

YOU TELL 'EM



"That far-off look
you see about
this time is the
vacation daze"

This Market is keeping strictly up with the times in equipment and meats.

We can supply you with everything you want in—

**High Quality Meats
CENTRAL MARKET**

**ANOTHER BRICK BUSINESS
HOUSE TO BE BUILT IN SPUR**

Along with the dozen or more brick business houses now going up and just completed in Spur, others are contemplated and will be built before the end of the year.

George S. Link is planning to build a brick on his lot on Harris street which will probably be occupied by the Spur Cream and Bottling Works. This will make about ten new brick buildings to go up on Harris street this year. Harris street is now rapidly becoming the main street of the city.

—Trade at Home—

CARD OF THANKS

We take this method of thanking the good people of Spur who so kindly and tenderly rendered help and sympathy in the death of our dear husband and father, who departed this life July 6th. Words cannot express our heart felt thanks and appreciation. May God's richest blessing crown our many friends.—Mrs. Lon McCombs and Children.

—Trade at Home—

Wesley Perry, formerly of Spur, but now of Dallas, is here visiting Uncle Bill Perry, Fred Hisey and family and other relatives and friends. Wesley Perry is now with the Franklin Motor Company of Dallas.

Mrs. Wallace Reid Featured in "Human Wreckage" at Gem Theater August 13-14

**THE BATTLE OF
PALO DURO CANYON**

One of the most decisive battles in Texas was the battle of Palo Duro Canyon, fought September 28, 1874, by General McKenzie and six troops of U. S. cavalry, numbering about 600 men, against Lone Wolf and about 1500 Indian warriors. These warriors made up of Kiowas, Comanches, Arapahoes and Cheyennes, had left the government reservations and gone on the warpath, accompanied by their squaws and papooses. They had located in Palo Duro Canyon, on the plains of Northwest Texas, and there had built an Indian Village three miles in length and well fortified by the rocky defiles and hidden chasms characteristic of this canyon.

General McKenzie and his troops signally defeated the Indians in a pitched battle, and destroyed the Indian village, which was a blow to the Indians from which they never fully recovered, as this was a formidable Indian stronghold and was used by the Indians as a base in their raids on white settlements in North and Central Texas.

The story of this battle has been written by Sergeant John B. Charlton, who took an active part in the battle, and it will appear August 1st, 1924, in the Magazine Section of the Texas Spur.

Don't let your subscription expire, or you might miss this interesting story, which is true as to facts and details and is told by an eye-witness.

—Trade at Home—

**NEW MEXICO HAS
WOMAN GOVERNOR**

SANTA FE, July 16.—A woman occupied the office of Governor in New Mexico—Mrs. Soledad Chacon, Secretary of State—the first of her sex, so far as can be learned, to act as chief executive of any state in the history of the country.

Mrs. Chacon became acting Governor June 20, when Gov. James F. Hinkle crossed Raton Pass on the way to New York for the Democratic national convention. She filled his place until he returned, July 1. She became next in line of succession with the death of Lieutenant Governor Josa A. Baca.

"Bing a loyal member of Gov. Hinkle's administration," said Mrs. Chacon, "it shall be my earnest endeavor during his absence to follow the policies inaugurated by him in all matters upon which decision may be required."

—Trade at Home—

READ THE CANDIDATE ADS

Convincing and sincere, characterized by the delicate treatment of a cast of world-famous artists, freed from all that is gruesome or maudlin and merely expressing the truth, with careful regard to detail, Mrs. Wallace Reid's moving picture indictment of the narcotic menace, "HUMAN WRECKAGE," which will be shown at the Gem Theater August 13 and 14, impressing all its power.

It is a picture the equal of which you may never see again, for it is a cry rung from the heart of a woman who had spent the best years of her life in helping others to combat the terrific evils of narcotic addiction.

The spirit of this fine woman pervades every scene of the colossal picture lesson. It is evident in the intensity of the moral struggle which James Kirkwood, as the lawyer foe of the narcotics peddler, splendidly portrays, in the pathetic appeal for which Besie Love, as the young addicted mother, puts up for herself and her baby, to save them from a living death; in the powerful acting of Mrs. Reid herself, who, as the lawyer's wife, conveys the sincerity of her purpose to strike a vital blow at the forces of evil.

The picture is magnificent in its conception of the salient phases of the problem. It has been handled in a big way, and is undoubtedly one of the greatest examples of histrionic and directorial skill that has ever been on the screen this season. It is gripping, dynamic, all-absorbing. Whether you see it or not, you will probably feel its effects in new demonstrations of civic betterment.

So, don't miss this one great picture. One that teaches you the meaning of the word D O P E, and the effects left upon the user.

Don't forget the dates, August 13 and 14, at 8:30 p. m. Prices 25 and 50 cents.

—Trade at Home—

**WHEAT IS TURNING OUT
37 1/4 BUSHES TO THE ACRE**

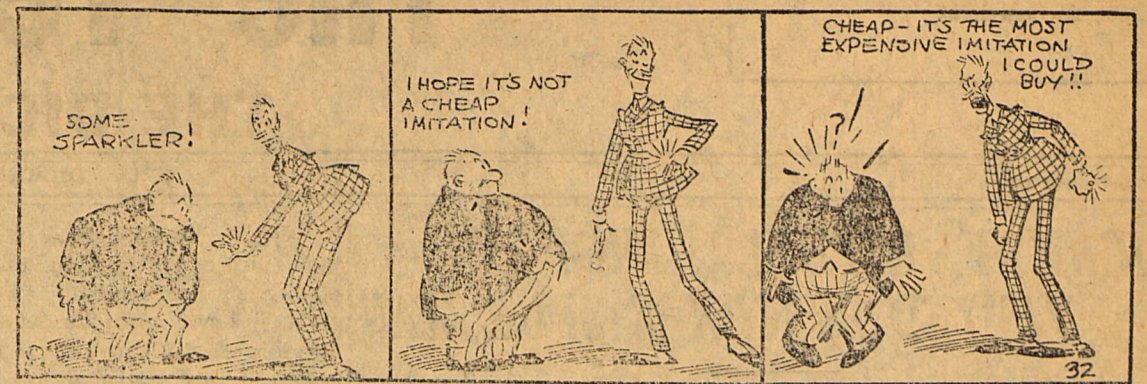
J. C. McNeil is this week cutting and threshing his wheat crop. The wheat is threshing out thirty-seven and a half bushels to the acre. Mr. McNeil has about six hundred and forty acres of wheat this year.

While the wheat crops of the country were this year greatly reduced from the usual acreage, yet the yield is much more than usual, averaging from thirty to forty bushels to the acre. The prices this year are above one dollar per bushel.

—Trade at Home—

FOR SALE—Residence at a bargain See Brazelton Lumber Company, Spur. 25¢

BERTIE AND ALEC



See our Fall line of Ladies' Foot Wear, which is arriving daily—The newest cuts in Satins, Plaids and Patents.

A Special Lot of Shoes, in Black, Kid, Patents and White Duck—\$5.00 and \$6.50 Values for . . . \$3.65

Since we are having a county-wide revival in Spur we will be closed from 10 to 11

C. HOGAN & COMPANY

DRY GOODS 138

GROCERY 139

**ENGLAND SPURS HER COLONIES
TOWARD GROWING MORE COTTON**

England is enthusiastic at the prospect of making the British Empire independent of American raw cotton and is using every resource at her command to stimulate its cultivation in her colonies.

The cotton trade of England is fully awake to the opportunity which exists and is talking of the time when Australian and South American cotton will be used entirely in English mills in place of the American growth. Our short crops and high prices, due in large part to the ravages of the boll weevil, have given England the needed inspiration to spur her colonies to go in for the cultivation of cotton on a big scale, and the farmers in the colonies have needed little urging.

Business men from South Africa, whom I met at Liverpool and at the British Empire exposition, told me that cotton was taking the place of gold as the opportunity for making money out there. They talk of it in the clubs and chambers of commerce and wherever business men get together, I was informed. Big interests in Johannesburg and other places are securing options on enormous tracts of land suitable for the cultivation of cotton.

A large part of the space in the Australian building at the British exposition is devoted to a cotton exhibit, showing the great strides which have been made in that country within the past three or four years. The cotton exhibit was thronged daily and I heard the comment frequently that "The empire would soon be free from the monopoly of American-grown cotton."

England is stimulating the cultivation of cotton in the colonies not only as a matter of patriotism, but as a sound business proposition—the spinners in Liverpool and Manchester will buy raw cotton from the colonies and sell them finished cotton goods in return. The Liverpool Cotton Exchange already is talking of making another contract to cover other growths than American.

The cotton trade in the United States and our own Government are not alive to the extent to which England is pushing the cultivation of the staple in her colonies. I was amazed at it. Cotton men in Liverpool are talking today as if America's supremacy as a cotton growing nation already were a thing of the past.

The only way in which this menace to the cotton industry here can be checked is by America getting back into production on the same scale that existed before the boll weevil began to take its annual toll of millions of bales annually. Normal production will mean normal prices and discourage foreign competition in growing cotton.

It is up to the American Government to recognize the seriousness of the situation and appropriate sufficient money to master the weevil and eventually eliminate it. The economic loss from this pest annually is staggering. Can the American Government afford to sit idly by and witness the demoralization of one of the Nation's greatest basic industries—cotton?—Farm & Ranch.

—Trade at Home—

NOTICE—Anyone caught hauling gravel off my place six miles north of Spur will be prosecuted, and if you don't know where my place is, let me find out.—S. G. Grable. 39-1tp

**BEAUTY, EFFICIENCY
AND THE FARM HOME**

Mr. David J. Morris owner Rosehill Farm, at Weir, Williamson County, Texas. He has written a story for the Spur on the Beauty and Efficiency of the farm home, which will be published in our Monthly Magazine Section, August 1st, 1924.

Mr. Morris' story is interestingly told throughout. You will surely enjoy it. There is food for thought in what he says.

**THE AFTON
GROCERY
COMPANY**
at
**AFTON
TEXAS**

EXTRA!
For One Week Only

Saturday, July 26th, we are going to give away three sets of Rogers Silverware and Cedar Chests. All that have tickets please present them on that date.

Bull Peaberry Coffee, pkg. . . . \$.30

Hersheys Chocolate, for Baking and Drinking, per cake 30c

Best Heavy Cups, Saucers and Plates, Plain, per set, each . . . \$1.25

Large Goblets, per set \$1.00

Wapco Honey, size 2 1/2 cans . . 15c

Libby's Best Beet Pickles, 2 1/2 cans, each 30c

Bakers Best Overalls, per pair \$1.70

For Gingham, Linens, Voiles and Pongees, Get Our Prices FIRST

Oil-Stove Bargains Afton Grocery Co. Be Sure to Find This Kerogans Range Afton, Texas Space Each Week

If your soul is sick, hear THE FLOWERS
If your body is sick, see a CHIROPRACTOR

CONKLIN & MOORE

Chiropractors
DICKENS

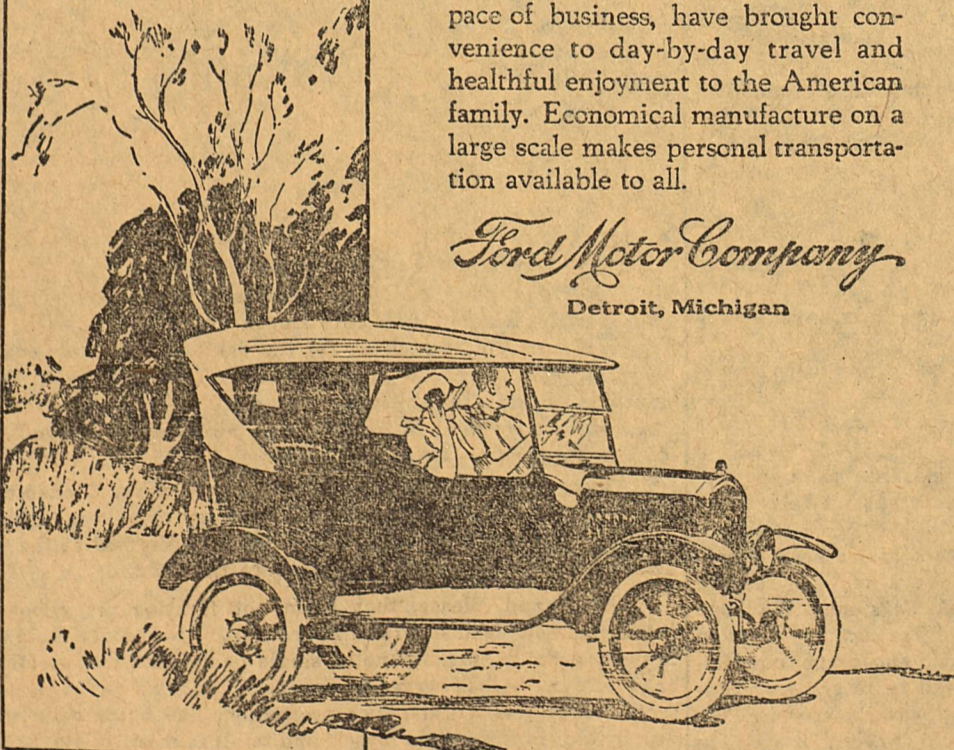
SPUR

AFTON

**The Touring Car
\$295**

Runabout - - - \$265
Demountable Rims and Starter \$5 extra
Coupe - - - \$325
Tudor Sedan - - 590
Fordor Sedan - 685
All prices f. o. b. Detroit

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.



**21 Years
of Service**

In the 21 years since its founding, on June 16th, 1903, the Ford Motor Company has contributed largely to the motorizing of modern life. Ten million Ford cars have quickened the pace of business, have brought convenience to day-by-day travel and healthful enjoyment to the American family. Economical manufacture on a large scale makes personal transportation available to all.

Ford Motor Company
Detroit, Michigan



SEE THE NEAREST
AUTHORIZED
FORD DEALER

THE UNIVERSAL CAR

Business Interests That Make Spur a Superior Trading Point

Extra Values in Furniture

we will have some extra values in Furniture when we get Fire Insurance Adjusted.

CAMPBELL & CAMPBELL

TIN SHOP

We specialize on Tin Tanks and Roof Gutter. In fact, we do anything in Tin.

BRYANT-LINK CO.

Folks, Come to Spur!

But when you come, bring your CREAM to

SPUR PRODUCE CO.

Tested While You Wait
Top Prices all the Time

A. D. SMITH

WELDING A SPECIALTY

Your Broken Troubles are my Pleasures
Radiator Repairing, Any makes and any kind.

at

GODFREY & SMART

N. P. Shrimpsheer's Barber Shop

(Near Post Office)

We Want and will Appreciate
Your Business

SPUR BAKERY

W. T. JAMES, Proprietor

Fresh Light Bread, Cinnamon
and Hot Rolls Daily

WE BUY EVERYTHING AND SELL EVERYTHING WE BUY

J. P. WILKES & SON
Furniture and Hardware

MUSSER LUMBER CO.

We sell Everything in Building
Material—Figure with us on your
Summer and Fall Needs.

BRAZELTON LUMBER CO.

A Good Yard

in

A Good Town

\$1,000 POLICY FOR \$5.00

Why Spur Mutual Life Insurance is the best; it furnishes Insurance at absolute cost; It is a home enterprise and keeps our money at home; It insures women and men alike, from 16 to 56 years.

see

C. C. HAILE, Secretary

ON THE WRONG SIDE OF THE STREET

Is the place to get your sizzling hot Hamburgers
Candies, Peanuts and "Jam Up" Service

ROSCOE McCOMBES

RED FRONT DRUG STORE

PATRONIZE OUR
SODA FOUNTAIN

Good Drinks—Properly Served

WHY YOU SHOULD TRADE IN SPUR

The trade interests of Spur are varied, including the advantages of both commercial and professional lines. Spur merchants carry large stocks of goods of every character. Here the trade can find anything desired from a paper of pins to a threshing machine—and at prices to compete with any town in West Texas. In the professions Spur has the best lawyers, doctors, dentists, surgeons, and in the trades you will find skilled mechanics, the best printers, woodworkers, blacksmiths and repair men in all lines.

You should trade in Spur because you can get what you want at reasonable, competitive prices for standard brands and makes of goods and wares. The business men of Spur are all home people, are here from day to day and year to year, and instead of harboring an intent to defraud or cheat they have a desire and strive in every possible way and in every instance to please customers and give value received in every transaction. There is not a "Fakir" in the town.

You should trade in Spur because every dollar spent at home not only promotes the interests of the town but the entire trade territory and every individual citizen therein. Every dollar of profit in trade transactions remains at home to circulate among and prosper home people, pay taxes, build schools, churches, public institutions, roads and maintain other public enterprises for the benefit of all the people—whereas when trade dollars go out of town to mail order concerns and foreign business interests it builds up other communities, prospers other peoples and never returns to circulate among home people—and thus to that extent injures and retard home institutions and home progress and prosperity.

We submit that you should trade in Spur not only because the business interests offer a wide range of merchandise, standard values, legitimate prices, stand back of every transaction and make good any inferior article inadvertently bought and sold—because even though conditions make the price somewhat higher the individual purchaser profits thereby in that the money remains here to improve and better conditions at home, increase home valuations, and eventually comes back to you to be again started on its commercial mission.

TRADE AT HOME

And Enjoy the Fruits of Community Effort and Co-operative Activity

CITY DRUG STORE

A PLEASURE TO SERVE YOU

What You Want, When You Want It
Prescriptions carefully filled by Competent
Pharmacist

GET IT IN SPUR!

Better Lumber—Better Service
More Satisfaction in Trading with
TRI-COUNTY LUMBER CO.

Try The CASH VARIETY STORE

We Sell Cheap and Carry
Most Everything

COME HERE FOR YOUR LIGHT LUNCHES

Fancy Line of Candies, Fruits and Cold Drinks
Hamburgers that are Superior

C. E. SKELTON, Proprietor

SPUR DRUG COMPANY

JAMES F. WILLIAMS, Proprietor

COLD DRINKS, DRUGS AND DRUG SUNDRIES
Prescription Work Carefully Compounded

DO YOU NEED A WELL?

Experts at your door—Nothing
too difficult—Go anywhere

T. M. MAPLES

14 YEARS IN SPUR

Paint any thing from Pine Tops
to Turnips—Estimates Cheerfully
furnished.

J. R. (Red) LAINE

THE ECONOMY STORE

The Store where your Dollars have more Cents
For Proof, See us when in Spur

C. A. LOVE

Six Reasons Why You Should Trade in Spur!

Floresheim and Edwin Clapp Shoes
Manhattan and Arrow Shirts
Wilson Brothers Furnishings
Spero Michael Clothes
Stetson Hats
A Complete Stock at all Times!

"The Man's Store"

HOGAN & PATTON

OUR MOTTO:

Is to Sell Quality Groceries as cheap as any firm
in Spur. We believe we have the least expense
account in Spur. Figure with us before you buy;
if you don't, we feel that you will lose money

SPOT CASH GROCERY

When in Spur take a peep at the line of Groceries
we keep. Quality Fine, and prices right, trying
to serve you with all our might.

SPUR GROCERY CO.

We Want Your Trade

We Excell as Printers

No Job too Difficult

Prompt Service

THE TEXAS SPUR

PROPOSED AMENDMENT TO CONSTITUTION RELATING TO GRANTING OF CONFEDERATE PENSIONS

Senate Joint Resolution No. 10
Proposing an amendment to Section 51 of Article 3 of the Constitution of the State of Texas to provide that the Legislature may grant pensions to Confederate soldiers, sailors and their widows, who have been citizens of Texas since prior to January 1, 1910, providing that all soldiers, sailors and their widows eligible under the provisions hereof shall be entitled to be placed upon the rolls and participate in the pension fund created hereunder; levying a tax of seven (\$.07) cents on the one hundred (\$100.00) valuation of property in this State for the payment of such pension, providing that the Legislature may reduce the rate of pension for such purposes, fixing a time for the election to be held on such amendment and making an appropriation to pay the expenses thereof.

Be it resolved by the Legislature of the State of Texas:

Section 1. Section 51 of Article 3 of the Constitution of the State of Texas shall be amended so as to hereafter read as follows:

Section 51. The Legislature shall have no power to make any grant or authorize the making of any grant of public money to any individual, association of individuals, municipal or other corporations whatsoever, provided, however, the Legislature may grant aid to indigent or disabled Confederate soldiers and sailors, who came to Texas prior to January 1, 1910, and to their widows, in indigent circumstances and who have been bona fide residents of this State since January 1, 1910, and who were married to such soldiers or sailors prior to January 1, 1910, and to indigent and disabled soldiers who under the special laws of the State of Texas during the war between the States served in organizations for the protection of the frontier against Indian raiders or Mexican marauders and to indigent and disabled soldiers of the militia of the State of Texas who were in active service during the war between the States and to the widows of such soldiers who are in indigent circumstances and who were married to such soldiers prior to January 1, 1910, provided that the word "widow" in the preceding lines of this Section shall not apply to women born since the year 1861, and all soldiers and sailors and widows of soldiers and sailors eligible under the above conditions shall be entitled to be placed upon the pension rolls and participate in the distribution of the pension fund of this State under any existing law or laws hereafter passed by the Legislature, and also to grant aid for the establishment and maintenance of a home for said soldiers and sailors, their wives, widows and women who aided in the Confederacy under such regulations and limitations as may be provided by law, provided the Legislature may provide for husband and wife to remain together, in the home.

There is hereby levied in addition to all other taxes heretofore permitted by the Constitution of Texas a State ad valorem tax on property of seven (\$.07) cents on the one hundred (\$100) dollars valuation for the purpose of creating a special fund for the payment of pensions for services in the Confederate army and navy, frontier organizations and the militia of the State of Texas, and for the widows of such soldiers serving in said armies, navies, organizations or militia; provided that the Legislature may reduce the tax rate herein levied, and provided further that the provisions of this Section shall not be construed so as to prevent the grant of aid in cases of public calamity.

Sec. 2. The foregoing Constitutional Amendment shall be submitted to a vote of the qualified voters of this State at an election to be held on the first Tuesday after the first Monday in November, 1924, at which all voters shall have printed or written on their ballots: "For amendment of Section 52 of Article 3 of the Constitution authorizing the Legislature to grant aid to Confederate soldiers, sailors and their widows who have been a resident of this State since January 1, 1910." and "Against amendment to Section 51 of Article 3, of the Constitution authorizing the Legislature to grant aid to Confederate soldiers and their widows."

Sec. 3. The Governor is hereby directed to issue the proclamation for said election and have the same published as required by the Constitution and laws of this State, and the sum of five thousand (\$5,000.00) or so much thereof as may be necessary is hereby appropriated out of the general funds of this State and otherwise appropriated for expenses of publications and elections

For Bottled Coca-Cola and Soda Water, Ice and Ice Cream

WRITE, WIRE, PHONE OR COME TO SEE

The Spur Cream & Bottling Works
SPUR, TEXAS

BILBERRY & BILBERRY, Draymen

Hauling of all Kinds

PHONE 196
SPUR, TEXAS

ITCH!

MONEY BACK WITHOUT QUESTION

"HUNT'S GUARANTEED SKIN DISEASE REMEDIES" (Hunt's Salve and Soap) are especially compounded for the treatment of Itch, Eczema, Ringworm, Tetter and other itching skin diseases, and is sold on our money-back guarantee by all reliable drug stores.

Remember, if it fails it costs you nothing, so give it a trial at our risk.

SPUR DRUG STORE

thereunder.
Approved, March 20, 1923.
S. L. STAPLES, Secretary of State. 36-4t

DATES NAMED FOR VETERANS' REUNION

May 12 to 15, inclusive, was set as the dates for the 1925 national reunion of Confederate Veterans in Dallas at a special joint meeting Sunday afternoon of Sterling Price Camp, United Confederate Veterans, with Sons and Daughters of Confederate Veterans and with representatives of the Dallas Chamber of Commerce and other civic organizations.

Trade at Home—
Mrs. Oscar Jackson and children returned last week from a three weeks visit with relatives at Merkel, Abilene, and Fort Worth.

G. W. Dodson, of the Tennessee Valley community, was in Spur on business the first of last week. Mr. Dodson has bought a new car and with his family will drive through the country to Tennessee. However, he is remaining here until after the primary election. He didn't say whether he wanted to stay for the election in order to beat somebody or to help elect some one of the candidates.

Trade at Home—
Mrs. W. M. Ledford and daughters, Miss Lorene and Mrs. Arnold Copeland, are on an extended visit with relatives and friends at Talpa and Coleman.

Trade at Home—
Mr. and Mrs. Johnson, of Houston, are in Spur visiting with Mr. and Mrs. J. E. Johnson of the city, and Mr. and Mrs. McCrary of west of Spur.

\$650,000,000 IS FORECAST FOR 1924 TEXAS CROPS

DALLAS, July 19.—Texas this year will produce nearly 5,000,000 bales of cotton for which farmers will receive more than \$650,000,000, according to estimates from 250 communities in the cotton raising sections of the State compiled here. The acreage this year will be approximately 14 per cent greater than in 1923, reports indicate.

Estimates from bankers, merchants, newspapers, agricultural agents and farmers in all parts of Texas place the 1924 production at approximately 4,650,000 bales. If the middling price of cotton remains around 25 cents a pound, as predicted, the cotton will be worth \$581,250,000. This estimated production is 300,000 bales greater than last year.

Added to this cotton production there will be approximately 2,325,000 tons of seed, worth a little more than \$69,750,000, bringing the value of the crop to producers up to \$651,000,000.

Trade at Home— NOTICE TO DEBTORS AND CREDITORS

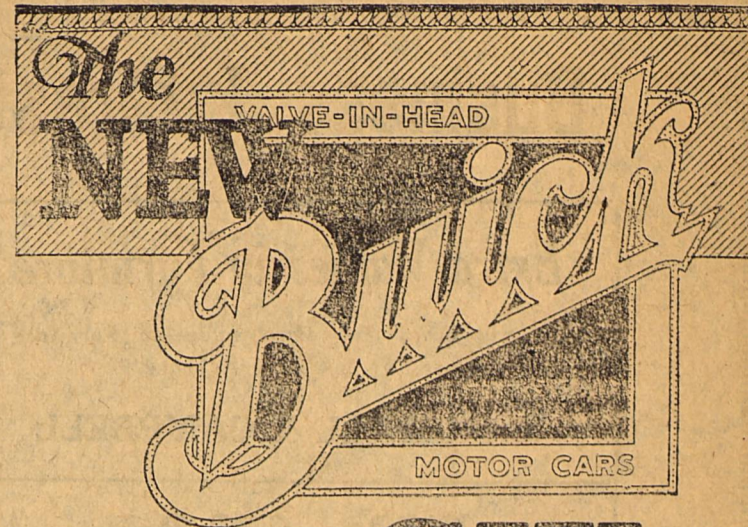
THE STATE OF TEXAS, County of Dickens:

To Those Indebted to, or Holding Claims Against, the Estate of W. A. Conaster, Deceased:

The undersigned, having been duly appointed Administrator with the Will Annexed of the Estate of W. A. Conaster, deceased, late of Dickens County, Texas, by the Hon. H. A. C. Brummett, judge of the county court of said County, on the 24th day of April, A. D. 1924, during a regular term thereof, and having duly qualified as such administrator, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him within the time prescribed by law at his residence, in Spur, Dickens County, Texas, where he receives his mail, this 10th day of May, A. D. 1924.—E. C. EDMONDS, Administrator with the Will Annexed of the Estate of W. A. Conaster, Deceased. 37-4t

Trade at Home—
Mrs. Effie Post, and son and daughter, Troy and Faye, are here from Fort Worth visiting in the homes of her parents, Mr. and Mrs. D. G. Hisey, and other relatives.

Trade at Home—
FOR SALE—A Sewing Machine and Remington Typewriter, both practically new. Will sell at a bargain.— Frank Laverty. 35-tf



SIX

Valve-in-head engine-of course

Four-wheel-brakes -of course

-and Low pressure tires

You must see it-yourself!

SPUR BUICK COMPANY
SPUR, TEXAS

When better automobiles are built, Buick will build them

THE STATE OF TEXAS

To the Sheriff or any Constable of Dickens County, Greeting:

You are hereby commanded to cause to be published once a week for ten days exclusive of the first day of publication before the return day hereof, in some newspaper of general circulation which has been regularly and continuously published in Dickens county for not less than one year a copy of the following notice:

THE STATE OF TEXAS

To all persons interested in the Estate of W. A. Conaster, Deceased:

E. C. Edmonds has filed in the County Court of Dickens County an application for the probate of the last will and testament of the said W. A. Conaster, deceased, with the last will and testament of the said

W. A. Conaster, deceased, with the will annexed, which will be filed at the next term of said County Court, commencing on the third Monday in April, A. D. 1924, at the Court House of said county, in Dickens, Texas, at which time and place all persons interested in said estate may, and are hereby cited to, appear and contest said application, should they desire to do so.

Herein Fail Not, but have you before said court on the first day of the next term thereof, this writ, with your return thereon, showing how you have executed the same.

Given under my hand and seal of said court at office, in Dickens, Texas, this 1st day of April, A. D. 1924.—O. C. ARTHUR, Clerk, County Court, Dickens County, Texas. 36-4t

Additional Spur Farm Land Offering

WE HAVE PLACED ON SALE A LARGE ADDITIONAL ACREAGE OF SPUR LAND WHICH WILL OFFER A WIDE RANGE OF SELECTION TO INTENDING PURCHASERS OF EITHER FARM OR RANCH LANDS.

List of offerings and prices may be ascertained on application to our office. Terms will be as heretofore: one-fifth cash, balance in six equal annual payments, with privilege of paying any or all notes before maturity with eight percent interest only to date of payment.

S. M. Swenson And Sons

CLIFFORD B. JONES, Manager

SPUR, DICKENS COUNTY, TEXAS

SUMMER IS HERE—WE HAVE THE GOODS FOR YOUR SUMMER TRIP

Camp Cots, Camp Stools, Thermos Bottles, Thermos Jugs, Camp Stoves, Everything Here.

We also have a well assorted stock of porch Furniture—Our Hardware and Furniture Stock is Complete—Come see Us.

OUR PRICES ARE RIGHT

SPUR HARDWARE & FURNITURE CO.

"Spur's Oldest Store"

A Suggestion To Business men By Nationally Recognized Authority

At the request of the Texas Spur Mr. T. K. Kelly, nationally recognized as an authority on advertising and selling, prepared the following article as a suggestion to the business men of Spur on how to stimulate business. The Texas Spur believes Mr. Kelly's suggestions to be of great value and urges their careful consideration by every business man in Spur.

I wonder if we recall the resolutions we made in January, 1924? It seems this last year, more than ever, that promises with some people are like pie crust—easily broken.

About every organization in January, 1924, firmly resolved to make this year better than 1923 and one of the chief reasons why many firms have failed to keep these promises they made to themselves is because they have sold themselves on the idea that it cannot be done.

Business these next few months is going to be no better than during the past few months if we do not use better business methods, if we do not eliminate the idea that there is no money in our district, and that people are not in a buying mood.

Step into your bank today and find out their daily clearances. Stop into the postoffice of express company and find out how much money is being sent out of town. You'll find that there is just as much business tapping at your door today as there ever was. But, are you doing as much to get that business as you should be in keeping with business conditions today?

There are thousands and thousands of men and women employed today, from coast to coast, by firms selling direct to the consumer. They are taking the trade right from under the eyes of the retail merchants in their immediate vicinity, and taking it from where the retail merchants expect their biggest business. Still, retailers in some districts do no wake up—they have a fair day Monday, Tuesday is dull, Wednesday about the same, Thursday no better, Friday some trade, and Saturday they are busy.

What is to prevent a store employing say four clerks from sending two or three clerks out to visit families in their immediate district, putting in full working hours, doing this Tuesdays, Wednesdays and Thurs-

days? The retailer in having his clerks call upon the people at their homes will have a better entree than the unknown solicitor who is calling at these homes selling merchandise.

People in a merchant's district don't know what kind of firms these unknown solicitors represent—they don't know whether they are reputable or not, but they do know the local merchant, his store, and his stock. They know they can depend on the right kind of merchandise at his store because his is a part of the community, he is a citizen in the district the same as they are, and certainly he would not defraud them by selling inferior merchandise at hold up prices the same as many of these fly-by-night concerns are doing.

There is not a wholesale house or manufacturer in existence who will not give you specials for leads that will enable you to combat the prices and values that the bell-ringers are offering to the retail trade.

Some merchants will say, "My clerks will not do that—they have too much pride." Clerks of that caliber must eliminate their pride if they're going to retain their positions—in fact, no man should have any pride until he is a millionaire, and when he's a millionaire he doesn't need to have any pride, because a millionaire in overalls is regarded just as highly as he is when he wears a dress suit.

Every clerk employed should be thoroughly sold on his job—he should have faith in his employer, in the stock, the store, the values given to such an extent that he would be glad and willing to go out and tell his neighbors about it.

I suggested this plan to a merchant one day a short time ago, and his reply was, "It's a good plan alright, but it won't work in my territory." That is one of the chief obstacles that a lot of retailers place before themselves. They get the idea that their trade is different, and from the way they talk, you might think they were doing business on a small island thousands of miles from civilization.

As a matter of fact if you look at the situation right square in the face it simmers down to the point that the trade in Podunk is about the same as the trade in New York City. People everywhere are about the same;

they think the same things, and act about alike. Whether your trade is made up of city folks, or of farmers, it doesn't make any difference. Good merchandise offered at attractive prices will be the business getter—particularly when that merchandise is demonstrated to them right in their own homes, where there will be nothing much to distract their attention. The farming population is made up of kindly, genial men and women, who will be glad to have a visit from a merchant or a merchant's representative introducing his merchandise.

There is hardly a merchant in business today who has not got an automobile, and he certainly can afford to spend some time each week out in the country with two of his clerks, supplying merchandise to the people in the outlying districts. A shoe dealer, for example, should present not only some of his newest styles and latest numbers, but he should have a top-notch leader, selected probably from some style that needed stimulating. This would be an effective way to avoid the loss that comes from slow selling depreciated merchandise. Just as soon as a merchant starts to figure that his expenses are just as high, and go on just as steadily during the dull days as during the big days, then he is going to get busy and inject some ideas into his business that will make dull business a thing of the past. The time is past and never will return when we can work only half of the time.

I would tell salespeople in the store who might object to such work, that it was up to them to make the business a paying proposition for me or they would have to expect less remuneration. I would give them to understand that they would get paid for their services and no more and that naturally the worth of their services to me depended upon what those services produced.

Besides helping to combat the menace of the bell-ringer, selling more merchandise immediately, and affording effective means of selling slow moving lines, this plan of canvassing gives a merchant a good method of getting closer to his customers. Few of us realized how many customers we lose through being too distant, and through not being in close touch with them.

Retain the friendship of old customers by all means, and good efficient work in canvassing is a splendid way of accomplishing this. A well trained efficient salesman or saleswoman can be an invaluable missionary in behalf of your store out among the trade.

If the trade is slow in coming to your store, bring your store to the trade. If merchants will follow out this plan and back it up with some good, hard hitting advertising they will have no need to complain about poor business. Business in any line is about what you make it, whether it be a retail store, a bank or a brokerage business.

But, to the merchant who is befogged with the idea that business is so bad that no effort can make it better will have to get rid of his idea as his first move for better business.

There's nothing in the present business situation that warrants such an attitude. Yet, for some reason or other, a great many business men seem to expect that the United States should enter into another period resembling war prosperity. But regardless of that sort of reasoning or rather lack of reasoning, there has been nothing at any time to indicate that money will ever roll up hill again.

Many business men appear to have an idea that they should get rich over night—that's an idea that still persists, handed down to us from the gun powder era. We might as well make up our minds that the world is not going to pay us a bonus, even though we all think we're entitled to it.

As to this business situation, we must admit that business does not come as easily now as it did in 1919 and 1920, but what of it? The work that is required to make your business show a profit is nothing, absolute-

tely nothing, compared with the thrill that come in knowing that your business is progressing, and knowing that you're making a success.

And in considering such plans for increasing your business as this idea of canvassing out through the trade, or any other idea that has the elements of practical business sense, do not be too easily discouraged. Remember, that a great deal you hear about business is mere propaganda.

I know of one instance where a merchant had quite a successful sale and shortly after it was completed a competitor happened to drop into his store. He inquired how the sale had terminated.

The merchant who had the sale stated that it was very bad, he had that everything had been done that it was possible to do, but that there was no money in the country as far as he could figure it out.

The visiting merchant went on his way, and stopped in to see another merchant, and related all about the unsuccessful sale held by merchant No. 1.

"Why, that's strange. I have it from good authority that he sold a great deal of goods and made a pretty fair profit on the sale," said the third merchant. So discussing this case the two merchants finally saw through the game of the merchant crying hard times. He wanted them to think that he had made no money, he wanted them to be pessimistic about business, because if he had said "Business is wonderful, I have made fine profits, I went way beyond my fondest expectations in the amount of goods sold," they naturally would be inspired likewise, and undoubtedly think, "Well if he can get such business, I guess I can, he's no better merchant than I am."

So there's always two sides to every story, and about 95 per cent of this talk about there being no money and no business should be taken with a grain of salt. We've got to be more ready in the future to take up new promising ideas for increasing business, simply because something worked well five ten or fifteen or twenty years ago is no assurance that it is equally effective today. A great many merchants confuse business principles with business methods—they are altogether two different things.

There are a certain number of principles in doing business that remain the same, regardless of time, place or condition, but the methods of doing business are constantly changing, and we've got to change with them if we're going to keep abreast of the times. I have often seen the effects of conservatism brought to the point where it is mere inaction. There are businesses being conducted today not by the men who are in charge of the store, but by the men who founded it, and who may have been dead these twenty-five or fifty years. It these same men were living today they probably would be the quickest to change their methods to suit new times, whereas, their successors hold to them as if they were sacred. This again is simply confusing methods with principles.

One merchant met my suggestion of canvassing out among the trade with the statement that they've been established for sixty years and had never gone out tramping begging for business at the homes of their customers, and they did not think they had to start that now. Such an attitude is about as saneless as if that merchant were to stock his store with the styles of merchandise in vogue sixty years ago, and insist that in as much as it was the right thing for those times it is still the right thing. We must not lose sight of the fact that methods must change with the times no less than the merchandise stock we carry.

Trade at Home—Miss Ruth Maples, who has been taking her summer vacation and visiting with her parents, Mr. and Mrs. T. M. Maples, returned this week to Ralls and resumed her position as linotype operator on the Ralls Banner.

TO VOTERS OF DICKENS COUNTY

I am now serving my first term as County Commissioner of Precinct 3, and am offering my services for a second term in this office. It may be impossible for me to see every voter in the precinct before the election Saturday, but I want each and every one to know that I will appreciate their vote, and if re-elected will give the very best service within my knowledge and ability in all matters pertaining to the office and the public welfare.

By reason of my past service and experience in the office I am better prepared and in a position to render better service for a second term than in the first.

G. A. SLOAN
For Commissioner

TO VOTERS OF DICKENS COUNTY

The Democratic Primary Election will be held next Saturday. I am in the race for Tax Assessor, and want your vote and will appreciate it to the fullest extent. If elected to the office I will give the very best service I know how, and will look after every duty of the Tax Assessor's office as carefully and efficiently as I would individual affairs. I want to thank those who have encouraged and supported me in this campaign, and ask all voters to remember me at the polls next Saturday.

I have been in Dickens county 18 years, have lived on one rented farm for 12 years, am physically unable to properly run a farm, am a poor man and need the office to better my physical as well as financial condition.


T. S. LAMBERT
Candidate For
TAX ASSESSOR

TO VOTERS OF DICKENS COUNTY

It has been impossible for me to meet all of you personally to solicit your vote, but I feel like my friends will give me a careful consideration

C. H. PERRY
Candidate for Re-election
COUNTY TREASURER

READ THE CANDIDATE ADS READ THE CANDIDATE ADS

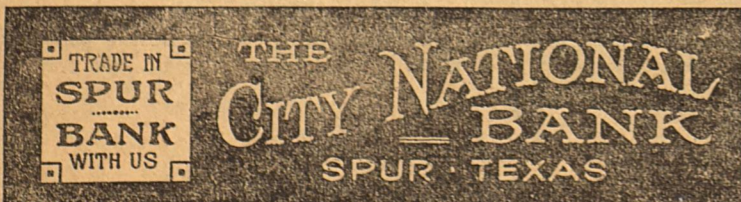


You Can PROFITABLY PATRONIZE This Bank

It is accomodating. It co-operates in every manner known to the best, most up-to-date banking methods, with those who patronize the Bank.

It assists by extending credit where credit is due, by gladly giving advice to anyone wishing to consult its officers on any financial or business matter.

Come in and talk it over with us. You will find the friendship of this Bank valuable to you.



TRADE IN SPUR BANK WITH US

THE NATIONAL CITY BANK
SPUR, TEXAS

