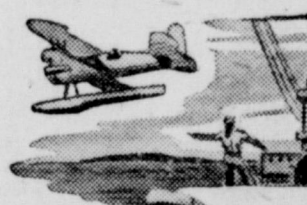
that will fit you to do a better fighting job now... fit you to land a better peacetime job after the war is won.

This new book also tells you the pay you will get. How you get your first promotion—and an increase in pay—after approximately 2 months, upon completion of recruit training. How you can advance up to \$138 a month by the end of your first enlistment. How you can get extra pay for special duties—up to 50% above your regular base pay. And it describes the new allowances for men with dependents.

Finally, it lists all the requirements... the physical examination you will take... the papers you will need when you apply for enlistment.

Now, in one handy book, you can find all the information you need to help you decide exactly how you want to serve your country and where you can best fit in to make your service count the most.

If you want to fight for American



Men in aviation get real action!

freedom, if you want to join the thousands of red-blooded men who are doing big things for their country and for themselves, don't wait. Ask for "What Kind of Job Can I Get in the Navy?" today.

Your copy is waiting for you right now at the nearest Navy Recruiting Station. Call, write or phone for it. There's no obligation. But don't delay! Remember—there's no time to lose if you want to choose.

THERE'S A NAVY RECRUITING STATION NEAR YOU

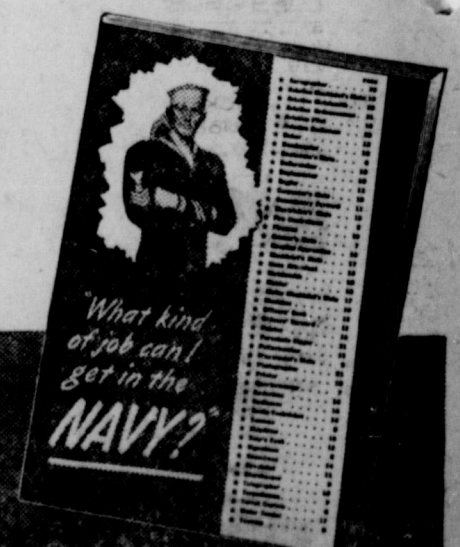
DALLAS, TEXAS (MAIN STATION)
Post Office & Court House, St. Paul & Ervay Streets

Abilene, Texas.....Post Office & Court House

Fort Worth, Texas.....United States Court House

Waco, Texas.....Post Office Building

- ☐ Aerographer's Mate
- ☐ Aviation Machinist's Mate
- ☐ Aviation Metalsmith
- ☐ Aviation Ordnanceman
- ☐ Aviation Pilot
- ☐ Aviation Radioman
- ☐ Baker
- ☐ Bandmaster
- ☐ Boatswain's Mate
- ☐ Boilermaker
- ☐ Buglemaster
- ☐ Bugler
- ☐ Carpenter's Mate
- ☐ Commissary Steward
- ☐ Electrician's Mate
- ☐ Fire Controlman
- ☐ Fireman
- ☐ Gunner's Mate
- ☐ Hospital Apprentice
- ☐ Machinist's Mate
- ☐ Mess Attendant
- ☐ Metalsmith
- ☐ Molder
- ☐ Motor Machinist's Mate
- ☐ Musician
- ☐ Officers' Cook
- ☐ Officers' Steward
- ☐ Painter
- ☐ Parachute Rigger
- ☐ Patternmaker
- ☐ Pharmacist's Mate
- ☐ Photographer's Mate
- ☐ Printer
- ☐ Quartermaster
- ☐ Radarmen
- ☐ Radioman
- ☐ Radio Technician
- ☐ Seaman
- ☐ Shipfitter
- ☐ Ship's Cook
- ☐ Signaller
- ☐ Soundman
- ☐ Specialist
- ☐ Storekeeper
- ☐ Telegrapher
- ☐ Torpedoman's Mate
- ☐ Turret Captain
- ☐ Water Tender
- ☐ Yeoman

GET YOUR COPY FROM YOUR NEAREST
NAVY RECRUITING OFFICER TODAY

Places An Ad In Paper To Find Out Just Where He Lives

NORFOLK, Va. (AP)—T. C. Steele is a forgetful sort of cuss—but maybe it's just that he's so busy in the war effort that he can't be bothered with unimportant details.

Like losing a rooming house, for instance.

At any rate, Steele came here from Durham, N. C., and got a job at the Norfolk naval operating base. He rented a room, not the address on a scrap of paper and then rushed to the job.

While working, he lost the newspaper office to run a classified ad. He wanted the landlady to call in and tell him where he lived!

The ad placed, he left the newspaper office—leaving the Steele work clothes in his wake.

So then the paper had to start looking for Steele.

THE PAYOFF

BY HARRY GRAYSON
NEA Service Sports Editor

NEW YORK. — Comdr. Gene Tunney's cracks about professional athletics—football especially—in the services strike Dick Anderson of Evansville as being in extremely poor taste.

For one thing, Commander Tunney in World War I did the same things he sees fit to criticize now. It was the boxing he did as a member of the armed forces in France that led Commander Tunney to the heavyweight championship and fame and fortune.

Commander Tunney never let the bucks office suckers forget that he was "The Fighting Marine."

"When this war came along," says Sports Editor Anderson of the Evansville Press, "Tunney picked off a nice job and plenty of gold braid and traipsed around the country enticing athletes to join up with his end of the business."

"How Tunney qualified for the rank of commander in the Naval Reserve I wouldn't know and not at all interested. I was under the impression that he was winning the war, or helping to, by being something of a glorified calisthenics instructor."

"Now I suddenly find that in addition to being a technician he also is a technician. And his mouthpieces have something of a special apt."

"Tunney got a great number of athletes to join up with his 1-2-3-4 calisthenics department. I assume that some are in the thick of the fighting and others are helping to condition young men who will be called upon to enter the fighting."

"If they can add a game or two of football to their programs, I can't see anything wrong with it. Not a single one of them would shirk a call to active duty."

"TUNNEY retired as heavyweight champion. He didn't stick around long enough to give any of the younger fellows a crack at him. He was a money-grubber from the start and when he had grabbed enough to suit his needs he got off the firing line fast."

"In the strict sense of the word, Tunney was not a fighting champion. His best assets in the ring were defensive . . . back-pedaling, running."

Anderson asks if those qualifications set Commander Tunney up as an authority on what young athletes in the services should be doing.

He thinks not, suggests that Commander Tunney let some of the fighting men of his branch of the service do his talking.

Not a few agree with Dick Anderson that fight talk would sound a lot better coming from them than from Commander Tunney.

Navy Asks Bids On Scrapping Old Subs

PHILADELPHIA, Pa. (AP)—Want a submarine?

Before you answer the Navy explains that you cannot go to sea with it—all you can do is scrap it and dispose of the scrap.

There are six submarines at

the Philadelphia Navy Yard awaiting bids. They are old models for which the Navy has no further use. The figures on displacement give some indication of why the Navy is holding the sale. Submarines under construction are more than twice the size of the largest in this group.

If you are still interested, just write to the Navy Yard, Philadelphia, or to the Bureau of Supplies and Accounts, Washington, D. C., and ask for Catalogue 433-B.

If you decide to invest in one or more of these bargains remember the stipulation that it is sold "for scrapping only." The Navy has a habit of seeing that its specifications are lived up to.

SERIAL STORY

LUCKY PENNY

BY GLORIA KAYE

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NEA SERVICE, INC.

THE STORY: Wealthy Penny Kirk has returned from Paris to Kirktown to learn something about the great steel mills she owns and the people who work in them. She gets a job as waitress under the name of Penny Kellogg. A fight breaks out in the restaurant between a workman and the Castro, a gang of gamblers who prey on the millworkers. Later she meets Jim Vickers, local newspaper editor whom she had met in Paris but who doesn't recognize her. She leaves from Bud Walsh, a street worker, that the men are dissatisfied with the mill's present management.

A NEW JOB CHAPTER VI

SUMMER nights crowded with pleasant memories warmed Penny's friendship for Jim. She could hardly wait for the end of the day, when Jim would drive up in his nondescript car. They found rutted roads that lead nowhere except to hilltops crowned with the glories of the setting sun. One night in particular, Penny would always remember. They had been driving along in silence, Jim absorbed in his own brown-wrinkling thoughts, Penny drinking in the beauties of the moonlit panorama spread about her.

"Penny," Jim said, thoughtfully. "How'd you like to be captain of my team?"

Penny smiled. "Captain?"

"Yes," Jim answered, "I need someone like you—"

Penny looked up quickly, her face beaming.

"I mean," Jim was struggling for the words, "I need someone like you on the Courier. We'd make a winning combination, you and I."

He had wanted to say something quite different—something about the way he really felt. How he missed her. How he longed to have her near him. He hesitated only when he thought of the struggle ahead for anyone who would share his threadbare existence.

Her answer, spontaneous and swift, was a kiss that held them enraptured for a long moment.

They spent exciting hours, planning, exchanging ideas, excitedly awaiting the day when Penny would leave Pietro's and join Jim's small staff. Penny's future promised exciting, thrilling adventures. She was at the Courier office early on her first day of work, eager to begin her new career.

The Courier occupied quarters in the basement beneath the branch office of the City Bank. Penny knew from the moment she walked in that she was destined to love the smell of printer's ink and the informality with which the Courier staff tackled each crowded day. She knew each morning would be brighter be-

cause of Jim's warm smile of welcome.

PENNY swung easily into the routine of work. Before long, the office lost its dusty, disorderly appearance. Jim wondered how he had managed so long without her.

Perhaps because she herself was bursting with news and with a vitality that reflected her good will toward everyone, she found it easy to extract dozens of interesting news items.

Late one afternoon, when Jim had finished deciphering the day's notes which always crammed his pockets, the quiet of the office was shattered by a sudden rush of footsteps on the steep stairway. Penny looked up, into the frightened eyes of a breathless boy.

"Mr. Vickers! Mr. Vickers!" he shouted. "A terrible accident. The bridge. Come quick."

Jim shot upstairs. Penny followed swiftly, helping the tired youngster to negotiate the last steps. Jim's car was already rattling impatiently.

"It's the center bridge, Mr. Vickers," the boy directed. Jim allowed a siren-blowing ambulance to pass, and swung into busy Central avenue. News has a curious way of spreading swiftly in a small town. Already people were racing toward the scene of the tragedy.

Piecing together the story of what had happened was not hard. Never suspecting that death was so near, the driver of a huge truck and trailer, loaded with steel, had started across the span. Weakened by age, too tired to support the heavy load, the structure had given way. Its twisted steel was a tangled mess. Pinned beneath the wreckage were the driver and his helper.

Once again Penny had an opportunity to admire Jim Vickers in an emergency. He lost no time in making the dangerous descent to the river. His was the guiding hand that sped rescue work. The men must have known they would be too late.

PENNY helped Jim into his coat when finally he returned. His face was white and his lips were dry. He didn't say anything until they were back in the car.

"I have the toughest assignment in my life ahead," said Jim. "You remember Bill, don't you? The fellow who started the fight at Pietro's?"

"Yes," said Penny, "I remember."

"Bill's brother was helper on that truck. I'll have to tell his wife." The tragedy struck painfully home.

"It's all so unnecessary," Jim protested bitterly. "A new bridge should have been put up two years ago. The money was appropriated. Blueprints were drawn up. Castro's crooked politicians pocketed the funds."

Now it was Penny's turn to be furious.

"For weeks I've heard about corrupt politicians and gangsters and raw deals. For years Kirktown has been run by a bunch of rotten crooks. Isn't there anyone in this place with backbone enough to run them out and see that the town gets a decent break? Are you going to put up with this sort of thing forever?"

"No, Penny," Jim replied grimly. "This time we will do something. We've been cowards. We've already waited too long."

"There's something else that's troubling me, Jim," Penny chose her words carefully now. "That bridge ran over company property. Doesn't the Kirk management care at all? Don't they know what's happening in Kirktown?"

"The Kirk management! That's good!" barked Jim. "They sit back in their beautiful offices in the prettiest building at the county seat, and don't know or don't care about anything except black figures on the profit reports."

"Then it's high time they learned a few things," flashed Penny.

Silence shrouded their thoughts on the rest of the drive to the Courier office. Penny's flushed cheeks and brightened eyes expressed her determination to act now in the interests of Kirktown.

"I'd like to have the day off tomorrow," Penny told Jim, hoping he wouldn't ask her to reveal her plan.

"Sure, Penny," said Jim.

"I have another request, Jim. I want to do a series of stories that everyone in town will read. I need your help."

"Just name it, Penny," offered Jim, "and I'll do all I can."

"I'd like to spend a few days in the Kirk mills. I'll take my lunch box with me and chat with the boys. I'd like to get some human interest stories about the mill."

"Sounds good," Jim admitted. The more Penny thought of the injustices she had witnessed, the angrier she became. She was fighting mad by the time she left that night for her return to the Kirk estate.

She intended to stay mad until she had finished her visit to the Kirk offices.

(To Be Continued)

THIS CURIOUS WORLD

By William Ferguson



ALLEY OPP



RED RYDER

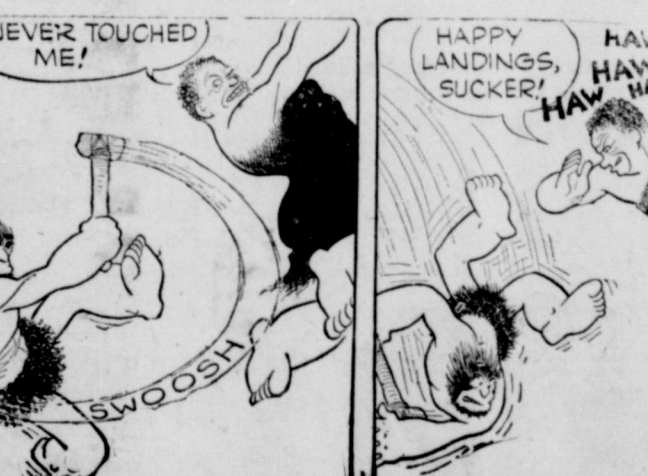


FRECKLES AND HIS FRIENDS



ANSWER: Yes. Your weight increases exactly by the weight of the food eaten.

ANSWER: Yes. Your weight increases exactly by the weight of the food eaten.



OUT OUR WAY

BY WILLIAMS



EVERYTHING'S GOING TO BE

all bright

FROM NOW ON!

...at 4.98

AN AMAZING GROUP OF NEW RAYON CREPES...

Working too hard lately? Spirits need bolstering? What you need is a new dress... a very "special" new dress! Look at Wards for only 4.98... two-piece crepes trimmed with braid, with fringed Dresses bright with nail-heads! Gay new colors used in unexpected combinations! Victory blue. Spirited reds, greens, browns. Black, of course. And everyone a value at this price! 12 to 44.

Montgomery Ward

BY PETER EDSON
NEA Service Washington Correspondent

THE picture generally painted is that if the Nazi drive on the southern Russian front should succeed in crossing the Caucasus to the Caspian Sea, the Soviet would be done for.

In more detail, the picture presents this prospect: The Soviet army divided and having to fight on two fronts; the Soviet's largest oil fields, first at Grozny, then at Baku, in German hands; the Soviet's industrial might, already crippled by the loss of the Ukraine and Donets basins north of the Black Sea, further shattered by the loss of the Rostov and Stalingrad areas; and the Volga river itself cut.

That is a gloomy picture indeed, and a mere glance at it is enough to whet interest in the possibility of a second front in western Europe to relieve the pressure against the Soviet armies in the east.

It can be stated authoritatively, meanwhile, that the Soviet need not necessarily be knocked out or counted out of the war, even were her armies to suffer the loss of the entire Caucasus area. That loss would be a bitter blow, but not insurmountable, for the Soviet would still have the effective production of her two largest industrial areas, Moscow and Leningrad.

There is also the further report that behind the Ural mountains, dividing Russia proper from Siberia, there is a new industrial area of a size and productive capacity that would surprise the whole non-Russian world.



Edson

THE Soviet has apparently with good purpose kept secret the development details of this Ural mountain industrial area. According to Ernest C. Rogers, head of the Russian division in the Bureau of Foreign and Domestic Commerce and one of the few men in the United States who has examined every bit of information which the Soviet government has allowed the outside world to learn about this area, it has been explored within the last 25 years and developed almost entirely within the three five-year plans that began in 1928.

Under the first five-year plan a few of the resources were developed as concessions with foreign capital. But no outside aid was sought during the past 10 years for the developments, which have of course been accelerated by the war effort and the moving of some industrial plants from the Moscow and Leningrad areas to the safety of these mountains.

All these developments of the last two years have been cloaked by military censorship. But, one official report before the Soviet entered the war against Germany is perhaps significant. It said:

"Two hundred new plants were built in the Urals between 1933 and 1940."

Today, this new Ural industrial area has some 15 cities, of from 50,000 to 300,000 population, with names that have not appeared in the communiques thus far and which must be sought on the map. They include: Sverdlovsk, Cheliabinsk, Molotov, Ufa, Nizhni-Tagil, Magnitogorsk, Osk and Stalinsk.

THE resources of the area are tremendous, even when propaganda is discounted. Most hopeful, from the point of view of supplying mechanized and air armies, was the discovery of oil in 1929 in Ural fields of such extent that the area is known as a "second Baku." Baku and Grozny in the Caucasus have together been producing some 85 per cent of the Soviet's petroleum products.

Metals, the Ural area provides its richest resources, and the mines, at the outbreak of the war, were yielding 30 per cent of its iron, 86 per cent of its copper, plus aluminum, chrome, manganese, nickel.

Coal and electric power have also been developed in the Ural area.

Buy A Bond And See "Dangerous Journey" Gratis

An extraordinary attraction this coming week is the premier presentation of the Warner Brothers picture "Dangerous Journey" which will be presented Wednesday night at the Connellie theatre, the admission to which will be the purchase between now and the 23rd of a \$25 War Bond from Mr. Barham, local manager or any of his assistants.

The picture is rated as one of the best of the year and has not as yet been released for circuit showing.

The Interstate Theatres, of which the Connellie is a unit are making an intensive drive on war bond sales during September and the above plan is one of several being inaugurated toward this end.

It is hoped and anticipated that a large number of Eastland citizens will be in the audience Wednesday night, and this showing of a highly publicized picture will be in the nature of an extra dividend on the purchase of a splendid investment.

EASTLAND VISITOR

Maj. Newton W. Jackson of the Texas A. & M. College Civilian Defense department, was in Eastland the past week endeavoring to interest 10 workers from the county in taking a 10-week course in civilian protection A. & M. College is offering.

Uncle Sam Wants Discarded Keys

A barrel is being placed in the lobby of the Eastland National Bank for your convenience.

Bring in your old keys. They only litter up your office pigeon holes or the drawers in that pantry drawer. They are not worth anything to you but yours added to those of others will be worth much to your country.

CONDITION UNCHANGED

The condition of J. C. Donaldson, who underwent an operation for a gall bladder trouble at the City-County hospital in Ranger last Thursday, had not changed and was still rather critical, attendants at the hospital said Saturday afternoon.

Letter Gets To A Soldier After A Two-Ocean Trip Ended

FORT BENNING, Ga. (AP)—Lo, the poor army postman.

Someone wrote Lt. John J. Lyons a letter and addressed it here. But Lieutenant Lyons had been transferred to Atlanta, Ga., meanwhile, his old outfit was transferred to Australia. So the letter was forwarded "down under." On arrival, it was promptly sent back with the note that Lieutenant Lyons was no longer with them.

Back in Frisco, the letter was sent to a Lt. John Lyons in New York. He was in Ireland—so off

Out Our Way



By Williams

Gives His Car For ... Salvage and Enlists

AINSVILLE, O. (AP)—Nathan Hurvitz, 27, of Cleveland, expecting to be called into the army, drove his 13-year-old automobile to the garage of Fred Merriell, Painesville salvage committee chairman, and donated it for scrap metal.

Hurvitz, in charge of a summer camp here, told Merriell the car wasn't worth saving until after the war was won. "We're both joining up," he declared.

LYRIC
NOW PLAYING
"JUNGLE BOOK"
SUNDAY & MONDAY
Irving Berlin's
HOLIDAY INN
starring
CROSBY • ASTAIRE

HEY! HILDA'S RAIDING YOUR PIGGIE BANK! DONTCHA CARE?

NAW! SHE DOESN'T KNOW I TOOK EVERYTHING OUT OF IT AN' BOUGHT WAR SAVINGS STAMPS!

THE FLYNN

ERROL FLYNN — starred in Warner's "Desperate Journey" with Ronald Reagan, Raymond Massey, Alan Hale, Arthur Kennedy and Nancy Coleman — takes 15 minutes each morning to get his face properly dirty for some of the sequences. Since the smudges have to match from one day's shooting to the next the make-up expert does the dirty work while Flynn leans back in a barber chair. He says that he has never had so much trouble getting a dirty face. "The camera is most careful that I am," he says.

SOCIETY, CLUB AND CHURCH NOTES

ROYAL NEIGHBORS MEET

The Royal Neighbors of America met at the Eastland K-P Hall Thursday night with a good attendance of members. They met each first and second Thursday nights of the month at the K-P Hall. The first meeting is devoted to business of the lodge and the second meeting is designated as entertainment night.

Members of the lodge are making plans for a Hallo'ween party.

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UPHOLSTERING
REPAIRING REFINISHING
1400 West Commerce
O. B. SHERO, Mgr.

FREE BOOK-To Rectal Sufferers

Tells Why Neglect May Lead to Chronic Disorders

If you are interested in the correction of Piles, Fistula or other rectal and Colon ailments, write for a 40-page FREE BOOK which describes these and associated chronic disorders; also contains many X-Ray pictures and diagrams for helpful reading. Describes latest mild institutional treatments. Write today—a card will do—to Thornton & Minor Clinic, Suite 909, 925 McGee St., Kansas City, Mo.

CLASSIFIED

FOR RENT—Furnished apartment. Bath, Frigidaire, Garage, walking distance. 612 W. Patterson.

FOR RENT—3-room furnished apartment with private bath—Mrs. W. S. Barber, 103 East Valley.

FOR SALE—Table Top Gas Range, Electric Washing Machine, Victoria Contreras, East White St.

HIGHEST PRICES paid for good used furniture, refrigerators, and stoves. Call 464-J.

FOR RENT—Bedroom for couple or might rent whole apartment to right party. Two story house, corner Walnut and Commerce.

WANTED—Capable housekeeper. Daytime only. Call 285-W.

FOUR ROOMS, with private bath, hot water, bills paid, with or without refrigeration. Seale Apts.

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Writes all kinds of insurance, including Ben Hamner Burial Policies.

Borrow on your car or other chattel security. Existing loans refinanced. 113 So. Mulberry — Phone 90
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Want To Buy A Home?

We have recently reconditioned a number of our homes and these are now on the market for sale. 10% down will set you up in most any place we have, and the balance may be paid monthly like rent. There is no use paying rent when you can buy on such easy terms.

We write every form of insurance, including life.

EARL BENDER & COMPANY
Abstracts — Insurance — Real Estate — Rentals

DO YOU READ THE TELEGRAM

"GOSH, I'M SURPRISED! I thought we'd have a hard time getting rid of that old washer. And we got much more than we expected, too!"

"YES, DEAR, IT WAS A SURPRISE. A dozen replies the very next day—I guess it's because everybody reads the Daily Telegram Want Ads."

"LET ME TELL YOU — business is terrible! My store was so empty last week that I didn't take in enough to pay my overhead. If it gets any worse I won't be able to buy anything but my morning paper!"

"I CAN'T COMPLAIN—my Friday ad in the Telegram packed my store. Say, you read the Telegram and so do your customers—why don't you advertise in it?"

THE man or woman who makes his daily investment in a newspaper rarely, if ever, voluntarily gives up that privilege—regardless of the necessity for watching pennies. Poor man and rich man, business man and laborer, housewife and office girl—the newspaper is their primary source of information in all fields of general interest. The foreign situation? A job? New legislation? Tomorrow's dinner? The answer can be found today, and every day in the newspaper. The newspaper is the reviewing stand from which individuals are able to analyze issues of the day. It is the modern market place for merchandise and messages.

If you read the Telegram with interest, you can be certain that other readers will read your ADVERTISING message with interest.

The Daily Telegram

