

The merchant who does not advertise usually says, "I cannot afford it," yet he pays the advertising bills of merchants who do advertise. Profits he would have made on lost sales is what his competitors' advertising costs him.

Intelligent advertising pays for itself, leaves an immediate EXTRA profit, creates new business and larger profits afterwards, so it costs the merchant noth-ing-rather it costs not to advertise.

## Can You Affors to Pay Again in 1930?

Your own books and bank statements will answer that question quickly and

## The Haskell Free Press

The Haskicii fice Press established in 1856
at Roberts Editor Publuh Subscmption Rates ane
ne
ae

Recognition of Advertising

Too Man Dispute

The World's Demand

The Buyer of Liquor



Home Town Thoughts
P. D. SANDERS


## Haskell Baptists

 Synday, 11 no a m. Preaehing service, subject TBIAND HISTORY OF THE BAPTIST CRURCH


 hic riftht church and lives a perfect lite he could not sion
We also believe that the Baptist church is the ose

 were porsecuting during the dark ages. Sunday mone
hear scripture and the tostimony of great hastoriati hear seripture and the testimony of great his
detiominations. Following are some oxamples:
Cardinal Hostus (Cathoic) president of the Coures
in
1576 , add. "Werfe it not that the Baptists hase tem ously termented and cut of with the knitio dure
twelve fund twelve hundred years, they would swarm in greater puan
all the Retomers. This great testimony carries the Bupe to $370 \mathrm{~A} . \mathrm{D}$.
Sir Iaace Newton, as quoted in Apploton's Encyelowe The Baptists are the only body of Christians that has tum the
In 1819 the King of Holtand hed a history of the D.
formed Church written in which you will find then formed church written in which you will tind then en the Baptist may be considered as the otif
this account the conimutity which has stood since the apostiles. and , aif
soctety, has preserved pure tha doctrine of the gospel ibe THESE OUOTATIONS WILL BE Mettipime THESE QUOTATIONS WILK BE MELTIPLIED
FOLD SUNDAY MORNING. BAPTISTS HAVE A THAT WIHL OUTSHINE THE BTARS AN
SHOULD MAKE EVERY BAPTIST SHOUT.

## T SH:ERWIN:WMITAMS PAINT HEADQUARTEX

Washable Flat-'Tone walls are what you want . . .


*-w Mar- Not
$\qquad$ to withstand tramapiag hees. Yor

## N-W Flat-Tone

A washable flat wall paint for interior decorations on smooth or sand finish plaster, wallboard or other interior wall
surfaces. Spreads easily under brush Drics without streaks orbrushmarks. Producesbeau tifulvelvetfinish. Can berepeatedly washed. $\$ 1.00$

Hogers Brubling Lacquer
 ?



We are prepared to supply your building needs from our large and complete stock of lum ber, paints, builders hardware, cement, lime-in fact everything to build anything.

Estimates Cladly Furnished on Any Building Problem

## R. B. SPENCER LUMBER

JNO. A. COUCH, Mgr.
Haskell, Texas



| POR SALE - Second year Georgia |
| :---: |
| Half and Half Coiton Sed |


Dwarf Maize and Hegari sed. My
fieds. were state inspected. Regi-
fered Duroc
ou can make no mis.


CKS-Have plenty of
sarred Rock Chicks
eers producing hens.
egs producing hens.
Tuesday and Priday.
2. Haskell, Texas. 3 p
FOR SALE Will

Iresh, every pound
in the loss of our home by fire. Nta
co por pound. Plone
God bless each and every one.






God biess each and eve
Mr. and Mrs. Jo
and children.
ELEATEOM MOTTOS
R SALE-For cash or
poo have good Ford
trade for moles or
Couch, Haskell.
-10 tons of maize at
Also 5.000
A. Ricks,
Oundles
O'Brien,
2tp.
AND BROILERS

ILE - Five large fancy
arge hardy plante
r, Iris
Notice is hereby morsoz
given that an
Notice is hereby given that an
election will be held in the city of
Haskell. Texas on Tweday
Haskell, Texas on Tuesday, April
Ist. the same being the first Tues.
day in same being the first Tues.
of electing four Trustees the purpose
in lecting four Trustees for purpose
kell Independent School District to
serve on said B
erve on said B ard for a term of
wo years.
two years.
Said election will be held in the
District court room in the
R. C. Couch, Pectiosident
T. C. Rogers, Secretary
Board of Truther
Board of Trustecs. Haskell
Independent School Dist. 2te.
CARD OF THANES
We wish to thank our friends and
neighbors for their kindness and
help rendered us during the fllness
heip rendered us during the illness
and death of our sister, Safronia
Beckham. Also for the beautifut
Beckham. Also for the beautiful
floral offcring. May Ged Bless each
$\begin{array}{r}\text { of you is our prayer. } \\ \text { Mrs. } \mathrm{L} . \mathrm{A} \text { Bolles, } \\ \text { J. P. Beckham and family. } \\ \hline\end{array}$

maskeli. texas phone si
Ratliff \& Ratliff
ATTORNETEATLATV
Office in Pierson Building
Dr. B. F. Ammons
DENTIST
In Pierson Building
Over Petry Bros. Phone

## exas Theatre

"Home Of Perfect Sound" PROGRAM
ram for Week of March 17-22
Monday and Tuesday
GARY COOPER and
MARY BRIAN in
"THE VIRGINIAN"
Wednesday and Thursday JACK HOLT in
"VENGEANCE"
Friday and Saturday HOOT GIBSON in "LONG LONG TRAIL"
nd News Reel Each Monday and Tuesday.
ood Comedy Each Night.
Time 7:15
ADMISSION PRICES:
Night
50c, 35c, 15c
lay Matinee
$35 \mathrm{c}, 15 \mathrm{c}$

## THINK DF Your

## Automobile in Terms

## of Tomorinow

## Ultimate cost is as important as first cost in the purchase of an automobile

WTHEN you purchase an automobile you are making an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.

The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cest is the true measure of automobile value.
The first cost of the new Ford is unusumbly bow not only because of economic in manufacturing, but because the same principles that inspire these savings are extended to every other step thet means greater service to the public. It is easy to see that economies in production would be of litte value if they were sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, comblied with the low charges for finareing and accessort is, amounts to at least 850 to 875 on each car. This is as important as cconomies in production in Seeping down the price you pay for the new Ford.
THE low nhtimate cost of the new Forl is the realt of sound design, quality of matrxial and unnsual care in manufacturing. Frietion and wear arc veduevi by the accuracy with which euch paxi is made and a sembled. operation and add months and years of the teful wie of the car. The good performaace and lew yearly denreciation of the neve More ato indleative of the endoutarg quality ballt

SimvicE charmes are on the same fair, oconomical hasis as the maling and oullig of the car and replacement parts are always available at fow prices drough all Ford dealers. In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.

| Roadster, 8435 | Phaeton, 8440 | Tudor Sedan, 8500 | Coupe, 8500 | Sport Coupe, $\mathbf{8 5 3 0}$ |
| :---: | :---: | :---: | :---: | :---: |
| Twowindow Ford | an, 8600 Th | dow Fordor Sedan, 8625 | Cabriolet, $\mathbf{8 6 4 5}$ | Town Sedan, $\mathbf{8 6 7 0}$ |

Ath prices f.o.b. Detroit. Conventent time paymente arranged through the Vniversal Credit Company
FDRD MOTDI COMEANY


0 Clem

Solution of the Farm Relief Proble<br>Rests With Farmers

Mir. and Mrs. Kinsey left for Dallas
for a visit with friends, and on theire
Seventh, the Magazin regular session. The eeting, to order, and ogram on Texas Sculp
Huckabee was director ing program. Beginnings in Texas-
herrill.
 which time the program was observ
ed, several new officers In San Antonio, Hous
n, Dailas, Ft. Worth-
Work of Bonnie M
Herman Bettis.

## 500 Entertalined.

y night Lena Belle
ined the HoBo's with
yight Lena Beile
nined the HoBo's with
He bridge, touring and
the lovely boume of hes
Dwen Fouts.
Dts were served to:
Itbett. Madge Hamble. Gilstrap. Madge Hamble. Guest,
Marrs, Virginia Sills Collier, Annabel Burt.
ling Anna Maude Tay. ling Anna Maude. Tay
Pnell. sponsors, Bectha
Ene Mitchell. hostesses
Kemp, and Mrs Owen

## Daugherty

Hh "8s.
market for the farmer for milk
cream, chickens, exgs, tamb, po
to p
imp
mod
crop modities, its, seeds and other com
crop farmer watually the
onn
in the hospital. In addition they re.
ceive liberal discounts on all major perations, and other considerations. The contract for the present school
ear is with the Lubbock Sanitarium Cinic and Lubbockock Sanitaritium, a otern hospital of 100 rooms capa.
ty. A report from that institution vering work done for Tech stud
nts during a three-month term the during a three-month term
shows that they received 4.796 office
consultations, treatments, and mine consultations, treatments, and minor
surgical operations. There were 208 $\left\lvert\, \begin{aligned} & \text { surgical operations. There were } 208 \\ & \text { visits made by hospital doctors to } \\ & \text { ihe }\end{aligned}\right.$ the homes of students, $84 x$ r-ray pic-
tures and studies made, 85 . the homes of students, \& 8 xray pic-
tures and studies made, 85 labora-
tory and eiectro therapy esamina. tory and eiectro therapy examina-
tions and treatments, and 69 students in residence in the sanitarium. According to figures given out by sanitarium officials in a report to
school authorities usual charges for the matter would amount to approx. imately 814,000 . The cost to students, however, amounted to only
about twenty-five percent of that about twe
amount.

## Everybody seems to have a desire

 to learn something about business-the other fellow's.

## The airplane will not beco

The airplane will not become a
ommon carrier until they find some

## Buff Wyandotte Eggs For Hatching

$\$ 1.50$ per setting of 15 eggs, at my home. Out-of-town orders $\$ 2.50$ per setting, charges postpaid.
BUFF COCHIN BANTAMS s1.00 per setting of 15 eggs.

## W. Applegate Anm



Speciar Sale of Tosiery
\$曾 50
$\qquad$

## RAYON BED SPREADS

 $\$ 2.95$Beautiful Rayon Bed Spreads in pink and blue, size $84 \times 108$, in sevof best quality designs. Then and usually sell at much higher prices, Supply is limited, so make your choice today.

SPECIAL SALE 0: Dresses \$3.75

We have a special lot consisting of 15 Ladies Dresses in crepes and georgettes, in attractive styles that \$3.75. These drese low price of -not the newest styles-but-overs an unusual value at this price Some were originally sold as high as
$\$ 19.75$.

Rural Community News Items
IWreresting NEWS
FROM SAGERTON
$\underset{\text { TTEMS OF INTEREST }}{\text { FROM PLEASANT VALLEY }}$


Another Saving For Our CUSTORERS


REPAIRING
Beginning Saturday, March 1st, and continuing
until March 15. Men's 82.75 Whole Soles
Men's 8125 grade Sole Men's 81.25 grade Sole
Men's $\$ 1.00$ grade Sole Ladies', 81.00 grade Sole Ladies' 85c grade Sole
1st. Grade La
1st. Grade Ladies' Rubber Tap Lifts
Wren's Work
These prices are for Material Guaranteed to please.
Electric Shoe \& Top Shop
C. Wheatley, Prop. Phone 303

First Door North of Farmers State Bank.


TTS the moat STUNNING-LOOK1 ING tire you have ever seen on a car-this smarily styled new Good year heavy its wider, handsomer All Weather Tread in deep relief-due to extra-thick rubber-for extra miles of surefooted travel.
From the side, the outer row of AllWeather blocks prismed down into a sleek black sidewall striped with sil ning new style effect which also means more grip in ruts, more curb
protection.
A shiek for locks - this tirnONE TOUGH HOMBRE: year's latest scoop. Bigger, ple slouter in body-lt's for sley. through and battering ov
And the best news is the pria And the best news is the priea
low as that of an ordinary duty! A value only the largest tire maker can offer. miss something big if you don? this stunning new Goodyear be you again buy tires.

If the pursebelean here's a fat bargain-
New Style Jathinder
 high pressure
balloon
$\$ 495$
$\$ 5.10$
$\$ 995$
520.25

ISBELL-BURTON MOTOR CO.
Hakkell, Texas

for Rtodom Homenuius



ANOTHERSTEPTOWARD BETTER SERVICE
Wo have just added to our lune, a Plumbing Dopartment and will now be able to dive you in this now line that rame prompt. officiont service that has always charsecterized our businose. Blackemithing, shoet Motal Work and Sorvice Station. Call 100 JONES \& SON haskell, texas


O
ne Thimbleful-
a DAY's FEED for One CHICK !


## WHY <br> Risk Loss By FIRE

It's so needless to take a chance when safety may be purchased at a few cents a day. Yearly, experience proves the value of Fire Insurance. The wails and moans of the uninsured contrast vividly with the satisfaction of those compensated for their losses.

## F. L. Daugherty

T. C. CAHILL


This Home Owned Store is here to Help the Town and Community. We are going to advance the price of eggs starting Thursday Morning, 23c in Trade and 21c Cash. Will take all you bring.
Suggestions for Friday and Saturday


Tomatoes
Catsup, $=\mathbf{m}=123$ MUSTARD GREENS, $\ldots \quad 12 \mathrm{c}$
GREEN BEANS, wrea mous 12C Salmons, Gold Dust, ${ }^{2}=$ Coffec, $=\mathbf{m} 29 \mathrm{CO}$ Oives s.am 10 C
 Apples, Weatinget, Don vc



Elome Owned

## ©be Kaskell free 1 Press



