## otton Reduction Campaign Closes Saturday


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NOTICE TO THE PUBLiC,
Any errene
of any person, firms or corporations which may appear in the colta
 Entared as second-class matter at the post office at Eastland, Texas
under Act of March, 1879.

Single coptes
One week

RISING COMMODITY PRICES AND GROWING Away
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JOBS FOR DEMOCRATS ON THE RIO GRANDE BORDER
ies. Th
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is enough $\square$
provided the commo
ways once. Today
before patronized him and that the actual number of cus-
tomers is much greater than ever before. He is well pleased
and feels well repaid. He has used good copy and done it
regularly and has been able to get his message across.
"What advertising has done for this laundryman, it
will do for any other business, in greater or lesser degree,
depending on the effort."
HENRY A. DENNIS, Editor of the Henderson (N. C.) Dis-
patch, says:
"The right kind of advertising is always beneficial to
the product about which it is concerned. This is particular--
ly true of newspaper advertising, because it admits of a
frequency of freshness that is possible with no other med-
ium.
"The reaso nno more business people resort to adver--
tising as a sales medium is that they are nt convinced of
its value. And why are they not convinced Simply be-
cause they refuse to allow themselves to be shown. They
won't give advertising a chance.



ALAMEDA NEWS

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## Lends car for test-Gulf-lube cuts oil costs $281 /$



MR. AND MRS. LOU MOORE, A
MR. AND MRS. LOU MOORE, Ambassador Hotel, Indianapolis-owned one of the six cars borrowed
for this daring test. Gulf-lube cut this car's oil consumption 28.3\%, as compared with all other oils tested
New motor oil amazes
 AAA Officials*
 N 6 borrowed cars, representatives of the
Contest Board of the AAA tested 4 of Switch to Gulf-lube and start saving 2 ways! First, you'll use less oil. Second, you'll pay less
for repairs-for the oil that gives higher milefor repairs-for the oil that gives higher mile-
age is a better buy. Prove it! Get Gulf-lube at any




| Local--Eastland-- Social |  |
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The Connellee Presents 'Models In Cellophane'


Experiment With

NEW HOPE

Not Just Another
PillToDeadenPain
But 2 wooderful modern medi-
cine which acts upon the conditions
which CAUSE the pain. Take them



LYDIA E. PINKHAM'S TABLETS



## STEADY SMOK TURN TO CAM

## STella Willins says: "I just could at top speed and do it accurately ifl

 at top speed and do it accurately if iflearned how to keep my nerves healtit a woman who enjoys smoking. I prefer I smoke. They are delightfully mild. Ion't make my nerves ragged. I'd ad to
dody who enjoys smoking a body who enjoys smoking a lot to
Camels, for the sake of their nerves." Camels, made as they are from costliert give a satisfaction that never fades...ng
how steadily you smoke them. Start how steadily you smoke them. Start
Camels today and discover for your Camels today and discover for youre
added pleasure of a milder cigare added pleasure of a milder cigaree
never tires your taste. It $i s$ more funt

IT IS MORE FUN TO KNOW
Since tobacco quality is all important in a cigarette, Camels are made from finer, MORE EXPENSIVE cobaccos than any other popular brand.


NEVER GET ON YOUR NERVES CO.

