## TUAL ENCAMPMENT S4.H CLUBS T0 BE [D ON WEDNESDAY

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HASKELL SPONSOR TO COWBOY REUNION TO

## T-PCONENTION ATTRACTS LARBE

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HOMESTONE

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BE CHOSEN SATURDAY
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EICAMPMENT AT


From Hime of spock

Church of Christ Revival Meeting Begins This Week

Three-Quarter Million
DollarWheat Crop Being Harvested In County

Digity and Charm Blend
In Legislature of Texas;
Sessions Function Smoothly

## 

## Choose RollaAtor Rerrigeration



## REEVES-BURTON MOTOR COMPANY

Phone 252



## OID YOU KNOW THAT YOU CAN BUY AFORD"V-8"



## ifty SPECIITA

## To Get Our Price-Smashing

 Jei cas cale
## Off With a Bang!


laskell Motor CO.
MONEY BACK GUARANTEE

| Piggly-Wiggly's Big <br> TEA SALE <br> maxwel house <br> -4 POUND <br> ${ }^{1 \text { Beautitul }} \underset{\text { FREE Tea Glass }}{19}$ 19 c |  |
| :---: | :---: |
|  |  |
| 1.4 POUND |  |
| S, No. 1 cans |  |
|  |  |
|  | FRESH GREEN BEANS, 3 LBS . . . . 10 c |
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| $\underset{\Sigma_{3}}{\circ} \text { Can You Guless } \bar{E}$ |  |
|  |  |
|  | LUX FIARES |
|  | CHRYS |
|  | R11s0, |
|  | Oxpoo |
|  | MELO |
|  |  |
| SEVENSTEAK . . . . . . Lb. 19 c |  |
|  |  |
| PMMENTOLOAF . . . . . . . 25c <br> GOOSE LIVER . . . . <br> 34 c | MORNIMGBRCER, POOND . . . . . 17 c |
|  |  |
| SURIELILOR PENSELIL |  |
|  |  |
|  | M POWDER |
| $\widehat{\text { SMXX, BOX } \ldots \ldots \ldots}$ |  |
| $=$ ITS COOL AT $=$ |  |
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## Mr. and Mrs. Citizens: Save Time and Money

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## BYREDMNG

## Cbe fret 13 res

Lots of people tell us' "Gosh. it must be a hard job to write a newspaper!" Well they're wrong. They're simply all wet. Our big job, getting out a paper, is to gather, edit, set up, print and distribute the news while it is news. It isn't hard to write the news-because real news writes itself: All our reporters have to do is to answer the vital question "Who? What? Where? Why?" Then they let the facts tell their own story.

Now-the text books may not say so, but all that goes for advertising, too! Clothe your advertising message with the fast-moving informative authenticity of a live news-story-and it's our bet that your goods will move quicker! Why? Because readers are hungry for news and every advertiser's story, well told, is news!

TELL 'EM WHO: Make sure thè reader sees YOUR name! TELL 'EM WHAT: Let every reader, every buyer know what your stuff looks like, what color it is. what it's made of-in a word how good it is!

TELL EM WHERE: How can a stranger find your store if she doesn't know the address? How can a reader find your merchandise if she doesn't know the department?

TELL 'EM WHEN: If your "special" starts tomorrow tell' 'em so and tell 'em how long it will last.

AND FINALLY TELL 'EM WHY: Tell 'em and sell 'em all the reasons why every man and woman ought to own, use and enjoy your merchandise!

As we've mentioned, writing the news isn't hard-when you know how. And our advertising staff does know how. We will help you write your message so that it will be read and understood . . and acted upon as NEWS!

Get news into your advertising! Let the Free Press help you. Let us help you sell more goods at less cost with copy that gets read.


