## Che Hathell free 引ress



# Whe WDMAN'S Page 4 

Oventy Counell Meoting .
Mrs. Charlie Conner gave an interesting talk on Farm and Home
Beautification to H. D. Council
members at a meeting held in the members at a meeting held in th
District Court room Saturday.
Beautifying your grounds mak District Court room Saturday,
Beautifying your grounds makes
your home more attractive and adds

## 

## Evening Wear



Regal Crushed Satins
and Transparent Velves. and Mans.ent .e.eations..the
Stuning
delight of all the fashion dearts where they have
meen shown. . . Prescient
ber of all tha
Autumn.
You'll just HAVE to
see them to appreciate ur own enthusiasm. 16.50 to 29.50

## THE STYLE SHOPPE



## Haskell Cooperative Gín Company <br> (THE NEW FARMERS GIN)

Wishes To Announce to Its Members, Patrons and Friends
That the Gin Purchase Has Been Completed And
Brand New Saws and Other Now Equipment Has Been In stalled to Give You the Best Ginning Service Possible. Cotton Bought or Put in Government Loan. Convenient Records Made for Your Subsidy Payment

## Hastell Cooperative Gin Company <br> HAgKML5,



Announcement


Mrs. Alonzo Pate


Quoted in last week's paper still good for
Specials For This Week KALMAT WRITING PAPER, 24 sheets......... 10 24 envelopes to match 10c........Both for 16 c 1 lb . FLAXWHEEL STATIONERY (Close Out) 18c 1 lb. KALMAT WRITING PAPER 40c value. and 24 KALMAT ENVELOPES To Match ... Both for 39: EATON'S HYLAND LINEN CORRESPONDENCE venus correspondence cards, $\$ 1.50$ Value for
BOX STATIONERY, $\$ 2.25$ value, close out. $\$ 1.10$ BOX STATIONERY, $\$ 2.00$ value, close out $\quad 89 \mathrm{c}$ BOX STATIONERY, $\mathbf{\$ 1 . 5 0}$ value, close out $\quad 59$

Above Merchandise Is Standard Let Us Show You

##  <br> Dependable Service



## There's lots of room in the FORD V. 8

EVERY ONE who steps into the Ford V. 8 for the first time is surprieed at ite roominess, There's exceptional seen room, leg room and head room in all body typee - the whole car givee yo a feeling of substantial otse.
The Ford givee you extra body room b- 8 enuse of the compact dentign of the V. 8 engine - an exelualve Ford foe takes an Low price. This V-8 engle permalts moes of the is the hoed en


Rockdale

## Tueal services were held at Lester fyy, Whbur Mnc Mereve, an and



 $\qquad$

## thust

A COMPLETE NEW LINE OF HIGHGRADE JEWELRY, DIAMONDS, WATCHES and SILVERWARE! We have purchased the jewelry firm formerly known as Crowell Jewelry, and have replaced all merchandise
with only the newest. We hope to give you satiofaction on any purchase you may make, and will give you the best possible service.
WE INVITE YOU TO VISIT US TO GET ACQUAINTED AND TO IN. ELRY WE HAVE ON DISPLAY
Expert and Prompt Repair Service

## Lyles pewerry Store

## Band

## MEACHAM SCHOOL OF MUSIC

(Haskell's Leading School of Music)
Fall and Winter term will open Sept. 2nd. Pupils may enroll at any time. Free orchestra praccured at a very. Good used instruments can be seDon't let a very low figure, and on easy terms. out the knowledse of mualc. Pupils who attend this school loarn'to plisy quickly.

## For furthor infoghanation $800-$

JOE RIEACHAM<br>Datiowi kt hell Mumielpal Paad





attraa
and
comes
dish,
thse
hose
comb

## Perkins-Timberiake Company

WE'RE DISPLAYING THE SMARTEST MODES IN THE NEWEST OF

flattering styles in coats, SUITS AND DRESSES

## AUTUMN COATS

28.95 .n 39.50

Another Group of Coats With High Quality New priced low enough to appeal. yet unmatched for
cact that desired indidividuality all women asenning that. gives
wide

### 10.95 то 16.95






UNIFORM DRIVING LAWS NEEDED
One of the greatest barriers to fair and efficient enforcement of traffic laws is the lack of uniformity in the traffic codes of different states and towns. As one traffic authority recently pointed out, when stop and change his nickels, dimes and dollars into other and different kinds of money; but if he wishes to operate his car in accord with the law, he must as once revise his dpeed allowed is 40 -and then must remember that now he must hold his car down to 30 . He has been accusomed to traffic lights and signs placed on corners-now liable to miss seeing them entirely,
Suppose that motor car manufacturers pursued the same practices as many cities and states. Suppose a man who had been driving the Smith car wanted to
trade it in for the new Jones model, and discovered that it had a different kind of transmission, required a differ nce in other respects. Such a policy would be no more absurd than is the existing policy of our governmental
units in adopting traffic codes that are utterly at varThe Uniform Vehicles Code and Model Municipal should be adopted by every town and city. This would not only give the motorist a break-it would immensely
expedite the efficiency of our police and traffic patrol
departments, and make an important contribution to the departme

FARMERS' INCOME IMPORTANT Evidence continues to accumulate that business in
Haskell county this fall will be better than for several
years past. It is an obvious illustration of the farmer's
buying power, which removes merchandise from local
stores and by causing our merchants to reorder, keeps stores, and bv causing our merchants to reorder, keeps
the wheels of manufacturing plants busy.
Of course, there are sections of the United States which do not depend upon agriculture, and consequenthave sometimes been amazed at the failure of so-called
business services to include in their statistical calculations some index figure that would tend to show the buy-
ing power of the American farmers. ing power, it is true, but the fact nevertheless remains that there is room for new forward strides. Let us hope
that the day will soon dawn when every American farmer can find a market for all of the products of his soil at prices which will give to the farm family a standard of parts of society.

## THE SLAUHGTER GOES ON

It is an appalling thing to reflect that automobile trafnc iniled no fewer than 2,670 men, women and chil-
dren in one month in the United States; and it is hard to believe (though gratifying enough, once belieeved) that this shocking figgure actually represents a substantial improvement over July of last year, when 3,110 deaths
were recorded. Just why a nation which is supposed to be so clever at handling mechanical appliances should go on killing people with automobiles at such an as.
tounding rate is one of the mysteries of the age. The one ray of light seems to be the fact that in some states, at least, the situation is innproving slightly. Twenty-one
states, to be exact, have recorded fewer traffic deaths this year than during the same period of 1934 . As far
the as it goes, that is excellent news; but we won't be able to crow until lall the states, over a period of years, have shown a steady $\qquad$

## A WORTH-WHILE SURVEY

The frontier of medical knowledge should be pushed back appreciably by one of the relief stunts presently
to be launched from Washington. Some 5,000 unem-
 ber to start ringing doorbells and asking people how
they have been feeling during the last year. Before they get through, they expect to get a comprehensive idea of health conditions among fully $3,000,000$ Ameri
cans. Thus, for the first time in medical history, it will be known just how diseases and disabilities are distributed throughout the nation by geographical divisions, by
age, by sex and by occupation. The $U$. $S$. Public Health Service expects this knowledge to be of vast importance.

## ANOTHER HURRICANE

Just about the time that we were wondering wheth hurricanes along comes the news that one has swept over southern Florida, bringing loss of life and property to the peopie there.
that belongs to most of us and the kind Providence the the
 the work of the Bed Croes which acts as anational agent
in extending asestance to those overwhelmed by fato.

Marbe your nem Fried chichen is one thing thas
 Are sou al throuxh with the sum The woman who think that no Jut because a high sehool boy







 If you want your wife to isten

## VIEWS and REVIEWS

## 

sis

- CULKRNT GOMMDNTS

THE PUBLIC FORGOT
For "business men who appear to think the public are not well-known story of what happened to a product called Plye's Pearline will bear repeating.
In the early years of this centry, Pearline, a cleaning material, was used by most of the housewives of the country. In 1904 the company spent $\$ 500,000$ in ad and about 1907 it was discontinued altogether, as the company thought the product was so well known that no further advertising was necessary.

Sales fell off rapidy, but the company's owners persisted in their non-advertising policy until 1915,
when the whole concern was sold for $\$ 12,000$. Pearline when the wh
was dead.

Many other products whose names were household words a few years ago are no longer sold, because the manufacturers failed to keep up their advertising, and consequently the public forgot them.
Business men should remember that new generatime, and potential customers are coming along all the
these new buyers must be sold on a prodtime, and that these new buyers must be sold on a prod-
uct or a store, as their fathers and mothers were before Them. The only time it is safe to stop, advertising is when ne is ready to go out of business.

## PEDDLERS ARE NUISANCE

The itinerant peddler is thriving. Chillicothe housewives are receiving their share of these bell-ringers. Our people should beware of all strangers posing as salesmen, solicitors or inspectors seeking admittance to your tials have been checked and verified and you are sure you are dealing through dependable local firms or per-


In many cases "salesmen" are merely "spotters" Por professional criminals. Lack of caution on the part
of householders often results in costly property losses of householders often results in costly property losses.
Do not pay cash in advance to strangers on an order In many cases the customers never receive anything for the cash advance payment. This fact is so often dem-
onstrated when high-pressure salesmen collect money in advance on a magazine racket.
It is better to be safe then

It is better to be safe than sorry. Be sure you know
the stranger is at your door-and that he or she is representing a reliable firm. One need not be afraid of offending the honest solicitor or salesman.

## .





$\qquad$




| Always Was raleated <br> Where you been? <br> Swimming with Joe." <br> "No? Then he sure can stay under long. |
| :---: |
|  |  |



| T. C. CAHILL \& SON Inguracee - Ifluroty Doed Eent Eltate and Rreter Hackell, Texas. Phone $\mathrm{BI}^{2}$ |
| :---: |
|  |  |

Causo and Ettoet

Dr. J. G. Vaughter Dentist Locetiod Over Hankell Nationet haskeli, texas

## Dr. Gertrude Robinooe

Greduato curroprotior
Cahill Insurance Bldg.


Dr. Joerphine Morrioen

party: "The present administration
has adopted all of the socialist


anyone efse has as suggested during that
the depression


William E. Borah, U. S. Senator
from Idaho: "Pree debate has kill. ed many a bad piece of hagsiation
ed land saved millions of dollars to the
and

Wise and Otherwise

$\qquad$
vorce Prom now on to the dep dit
ing man or woman probbly will be



We. meterat Mimaty



## Daugher Owhow, $T$ mit

Naybher- Maw Frion you would



Chose Alaska pittle more time will be
tioning Congress fors central
ing plant. Wichita Eogele.

## Hot $0_{0}$ Tider

highest humidity in seven years
Lou don't notice it so much, on ac-
count of the wit heing dey.

CONSTANT TEMPERATURES BELOW 50 DEGREES
-PLENTY OF ICE AND FROZEN DESSERTS

## that's what your

 Electric Refrigerator will give youTemperatures will be kept be low 50 degrees inside the cabinet of your electric refrigern. ton which is necessary for the proper preservation of food. If temperatures fall below If temperatures fall below
this safety mark, molds, germs and becteria immediately cause foods to decay.
Electric refrigeration given you this necessary food protection and also many other added conveniences. Thers is a surplus of sefrigeration power to quickly freese lice and descerts for the family's needs.


The healch and happiness of the home demands food prorection the eadise yens-rumb mer and wince, You con rese mes and wince, You cena rest properis permerved with dofion.

West Tams Usilities
Cimplai



