## Suretuater ladiy zapurter


Nater
the swertwater daily aeporter, sweetwater, texas, monday, july so. 1923
Classified Section
$\frac{\text { FOR RENT. }}{\substack{\text { FOR RENT- } 2 \text { rooms. } \\ \text { light housished foresping. Mrs. s. R. Neblett }}}$ ${ }^{203}$ East North Third street. 150 dht with ail conventences, t11 East North FOR RENT- 8 room house on Nueces street: $\mathbf{s 1 5}$ month. J. V. Jones. West
ern Produce Company. $\quad 150 t 41$ FOR RENT-Furnished apartments
with all conveniences, 411 East North FOR RENT
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bath in taplex houso. Ernest Wrigh

For RENT Col bud room, aijoining
bath. Reasonable Mrs. W. P. Ferrell
607 Crane street. Phone 132 M. 15213
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| And whereas, the ssid execution was returned to said court for the want of time in which to advertjse and sell said property, and a writ of Venditioni Exponas was issued thereon commanding that the said land be sold the same as under execution: and on the 7 th day of August, A. D.. 1923. same belng the first Tuesday of said month. hetween the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the court house door of said Nolan County. Texas. I will offer for sale and sell at public auction, for eash, all the right, title and interest of the said W. W. Gibson in and to satd property. | "notice to contractors. Bids will be received at the City Hall August 2nd, 1923, not later than 2 o'clock p . m . for the laying and furnishing of about 3,000 feet of six-inch Cast Iron Class "B" Water Main, pipo to be laid from Hatley street etst on North Second street to the eity's corporation line. The City will open diteb and cover same. $\$ 250$ certified check required. The city reserves the right to reject any or al bids, usual reservations reserved. <br> city of sweetwater. <br> By W. H, Bartiett, City Secretary <br> 149 t 4 e |
| :---: | :---: |
| Dated at Sweetwater. Texas, this the 13th day of July, A. F. 1923 <br> JACK YARBROUGH. <br> Sheriff of Nolan County, Texas. <br> By <br> J. W, BUTLER, <br> Deputy. <br> July 1623-30. | Woodruff \& Woodruff <br> L A W Y ER S <br> Sweetwater <br> Texas |

## Fall Merchandise

Is arriving daily. Several days ago we received new Fall Felt Hats in all sizes, including sizes for the kiddies. We also have a few Canton Crepe Dresses, in Blue Blacks and Browns. While they last, they will go at a special price, $\$ 24.95$.

Quality Fall Stock will go at the usual reasonable prices. That is our motto and policy, better merchandise at less money.

Palais Royal

Ifr bata mad dille:<br>withata nad dab

## NEW and OLD CUSTOMERS

Some merchants seem satisfied to take trade as it comes, trusting to establish customers to keep them in business. Other merchants, in their efforts to attract new trade all the time, seem content to lei old customers shift for themselves in the matter of getting service and satisfaction. One is about as foolish as the other. The well-rounded selling and advertising policy keeps constantly in mind the necessity, not merefy of of attracting new trade, but of satisfying-amply satisfying -all who respond, whether new or old. The merchant ith this policy does not let his attention to his established trade prevent him from reaching out by everv legitimate means for more. Nor does he let himself or his salesfolk neglect a single customer who enters. To grow lax in this respect is simply THROWING CUSTOMERS AWAY
AND THEY ARE TOO PRECIOUSFOR THAT!

ADVERTISING IS ONE OF IMPORTANT POINTS IN GOOD MERCHANDISING

Use Display Advertising In The Sweetwater Reporter


