

Chief News Items From RULE

HERE AND THERE
 Mrs. E. O. Morgan had a party over the week end.
 Mrs. L. L. Morgan and Mrs. J. L. Morgan and Mrs. J. L. Morgan had a party over the week end.
 Mrs. L. R. Rose of ...
 Mrs. G. O. May of ...
 Mrs. W. T. Morrow and son Jack ...
 Mrs. John Behringer ...
 Mrs. Wayne Rogers and ...
 Mrs. L. T. Hunt and ...
 Mrs. John Behringer ...
 Mrs. Corrie Lott, Mrs. ...

Purple and Gold Colors for 1939 Car License Tags

The State Highway Commission has announced the selection of purple and gold colors for 1939 passenger automobile license plates.
 Members said a better quality of paint would be used on next year's licenses and edges would be crimped or turned to reduce the hazard of cutting the hand and also to strengthen the plates.
 Tags for 1939 commercial trucks will have black numerals on a green background. Miscellaneous series, including tractor-trailer, dealer, motor bus, motorcycle and sidecar plates will have black numerals on a yellow background.

Government Loan of 60 Cents Per Bushel on 1938 Wheat Crop

WASHINGTON.—Secretary of Agriculture Henry A. Wallace Friday established federal wheat loans at between 59 and 60 cents per bushel to forestall a possible price collapse because of the second largest crop in the nation's history.
 The program for producers cooperating in the new farm program should, he said, permit the storage on farms and in federal warehouses of 130,000,000 bushels of the 967,400,000 bushel crop forecast as of July 1 until the grain can be marketed in orderly fashion to prevent a glut.
 The storage plan stems from the "ever normal granary" principle of crop control legislation enacted by the last congress. The measure makes loans mandatory when forecasts exceed the normal demand of 750,000,000 bushels. It gives Wallace authority to fix the loans for cooperating farmers at from 59.4 to 85.3 cents per bushel on the basis of the 1909-14 average price of \$1.14 per bushel.
 Wallace said he chose the minimum level to facilitate export of the American wheat surplus and because a higher rate might have kept domestic prices above those in the world market. Yesterday he warned wheat producing countries that the United States is determined to get a fair share of the export market and hinted at subsidies, if necessary, to protect American farmers.
 The loan program, which will be financed by \$100,000,000 made available through the Commodity Credit corporation, applies to all growers who did not plant more than 105 per cent of their soil-depleting acreage quotas under the 1938 allotments. Officials estimated that about 75 per cent of the producers, growing about 700,000,000 bushels, would be eligible for loans but that many would not apply for them.
 Wallace said the loan rate will be calculated on basic levels established for principal terminal markets with differentials for freight and handling charges. In computing the loan rate for interior points, the government will deduct freight charges to the nearest terminal plus four cents per bushel for handling.
 In announcing the program Wallace asked cooperation of farmers in the agricultural adjustment program as the only means to assure its success. He denied it is an attempt by the government to "fix" wheat prices.
 "There is an important difference between this loan program and the farm board operations," he said. "This difference is that wheat loans today are part of an integrated, national farm policy and loans are only one part of this program."
 "The loans are neither intended nor expected to fix the price of wheat, but only to promote the orderly handling of an especially large crop until other parts of the program can take effect."
 The loans will be made at 4 per cent interest for seven months when the wheat is stored in elevators or until May 31, 1939, when stored on farms. They will be made through to Dec. 31.
 Wallace said the loans on wheat stored on farms will be secured by chattel mortgages, while wheat in elevators will be backed by warehouse receipts. The Commodity Credit corporation will pay producers, who store wheat on their farms, an additional seven cents per bushel if they deliver it to the agency after the loan matures.
 The program specifies that the wheat must have been grown this year to be eligible for loans. If it is stored on farms, the granaries must be constructed for protection.

Harley Sadler Asks Voters To Support Jerry

In this issue will be found a display advertisement by Harley Sadler, renowned West Texas showman, appealing for West Texas voters to support his kinsman, Jerry Sadler, for the office of Railroad Commissioner in supporting Jerry Sadler, Harley breaks a life-long rule of staying out of politics.
 "I believe West Texas people should get behind Jerry because I firmly believe him the best qualified man in the race and one who will give this section a square deal," Harley said.
 Indications this week pointed to a heavy lead in many sections of Texas for Jerry Sadler, and political prognosticators were wondering just who would get in the run-off with him.
 To prohibit the practice of spawning in parked automobiles in the Prairie Chapel Cemetery at Coshocton, O., a caretaker has been placed on night guard duty.

Because his heart shifted out of position as the result of an automobile accident, John C. Kardell was awarded \$3,500 compensation by a jury in court at Detroit.

\$25 Reward!
 Will be paid by the manufacturer for any Corn, GREAT CHRISTOPHER Corn Remedy cannot remove. Also removes Warts and Callouses. 35c at Oates Drug Store.

A Qualified Man For An Important Job



Giles Kemp
 Candidate For
 Reelection as
Sheriff

Your Continued Support Will Be Appreciated

Give A Young Man A Chance! Vote For

Hallie Chapman
 for
Assessor-Collector



34 years old; married; two daughters. Business experience and training qualifies him for the office. Promises if elected to stay on the job at all times and conduct business of the office in a dependable and economical manner.

T. C. CAHILL & SON
 Insurance — Surety Bonds
 Real Estate and Rentals
 Haskell, Texas. Phone 51

For Congress

TO THE PEOPLE OF THE 19TH CONGRESSIONAL DISTRICT:

You have been wonderfully kind and cooperative with me as your Representative in Congress.

I wish to thank you for your support and confidence, and to assure you of my constant desire to be of every possible service to the people of our District.

GEORGE MAHON



(Paid Political Advertising)

PERKINS-TIMBERLAKE COMPANY INCORPORATED

Sale!
WASH FROCKS
 Tuesday and Wednesday

a once-in-a-lifetime VALUE
59c



For two days only—Tuesday and Wednesday—we offer you these beautiful Wash Frocks at a whisper of their real worth! All are gay, flattering, alive with color, beautifully tailored and smartly detailed. Frocks for home—for business—frocks perfect for all summer long. New styles, new colors, and every frock guaranteed colorfast. Truly once-in-a-lifetime values. Buy for the entire summer—scoop up at least half a dozen!

SOCIETY

Blue Bonnet Home Demonstration Club

"A dutch oven makes a very good cake box", said Mrs. Homer Turner to members of the Blue Bonnet Home Demonstration club in the home of Mrs. B. Walters Thursday afternoon in a meeting of July 7.

"Wax paper is very good to wrap cakes in. A pan turned over cake is very good also, where anyone doesn't have cake boxes", stated Mrs. Turner and Mrs. McDougle who took part on the program of "Where I Keep My Cakes" and "Utilization of Equipment I Have in Protection of Cakes."

A report on expansion club work was turned in. Also our dues to be paid in to council.

Members present were: Mesdames M. McDougle, J. E. Place, H. Bailiff, B. Seltz, Homer Hines, Floyd King, A. C. Denson, B. Walters, Homer Turner, D. C. Rogers, Ed Conner, Miss Nora Walters. Reporter

Foster H. D. Club To Meet Wednesday July 20th

The Foster H. D. Club will meet Wednesday, July 20th instead of Tuesday for this day only. Miss Vaughan will be present to give a demonstration. We will meet with Mrs. G. M. Wade at 2:30 p. m. Bring your jars for the pantry. We urge all members to be present. Visitors are always welcome. Reporter

Mr. and Mrs. J. D. Montgomery Entertain Supper Club

Mr. and Mrs. J. D. Montgomery entertained their supper club and guests Friday night. After a supper served at the drug store games of bridge were enjoyed during the evening. Winners of high score prizes were, Mrs. John P. Payne and John V. Davis. Guest list for the occasion included: Messrs. and Mrs. John V. Davis, Theron Cahill, Clyde Grissom of Eastland, J. P. Payne and Mrs. C. V. Payne, W. P. Trice, Carrie Williams and Miss Nettie McCollum.

READ THE WANT ADS!

Mrs. A. A. Bradford Entertains With Bridge-Luncheon Friday

Complimenting Miss Lora Hills of Bellingham, Wash. and Mrs. Clyde Grissom of Eastland, Mrs. A. A. Bradford entertained with a bridge-luncheon Friday. Attractively arranged vases of vari-colored zinnias were used as decorations throughout her home. At the conclusion of the bridge games, gifts were presented to the honorees and high score prize to Mrs. Ralph Duncan. A two-course luncheon was served to Mes. T. W. Williams, Virgil Reynolds, Ernest Kimbrough, R. J. Reynolds, Snerst Leon, Carrie Williams, John W. Pace, John P. Payne, A. C. Pierson, W. P. Trice, Dennis P. Ratliff, Ben Charlie Chapman, Ralph Duncan, French Robertson, John V. Davis and Fred Cornett. Guests from Rule were: Mes. Bill Hills, Edgar Ellis, Jack Mills and Mes. Mills of Dallas, J. B. Pumphrey from Old Glory, Richard Sherrill of Pittsburgh, Pa., and T. P. Frizzell of Knox City and the honorees.

Baptist W. M. S. Meets In Bible Study

The Baptist W. M. S. met at the church Monday July 11 in a Bible Study and business meeting with seventeen ladies present. Opening songs were: "Keep A Glad Song Singing" and "Did You Pray Today?"

Mrs. B. M. Whitaker taught the ninth chapter of Mark and brought some beautiful thoughts on the Transfiguration. Mrs. R. J. Paxton closed the study with prayer. In the business meeting the following officers were elected for the ensuing year.

President—Mrs. Leon Gilliam. Vice-President—Mrs. R. J. Reynolds. Recording Secretary and Reporter—Mrs. Jess Josselot. Corresponding Secretary and Treasurer—Mrs. Paul Kuenstler.

Methodist Missionary Society Has Last Meeting For Summer

The Methodist Missionary Society had their last meeting for



Haskell and Stamford young queen, on the throne, Forrest Wade Tippen, Monahans, editor of the Bronco, university year-book sponsoring the contest was crowned queen of the annual summer session there. Princesses of the court were other beauty nominees, voted for in student body election which named Miss Surles. At the left of the H-SU

the summer Monday afternoon. Mrs. D. H. Persons, president, presided over the business meeting. Mrs. John Rike led the devotional. After a short program Mrs. B. Cox gave the closing prayer. Meeting will be resumed every Monday beginning the first of September.

Around Our Town

Hon and Mrs. Clyde Grissom and children of Eastland are visiting friends and relatives in Haskell.

Mr. and Mrs. Bert Welsh and

children, Mr. and Mrs. Ralph Duncan spent the week end in Leuders.

S. A. Norris visited his mother in Oklahoma City this week end.

Mrs. B. M. Whiteker is in Waco visiting relatives and attending a reunion.

Mrs. Clyde Barker left Sunday for an extended visit to Denver, Col.

The Rev. H. R. Whatley is in Elbert, Texas conducting a two-weeks revival.

Mrs. Elmore Smith returned Saturday from a vacation spent in Chicago, Ill.

Mrs. Wiley Reid is visiting friends and relatives in Dallas and Sulphur Springs.

Born to Mr. and Mrs. Chester Humphrey a baby girl in the Stamford hospital July 17.

Mr. and Mrs. O. E. Oates of Bryson spent Sunday with Mr. and Mrs. Hill Oates.

Mr. and Mrs. Marvin Branch, Mr. and Mrs. L. B. Dean spent the week end on a fishing trip.

Miss Catherine Wair has returned home after a visit with friends and relatives in Fort Worth.

Mr. and Mrs. R. J. Paxton and Mrs. Ralph Bucy spent the week end with relatives in Paducah.

W. A. Duncan and Mr. and Mrs. Belton Duncan visited in Wichita Falls and Petrolia this past week.

Miss Jane Bradford visited for several days this past week with Mr. and Mrs. Edgar Ellis of Rule.

J. W. and Grady Roberts of Monday spent Sunday in the home of her brother Mr. and Mrs. Sam A. Roberts.

Mrs. Buford Gholson is visiting in the home of her brother, Mr. and Mrs. Howard Wright in Wewoka, Okla.

Mr. and Mrs. Jack Mickle and daughter Elsa Lou have returned from a vacation spent in Lampasas.

The Rev. and Mrs. H. R. Whatley and daughter Wilma and C. O. Scott visited in South Texas and Mexico last week.

Judge and Mrs. Dennis P. Ratliff and children left Saturday for Kerrville where they expect to remain until September 1.

Mr. John Tinkle and children of Irving, Texas visited Mrs. Tinkle and Mr. and Mrs. George Herren this week.

Mr. and Mrs. John A. Couch have returned from a visit in the home of their daughter, Mr. and Mrs. Ed Burtleson of Waco.

Mr. and Mrs. C. V. Payne went to Moody, Texas Sunday to attend the funeral of a cousin, Horace Payne of that city.

Mr. and Mrs. John English arrived in Haskell Monday from Cedar Rapids, Iowa for a visit with his father, Albert English.

Mr. and Mrs. Bert Harrison and daughter, Shirley, of Coleman, spent Sunday in Haskell guests in the home of Mrs. Harrison's parents, Mr. and Mrs. W. H. Strar.

Mr. and Mrs. Buster Pierson and daughters of Weatherford were week-end visitors in the home of Mr. and Mrs. T. A. Rhoads near Haskell.

Mrs. R. L. Lemmon went to Houston Saturday for medical consultation. She was accompanied home Monday by Barton Welsh who will visit with friends and relatives this week.

When Hardin-Simmons University Summer Queen Was Crowned



Lewis [Shorty] Sherman

Candidate for

District Clerk

Will Greatly Appreciate Your Vote



To the People of Haskell County

I am deeply grateful for the consideration accorded me in my campaign for public office, and appreciate your support, and if elected, to devote all of my time all of my efforts towards making a County Judge.

J. C. Davis,

READ THE FREE PRESS WANT ADS EVERY

VOTE FOR

WHO U. DAMPLEE

I Ain't Running

Compliments of

SMITTY'S

Haskell, Texas

Subject To Action of Cash Customers. No Hot Checks or Credit.

Charlie Conner

Solicits Your Vote For Re-Election

County Judge



VOTE FOR THE MAN WHO HAS PROVEN THAT HE CAN DO THE JOB

As Chairman of The Commissioners Court:

Operating expense of County reduced \$20,000.00 each year during his terms of office.

Tax Levies in Haskell County lowest that they have been in many years. Earnings on investments of Interest and Sinking Funds Over \$20,000.00. Collected \$15,000.00 Delinquent Interest due Permanent School Fund. All Notes current to date.

Collected \$55,000.00 County Funds in Closed Banks.

Co-operating with State and Federal Agencies, more than half million (\$500,000.00) Dollars has been secured and spent on projects in Haskell County during his term of office.

Assisted in every way possible in administering Old Age Pensions.

If Re-elected will do all he can for the best interest of our County.

DICK'S GROCERY & MARKET

Tuesday and Wednesday

K. B.	FLOUR 24 lb. sack	75c
Pure Cane	SUGAR 25 lb. bag	\$1.30
COFFEE	Dick's Special, lb.	15c
COCOANUT	Bulk, lb.	23c
APRICOTS	Whole Peeled, 1 lb. can	13c
SOAP	P. & G.—6 Bars	23c
SALMONS	2 cans	25c
NAPKINS	Embossed, 80 Count	8c
Imitation	VANILLA EXTRACT 8 oz. bottle	10c
RINSO	large size	22c
Philadelphia	CREAM CHEESE Pound	9c
Blue Bonnet	OLEOMARGERINE Pound	17c
ROUND STEAK	Pound	23c
FRYERS, Dressed		35c
JOWLS	Fresh, lb.	12c
PORK CHOPS	lb.	20c
PORK ROAST	lb.	18c

News From Rochester

Class Has Swimming Party
The Haskell took her first class of the first party to Davis' Swimming Tuesday night. The class who went to the pool were Alton Wray, Dickie Roberly, Beverly Lambert, Aubrey Collier, Gene Taylor, Randall Simpson, Dalton Davis, Mr. and Mrs. J. L. Ev, and Mrs. J. L. Wayne, and Mr. H. H. Smith and Dan-

A. Shever and Aubrey are in Glenrose, Texas, on business.
F. Fender of Midland is on the week with her family, Rev. and Mrs. J.

Meets With Mrs. E. H. Smith

Annual meeting of the 42 held in the home of Mrs. E. H. Smith last Tuesday. The menu consisted of chicken salad, smacks, orange slices were the following: Mmes. G. H. Hicks, H. Christenson, Bob Speck, Bud Corley, Tom Murphy, J. O. Mansell Bragg, W. J. Michael and Miss Ann Leaves and the hostess, Mrs. J. O. Emery.

Mrs. J. O. Emery Entertains Bridge Party
Mrs. J. O. Emery ent-

ertained with four tables of bridge in their home last Wednesday night. Punch and cookies were served to Marjorie Sue Kay, Crystallena Dabney, Eva Barbee, and Monty Fenman, J. P. Wadzeck, Woodrow Wadzeck, R. A. Shaver, Allen Lowery, and Mmes. Charles Kay and Reeder Smith, and Mr. and Mrs. Mark Wadzeck and Mr. and Mrs. LeRoy Lowery and the host and hostess Dr. and Mrs. J. O. Emery and Lucyle Malpus.

Mr. Tom Ballard of Haskell was in Rochester Friday.
Mr. and Mrs. J. H. Parsons and Mozell are visiting relatives and friends in Coreyell and Lampasas counties.

Leonard Dabney from Kermit is visiting his family Mr. and Mrs. J. H. Dabney for a few days.
Mr. Tommie Greer is in Knox City helping with the music and having charge of the choir for the Methodist revival.

Mr. and Mrs. Reeder Smith and Miss Marjorie Sue Kay were shopping in Abilene Thursday.

**City In France
2,200 Years Old**

A prosperous Greek city of 300 B.C. has been uncovered by archeologists digging in the Province of France, a district which numerous Roman ruins already have made an archeologists' paradise of the area.

A dozen villas, 52 Greek altars, a pagan temple and a quantity of Greek pottery, busts and jewels indicate that life must have been prosperous and pleasant 2,200 years ago in the Greek town which once stood upon what is now called

“The Plateau of Antiquities” at St. Remy.

Most of the altars are dedicated to Sylvanus, god of the forest. Others are consecrated to the Goddess Cybele, who in ancient mythology was the wife of Saturn and the mother of Jupiter. Archeologists are working under the direction of M. Jules Formige, of the French ministry of fine arts, also dug up more than 40 small votive lamps and a magnificent rigg made from a single piece of rock crystal and ornamented with the head of a woman.

One of the houses, which did not show the slightest trace of any Roman influence, consisted of 12 rooms opening on an atrium where the bases of four columns are still visible despite the 2,000 years that have elapsed.

Excavations were made in an area 300 feet long and 70 feet wide, close to an old Roman road. Before the Greek city was uncovered, a supporting wall for the Roman road was brought to light.

The valuable discoveries have been placed in the museum of St. Remy. The latter, a modern town, probably was once a stopping place for “salesmen” and merchants from Marseilles at the time when the Mediterranean port was a Greek city. Substantiating the supposition is the fact that many Greek coins minted in Marseilles were among the finds in the recent diggings.

Mullinos Leave For Visit In Georgia

Mr. and Mrs. G. F. Mullino left Friday afternoon for Bogata where they will spent the night with their daughter, Mr. and Mrs. H. K. Henry. Sunday they went to Dallas where they were accompanied by their son James, for a trip taking them to Montezuma, Ga., to visit with a brother of Mr. Mullino's it being their first visit in 45 years.

**Filling Station
In Kansas Is Now
Public Library**

BUHLER, Kan.—When motorists drive up to a certain filling station here, instead of finding tanks of gasoline, they are confronted by shelves of books; for Buhler's first filling station has been turned into a public library.

In the autumn of 1936 the women of Buhler decided the town should have a library. Two young women started one snowy morning on a house-to-house canvass for second-hand books. Many were obtained from the Chamber of Commerce, and Parent-Teacher Association, and through various entertainments. The only vacant building in town was a filling station owned by Sam Schneider, who had built a new and larger station across the street. He gladly gave permission to the women to use the old building rent free as a library.

With mops and buckets of hot water the women set about removing the 10-year accumulation of grease and dirt. Furniture was rearranged and one bookcase added to the shelves already there. A librarian was employed at 25 cents an afternoon. Books were sorted and catalogued by the English teacher and librarian of the Buhler High School. Everything was made “as modern as it's supposed to be,” according to Miss Elva Dick, Assistant Librarian, who helps when Mrs. J. R. Wedel, the Librarian has other duties. The building is open two afternoons a week from 2 to 5. Readers number 145. One third of them are children. A poster on the wall asks that “a proper reading atmosphere be maintained at all times.” Another points out, “Books are the gateway to knowledge and knowledge will open the door which leads to success.”

On the shelves are 1,000 volumes in addition to a box from the State traveling library which is exchanged for a new assortment every six months. One set of shelves is devoted entirely to German books, since many of the older residents still prefer to read in their native tongue.

Buhler's 630 residents, are chiefly Mennanites whose wheat farms adjoin the town.

**Nasturtium, Once
Used As Food, Now
Remedy for Scurvy**

Nasturtium seeds and leaves were esteemed as foods long before people began to appreciate their flowers. As far back as the sixteenth century while the ships of the adventurous Drake and Sir Walter Raleigh roamed the Seven Seas, it was discovered that nasturtium leaves counteracted scurvy. They were also called Indian Cress, and as such nasturtiums are known in certain parts of the English speaking world to this day. In parts of Europe people still use the leaves as a salad and pickle the green full-grown juicy seeds.

As in the case of many others among popular garden flowers, like marigolds and zinnias, nasturtiums are true Americans, and history does not record when they first came to man's notice, but their discovery dates back to the beginning of the 16th century, when curious Spaniards found them somewhere in Peru.

By the end of the 16th century they had been introduced into English gardens by way of Spain and France and called tropacolum minus—the Greek word tropacolum standing for trophy. The circular leaves as they are carried on their stem for all the world resemble the shields carried by Greek soldiers.

About the year 1890 the original dwarf (minus meaning small) variety was followed by the strong-growing tropacolum majus. Still later a species from Colombia called tropacolum lobtainum, found its way into European gardens. It brought with it the dark blood which has enriched this flower with tones of red, orange and the deep-red browns. From these three ancestors are derived all the nasturtiums in cultivation.

Mrs. Scott W. Greene Jr. has returned to Haskell after attending the first term of the summer session at Hardin-Simmons University.

Speaking of the Governor's Job

Texas Needs a Leader..

**Ernest Thompson
TRAINED..
TALENTED..
TESTED..**



Qualified for the Governor's Job by a Sound Record of Public Service

WHAT HE HAS DONE!

As Mayor of Amarillo, he saved citizens nearly a million dollars a year by cutting every utility rate in the city and lowering the tax levy.

As Texas Railroad Commissioner, he assisted the farmer through lower freight rates and the livestock industry with emergency drought rates; brought many millions of dollars to the school fund by sensible supervision of the Texas oil industry; helped lower the gas rates in scores of Texas towns.

As a man whose boyhood was spent at hard work, he has achieved a brilliant record of private and public service, fought for his country with high honors during the World War, is chairman of the Oil States Compact Commission, has earned the respect and admiration of straight-thinking people all over the nation.

WHAT HE WILL DO!

Tackle the farm problem with both fists and help the farmer and rancher work out a solution that will take the penalty off owning or working a farm or ranch—his belief being that the farmer is entitled to a fair profit, the same as any other man.

Urge the legislature to change the old age assistance law so that no needy old person will be denied a pension merely because a son or daughter happens to have a job.

Actively encourage industrial expansion to relieve unemployment; wage war on governmental waste and fight new taxes; and advocate state control and regulation of all utilities.

**Ernest Thompson
FOR GOVERNOR**

(Political advertisement paid for by friends of Ernest Thompson)

I Am Asking For The Office Because I Need The Employment

Mrs. Hettie Williams
Candidate for
District Clerk

Circumstances make it necessary that I earn my way. In order to help me to do this I am asking to be your next District Clerk. I am capable and qualified and if elected promise to conduct the affairs of the office in an efficient and business-like way.

I Will Appreciate Your Vote And Influence

**To the People of
Haskell County:**

Having been a neighboring resident for a long period of years, closely associated in business and friendship with the good people of Haskell county and interested as a property owner and taxpayer in your county, I feel that I am among friends in asking for your support of my candidacy for State Representative of the 113th District, which embraces Haskell, Throckmorton and Baylor counties.

My interests—as a resident and taxpayer in the district—are identical with yours and if elected I promise unselfish service in behalf of the best interests of the entire district.

A. H. KING

**WEST TEXAS
DON'T FAIL ME**

HELP
ME
TO
ELECT



JERRY SADLER
Railroad Commissioner
Sincerely
HARLEY SADLER
(POL. ADV.)



WHAT DO YOU MEAN GOOD OLD DAYS?

Your grandmother probably lived in a house like this. Perhaps you had many a good time there as a child. But would you want to go back to grandmother's house — to live there now?

The "good old days" were not good; nor were they easy. They were crude, inconvenient and uncomfortable. They were marked by a way of life that may have been satisfying to those who lived it, but scarcely broadening, hygienic or entertaining.

Good Old Days? The town's richest family lacked the safeguards and conveniences we all now take for granted: electric fans, adequate refrigeration, reliable drug products that the doctor can prescribe with safety, cheap telephone service, day and night, nationally known dependable packaged foods, automatic central heating, chic popular-priced apparel, and that glory of American art, the modern bathroom!

Many things have made these blessings possible — inventive genius, plentiful capital and that insatiable desire for "something better" so peculiar to Americans. But only one thing has made them available to everybody, north and south, city and country, banker and workingman alike: Low cost manufacture and distribution created by advertising.

When you look at the ads in the newspaper today con-

sider this fact: All over the country millions of other informed men and women are reading ads in their own local newspapers, checking values very similar to those being offered you by Free Press advertisers. They are visiting their own local stores . . . they are viewing and selecting stylish cloths, tasteful furniture, smart shoes, delicious food products and many, many other things, all having the same high quality as those you, yourself, buy!

And! it is this uniform, nationwide demand, created and fostered by newspaper advertising that has made it possible for you to buy these luxurious necessities at the low popular prices everyone can afford to pay.

Consider this, too! Grandmother had to be a shrewd trader. Not every merchant was trustworthy in her time. But because newspaper advertising is universally accepted and believed it has actually brought about higher standards of buying and selling. Long ago advertisers discovered that unless their goods were "as advertised" they could not hold public confidence and stay in business. In this way newspaper advertising protects every man and woman who buys. Today the watchwords of every advertising merchant are "Dependability and Service . . . First, Last and All the Time".

Do You Want Proof?

Then check every ad in today's Free Press! You will find that every item advertised in a real value calculated to make your buying dollar go farther. More important when you purchase any article advertised in the Free Press you will find back of it a real pledge of dependability that your grandmother often signed for but seldom found.

The Haskell Free Press

