

"M" System Store to Celebrate First Anniversary

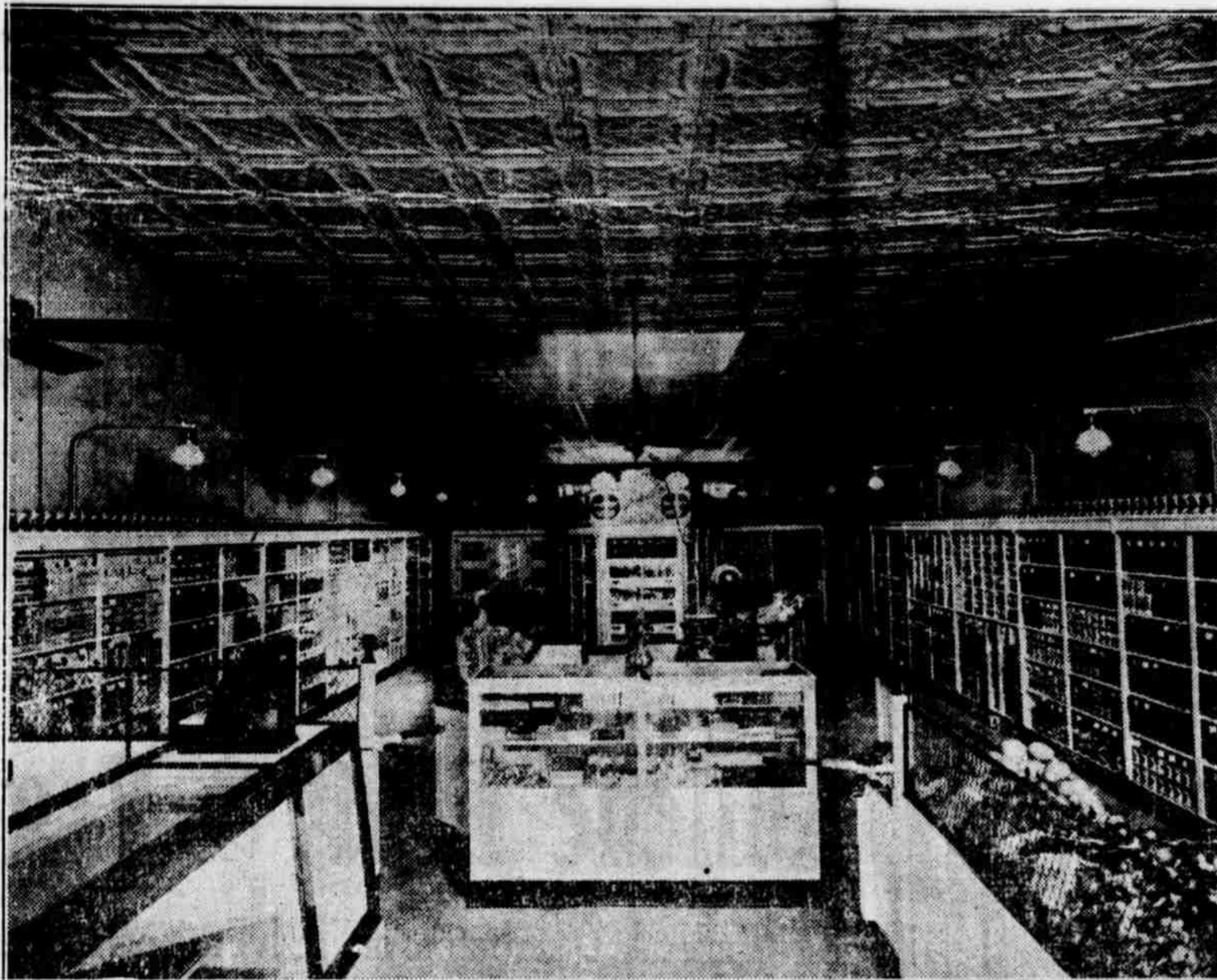
Free Candy for the Kiddies

As an Anniversary present to the children of Haskell county, Hollis Atkinson, manager of the "M" System Store, has planned to give away free 100 pounds of candy to their little friends.

The candy will be given away Tuesday, December 22nd, and all the little folks have to do is call at the "M" Store—the candy will be ready for them.

Mr. Atkinson says that the good will of the children is valued by his store just as highly as that of their parents. Bearing out this statement is the fact that children receive just as courteous attention and service—and select their purchases just as well—as the older folks. This is due to the excellent arrangement and facilities offered by this progressive store in the display of their merchandise.

Mr. Atkinson urges all the children in the county who can take advantage of this offer and come to the store next Tuesday, Dec. 22 as there will be plenty of candy for all.



Actual photograph of the interior of an "M" System Store, showing the neat and convenient arrangement of the merchandise.

Ranks as Haskell's Fastest Growing Retail Store

Wednesday December 22 will mark the first anniversary of the opening of the "M" System Store in Haskell. The advent of this store marked an epoch in grocery merchandising in Haskell, introducing an altogether new method of retail merchandising on a strictly cash basis.

SALESMAN BOOSTS THE "M" STORE

Any town is to be congratulated upon having as progressive a merchant as Mr. Atkinson in their midst but they are to be more than congratulated when you find that type of merchant confining himself to a self service or cash store of the "M" System type.

The writer has lots of experience with all kinds of stores and can say very frankly that there is no store that is taking the country so much by storm as the "M" System stores are. Very near every town that is large enough to boast of being a town has its "M" Store and in every instance you find this store to be one of its leading stores of the town. Many merchants that have in the past done a large credit business on a correspondingly large margin of profit have taken over the "M" System franchise for their respective towns and never yet have I heard of a merchant doing this that ever has returned to his former way of doing business. I have in mind a man who has an "M" store situated in this section of the country that two years ago was threatened with failure. He conceived the idea that his credit business was breaking him and converted his store into an "M" Store and today he is the foremost merchant of his town, discounting his bills and has his business in a good healthy financial condition. When asked about his phenomenal "come-back" he attributes it all to his enormous saving on his over head expense, his lack of loss in bad accounts and his ability to sell merchandise cheaper than competition but at the same time to make a fair margin of profit on each sale. Through out the territory that I serve I find the "M" stores to be always ranking in the front from a stand point of patronage. They are all commanded by a corps of courteous salesmen and assistants, and I could not be fair unless I concluded this article by saying that of all the "M" Stores that I have in mind I can not think of a one that is more ably managed or conducted than Haskell's. Mr. Atkinson has enjoyed a phenomenal business in Haskell. In a years time he has placed his business at that point to where it would ordinarily take from five to ten years. This can only be done in one way, good reliable merchandise, sold at a saving to the customers in a courteous business like manner.

From the opening day Haskell's newest grocery store has enjoyed a substantial patronage, and according to Hollis Atkinson, manager of the store, their daily business has shown a steady increase from beginning.

Upon the opening of the store, a plan was inaugurated offering extra special items for two days of the week, each Friday and Saturday. To celebrate the first anniversary of the store these special items will be offered every day next week, as will be noted in their page advertisement on page three of this issue. Mr. Atkinson says that special care was taken in the preparation of this list, which includes practically every Christmas item in the store, all offered at special prices for Christmas week.

MERCHANT GIVES SUCCESS RULES

Fred Anderson has built up a business from nothing to \$300,000 a year in Conrad, Nebraska, a town of 1300 people, with a town twice that size 18 miles away, another 12 miles from him and a city 50 miles off. Anderson says anybody else can do it who wants to and who will spend enough money advertising with the right kind of goods and prices and proper treatment of his customers. Here are some of his statements: "If I were starting into business today I would spend five per cent for advertising." "Unless you wake up and get into the game, you will all be doomed and that before long." "Any merchant can have a business, or he cannot, just whatever he wants, no matter where he lives." "If you are doing business as you did five years ago, you are slipping. "If you are slipping you had better get into the game and make a fight for business that rightfully belongs to you." "Keep right after it until you have won."

"Keep your windows trimmed and hooked up with your advertising." "Change them at least once a week." "Take a leading part in all local and community affairs." "See that all roads into your city are well kept." "Write your ads as if you were talking to the people." "Advertise your churches, your chautauquas, your fair association and any other thing that goes to build up your county or town."—Ex.

\$300,000 TRANSACTION CLOSED BY TELEPHONE

A San Francisco steel broker recently closed a business transaction involving \$300,000 by Long Distance telephone from San Francisco to Havana, Cuba, while his competitor, who thought he had stolen a march on him was hurrying across the continent to close the deal in person.

This broker had previously closed a most satisfactory deal with New York by Long Distance telephone, and when he heard that his competitor was half way to Cuba he decided to call up his party in Havana, and in exactly nine minutes he succeeded in clinching a deal involving almost one-third of a million dollars. When his competitor reached Cuba, confident in the belief that he had outwitted his rival, he found that the letter had beaten him to it by Long Distance telephone, and the long trip, therefore, of about 5,000 miles had been made in vain.

Any married man will tell you buying a Christmas gift for his wife is his toughest job, and the good wife has the same complaint.

The nations buried the hatchet at Locarno, but each has a blueprint of the spot.

FROM ONE STORE TO THREE IN ONE YEAR'S TIME

The excellent patronage accorded the "M" System Store in Haskell since their opening a year ago, is attested by the growth from one store here to three one at Munday, another at Rule, and the Haskell store, all owned and under the management of Atkinson & Sons.

The Haskell store, the first of the trio, is ably managed by Hollis Atkinson, who has had charge of the store since it was opened last Christmas. The second store to be opened was at Munday, under the supervision of W. H. and R. D. Atkinson. An excellent patronage has been accorded the Munday store, with an increasing large number of customers each month. The third store under the Atkinson management was opened at Rule late in the summer, under the management of Henry Atkinson, formerly connected with the Haskell store. The Rule store has likewise been well patronized and is enjoying a steady growth.

Mr. Atkinson attributes the growth of the three stores to the fact that only the best brands of merchandise are offered their customers, at prices that are lower than the regular credit stores, where losses on accounts and other charges must be added to show a profit on the merchandise. "M" System stores can operate on a smaller margin of profit because there are no lost accounts, no delivery service to maintain, fewer clerks, and no bookkeeping, therefore they can pass the savings on to their customers in the form of lower prices. Another consideration is the enormous buying power of the chain store organization, which enables them to buy in large lots and at much lower prices.

HASKELL STUDENTS MAKING GOOD GRADES AT COLLEGE

Lewis Pearsey, John Solomon and Miss Mary Sherrill, three freshman students in Austin College from Haskell, have won places on the special merit list of those who made average grades of "B" or above during the month of November.

Pearsey, is the son of W. H. Pearsey, Solomon is the son of Mrs. P. D. Solomon, and Miss Sherrill is the daughter of R. E. Sherrill, all of Haskell.

The French premier says Italy has the right to be temperamental, but not to carry it too far. The French could do well to practice what they preach. Writing insults on the markers of American soldier graves is a little too much show of temperament, we see it.



W. H. ATKINSON, JR. Manager of the "M" System Store.

LYTELL-DOVE GREAT SCREEN COMBINATION

The thrilling mystery melodrama "The Lone Wolf Returns," showing at the Texas Theatre this week, is one of the best adventure attractions that has come to the screen in some time. Bert Lytell who created the role of the "Lone Wolf" on the screen some years ago, is the star. He gives a wonderful performance. Billie Dove plays the feminine lead charmingly, giving a really talented performance in a role that runs the gamut of emotions and allows of the wearing of particularly classy clothes.

The story, which is an adaptation by Columbia Pictures of the fifth and last of the famous Louis Joseph Vance "Lone Wolf" adventure tales, creates of the escapades and regeneration of Michael Lanyard, international character of the nether world and connoisseur of milady's jewels.

The supporting cast consists of Kwen Lee, Alphonz Etheer, Gustay Von Szyffertiz and Freeman Wood. Excellent portrayals of their respective roles are given by these popular players. The continuity written by J. Grubb Alexander is interesting. Monday and Tuesday December the 22nd, and 23rd, at The Texas Theatre.

It's hard to love your neighbor as yourself if he happens to be learning the saxophone.

Honesty is the best policy, although at times it is the most expensive.

Paradoxically, only lawyers of standing should be allowed to sit on the bench.

"M" SYSTEM STORE FIRM BELIEVER IN ADVERTISING

The phenomenal growth of the "M" System Store in Haskell is attributed in a great measure to the effectiveness of Advertising, according to Hollis Atkinson, manager of the Haskell store.

When Mr. Atkinson opened the store here just one year ago, his plans included a large newspaper advertising appropriation. To herald the opening of the new store in Haskell, an 8-page edition of the Free Press was issued, devoted entirely to the opening of the store in Haskell. And not an issue of the Free Press has been printed during the past year that has not carried an attractive message from Haskell's youngest and most progressive grocery concern.

Mr. Atkinson, it will be seen, is a firm believer in the use of newspaper advertising. And the books of the Free Press show that for the past twelve months, advertising carried by this firm reaches the total of \$856.00 an average of more than \$70 per month, or \$17.50 each week spent for newspaper advertising. A substantial advertising appropriation also is set aside each month for the other two stores at Rule and Munday.

"We know that advertising has played a large part in the building up of the fine patronage accorded us," said Mr. Atkinson, "and our customers watch for the Free Press each week for the special items mentioned in our ads. No chain store business has ever been made a success without consistent advertising. The "M" System is a success and we gladly give advertising its credit it deserves, as the greatest asset to any successful business."

MISS MAMIE JONES ON HONOR ROLL

Miss Mamie Jones, freshman in Texas Woman's College, Fort Worth, is spending the Christmas holidays at home with her parents Mr. and Mrs. Charley Jones. Miss Jones was on the honor roll for the first half semester, having made a grade average of B. or above. She is one of the representatives from the freshman class to the legislative body of the student government. She is also a member of the Y. W. C. A. and the Korosophian Literary Society.

If, a critic asserts, rival writing commands the greatest money returns, our stuff must be mighty valuable.

\$250,000 GROSS BUSINESS OF THREE "M" STORES IN TWELVE MONTHS

According to Hollis Atkinson, manager of the "M" System Store, patronage of the three stores under his management—Haskell, Munday and Rule—amounts to \$250,000.00 for the 12 month period ending this week. He bases his calculation on the monthly average of the three stores since they have been in operation, and states that this total is very conservative, as business at each of the stores has shown a substantial increase each month.

From the above estimate of a quarter of a million dollars, it is readily seen that customers of the "M" Stores know that substantial savings are possible by paying cash. Figuring that the savings averaged 10 per cent, customers of the three stores saved the sum of \$25,000.00 in twelve months time on their purchases from the "M" Store. It is no wonder that their list of customers is increasing rapidly each month as more people take advantage of the tremendous savings offered.

THREE ACRES OF DISHES—QUARTER MILE FOR A PIE

Drying three acres of dishes a year, walking a quarter of a mile to bake a lemon pie, and pumping 15 tons of water in a year are some of the domestic feats performed by the average rural housewife who does not follow good methods of home management. Recognizing this as a condition which can be improved, workers at the annual Western States Extension Conference held last winter emphasized the need of giving more attention to home management.

Without a water system in her house the rural housewife, they say, carries an average of 20 tons of water a year and travels 200,000 steps in doing it. It requires 20 days' union time to carry the water in and 10 days to carry out the waste water, or a total of 30 days a year spent in carrying water. Ten days' work could be saved, say the extension workers, by having a drain to carry the water out, even though a complete water system were not installed.

A dish drainer eliminates drying about 3 acres of dishes a year; experiments have shown that the housewife can save one and one-half hours a day in doing the dishes. A dish drainer, wheel tray, and similar conveniences will save this time and give the housewife more time for rest, reading, or other pleasures.

Scientific experiments have proved that three-fourths of the steps taken in preparing three meals a day can be saved by having supplies and utensils grouped conveniently. To walk a quarter of a mile in baking a pie is not uncommon. One Montana woman, by wearing the pedometer before and after her kitchen was remodeled, found that she saved 1 1/2 miles of walking each day in doing her regular kitchen tasks; by more convenient grouping she also saved one and one-half hours of time daily.

In future extension programs attention will be given to two major prob-

WHERE "M" STORE GETS ITS NAME

Some of the people may wonder where the "M" System stores get their name, or why they are called "M" Stores. The answer is, the fixtures are arranged in the shape of a huge letter "M" making it more convenient for the public to serve themselves. It is possible from the front of the store to see every department.

The manufacturers of the fixtures state that the letter "M" also stands for Modern Merchandising Methods.

HASKELL CATTLE SHIPMENTS LARGE

Several cars of cattle were shipped from Haskell late Saturday, when J. D. Hughes Jr., and Jack Baldwin loaded out several hundred head for the Ft. Worth Market. Hughes loaded one car of 40 calves, while Baldwin loaded out several cars of calves and cows.

Maybe the reason the crime wave seems greater is because the gunmen keep sober and are therefore able to shoot straighter.

Loie Fuller describes herself as the "director of a school of imagination."

Items of home management—the use of the housewife's time and energy and the management of income and material resources. "The dominant idea in the home-management program," says the United States Department of Agriculture, "is to encourage farm families to make the most of what they have; the stimulation of interest in the constant improvement of the farm home and making possible sufficient leisure for recreation, intellectual development and out-of-the-home interests."

**Why She Wept.**

A man was awakened the other night to find his wife weeping uncontrollably. "My darling!" he exclaimed, "what is the matter?"  
"A dream," she gasped. "I've had such a horrible dream. I thought I was walking down the street and I came to a warehouse where there was a large notice: 'Husbands for sale. You could get beautiful ones for \$300, and even \$100, and very nice looking ones for as little as \$50.' The husband asked innocently: 'Did you see any that looked like me?'"

The sobs became strangling.

"Dozens of them," gasped his wife, "done up in bunches like asparagus, and sold for 10 cents a bunch."

**A Genius**

Interested Neighbor—We just moved in yesterday. Isn't your little Willie taking saxophone lessons?  
Doting Mother—Yes, isn't he wonderful? Everyone on this street thinks he ought to go to Europe.

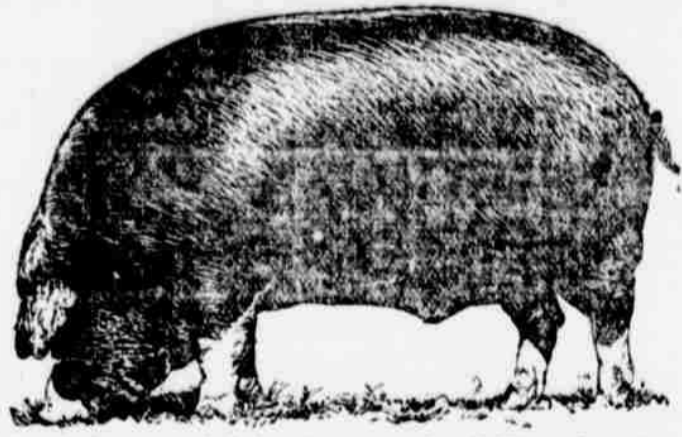
Better buy 'em early before they're all picked over.

**From Pillar to Post.**

"Your speedometer shows you have gone 25,000 miles. Been taking some long tours?"

"No, the 5000 is the distance I have covered going back and forth to the office, and the other 20,000 the distance I have covered looking for parking places."

"Capital Punishment for Biting Dogs in Pueblo"—Headline. This should make the most hardened criminal resolve never to bite another dog.



Nothing sold but corn fed Products.

**Harmels Brand Bacon**

Sold By All Good Grocers

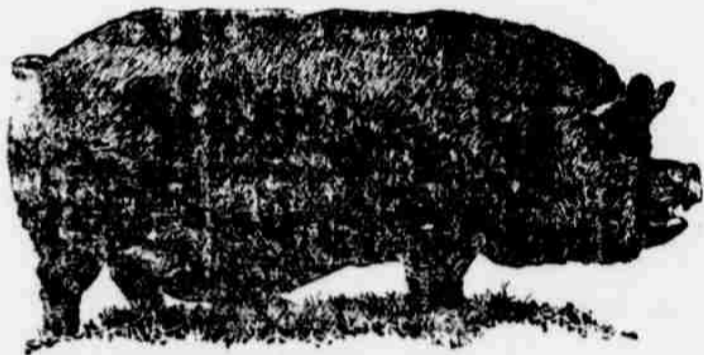
When Buying Meat Call For

**Minnesota Brand Bacon**

Sold By

**VERNON MEAT CO.**

Vernon, Texas



Atkeison's Three "M" Stores Feature

**Circle "H" Brand Fruits and Vegetables**

Because

**They are First In Quality**

**Abilene Fruit & Vegetable Co.**

Largest Wholesale Distributors of Fresh Fruit and Vegetables in the South West.



**CONGRATULATIONS---**

**"M" System Store**

*On Your First Anniversary In Haskell*

May your future be as successful as you have been in the past, and the coming Anniversaries continue to show an ever increasing volume of business.

**Emory Menefee**

One year old, hoping to grow many years older among my good customers in Haskell.

# FIRST ANNIVERSARY

Buy your Christmas Fruits, Nuts, Candy during our Anniversary.

I have had a prosperous business during this year, and am celebrating my anniversary by offering these special prices during Christmas week. It will be a large saving for you to purchase on these prices. Our competitors on opening of this store wasn't expecting us to stay in business very long. The "M" System will never die, and we are stating that some day the "M" System will be the largest chain store in the whole wide world. I thank all of my good customers, for the business you have given me this year and wish you a Merry Christmas and a prosperous New Year.

**Candy** FANCY MIXED OVER 2000 POUNDS. 30 KINDS FINE FOR SANTA CLAUS POUND **24c**

**Candy** FANCY STICK 80 Per Cent Sugar POUND **14c**

**Pecans** POUND **19c**

**Prunes** California Dried Prunes Size 40-50 POUND **11c**

**Apples** Washington Extra Fancy Large Size DOZEN **37c**

**Spuds** IDAHO RURALS 10 POUNDS FOR **37c**

**Sugar** PURE CANE 10 POUNDS FOR **69c**

**Dates** DROMEDARY GOLDEN PACKAGE **19c**

**Walnuts** CALIFORNIA Budded Extra Large POUND **38c**

**Hershey** BARS 6 FOR **25c**

**Oranges** California Navels Medium Size DOZEN **28c**

**Calumet** "BEST BY TEST" 10 POUND CAN FOR **1.33**

**Bananas** FIRM AND RIPE DOZEN **24c**

**Lettuce** FIRM CALIFORNIA ICEBERG HEAD **12c**

**BACON** DRY SALT POUND **17c**

**PEACHES** Del Monte Large Size Cans. Sliced or Halves. EACH **24c**

**Compound** Pure Vegetable Compound 8 Pound Pail For **94c**

**Chocolates** 2 Pound Box Fancy Cream Center BOX **63c**



**Milk** BABY SIZE EACH

**Hams** Picnic Brand 8 Lb. Average POUND **19c**

**Gum** WRIGLEY'S ALL KINDS PACKAGE **4c**

LOOK! FREE LOOK! LITTLE BOYS AND GIRLS On Wednesday December 22, at four o'clock we are going to give you free one hundred pounds of candy. Be sure and come.

**ATKEISON'S**

Absolutely None of This Mde. Sold to Merchants

**M SYSTEM** SAVES FOR THE NATION

"M" SAVES for the NATION

STORE No. 397 PHONE 332

Start the New Year right by trading at the "M" System Store. It's a Grand and Glorious Feeling not to have any Bills to pay at the end of the month or year.

Eye shouldn't be criticized for not using her head, inasmuch as she was made from a bone.

Crime news headlines are usually large enough to warn people who don't care to read such stories.

Probably Mr. Browning wishes now he had canned "Peaches" before he married her.

No wonder there's a surplus cotton crop. Short dresses haven't increased the cotton consumption any.

### Their Anniversary on New Year's Eve

Company of Others Does Not Always Give Satisfaction Desired.

By MARY GRAHAM BONNER

**I**T HAD been three years since they were married. Three years ago this New Year's Day, what a clear, vigorous New Year's Day it had been. The air crisp and cold, and the happiness of the season embodied in everything.

They had started out with high resolves, resolves that they would always be just as happy as on this first day. It was to be a New Year for them, but every year would mark an anniversary just as significant of fresh, unspoiled romance.

Not that they expected life to be all pleasure. But it would be deeply fraught with happiness because of the depth and the eternal youth of their love.

But had it been that way? Not quite. And somehow, with the approach of this anniversary each felt a slight falling.

They were as happy, happier than most couples. But that was not what they had meant to be. They had not meant to settle down to any routine of affectionate regard toward each other.

They had meant to settle down to complete, ideal happiness.

It was New Year's Eve, and he had planned to work late and then attend

a dinner where a number of his business friends would be gathered. It was not an important dinner, but it was something he had been urged to do, and why not?

Why go home to a dinner that was unimportant instead of going to another which was a little different? Yet it was the first time he would be doing such a thing. The year before they had had their New Year's Eve dinner together. It had been all right, but one couldn't keep up little things like that indefinitely.

Besides, he had been a little hurt. She had come home late. She had been out at an afternoon gathering of a number of her friends, and she had been late, and neither of them had been any too pleasant.

They had been discussing husbands that afternoon where she had been, and exchanging complaints. Even she had joined in, though not as much as some of the others. But it made her feel ashamed. And in feeling ashamed she had become irritable. They had both felt sheepish, as in the morning they opened each other's gifts, with the tender written messages which accompanied them.

He went to the dinner. The conversation turned on business. A young man, the youngest of the group, seemed a little out of the setting.

"Why," he asked during a pause, "do you all work so hard?"

"For our wives and our children," came every answer.

And yet, the husband of three years thought, I am leaving mine alone on the eve of our anniversary to make that speech to others. This, he decided, was the time to recall his earlier resolves.

He left a little abruptly and went home. His wife was there. She had no dinner ready. She had been busy

thinking.

"My dear," she cried, "you've come home so early. What is the matter? Don't you feel well?"

He gathered her in his arms.

"It's New Year's Eve," he said, "and the eve of our anniversary. I wanted to be with you. We've let some things get just a little out of reach—but we'll reach for them and we'll have them again. It will be really a New Year for us."

And she understood.

His words were answering the questions and the thoughts that had been in her heart.

(©, 1920, Western Newspaper Union.)

**For New Year**

Standing at the portal  
Of the opening year,  
Words of comfort meet us,  
Hushing every fear;  
Spoken through the silence  
By our Father's voice,  
Tender, strong and faithful,  
Making us rejoice.  
He will never fail us,  
He will not forsake;  
His eternal covenant  
He will never break.  
Resting on His promise,  
What have we to fear?  
God is all-sufficient  
For the coming year.  
—Frances Ridley Havergal, in The Gladton.

Armiston says he is hiding in order to protect the name of his real companion at that Mt. Carmel cottage. Well, that's what the prosecution says.


Government estimates of the cotton crop confirm the suspicion that the bollweevil was loafing on the job this summer.

The Norwegian dispatch stating that a whale was caught in a Ford was an error. It was captured in a fjord.

## THE LAST NOVEL

Ever Written By  
**GENE STRATTON-PORTER**

Is Starting Now In  
**McCALL'S**



**S**HORTLY after this beloved novelist's sudden death nearly two years ago, Mrs. Porter's daughter found among her mother's papers the complete manuscript of a novel—"The Magic Garden"—a romance as delicate, as whimsical, as satisfying as that last fiction success, "The Keeper of the Bees." And now "The Magic Garden" is just starting serially in McCall's. Don't miss this story of a poor little rich girl who ran away to find love.

McCall's greatest year is just starting. There will be no less than 8 great novels including ones by Harold Bell Wright, Temple Bailey, Zane Grey and Margaret Pedler, 50 short stories, 50 feature articles, 200 home helps and 1,000 new McCall styles.

<b>Special Offer</b>		
McCall's	\$1.00	Both for
The Haskell		<b>\$2.00</b>
Free Press	\$1.50	

**SEND YOUR ORDER TODAY!**

HASKELL FREE PRESS,  
Haskell, Texas.

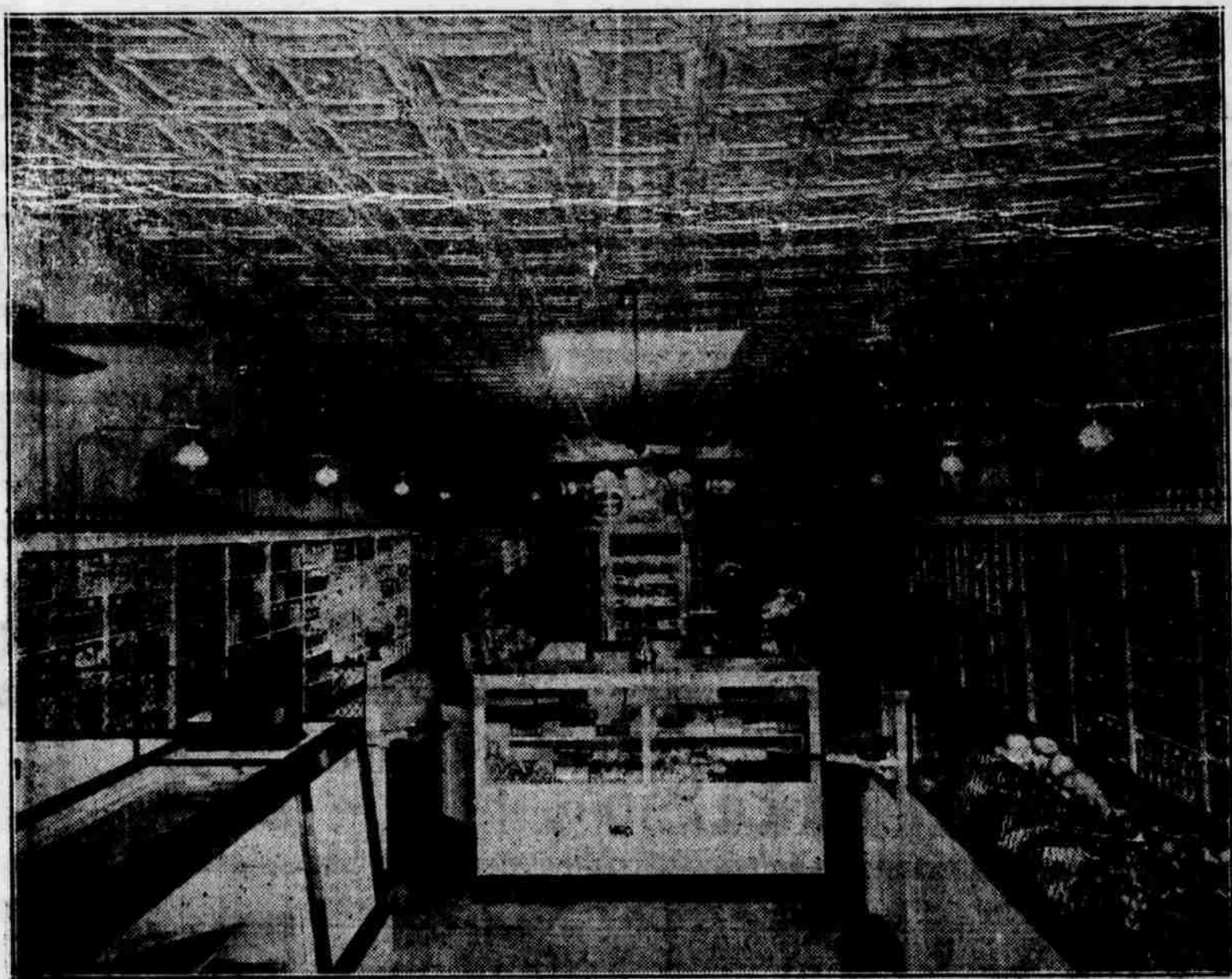
I enclose \$2.00 to pay for The Haskell Free Press and McCall's both for one year. Mark X \_\_\_\_\_ here if McCall's is a renewal.

Name \_\_\_\_\_  
Local Address \_\_\_\_\_  
Town and State \_\_\_\_\_



This ad recently appeared in the largest chain store magazine in the United States.

## The Most Beautiful Stores Are "M" System Stores



An actual photograph. Note the well balanced division of floor space, the neat and orderly appearance, the perfect lighting.

## A Special Announcement TO GROCERY CHAIN STORE EXECUTIVES

**"M" SYSTEM STORES**

"Fit the Formula of Success"

3 YEARS OLD.

SECOND LARGEST IN THE INDUSTRY

OPERATING IN 8 STATES.

RETAIL SALES RUNNING INTO MILLIONS.

The only self-service grocery store offering 100 per cent display of merchandise.

In three short years the "M" SYSTEM has been developed into the second largest grocery chain of its kind in the world. Independent owners operating from one store to small chains of 5 to 10 stores are now doing a retail volume running into millions of dollars annually. These stores are located in 8 States.

Due to our increased facilities we are now ready to offer the "M" SYSTEM exclusive franchise to larger chains throughout the country.

Our proposition offers you a direct buying connection with manufacturers of National advertised lines, thereby enabling you to sell at lowest prices always. This service functions smoothly and effectively, guaranteeing to you every advantage in the matter of buying.

We invite correspondence with progressive chain store operators who are interested in a proposition that insures profits, cuts overhead, requires less stock, lowers prices, quickens turnover and builds business.

Write or wire for detailed information.

## "M" System Manufacturing Co., Inc.

Ours is the largest factory in the world of its kind devoted exclusively to the manufacture of "M" SYSTEM store fixtures. Our low prices are the result of volume production.

Fort Worth, Texas  
404 1/2 Burk Burnett Bldg.

Atlanta, Ga.  
510 China Bldg.

FOR BEST RESULTS

Use

# AMARYLIS FLOUR

It's an all purpose flour—products are grown and milled in West Texas.

"The Best in the West and Better than the rest".

SOLD BY "M" SYSTEM STORES  
HASKELL RULE AND MUNDAY

## Great West Mill & Elevator Co.

Buy a sack—use it—if not satisfactory we refund your money.