# Che Hawkell frxe 

## NTOOOOBILE RRCES TO BE ATTRACTON AT CEITRAL WEST TEXAS FARIR

YOUNG FARMER DIES OF WICHTHA FALLSTO YTRYCHNINE POISONING BE FARMERS HOST ON WEDNESDAY NIGHT

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Wanted by Board unding of Rule mmemorated In


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BSTANTIAL BUILDING PROGRAM ROGRESSESDURING PAST MONTH

Cattlemen Like Ice Skating


Cattlemen Like Ice Skating

## SEENICE STATION lotiti uinic SATURDAY NGHKI

 TWO -DAY MEET WILLPIT NOTED DRIVERS
IN FULL DAILY CARD RALI ENGLLSH SERIOUSLY HURT IN AUTO SMASH

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| COUNTY COURT WILL CONVENE |  |  |
| MONDAY WITH HEAVY DOCKET |  |  |




##  <br> More for Your MONEY

Its easy to squeeze added value from your food
whars when you trade at the " M " System. Highest
(alty always prevails and our prices are lowest.

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## Ve PAY 22c dozen for No. 1 Eggs IN TRADE <br> theisons <br> 000 ex <br> 'M'System


THB RASKELL TREE PRESE

Perkins-TimberlakeCompany

##  <br> woolens

98c to 1.98

YOUNG TWEEDS and

McCALL PRINTED PATTERNS
ate the smart styling of our new tweeds. And
they all will go in a big way for the Mc Coll
Printed Patterns for their making. McCall has
those new box-coat and fited stas
popular today. McCall also takes core of
sewing hours with printed instructions that

## SCHOOL DAYS

## Are Here Again

Many of the schools of Haskell county are
opening and that means the children will need
new fall clothes at once. We have a full stock of
school clothes that will stand hard wear and re-
main neat looking. Bring the children here for
school clothes.
Boys School Shirts
In plain and fancy pat-
terns. Well made of quality
fabrics, with the popular
button-down collars. Priced
cheaper than you
can make them
Boys School

BOYS SCHOOL CAPS
49c
SHIRTS AND SHORTS
Several popular patterns,
and the buttons won't come off!
15 C





Haskell County [\#료… History



Thurata, spotember 1


# You Can't- 

## Advertise Today And Quit Tomorrow

## You're Not Talking To a Mass Meeting

 You're Talking To a Parade
## BRUCE BARTON


#### Abstract

-Ceaseless hammering same spot helps win prize fight the essence of advertising success it until enough individuals in the same neighborhood have been sufe: turated with a certain slogan cause them to react on one another does advertising become a social Phenomenon.


The Modern Business Man realiz es that his best customers wear out at rate of nearly three per cent a year. Ad vertising-made prospects disappear far faster. Casual impressions, however fa vorable, dry like dew in the heat of com petition.

> -"Cumulative" effects of advertising come out from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.
> - Each advertiser is in much the same plight. If he quits successful, he loses money. If hequits unsucessful, he tosses away an equity in public recognition far more valuable than the money; So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word-the balt truth is that these reluctant spenders are, as a class, the real over-spenders in advertising.

THEHASKELLFREE PRESS


## BRAVES LOSE, 6-5, IN SUNDAY ENCOUNTER

Errors, Walks Contribute to
Visitor's Win in Evenly-
Matehed Contest

 Park
$\substack{\text { Pakin } \\ \text { Hame } \\ \text { Rome in }}$


\section*{| Mat |
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| Matinee Every Day |
| Saturday Only |
| Brian Doniery |
| Glenda Farrell |
| In |
| "High Tension" |
| Also-"Little Boy Blue" |
| Prevue Sat. Night 11 p. m. |
| Sunday-Monday |
| Clark Gable |
| Jeanette McDonald |
| In |
| "San Francisco" |
| Plus |
| Comedy-News Events |
| Tuesday Only |
| Charlie Ruggles |
| Mary Booland |
| In |
| "Early To Bed" |
| Added-Cartoon Comedy |}


| RTITA |
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| Haskell |
| Friday-Saturday <br> Charles Starrett <br> In <br> "Secret Patrol" <br> Also <br> Serial and Comedy |



# LUXURY- 

If you are selling a coat that's lined with a finer silk-advertise the fact! If you're selling a washing machine that's more beautiful-tell your reader so. If you're selling a new design in silverware, an imported shoe, or even a richer, fuller blend of coffee, let the public know about it and you'll sell more!

People want and crave anything that's a little bit better than their neighbor's. They will always pay a few cents or a few dollars more for luxury. Advertise luxury! See us. Well help you plan resulfful advertising with illustrations and suggestions from the famous Meyer Both Advertising Service free to all advertisers in

## The Haskell Free Press

