

## EASTLAND TELEGRAM

arternoon sexcept Saturday
and every Suniay morning
Advertising Bureau-Texas Oaily Pre
Member of United Pross Association

## Any erroneous of any person of this paper onplication.

 NOTICE TO THE PUBLICObituaries, cards of thanks, notices of lodge meetings, etc., ara
harged for ention of the publisher
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## ONE YEAR BY MAIL SUBCRIPTION RATE

Boom Time's Best Time to Fight 'Next' Slump
A burnt child fears the fires, according to the wisdom
of the ancients, and it looks very much as if the American people have not in any way forgotten the scorching they took when the 1939 boom went up in smoke.
For an odd phenomenon is observable these days. The business indices show us to be approaching a new boomand people everywhere are looking away beyond it and new boom cautiously, keeping their fingers crossed. Going up is pleasant, and the
legant, but when you slide down bump is something awful, and the on the other side, th bump is something awful, and the people have not forgot-
ten what happened the last time. This must be the first time in nur history that we have approached a boom with anything but unbounded hope in
our hearts, and the sign is a good one. A good part of the history of the next generation will be written by the way in which we handle this coming boom.
If we treat it merely as something to be exploited, as a high, wide, and handsome period in which anything goes so long as it makes money, the dark story of the recent dethings that happen in it will be apt to produce some disrous consequences
If, on the other hand, we can work out a way of mak the problem of the last few years need solution just as bad down, and act accordingly, we can help to insure the hap piness of American for many years to come. reforms, because during a depression the people are will ing to experiment, whereas they tend to be opposed to But a depression creates brings extremists and crackpots to the top, and they get excesses, in turn, make conservative folk feel that any con cession to change is likely to lead to disaster.

It is different when times are good. The pressure to
here. Men of opposing beliefs can meet calmly and discus For that reason, There is time to take the long view While we are enjoying prosperity, we can look ahead to the next slump and take steps to make our country a world.

If we go into the boom with that determination con ant long slid

A Kansas farmer has just had removed from his ear bug that had been there for 49 years. And, incidentally

The inventor of matches was honored by a recent bio graphy. Think of it, if it weren't for him, we might neve
know what to balance

THIS CURIOUS WORLD | By william |
| :---: |
| fergusum |



515
 ABOVE FRMCE NE
THE CMN OF PARE

One Department That Doesn't Need to Be Renamed


## IEGAL RECORDS

Ashburn-supplement to Mel. . Sien.-Southand Life Tn- tie Mithcell et al- 2 tra

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CONFIDEWWhThenep
Behind the Scenes in Washington



News From 4-H
Clubs of County

By Grayson

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Hotel Garage texaco products
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ELECTRICAL APPLIANCES

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## BILL--0F--FARE

ONLY the stoutest heart enters a restaurant and proceeds to order fillet of beef, lobster Thermidor, or even ham-and-eggs without first consulting the menu-card. For here are suggestions to set the taste-buds aquiver ... and prices plainly marked.

Shopping for merchandise can be pleasantly conducted in the same manner. The advertising columns are in effect a bill-of-rights. In the leisure of your home, at the breakfast-table, you may check and choose before starting to town.

And what a varied bill-of-fare it is! Everything your heart may desire, your home may require, and your budget may permit. Presented in a readable and interesting fashion. Sponsored by a merchant whose name you know, whose services you have come to rely upon.

Get the advertising-reading habit. It saves time, temper, and shoe-leather, to say nothing of your hard-won cash. The advertiser's word is as good as his bond. On no other basis could he hope to win and hold your custom.

