## ©be Haskell frex Press



## Reduce Now:

 poultry and potatoes and you will push poverty over the precipice and bring peace, plenty and prosperity "poco pronto."
## To The Farmer:

It is essential to your and our prosperity that the cotton acreage be reduced 50 per cent from normal-and we invite your careful attention and consideration of the statistics appearing herein. We cannot urge upon you too strongly the necessity of your reducing the cotton acreage for 1921.


The Haskell National Bank, Haskell. The Farmers State Bank, Haskell. The Farmers State Bank, Rule. The First National Bank, Rule.

There is Now Enough Cootton in the World to Last About Two Yeara.
If you want to plant more cotton after having read the following figures then we must confess we have no

 Probabie amount of American cotton unspun July 31, 1921, now indicated, more than.-.Or 3.000 .000 bales larger than any amount ever carried over before.
The greatest consumption of cotton ever known in a single year less than. The greatest consumption American cotton any one year ever known, less than
 Consumption of all kinds of cotton, 1919-1920, U, \&, Census Agures

The world carry-over may reach a total of, or may exceed


First State Bank, Rochester. Weinert State Bank, Weinert. Continental State Bank, Sagerton. First State Bank, O'Brien. First National Bank, Knox City.


First National Bank, Munday. First State Bank, Munday. First National Bank, Goree. First Guaranty State Bank, Knox City.

## Need of a Larger School The Epworth Learue

 Ne Need of a Larger School








##  <br> moa class memorials in Marthe and <br>  <br>  <br>  <br> c. JONES, Haskell, Teara

## The <br> Haskell Produce Company

Will pay the highest cash price for your Produce the year 'round
$\overline{\text { Haskell Produce Company }}$


## Warning!

It is our duty to warn our patrons to see us before thele is past repairing. Our mechanieal departuent is eomplete. We any kind of welding, and can ix your ear on short notice. We the FISK TIRES AND tUBES, the best on earth.

Call and see us for quick service and corrtye treatment.

TONN GARAGE A. Tonn, Mgr.
E. Tonn, Mech

## J. S. Chilton

Graduate Optometrist and Optician Expert Watch and Jeweiry Reparing Ollice Over the Corner Drug Store

## Federal Land Banks

 Ready for BusinesOn February 28th the U. S. Supreme Court pheld the Farm Loan Act in its entirety proper blanks are received, hope to be clos
ing loans in 80 den ing loans in 30 days.
W. H. McCANDLESS, Secty-Treas.

Rulo National Farm Loan, Amociation RULE, TEXAS



# A STUDY of advertising experience, as frankly expressed by merchants and retailers all the way across the country, indicates they have found that at least fifty per cent of their business is the result of advertising. 

The stores which advertise do the heavy business of the cities, draw the shopping crowd to the shopping centers, while the smaller dealer "who does not advertise" gets only the emergency or chance sale that comes his way.

The community or neighborhood store which gradually breaks out into effective and purposeful advertising can be made to grow to a large business which will attract other businesses to come to its vicinity and advertise, thus making a new shopping center.

The big retail shop which occasionally thinks it can get along without advertising or resists a reasonable ficrease in rates suffers more than the newspaper or newspapers from which it withholds itsadvertising.

If this aftitude were persisted in for a year the trade of that store would shrink fifty per cent., which would thake its business unprofitable.

In the fifty per cent. of business created by advertising is all of the merchant's overhead and profits. Without this volume of trade the business would gradually sink to the proportions of a non-advertising community store:

The lesson is obvious.
1st-The community which advertises may become the big retail shop of the future.
2nd-The large retail shop which thinks it can get along without advertising cannot coif a tinue doing a profitable business.

We occasionally see a non-advertising store located between two heavy advertising stores doing a big business, but not within twenty-five or thirty per cent. of what it would be doing if it established the potential good-will that can be created through advertising.
-JASON ROGERS.

## CHEAP FRESH GROCERIES

We know that our customers consider two very important points "quality and price" in selecting goods. That is why we like to stress those points.

When you want the best groceries on the market, remember

## We Have Them

## Industrial Transportation Company

 J. F. POSEY Local Mgr.







PE-RU-NA
Tavats er Limid

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WHO SAID HOT BISCUITS?
The call of ment time hass an added Jos when it is known nt
FLAVO FLOUR
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FIOTR will kive compiete sutisfaction.
Tuluk what it menns to sou to have made here in sour
 Is cown in the fertile Haskell Connty son mutil it con

Often Buttered-Never Bettered

Haskell Mill $\boldsymbol{\&}$ Grain Co.

| Drs Allen Giresham Dooid. mother of first Amerncan soldier killed in France. who gives en-tire credit for recovery of her lire crealit for recovery of her eine. Tanlac. |
| :---: |
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|  |  |

Helpful Hints







 provisions in the rezion, he preferred One week-end na theg were walking
along toward the furm they were ne.
 "Excuse me, manin," he sald, "Mut
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AAbout two


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and

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is theft, whether one commits it
with
 Theft is thett, is ity retorted the




 Coday. Read the old papere and gee
What they alld of your father 30 yearo
$\qquad$





# Don't Fail To See "ALL A MISTAKE" Friday Night, March 11 <br> At High School Auditorium 

Admission 35c and 50c
Doors Open 7:30-Curtain Rises 8:00


COURTESY CONFIDENCE
not a copper cent ever lost by depositing in a
GUARANTY FUND BANK
Farmers State Bank
Haskell, Texas
SERVICE
SECURITY

## KELLEY'S PLACE Has Moved

I am now loeated in my new bome two doors south of MeNeill a
Smith Hardware Co. We are better prepared than ever to answer, oour mants. Cayl
Wou letor
and lee us show you up-to-date samples. Cleaning and Pressing a OUR MOTTO: "SUDDEN SERVICE. We eall for and deliver.
E. S. KELLEY
"The Tailor"

## New Blouses in Gala Effects

A radiant sweep of the coloring announces the spring House displays. New shades are fascinating; soft fabices retain their hold on public favor, and the Russian verblouse style has Fashion's sanction for this season. Nomen for the yearning for the unique will find these of interest, and should be on hand before the choicest models have been claimed.

## We Have What You Want

## In Groceries

When you want groceries, you want us. We carry the stock. any of your grocery trade suppose you at least come in and see hat we have.

PHONE US YOUR ORDER FOR GROCERIES

HASKELL SPOT CASH GROCERY
HONEA \& VISE

## 146

-THATS OUR NUMBER.
Ring us up, and give us your next order for kerosene- $\mathbf{3 0}$ or 50 gallons-delivered.

## Hughes-English Co. <br> arehouse and Office: Public Scales: Shone 146

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