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A BIBLE THOUGHT FOR TODAY

JESUS SAID: And I, if I be lifted up, will draw all men unto me.—John 12: 32.

AUSTIN WOMAN HEADS RECOVERY ACT DRIVE
Now the head of the federal bureau of public relations has announced the appointment of Mrs. James M. Loving of Austin as state chairman of the women's division of the Patriotic Volunteers.

Mrs. Loving has been active in local politics. She is the long time secretary of the democratic executive committee of Travis county. She is a member of the board of regents of the State College for Women by appointment of Gov. Miriam A. Ferguson. She is a member of many women's clubs.

As for the woman's division of Patriotic Volunteers, its main purpose is to arouse "public opinion in support of the National Industrial Recovery act." Mrs. Loving is correct when she says that women represent the bulk of the purchasing power, and they can be a great force in making the recovery act plan a success.

Woman has the ballot. Women are holding high positions in the gift of the president. They are holding responsible positions in the gift of governors of commonwealths. There are millions of women wage earners, and millions of women in the rural districts who are never idle.

Indeed, the National Recovery act concerns the feminine population of America just as thoroughly as it concerns the men of the country. If it is a winner, it will bring prosperity. If it is a failure, then another trail, industrially speaking, will have to be blazed by the thinkers and planners of America.

REBUILT HAT MAKER GIVEN A JOLT

Watchers appear to be on the job. Now the federal trade commission has issued an order requiring nine New York hat companies to "stop selling made over felt hats for new hats." There was a sweeping investigation. Hundreds of hat wearers were interviewed before action was taken. Verdict returned by the witnesses:

"All said that they had always asked strictly for a hat and none knew that there was such a business as renovating hats."

Isn't business business?

DID YOU EVER STOP TO THINK

By EDSON R. WAITE, Shawnee, Oklahoma

JACK COHN, vice president of the Columbia Pictures corporation, says:

THAT the hour has struck when the wise business man must concentrate his advertising campaign upon the reopening markets that await application of this magic wand. The long looked for "corner" has been turned. Columbia Pictures corporation anticipated this at its annual convention during the opening days of July, appropriating the largest amount in its history for production, and at the same time its largest advertising appropriation, in the budget for the new season.

As the creator of popular entertainment for the masses, the motion picture industry is among the last phases of big business to feel the sting of depression and among the first to experience recovery. Throughout a period of depression growing more and more acute, there is a very natural tendency on the part of the public to say as financial conditions grow tighter and tighter, "Let's go to the movies and cheer up." This carried the industry along after curtailments in expenditures hit heavily in industries commonly regarded as more essential and of greater stability. The same psychology prompts the fellow who has just gone to work to forget his troubles and his accumulated debts through seeking inexpensive entertainment for his family and himself. For these reasons the motion picture industry is one of the greatest economic barometers, and at this moment it is proving that the long awaited recovery is actually under way.

The new situation with its increased box-office returns, following a long period of uniformly poor business, may be explained in a word. The public is beginning to earn money and the public is putting it into circulation through commencing to spend. What now is apparent in the motion picture industry is certain to be felt in other directions. Most assuredly the money that dribbles through the box-office windows rapidly goes into circulation in many channels, ranging from rents and salaries to printing and—for that matter as far-fetched as it may seem—to the producer of the cotton and the silver forming the base of all films.

It would be difficult to think of an industry that fails to contribute something to picture producing and to share to some extent in the money paid for admissions to view the films shown throughout the country. It is not this phase of the subject that interests me at this moment, however, but the substantial evidence that this country is definitely on the up grade, justifying the faith that prompted the big investment that we are making in advertising.

THE MOVEMENT SPREADS



N.R.A. Questions

(Continued from page 1) blanket agreement for a report on personnel and wages added, but a questionnaire is to be distributed on this point and those who have made no real contribution to re-employment will be deprived of the blue eagle.

Q—How do the smaller employers receive the blank agreement forms?

A—If the forms are not received through the mail they may be obtained at the local postoffice.

Q—Do public utilities come under the recovery act so far as the blanket agreement and separate codes of fair competition are concerned?

A—Yes.

Q—Are railroads affected and will dispatchers, operators, conductors and trainmen be put on shorter work weeks?

A—It has been assumed that railroads are not under the NRA. The NRA has not made a specific ruling.

Q—Does the NRA affect workers on large estates, gardeners, chauffeurs, maids, etc.?

A—No.

Q—How will hotel employes be affected?

A—They will be regarded as "service" employes with a maximum work week of 40 hours and graduated minimum pay depending on the size of their city.

Q—Will there be any objections to agreements for uniform opening and closing hours in stores of any given city?

A—No, provided the stores do not reduce their hours below the 52 specified in paragraph 2 of the agreement.

Q—A waitress is paid 80 cents a day and tips. Must the 80 cents be raised to the minimum wage of \$14.

A—The unofficial interpretation is that tips may be counted in computing the total weekly remuneration.

Q—Can an employer force employes to take time off during the day to come within the hour limit on a seven-day schedule?

A—An employer may not violate the spirit of the agreement by forcing employes to take unreasonable time off during the day. Section 8 of the agreement pledges the employer "not to use

Do You Know Her?

Answer to Previous Puzzle. HORIZONTAL: 1 Lady of the picture, 13 Showers, 14 Hangman's alter, 16 You and me, 18 Child, 20 Diamond cutting cup, 21 Toward, 22 Golf device, 24 Nullified, 25 Varnish ingredient, 26 Dozes, 28 Fairy, 29 Frosted, 31 Seasoning, 33 One who ponders, 35 Deedly, 37 One that tones, 39 To say, 40 Broad, 41 Sins, 43 Beer, 44 The pictured lady is the foremost female—?, 47 Drunkard, 48 Southeast, 49 Wine vessel, 50 Blue grass, 52 Grief, 53 White poplar, 55 Types of tumors, 57 The pictured lady made a solo picture night, 58 South, 59 To devour, 60 King of the 21 Sailor, 61 To mean, 62 Like, 63 Variant of "a", 64 Round-ups, 65 Monk's cowl, 66 Snake, 67 Second note, 68 Married name of pictured lady, 69 Former work of same lady, 70 Ocean, 71 Dud, 72 Phasal (abbr.), 73 Note in scale, 74 A separate incident, introduced for the purpose of greater variety, 75 Mail, 76 Place of action, 77 Dish, 78 Before, 79 Astern, 80 Practical, 81 Bow weapon, 82 Competitors, 83 Place of ideal perfection, 84 Stinging insect, 85 To pack away, 86 Last word of a prayer, 87 Paid publicity, 88 Chestnut horse, 89 Striped fabric, 90 Social insect, 91 Measure of area, 92 Each (abbr.), 93 Phasal (abbr.), 94 Note in scale.

BASEBALL Markets

TEXAS LEAGUE
Standing of the Teams
Club— W. L. Pct.
Houston . . . . . 74 45 .622
Galveston . . . . . 71 48 .597
Dallas . . . . . 61 55 .526
San Antonio . . . . . 60 58 .508
Beaumont . . . . . 54 61 .470
Fort Worth . . . . . 52 65 .444
Tulsa . . . . . 49 65 .430
Oklahoma City . . . . . 47 71 .398

Yesterday's Results
Fort Worth 2, Oklahoma City 1.
Dallas 4, Tulsa 1.
Houston 9, San Antonio 4.
Galveston 4, Beaumont 2.

AMERICAN LEAGUE
Standing of the Teams
Club— W. L. Pct.
Washington . . . . . 62 35 .639
New York . . . . . 60 37 .619
Philadelphia . . . . . 48 49 .495
Cleveland . . . . . 50 53 .485
Detroit . . . . . 47 53 .470
Chicago . . . . . 47 52 .475
Boston . . . . . 44 52 .458
St. Louis . . . . . 39 66 .371

Yesterday's Results
Philadelphia 16, New York 3.
Washington 2, Boston 1.
Chicago 2-4, Detroit 1-3.
Cleveland 16, St. Louis 8.

NATIONAL LEAGUE
Standing of the Teams
Club— W. L. Pct.
New York . . . . . 58 39 .598
Pittsburgh . . . . . 57 44 .564
Chicago . . . . . 55 46 .545
St. Louis . . . . . 53 46 .535
Boston . . . . . 50 50 .500
Philadelphia . . . . . 42 55 .433
Brooklyn . . . . . 40 55 .421
Cincinnati . . . . . 41 61 .402

Yesterday's Results
Philadelphia 13-1, New York 6-18.
Boston 8-1, Brooklyn 5-3.
Chicago 10, Cincinnati 6.
St. Louis 2, Pittsburgh 3.

ARIZONA COLLEGE COSTS
TUCSON, Ariz.— When the University of Arizona opens for its 42nd year in September, students will be able to obtain an education for as little as \$320, including all tuition and living costs, officials estimated today.

MAGIC GAVE HIM EDUCATION
MADISON, Wis.— Most of the income with which Robert Stallman supported himself during a four-year course at the University of Wisconsin came from sleight-of-hand performances at university and campus functions.

May . . . . . 48 1/2 47 1/2 48 48 1/2
Wheat—
Sept. . . . . 191 1/2 98 1/2 100 1/2 100 1/2
Dec. . . . . 195 1/2 102 1/2 104 1/2 103 1/2
May . . . . . 199 1/2 106 1/2 108 1/2 108
Rye—
Sept. . . . . 87 1/2 84 1/2 26 1/2 85 1/2
Dec. . . . . 81 1/2 79 81 1/2 80 1/2
May . . . . . 87 1/2 84 1/2 86 1/2 85 1/2

The picnicker who leaves beer bottles on a picnic ground is a pest, according to a park superintendent. Members of the picnic party, however, doubtless feel that the real pest is the one who leaves them at home.



Reach for a Lucky —for always Luckies Please!

Really, how can so fine a cigarette cost so little?

Well, you folks have a lot to do with it. You, and the millions of people like you, who prefer Luckies, to whom Luckies are a personal thing. Your approval enables us to buy our fine tobaccos and produce our cigarettes in great volume. For instance, instead of buying from hand to mouth, we have a reserve of over \$100,000,000 worth of the world's choicest tobaccos. Truly, we could not tell you how much Luckies would cost if only a few of them were sold. Frankly, it is your faithful and overwhelming patronage that enables us to offer you the quality of fine tobaccos and the purity of "Toasting"—at a very moderate price!



because "It's toasted"

The M... U... A... G... LEA... WITH... HAN... ACQ... TW... I... WIT

MY C... WHEN I... THINK... DON'T M...

FRECH... YEP IM... IS GOING... YOU YOU... WELL, H... ARE, AT... BC

SHE'S... DOG... FRECKLES... YEAH... A... DOG!

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OUT OUR WAY



WHY MOTHERS GET GRAY. © 1933 BY NEA SERVICE INC. REG. U. S. PAT. OFF. 3-3

"Two-Millionth Visitor" Gets New Set of Tires



July 28 there was a sudden stirring in the Firestone Factory and Exhibition Building at "A Century of Progress." Mrs. Chauncey Larsen, of Northfield, Minn., found herself being formally presented with a set of Firestone High Speed Tires, fresh from the molds and bearing the World's Fair medalion. Manager C. D. Smith made the presentation to the "two-millionth visitor," in the colorful surroundings pictured above, with a capacity crowd of visitors applauding. The Larsens had motored to the Fair, and one of the things they wanted to see most was the Firestone Factory and Exhibition Building including the manufacture of tires.

BARGAIN BRIDE

BY KATHARINE HAVILAND TAYLOR

BEGIN HERE TODAY. ELINOR STAFFORD, 26, falls in love with Barrett Colvin, 25, but is jealous, scheming mother breaks up the romance by convincing Barrett that Elinor is a heartless girl.

When Elinor's aunt, wealthy Miss Ella Sexton, dies she leaves her fortune to Barrett. Then drunken Vance Carter, about 50, tells Elinor that if she will marry him and live in his home as a guest for a year he will give her the entire Sexton fortune. Knowing the money may save her father's life, Elinor agrees.

The Newfangles (Mom 'n' Pop)



FRECKLES and HIS FRIENDS By Blosser



ANSWERS

to today's THREE GUESSES. JAMES FENIMORE COOPER wrote "The Last of the Mohicans." The Detroit baseball team is called the TIGERS. The flower shown is the PRIMROSE.

REAGAN

Special Correspondent. REAGAN.—B. H. Greer is still improving. Mrs. Ollie Foster is no better at this writing. Miss Almeda Lowrance and little brother, Nelson, spent the week-end with their sister, Mrs. Floyce Poe of Gunsight.

ONCE . . . . . EACH DAY

By V. MARIE STEPHENS

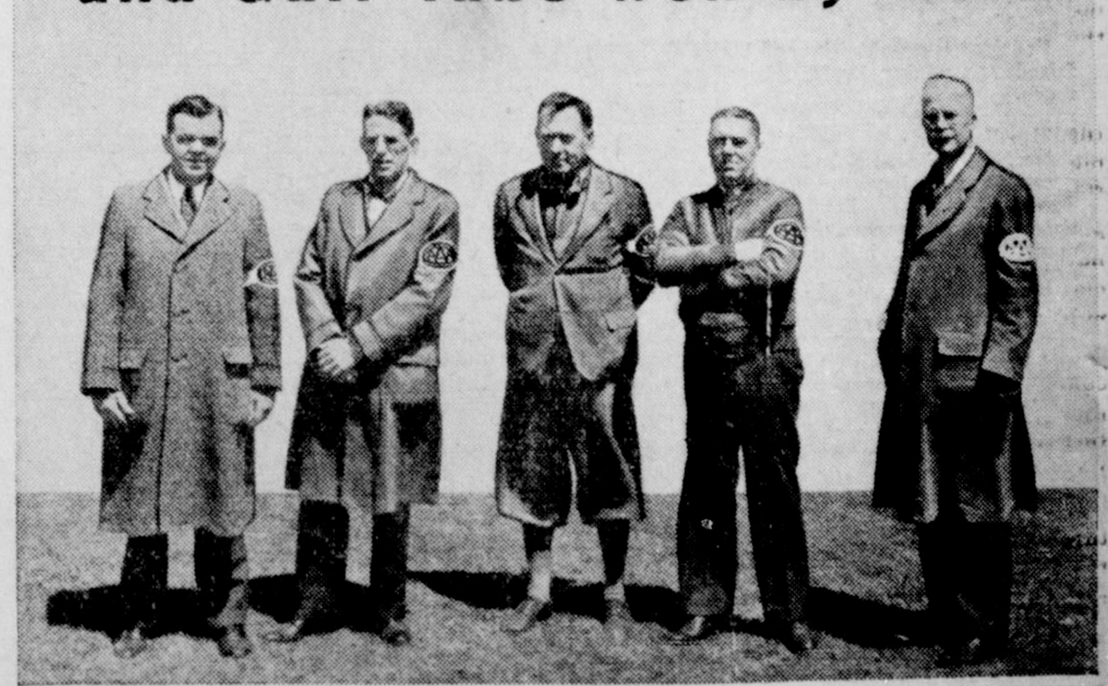
I was reading an article this morning in which the columnist was vainly endeavoring to portray some sort of a picture of a super-natural power.

ALAMEDA NEWS

A nice rain fell here Sunday morning. The Church of Christ meeting closed Sunday night. Singing will be Sunday evening at 2:30. Everyone is invited to come.

BOB TELFARRE arrived on the following Friday afternoon. He was loaded down with a golf bag, tennis racket, his luggage, and a deck tennis set he had brought for Gerald. Barrett, meeting him at the station, felt for the first time an impulse of friendliness toward the younger man.

These men tested 4 great oils —and Gulf-lube won by 28½%



Proves "high-mileage" in daring Speedway test. ON THE Indianapolis Speedway, the Contest Board of the American Automobile Association gave the starting signal to 6 borrowed cars. And for 4 days, these borrowed cars throbbed round the Speedway—testing, one after another, 4 famous 25c motor oils! . . . When the test was over, Gulf-lube had swept the field—it averaged 28½% more miles per quart than the average of its competitors! It beat every oil in every car!

