## * <br> <br> ©bellasten ffree |lress

 <br> <br> ©bellasten ffree |lress}PAUL ZAHN WINSFIRST SIX CRIMINAL CASES TRIED IN DISTRICT COURT HERE MONDAY

1


OPENING DAY OFFAIR WILL BE FREETOALL SCHOOL CHILDREN

 $\mathfrak{y m z a z}=$

| the beverage was heard before | to the state and twelve dollars and |
| :---: | :---: |
| County Judge Chas. M. Conner the permit granted. | fifty cents to Haskell county |
| The application was filed by J. |  |
| th the location given | E. E |
|  | he |
|  | of |

## A PROCLAMATION

WHEREAS the dates of the Haskell C
for October 10th, 20th, and 21st, and
WHBREAS a determined effint is being mado to make the Haskell County Pair a real success with attrrectione for averyone and to insure for it a leading place among the faire of the atate,
and

WHBREAS the Haskell County Fair is to be held in the town of Haskell and is an institution of great benofits to the town of Haskell and to the county of Hackell and as aued doerving the
unqualified support and patronage of the peoplo of this city and unqualiied county, and
WHEREAS the opening day of mid Huslath Country Falr. same being
Day, and
WHBREAS we belleve that thlo dity cen do do tom than to make this Pair
which $m o$ live,
Therefors, we the Mayor and Counell of the Clvy at Bhatenll In council ammbilie bolidey

 the hour of noon on wild day antil five thirty, and shat mech and
 and their influence to the wocesen of the Haskell Cowirt
Witnew my band this the lat day of Oetober, A. D. inas. BYORY YBNBPES,
Mayor, City of Beck
t: R. H. Mank
City socrowar




 appects to have an arhhbth at of
Sute Pair at Dallas, when It open state Pair

## 1c. CMmanulus <br> II HMEIN IIIIE Histel getion

## Held Here for Mrs. Bertie May Adkins




Rural Community News Items


115 acres good land, all in cultivation; nice 8 room bugalow
house: cost $m, 000$ to build; one miles of $\$$ teacher schoot; 6 miles of Gorce: about ten miles from Munday; clear of debts. Owner
ants to trade this firm for about 200 acres and assume the dif. mants to trade this firm for about 200 acres and assume the dif.
ference but not over $\$ 3,000$. He has a real nice farm and ference but not over $\begin{aligned} & \text { sa,000. He has a real } \\ & \text { wants a good cotton farm with more acreage. }\end{aligned}$.

I have 50 acres joining the town of Munday, as good land as you can find on Knox Prairie. Hat a fair, old troom house. Will take $\$ 2000$ cash if sold by October 20th. Selling this to mettie an
estate. It's worth much more then is asked but must mell. Best buy I know of anvwhere.
14 acres in 3 miles of Munday. Clear of debt with an old
shack on it. Real good land. Will take 3000 an acre cach. Too cheap-but must sell.
320 acres 2 miles of Munday; clear of debt. Good 6 room house: large 2 story barn: fine
Knox county for 810.00 an acre.

## ocres 21.2 miles irom arunday. Good sandy land, all in

GEORGE ISBELL
Munday, Texas

TEXAS'
LEADING
NEWSPAPER
DAILY and SUNDAY


Today's Dalles News
O. Whe row that in evisg es. ETlege, avo alayghy



The Rate




## The Dallas Morning News

Brown- and son of Baird, Mr. and
Mrs. - B B. Smith and children o
Hackell and Miss Dessie Wolf o
Munday, it being Mr Wols day.
John Bull of Lubbock was in Ro
chester chester last Tuesday on business.
Mrs. Orbin Meton is Mrs. Orbin Melton is visiting he
husband who is attending A. at Abilene.
Miss Gene Bragg left last week for Miss Gene Bragg left last week for
Lubbook to enter the Tech College.
Born to Born, to Rev. and Mrs. M. R
Pike Wednesday Sept. 27th pound boy. Mother. and babe are
doing nicely. pound boy. M
doing nicely.
Mrs. Bill Car Mrs. Bill Carothers and Mrs. M Missionary entertained the Woman
Mociety at the former lovely home in west Rochester last
Monday from 3:30 to 5 oclock. Ite Monday from $3: 30$ to 5 o'clock. Ice
cream and cake was served to 12 dies. Morn to Mr , and Mrs. Hob Smith last Sunday Sept. 24th, a fine eight
pound boy. Mother and babe are Jos8elet
Health of this community fine at
this writing.
The farmers are all busy gather
ing cotton and heading maize.
Pred Williams and family Mrs. C
L. Garrett of Weinert visited in the
home of Price Curd tast Sunday.
Mr. Brow of CCsco spent Satur
day night with Mr. and Mrs. G. L
Waker.
The following took dinner in the
home of Mr. and Mrs. Leee Curry home of Mr. and Mrs. Lee Cur
last Sunday: Mr. and Mrs. J. L. T iver and children, Mr. and Mrs.
Jesse Josset, Edmon Frazier of
Munday, Mr. Lonnie Clark of Has. kell and Mr. and Mrs. Frank Haley
of Wichita Falls. The called in tha alternoon: Mr. an
Mrs. Gene Lancaster and childre Mr. and Mrs. Clarence Norton and
children, Clovis and Morene Norton Mr. and Mrs. Leon Gilliam a
daughter and Bob and Fred.
Mr. Mr. and Mrs. Nathan Poster and
children and Mr, and Mrs. Ira Shaw children and Mr. and Mrs. Ira Shaw
visited with Mr. and Mrs. Tom Pos visited with Mr. and Mrs. Tom Fos
ter of Rule last Sunday.
Mr. Otis and Ray Hardin visited Mr Rule last Sunday.
Mr Otis and Ray Hardin visite
relatives in Ranger last week. relatives in Ranger last week.
Mr. and Mrs. R. M. Walker ca ed on Mr and Mrs. Leonard Carroll Mr. ard Mrs Tom Couch spent the day Sunday with their son, E1.
is Couch and family of Mr. and Mrs. Lem and Haskell.
$\qquad$
$\qquad$
gacinh rwas raj

Anderson Landess and family.
Mr. and Mrs. Alford daughter visited relatives in Gaunt ast Sunday. Mr , and Mrs. Balthrop and rimmer Sunday.
Mrs. May Ken
Stogal of Rose Stogal of Rose were in this co
munity Monday nunity Monday on business.
We are glad to report more is much better.
Mr . Gore Mr. Gordon Larned of Ro
in this community Sunday
Mrs. Weldon Andress of
this communty Suday Mrs. Weldon Andress of Beattie,
Texas is visting Mr. and Mrs. Texas is visiting Mr. and Mrs. Ed
nund Medford. Everyone is

## Ericsdale

Mr. and Mrs. J. Z. Willinms and
daughter Marydell, R. D. King and wife visited E. D. Willi D. King and ofe visited E. D. W.
Reckdale Sunday.
preach at Easterwood of Abilene will Weldon Hargiss and Tom Lennan have returned from a visit
with Mr. Hargises reld with Mr. Hargiss' relatives at Dain-
gerfied. gerrield. Perrell and family visited
Mrs. Perrell's Poster Sunday of Nugent.
E. D. Wuth
Prs. E. D. Williams and family of
Rockdale visited Mr. Williams Rockdale visited Mr. Williams par-
ents, Mr. and Mrs. J. Z. Williams Saturday night.
T. N. Gillespie and family of
Rockdale spent Sunday with W. D. Rockdale spent Sunday with W. D
Mickler and family. Mickler and family.
Mrs. J. J. Bounds
daughter in Abilene who wath oper ated on for appendicitis Friday af.
ternoon. ternoon. Wall
Rev. Wal Rev. Wallace Layton of Abilene
will preach at Ericsdale each third
Sunday afternoon after Sunday Sunday afternoon after Sunday
School. Tom McLennan visited at O'Brien L. E. Scott and family, U. M
Ferrell and family visited in the ome of George Bouldin and wife
$\xrightarrow{-}$

## Sagerton

 The first of October came with a ol north wind bringing dust alongit
it
Last. Tuesday evening Sept. 28th
there was a miscellaneous shower hive was 2 miscellaneous shower
niven to Mra. Billy Tabor elix Massia, at the home of Mrs. liff Lefevre. There were 35 ladies nd several babies. entertained wabies. The crowd was
after which Mra. Tabor
differt games, after which Mrs. Tabor and Mrs,
Massia had the hunt for the treasure chest where they found many nice,
useful gifts from their friends. The
The refreshment plate was angel
cake and ice cream. All enjoyed
this pleasant event. this pleasant event, and the honor-
ed guests expressed much joy for
their their gifts and pleasant evening.
Mr. and Mrs. I. P. Caudle of Sper Mr. and Mrs. J. P. Caudle of Spur
spent last Tuesday evening here. spent last Tuesday evening here.
They called on his parents, Mr. and
Mrs. W. $\mathbf{P}$. Caudle. Their many
friends were glad to ee them for friends were glad to see them, for
they lived here for many years.
Mrs. H. D. Crabtree, with Miss they lived here for many years.
Mrs. H. D. Crabtree, with Miss
Vera Hayes attended church serices in Stamford the past two Sen-
days at the Church of Christ. lays at the Church of Christ.
Mrs. J. A. Clark is still on sick list. She had a tooth extracted
last week, and she has suffered much from this. Her many friends
hope she will soon be restored to hope she will soon
her normal health.
Mrs. Charlie Clark from Holiday her sister, with Mr. Clark's mother
are with her now. We hope she will There was a stand with delicious
Trinks and pop corn and other re. drinks and pop corn and other re
freshments sold for the benefit of the school Saturday evening. Miss
Ater was in charge, our High. Ater was in charge, our High School
teacher. Everyone good lemonade and etc. Thjoyed the
ount was not learned they mede. ount was not learned they made.
The Sunshine Band Class their business and social hast Thurry
day evening at tho home of Mrr. J. day evening at the home of Mrs. J.
H. Parsons. A good number at tended, reporting a jolly good time,
with much businow dilsumion, and The many friende of E. D. Eingle
$\square$
BABY ELXIR

,

We are sorry to. report Miss Chrie cene Weils on the sick liti.
Mr. and Mrs. Bd Robertion
children of Boee spent Sundey

## Want Ads

. will help you buy, sell or trade. They cost very little-try them for RESULTSI
man are very glad to learn that he Will Earnest and daughter, were day and night. Something owe
 Mrs. Etmer Luck from Stamford and Mrs. Caudie. Mr. Mrs. Mes
and Mrs Luck are sorely missed here by their
friends. They recently moved
Stamford. We wish them
luak in their new home.
Ren all good
Reuben Lambert spent Sunday in
Hamlin with his college classmate
having a jolly good time, returning
Monday morning.
The many friends of Mr. Batson
the Batson grocery business here
extend their hearty congratulations
to Mr. Batson for the nice new gro
cery store he opened Saturday. It
cery store he opened Saturday. I
is so pretty inside. Very inviting
and his friends wish him the great-
est of success.
Mrs. Bennett
Mrs. Bennett Hess, with Mrs. Pau
Saturday were shing.

## NEW

Merchandise ARRIVING DAILY

## New Wanted Silks

Bright Plaids, yd.


Solid with Dots, yd.
Flat Crepe, yd.
Crinkle Crepe, yd.
Faille Crepe, yd.
$\$ 1.59$

## BLANKETS



Your money will buy a lot of warmth in these blankets. Buying now means saving. Waiting may mean going without. We have them in all wool, part wool and cotton and the price range is in line with the quality.
\$1.49 \$1.95 \$2.95 \$7.50

## Men's Fall HATS

You'll see new shapes in this fall's presentation. Every one based on a newly developed University trend. They are in colors of greys, browns, tans and green shades.

## $\$ 2.95$ Ârpo

We invite comparison in prices, quallty convidered. If you buy woithout ceeing our New Fall Stock of Dry Goods, Ready-to-Wear, Mullinery and Men's Furmishinge, we woll both be losers. We cordially inotte you to vistit us.



## Cozy days ahead  <br> for HOMES HEATED WITH IMPROVED GAS APPLIANCES

It's time to think of comfort, to plan so that when winter winde begin to blow, your home will be a haven of warmeh-a cheerful, cozy place where raw chill is barred from every room-a place where the whole family can enjoy life comfortably, luxuriously.

You can modernize your home models to reproductions of old-world
heating most easily these heating most easily these days, with designs. so many improved types of gas heating appliances at your command.
There are floor furnaces that of mome one of these improved equipment quire only a small space beneath reflor, yet heat large areas efficiently. healchful, circulating warm provide rooms that are hard to heat. There are individual gas steam radiators, are individual gas steam radiators,
manufacturing steam heat on the epot. For the larger home, there are gas-fired central heating plants that circulate warmth all over the house,
and gas conversion burners to mover ernize old heating systems. And there heaters ranging from the simplest


LONE STAR

# Up the Beanstalk 

When Jack climbed the beanstalk, he got a new conception of his needs. № longer would iust a hen do, but a goldenegg hen. No longer just a harp, but one that stood by itself and played. He didn't know what he wanted till he saw something better than what he had . . . though he labored hand over hand to get hold of that point of view.

Advertisements give you a high point of view without any climbing at all. They spread world products before you-servants to serve you conveniences to please prices low because so many thousands are using the same. They give you a new conception of what you'd like to own. № longer will a watch or food chopper dobut the most highly improved watch or food chopper. No longer just a radio-but one of purest transmission. They make you change your mind about what you started to choose, and choose something more pleasing at no higher price. They help you see the whole field of satistying wares. They lift you to fresh joys.

## READ THE ADVERTISEMENIS

HONEST FACTS ARE IN THBR NEWS

## Fita guygixt yater pama

## Premium List for Several Departments of County Fair

 The Josselt H. D. Club met lastTuesday Sept. 26 in the home of This not beiker, our regular meet. discussed by our chairman, Mrs.
Steve Perrin. Mair was

mitt Hughes, Directo<br>Rules and Rerulations

All livestock entries must be according to the
 tendrd to testing of any and all contangious and infectious enges Dr. A. J. Lewis of Haskell has been desig. tited asting must be done at the expense of the exh:
tion. Hogs must have been immunized and cattle nust have been tested for T. B. not longer than six months previous to entry in a show. Ail transporta. It the expense of the exhibitor,
An entry fee of 50 poe panimal will be charged. $v_{0}$ stalls will be reserved unless entry fee accompmies request for reservation. Line bedding and feed. $0 \begin{aligned} & \text { Ontraties in } \\ & \text { Otober 19th. }\end{aligned}$

Boel Catte. An Prends
R. W. Herren, Supt.



 Q Paul Friercon esco


 Horses and Mithese
Tom Pinkerton

Poultry Department H. R. Whatley, Supt.
Cocil Reover, Aut. Cocll Roeves, Asat. authe open to the whole work. 1. Competition open to the whole world. 1 in birds entered must be in the name of the ovoerr. Dieased birds will not be allowed in the ehow.
in . Air birds that are leg banded it Superintendmit furnimbes banda, will be charged Bc per bird. a. A fee of 2 cc per bird will be chares for sin-
de entries and 50 c per pen entry on chickens. ue entries and soc per pen entry on chickens.
6. A pen shall consigt of two females
7ite bird. An entry fee of 25 se per bird or animal will be dirged on turkeys, ducka, geewe, rabbits and pea. ${ }^{8}$ Turkeys will all enter as single entries. wome prepaid to the Pair Aswociation along with a
fire of 25 per bird for entry. of of ${ }^{25 \mathrm{c}}$ per bird for entry.
10. Ribbons won at previous shows shall not be 11. There will be no division for Vocational Agri-
(wilure students or 4 H Club boys. They will compete
with the entire sho

## Cocese and Ducke

Guoder, any age, each variety
Coste, any age, each variety


Fok, any age. oach varioty.....
 cherel
any breed, 10 or mon

## Home Demonatration Dept.






Mave Perrin. Many plians were
made for the Fair, and different
committees were appointed.
1 quart pickled beets.
quart cucumber pickle
1 pint green tomato piekke.
quart other vegetable pickle.
int red pepper hash or relish.
pint
pint red pepper hash or relish.
1 pint ehopped pickled Bermuda onlon
pint other relish.
1 pint other relish.
ipint peach preserve
int pear preserve
1 pint watermelon rind preserve

1 glass apple
1 glass other
Homemader jeraided rug (woolen
Home-made braided rug (hemp
Home-made braided rug rug themp.)
Homemade braided rug (eotton
Hooked rug.
Hooked mat.
Towell (aill white)
Dresser Scarf (ail white)
Pillow Slip with plain finish (white)
38. Pillow Slip with plain finish
30. Boys cotton suit or tor ages 2.5 .
40. Giris cotton dress for
4. Cotton dress for girls with bloomers, ages $\theta \cdot$
4. Womans wash droess with bloom
43. Womans wash dress (sheer.).

| Club making best comprete exhibit | 810.00 |
| :--- | :--- | :--- |
| Club making second best complete exhibit | 8780 |
| Club making third best complete exhibit | 8500 |


Grats ar oluoss
1. A 4.H Club girl may enter any of the products
listed in the canned products Division, Household
Linens and Histories Diviter
2. All grist histes Divisiosions. must be written on trandard
sired composition or typewriting paper ( $88 / \times 11$ inches)
tired composition or typewriting paper (83/1/x11 inches)
and be bound in covers the tame pize as paper.
3. Each girl
ment is required to make an exhibitit of of our entrien
One of these must be her record and tistory;
One of these must be her record and his
others may be selected from any class.
angen
OANRED PRODUCIS
quart canned snap be
1 quart canned tomato
quart canned carrots.
. $\begin{aligned} & \text { quart canned carrots. } \\ & 1 \text { quart canned beets. }\end{aligned}$
3.
quart canned beets.
quart canned peahes.
quart canned pears.
7. 1 quart canned plums.
8. 1 quart weet pickled peaches.
quan
$\begin{array}{ll}\text { 8. } & \text { quart } \\ \text { 9. weet pickiled peaches. } \\ \text { 10. } & \text { quart swet pickled waterne } \\ \text { quart sweet piekled pears. }\end{array}$
10. 1 quart sweet pickled pean
11.
12. quart
in
qiekled beets.
quart cucumber pickles.
12.

1. quart cucumber pickles.
2. 
3. 


of ce hostess served refreshments
ond ice lemonade to the
following members and visitors:
Mesdames Steve
fillowe members and visitors:
Mestames Steve Perrin, Jesse Jos
Mestet, J. L. Toliver, R M. Walker, G.
se.
Mesdames Steve Perrin, Jesse Jos
selet. J. . Toliver, R M. Walker,
L. Wa.
let, Naker, Price Curd, P. J. Josese.
Visitors. Mestanter, and Cody West.

| let, Nathan Foster, and Cody West. |
| :--- |
| Visitors: Mestames |
| Mra Shaw and |
| Mr. C. L. Bird. |
| Reporter. |

IT | CERTAINLYPAYS |
| :---: |
| TO BUY |
| GOODYEARS |
| THIS |
| FALL! |

- Goe in on today's low prices-most Goodyearacost
lece today than a yoar aito. By netual thent on wet pavo.
meate, they meatis, they stop your car quicker-give you bloweut protection in every ply ased
more milioate than they ever mave milocre.


2. Dresser Scarf. 8. Plitow slip with plain finish.
3. Pillow slip with plain finimh.

Quineoord Books and Eintortem Garden Demonstrator 2. Yard Demonstrator.
3. Bed Room Improvemen
PRIET:

Girl making best complete exhibit....................00

Culinary Department Mrs. Clay Smith, Direct
All products must be labeled.
BRENDS

$$
\begin{aligned}
& \text { ERRADS } \\
& \text { (Please display on plates) } \\
& \text { Yeast Bread (white loaf) }
\end{aligned}
$$

$$
\begin{aligned}
& \text { 1. Yeast Bread (white loaf) } \\
& \text { 2. Graham, loaf } \\
& \text { 3. Boston Brown Bread (loof) }
\end{aligned}
$$75c

75c
75 c
75 c
75 c
25c

(Loal Cake




## PLAN TOGO

## Fiocrionant

agriculture Iexiss is changiog trom
cotoon to : halanced tarm
 will be iuly reflecered in
the exhibis toom od per
cent of Texas Counties.

POULTRY
A hichls specialliged show
whith nann nen leature io
in new ivildine

Texas is ruming ite eves
livestort production Ah
the 193 Expoation thin
 And Many Other Edscational Fontwres Iowadt Sutee \& Sravel Einutery


SOUTHWESTEAN CHAMPIONSFIP COWROT CONTEST LIVESTOK.K ARENA 13 Football Games -Big Musical Shows-3 'BITTER SWEET" "NINA ROSA" "FLORODORA" DITORIUM -

[^0]:

Join in the drive for recovery! Buy goods produced and sold under the National Recovery Administration's Code of fair terms of employment, increased earnings per hours of labor, increased man-power at work! The N. R. A. Emblem is displayed at all stores which have given whole-hearted support to the President's.program. Look for the N. R. A. Emblem. It signifies that prices will not be indiscriminately rais-ed-that no profiteering will be permitted. That'is the merchant's pledge, signed and delivered.

And it is our pledgel This company gladly announces full co-operation to the end that more Haskell workers may have employment and the buying power of Haskell families may be promptly increased.

The Haskell Free Press
THE HASKELL FREE PRESS

Published Every Thursday at Haskell, Texas SAM A. ROBERTS, Publisher
Bntered ass second class mater Januarv, 1sts, 1856 , at the postoffice


## SOME UNFAIR PRACTICES BANNED

Of unusual interest to newspapers and advertisers is section 10 of License No. 1 , issued to milk producers by a ban on certain classes of advertising generally considered to be of little value to advertisers.
Under this section it is declared to be unfair practice to take advertising in any program, periodical. or publication of any kind whatsoever, unless such publication has a general paid circulation or is on sale on news
stands. Advertising in telephone directories, hotel regisstands. Advertising in teeephone directories, hotel regis-
ters, by radio or floats in parades is also barred. ters, While this license applies only to certain milk dealers, it may indicate the views of the government with respect to what is and is not legitimate advertising. Some such restrictions may be incorporated into other codes not only to the newspapers but also to the advertisers.

> SPENDING IS SAVING NOW

True economy is that which obtains the largest possihle return for a doilar spent. Truer economy is to spend that dollar at a time when it will bring the most,
provided you have the dollar We have had a number of
sion. Prices have dropped to unimaginally low levels. Buying power has been close to non-existant. There was money in the country - but persons who had surpluses were afraid to spend. They went without needed articles property to fall into costly disrepair.
If they pursue that timid policy any longer, they ara going to be literally out of luck. That hoarded money is
going down in value now. The worth of a dollar degoing down in value now. The worth of a dollar de-
pends entirely on what it will buy. Six months from pends entirely on what it will buy. Six months from
now it will buy much less than it will buy today. In othnow it will buy much less than it will buy today. In oth-
er words, if you keep money in a non-productive state at present it a mounts to throwing a certain percentage of it You can get maximum value from your money only
by putting it to use. There was never a better time to by putting it to use. There was never a better time to
repair or replace a roof, to build or rebuildd, to paint or
do a thousand similar thing do a thousand similar things. Every dollar so spent will appreciate in value- what it buys will, in a very short
time, have a market value much in excess of what you
paid.
DIFFERENCE OF OPINION Among the best minds of the late unlamented Hoov-
er administration, there seems to be a difference of opin-
ion regarding the virtues of the NRA plan of putting new
lifc and order in the national industrial machine.
For example, Senator Hatfield of West Virginia
says that his idea of making the NRA a success would be
to abandon it altogether. Such a patriotic and helpful
attitude on the part of Senator Hatfield is not unexpect-
ed, as he opposed every measure put forward by the
present administration, though not offering a single re-
covery idea of his own. His criticism was always de-
structive rather than constructive.
In striking contrast to his letter to General Johnson
is that of another Republican stalwart, Senator Arthur
Canper, who has represented Kansas in the Senate since
1918. He says:
ivou are doing a singularly fine piece of work in
carrving forward a movement filled with, tremendous
difficulty and are entitled to the wholehearted support
of every citizen who is interested in the welfare of the
nation."

## NATIONAL UNITY

the World War period, has the Amersible excention of any President such assurance of whole-hearted support as has been given to President Roosevelt in his vigorous The loval manner in which all elements ple have rallied to the call of the President in the pre peoemergency is most heartening and inspiring. It affords an example of national unity without paraliel in the annals of the people.

Citizens of all parties and of all classes are displaying in his program for national recovg our chief execurealize the stern necessity for courageous and determined action to end the period of fear and panic which has paralyzed business, industry and agriculture.
ery act is being watched with interest national recovery act is being watched with interest. It is attracting ton Bulletin describer the hopeful, even friendly adtitudin other lands. It says: "Premier Forbes,
Mr. Roosevelt's try for recovery in the United States. do the leaders in most other countries, if they had the courage to say so.
cee,' have admitted a keen and hopeful interest in the great experiment.
hopes he is right. And, right or wrong, he has challenged the hoary tradition that people ing, he has challengmeans to ends, and deliberately work out their own des-
is worth caring about give himer. Those whose esteem is worth caring about give him encouragement while the ho falla.
mortalsin or lose, President Roosevelt is among the imfor what may como."



## Advertisements

 Make The Pennies BiggerWhen James Buchanan was President and tall beaver hats were in vogue; when gentlemen wore broad cravats and ladies wore hoop skirts, the pennies they tossed to children were as big as quarters But the cart-wheel coppers your grandfather got for keeping his lace collar clean were not as big in buying power as the pennies of today.

A penny then might buy a pastry, or ten of them take one to the Fair, but your great-aunt and greatuncle couldn't have gone to a movie at any price.

Sixty years ago the ladies could go shopping for dry goods and buy silks that would make you green with envy, linens that were linens and broadelothe that beggar description. But what their favorite store did not have they usually got along without.

You can pick up your newspaper and in fifteen minutes you can know what the different shops are offering in fabrics, patterns, varieties and qualities that great-grandmother never dreamed could be gathered together under any conditions.

Times have changed, and so have merchandice and business methods. One of the influences that has helped to bring about so much of change, that has helped to multiply opportunities and increase the
trery
advertising materially redy manufacturer knows that creasing the demand products of hundreds of thousands distribution of the products of hundreds of thousands of mills. Indeed,
many of the things we count today as necesoitice or simple luxuries could not be made and sold at their broad market for them, madvertising has created a 'little prices and little profits.




[^0]:    
    knts AD Huktes

    1. Boet Glam of Pplum Jolly
