# Cbe Haskell free press me 

MNERS MEETING CALLED TO PLAN COUNTY AGRRCULTURE ASSOCAATION

| Fiesta Officials Plan Warm Welcome for Visiting Delegation; |
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| Haskell Is Given Special Day, Friday July 16 | Haskell Is Given Special Day, Friday July 16

COUNTY 0RGANIZATION IS NEEDED TO FURTHER BENEFICIAL PROGRAM

| Judges Stumped <br> In Selection Of | Group |
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| Haskell Beauty |  |
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| Culprits Break Lock to Get Gas |  |
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## Haskell Student

## Among Graduates of A.C.C., Abilene



Infant Daughter Mr. and Mrs. Ben Bruton Succumbs


Seventh Grade Exercises Held at Foster School


Index of Advertisements
 pages usted below

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| Barton Weish |

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## Lecturer Addresses The Student Body

| Lecturer Addresses <br> The Student Body |  |
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| nothing. | Seniors |
| Education can be helpful | oliday at Lue |
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Sophomore Boy
Enters "My Home
Town" Contest Jim Bob Webb. prominent and


HAS YOUR FAMILY OUTGROWN YOUR WATER HEAT
C
CILDREN who have a good time in this very day, but as a great concession to the grownups they are willing to take a scrubbing at intervals with hot water soapsuds. It takes tons of hot water to bring them up with these rosy-skinned intervals. A baby starts out by using ten times his weight in hot water every day, for bath and laundry.
Is your hot water supply playing out, due to a growing family or worn-out heater? You enjoy very cheap hot water when you live in a natural gas town, and it can be still cheaper with a good, modern Water Heater. Won't you come in and see the new improvements that lower your operating costs and increase the service? .... Heavy Insulation; Heat Travel all around the inner tank; Patrol Valve; Snap-Action Thermostat. It may be that your housekeeping is taking hours a week of unnecessary time, all because of a poor hot water supply. Trade for a new RUUD and let it wait on the houschold hand and foot, from dishwashing to the children's baths.

## RUUD <br> Automatic Gas Water Heaters

- Rock-Bottom Down Payment
- Liberal Trade-In Allowance
- Small Monthly Terms


Community Natural Gas Ca


Herren-Cox Wedding Solemnized at Methodist Church Saturday

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|  |  | ter, loud as how the ranch hands must be rearen to take on a bite. Tables were artistically decorated |
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| Mrs. Pollye Martin Leath |  |  |
| Authorized Progressive Series Piano Teacher |  |  |
|  |  | tea was given in the home of Mrs. Fields. Two groups of members were |
| Announces the opening of her summer session inpiano. |  |  |
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| Work with beginners and artistic hymn playing are |  |  |

## The Best News of the Week!



 BEDDING PLANTS-Buy a

## BOTH G由г $81.00<1$ <br> For A Limited Time only <br> BDTH

PAYNE DRUG CO D EBOTH Fomill

## Cut inimurive

相Something She'll Remember You By!
 tion trip, and next fall when they go to college.

## 

Other Suggestions:
Three Musketeers,
Three Silent Me
nt Messengers,
Colognes, Sachets,
Dusting Pown
Dusting Powder, Talcum and Complete Makeup
By Lentbe

Any Time Is Sandwich Time

## at BERRY'S

For a mid-afternoon "pick-up"-Mer
friends at the wiches" and you'll receive the same upt tow minute service, as we have given
two years, Our time is your time.

Berjuy

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SERVICE"

## 

wordl These days, you find it every re, and sometimes in places where it ent belong. But motorists agree that it belong in "Humble Service Stations". ible'service they say, is more than $\alpha$ ise: it stands for clean restrooms, for ice er when you're hot and thirsty, for trained , for first aid kits, for fire extinguishers, for a friendly helpfulness which is typiy Texan. Discover this for yourself: Stop. oday soon, for service where you see Humble sign.
UMBLE OIL \& REFINING CO.
$\square$

- arrangement and other appli-


At Piggly-Wiggly 3 doz. 25c POTATOES 10 lbs .19 c
STRAWBERRIES 3 for 25c BLLACK EYED PEAS 3 for 25c CARROTS 3lg.bunches 5c

## COFFEE

## Maxwell House

 1 lb. can 27 c 3 lb . can 77 c Biss, 1 1b. 22c 3 lbs. 65 c SANKA Pound 40cMaxwell House Tea ${ }_{14}^{14} 119 \mathrm{c}$ PINEAPPLE 3 for 25c

Candy Bars 3 for 10 c CHEWING GUM 3 Jkg. 10 C GRAPE JUICE

| pt. 15 c | qt 29 c |
| :--- | :--- |

HONEY $21-2$ tins 29c POTTED HAM

 $\stackrel{\text { SHOEPOLLSH }}{ }$ R for 9 c CLEANSER 2 for 5c FOXYDOL

PIU
page six


|  | there was not half the amount of traffic The situa expert supervision-than we have ever dreamed of giving it. <br> Altogether, it adds up to a very tough problem So far, we simply haven't begun to solve it. Are we going to go on killing ourselves for anothe 20 years before we get busy on it? <br> SCIENTISTS POINT WAY TOWARD IDEAL LIVING <br> Julu the party of scientists who salled from Hono Iulu the other day on a two months trip to study a fourminute eclipse of the sun might very well be taken as a model for the rest of the world to copy. <br> Along with 11 tons of equipment, these scien tists-there are 13 of them-are bound for one of the uninhaited Phoenix islands, far out in the Pacific. They will set up their appartus there and on the eighth of June they will have 240 seconds in which to study a completely eclipsed sun. <br> The party over, they will head for home again having spent a good deal of money and a great deal of effort in the quest for a collection of facts of effort in the quest for a collection of facts which. from the dollars and cents viewpoint, will never do anyone the least good. <br> But the net result will be that the sum total of the race's knowledge about the infinitely mys. teryous world it inhaoits will be increased, if only by a litle. <br> The point is that it is still possible for a dis. interested job of this kind to be done. We can still get some high powered brains together, spend im . portant money and make claborate plans for an ex pedition whose fruits can't be turned into cash or reserved as the exclusive property of anyone reserved as the exclusive property of anyone. be available to Germans and Russians and English men and Japanese as well as to Americans. It will not be patented and let out a royalty basis by any chieves of any foreign office. It will be as free as the air to any human being who has the wit to use <br> That sort of thing isn't as common as it might be, these days. For the keynote to this 20th century (or nation) for himself, and the devil take the hindmost, as he is quite likely to do. The idea that the race will be better off if it works together and expense of some other has hardly so much as dawned on us. <br> Yet it ought to be obvious that we simply aren't going to be able to live by this devil take the following altogether too closely on our heels. The world has grown too small. Like it or not, the hu group. So this little scientific expedition shines like a good deed in a naughty world. It is a hint that we aren't necessarily doomed to go on cutting one another's throats, after all. We can cooperate, we |
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| ted |  |
| The dividing line between news and adverti ing is the line which separates information public interest from information which is dissemi |  |
| Subscription Rates Six Months in advance One Year in advance |  |
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## Haskell County <br> 

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Your Clothes Need Cleaning Often in the
 Summer


## LEANED clothes are COOLER



Sloopping, street wear. ...ummer lun.
etheons and bridge parties. They re grand fun. when your clothes are clean and fresh. I''s


Hot Days in staffy offices demand the kind
of elothes that can "take if" ... and well leaned elothes will make business hours more pieasant for yon he your associates.

You'll Appreciate The Savings Afforded By Our "Cash and Carry" Plan.

## MODERN

 CleanersGene Hunter

## Who Pays the Cost of Advertising?

To the critic who advances the argument that the cost of adver. tising places a needless burden on the consumer, we explain briefly the fallacy of this line of reasoning.

Advertising increases sales and creates new markets. Large cale production reduces overhead and costs per unit, and the advertiser can sell at a lower price.
paid twentossible to buy a far better auto today at half the price we of the "hovelears ago. Yet it is a fact that all leading manufactures

Some may say the component parts of an advertised product can ought for less if purchased separately. Possibly so. But remember the chemist estimates the intrinsic value of the human body at about $\$ 1.15$ if its ingredients are analyzed and secured bit by bit in a drug store. If such is the case it would appear all life insurance companiee a gigantic error in estimating the value of millions of policy holders.

Rolled oats in sanitary, convenient packages cost no more than oatmeal from the barrel that harbored an occasional nest for mile resh roasted coffee is available today in any grocery store and the domestic standard, advertised brands of coffee has shown a marked decrease in recent years.

The expense, or overhead, of the average retailer would be increased only a small margin of his volume of business was doubled. The judicious use of advertising speeds his turnover and enables him to cost of doing husinstomers a part of the savings he has effected in the cost of doing business.

Yes, in the last analysis, the consumer pays the cost of advertis-. ing; but he pays it with just a small portion of what advertising has
saved

## The Haskell Free Pres

arsity of Texas Three Million Dollar Iministration-Library Building Completed


THE HASKELL FREE PRESS
\$750,000 Alloted to Purchase Land for The Big Bend Park


Reeves-Burton Motor Co.



|  | in a cup of water. Thicken with flour and let rise for several hoursor until double in size. Boil one large potato in sufficient water to dissolve 1-3 cup of meal. Mix spoon sugar, and add the yeast. |  |
| :---: | :---: | :---: |
| It is claimed that artificialspoon sugar, and add the y yeast.teeth stould be worn constantlyLet the mixture rise 2 or 3 times |  |  |
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| causes the jaws to assume an un- out and cut into cakes. Let caknatural position. bring a pressure dry in shade. Keep them tur |  |  |
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| pon the nerve at the hinge of to prevent moulding. This mahe jaw. This is said to have even 18 or 20 cakes, which are |  |  |
| been known to cause deafness. | 18 or 20 cakes, which are |  |
|  | they must be given more time to tise than the compressed or moist cake. |  |
| HASKELL |  |  |
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|  | The Hutto HomeDemonstrationClub |  |
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| During the summer |  |  |
| 碞 | In making yeast bread there |  |
|  | Miss Vaughan, home demonstration agent told those present of the |  |
| Wedne | tion agent told those present of the |  |
|  | Friday May 14, in the home of Mrs, S. S. Dozier. |  |
|  | We should consider the tem-perature of the room. mixing |  |
|  | bowl and the ingredients. If the recipe calls for lukewarm water |  |
|  | and the room, and mixing bowl |  |
|  | are cold then the water should be stightly warmer. |  |
| Edmund L | The liquid can either be lukewarm water, scaled mik (cooled) |  |
|  |  |  |
|  | or potato water. It take longer to |  |
|  | you are in a hurry use water, You |  |
|  | get the same resultithough potato water doesn't dry |  |
| The Little | out as easily and in potato water Salt is for taste as flavor and |  |
| And-"Colorful Bombay" Satt is for taste as navor and |  |  |
| evue Saturday 11 p. Sunday-Monday | RITA <br> Friday-Saturday May 21-22 <br> Victor McLaglen In |  |
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| ME AND GET |  |  |
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|  | "NANCY STEELE |  |
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|  | $\begin{aligned} & \text { For Fun- } \\ & \text { "The Ice Man" } \\ & \text { For Thrills- } \end{aligned}$ |  |
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| March of |  |  |
|  |  | Jungle Jim" N |



Notice To All Persons Contemplating Building or Repairing. In conformance with an ordinance passed in
February, 1930 before the erection, construction, February,
alteration or repair of any building or part thereof,
a building from the City Secretary. Failure to comply with this ordinance makes the offender guilty of a misde. meanor and may be fined from $\$ 1.00$ to $\$ 100.00$. It is necessary that these permits may be secured so that City, County and State may keep an
accurate check of Construction, remodeling or repair of all buildings within the City Limits.

Mayor and City Council.

Saving Trumps-Doubled and Redoubled


If you are too busy to come to the store to shop .... take advantage of of
Delivery Service... Phone us and the same personal attention will be We Deliver


The Chance of a Lifetime! Get In


