

Any movement to aid farmers never fails to substantially benefit the merchant.

# The Texas Spur

THE DICKENS ITEMS

A well tilled farm is more valuable to the owner and the community than an oil gusher.

Volume Fourteen

SPUR, DICKENS COUNTY, TEXAS, FRIDAY, AUGUST 22, 1924

NUMBER 43

## FIFTY DOLLARS PREMIUM OFFERED FOR THE FIRST BALES OF COTTON

A premium of fifty dollars has been made up by donations by business men of Spur by the Merchants' Association and is offered for the first bale of cotton to be ginned and marketed in Spur this year.

The farmer to whom this premium will be awarded must be a resident of the Spur country, who does his banking business and marketing of cotton in Spur, and the bale of cotton must weigh five hundred or more pounds and picked from this year's crop.

Cotton in several sections of the Spur country is now beginning to open, and by the fifteenth of next month the cotton ginning season will be on in full blast.

It is estimated that twenty thousand bales of cotton will be ginned this year in Spur, and no less than thirty thousand produced in the county.

Spur will be equipped to gin cotton almost as rapidly as it is brought in. There are seven gins here, some

of them having double gin capacity, and thus prepared farmers will experience little delay in having their cotton ginned and baled.

Spur will also have cotton buyers from the biggest market and shipping points, and they will be here in sufficient numbers to insure a sharp competition, thus insuring farmers the very highest and best market point. There is also established here a cotton exchange which can furnish information of prices from all the cotton markets of the world, thus further insuring the farmer the knowledge of the markets and the assurance of bids in accord with prices paid in the leading markets of the entire country.

Seed buyers will also be here, and the country may expect a real fight for seed and the soaring of prices even beyond legitimate expectations.

Do your marketing as well as your trading in Spur this fall and be assured of the highest and best prices all the way around.

## Protracted Meeting in Progress at Pansy Now

W. B. Bennett and son, W. C. Bennett, are conducting a protracted meeting this week at Pansy school house in the northwest part of Dick-

ens county. Much interest is reported in the meeting which will continue over Sunday.

—Me For Ma—  
Mrs. A. W. Jordan, of the Duck Creek country, is reported ill this week.

## SATURDAY'S PRIMARY ELECTION WILL DETERMINE IF TEXAS SHALL HAVE FIRST WOMAN GOVERNOR

In the Democratic primary election to be held next Saturday, August 23rd, it will be determined by a vote of the party whether or not Texas will be the first state in the history of America to elect a woman to occupy the Governor's chair.

Mrs. Mariam A. Ferguson is a prohibitionist in belief and practice, notwithstanding the charge that her election is favored by brewery interests. During the time that Mrs. Ferguson presided in the Governor's mansion she would not permit intoxicating liquors nor even wines to be served at state and social functions, and the people of Texas can depend upon her keeping Texas dry and making it even drier, because she has stated that "saloon drug stores" in Texas must close. However, prohibition is not an issue in this campaign. The issue is whether or not the state government shall be dominated by the ku klux klan through its nominee, Felix Robertson, who is admittedly its nominee in this campaign.

The campaign is one of the most warmly contested in the political history of the state, and the probability is that all former records will be broken in number of votes cast in the election.



Mrs. Mariam A. Ferguson, of Temple, Texas, is opposing Felix Robertson, of Dallas, self-confessed klan candidate, for the governorship of Texas. She is a member of the Episcopal church, mother of two splendid daughters and a woman of rare common sense and executive ability. Her candidacy is endorsed and being actively supported by every one of the seven other candidates for governor eliminated in the first primary.

—Me For Ma—  
Mutual ice cream is served at the Red Front Drug Store. 43-1t

## FAIR BOOSTERS MAKE TRIP TO GIRARD AND JAYTON TUESDAY

A number of cars of Fair Boosters made a trip this week to Girard and Jayton, advertising the fair to be held in Spur September 18, 19 and 20, and also to encourage the Kent county people to join in the exhibits of livestock and farm products to be shown at the fair.

The Northwest Texas Fair Association was organized with the view of not merely a county organization, but eventually to include all of this Northwest Texas territory. The fair offers educational as well as advertising benefits, and it will be to the material interest of surrounding counties to join in and cooperate in having exhibits representative of the entire Northwest Texas territory.

Again this year it is planned to have a strong and interesting competition in community exhibits, the

twenty or more communities of the county already having enlisted in the competition and will have on display every product within their respective communities. It would be interesting in this connection to also have "county exhibits" from the surrounding counties, not in competition with Dickens county, but to show the thousands who attend the fair what is doing also in adjoining counties. Each county exhibits would be interesting and instructive to all as well as of benefit to the counties thus represented at the fair.

Through the aid and interest of every community in Dickens county the Northwest Texas Fair is developing into a real, extensive, interesting fair which will be of material benefit to each of the communities as well as the county at large.

## EX-SENATOR CULBERSON IS FOR MRS. FERGUSON

TEMPLE, Aug. 19.—Former U. S. Senator Charles A. Culberson is the latest recruit of prominence in the Ferguson camp.

The latter's headquarters has given out a telegram signed by the ex-senator and addressed to Mrs. Ferguson, dated Atlantic City, N. J., Aug. 18, which says:

"As I still believe the klan is a menace to free government and civilization, I favor your nomination and hope you will win a great victory.—C. A. Culberson."

## Spur Nine Defeats Girard Wednesday

A match game of baseball between Spur and Girard was played on the Spur diamond Wednesday. At the end of the fifth inning the score stood 10 to 2 for Spur and the Girard team became discouraged and quit.

The Spur ball team is demanding the attention of all baseball fans of this section.

—Trade at Home—  
Mutual ice cream is served at the Red Front Drug Store. 43-1t

## Committee Appointed to Measure Feed in Commercial Club Contest

A committee, consisting of J. P. Middleton, O. C. Arthur and W. F. Godfrey, has been appointed to see to measuring of feed grown in the Spur Commercial Club contest, and will begin work at once.

The premiums offered in this contest consist of pure-bred Jersey cattle, and competition is expected to be close.

Letters are being mailed to all contestants, and those whose feed is good enough to indicate a possible chance of winning are requested to send in their names at once to Mr. Johnston, County Agricultural Agent and the committee will call and inspect their feed.

Contestants are requested to observe the following rules:

1. Do not ask to have your feed measured unless, after looking over

the feed of other contestants, you feel that your feed is good enough to insure you a fair chance of winning.

2. You must have your land measured BEFORE the committee comes. The committee will probably be around about August 28. Twenty-five acres are necessary to allow you to compete, twenty acres of grain and five acres of roughage.

3. The letters which are being mailed to you call for an immediate answer to the County Agricultural Agent, who will instruct the committee in their work of measuring feed.

The cattle offered as premiums have already been bought, and should be here within a few days, and will be on display until awarded.

## METHODIST MISSIONARY CLUB

The ladies of the Missionary Society met Monday afternoon at 3:30 at the church.

A very interesting time was spent in the study of the minutes of the annual meeting held at Vernon. We now take up the study of "Women and Missions." We are anxious every lady of the Methodist church study this book, whether you are a member of the auxiliary or not, come and study this book with us. We will have the first chapter on the first Monday of September.

Remember the ice cream and bakery sale next Saturday. All the ladies who did not bake a cake in July please bake one next Saturday. —Supt. of Publicity.

## STATE AND COUNTY ELECTION RETURNS AT RED FRONT

The Red Front Drug Store has arranged to receive the election returns of the primary election from both the county and the state Saturday night, and the public is invited to watch the results which will be placed on a black board in front of their place of business.

—Me For Ma—  
Jim Sample, who has been in a Lubbock sanitarium following a recent mastoid operation, returned home Monday and is now able to be on the streets and greeting friends.

C. A. Jones, President  
W. B. Lee, Active Vice-President

W. T. Andrews, Cashier  
F. G. Collier, Asst. Cashier

## THE SPUR NATIONAL BANK

Capital and Surplus \$125,000.00  
SPUR, TEXAS

DEAR FRIEND:

If you wish to go across the street it takes the first step to start you and the last step to get you there. But the steps in between are just as important.

No one should let their bank account become dormant. Everyone should have a definite plan for accumulating money, and just as regularly as the days, weeks or months roll around, should come in and make their deposits.

The savings habit once formed is the easiest habit to follow; because as the balance to your credit increases, you will realize the benefit of having money in the bank and take delight in seeing the amount you have on deposit grow.

The following table shows you what the principal alone will amount to in one year and five years if you deposit in our bank every week only \$1.00, \$2.00, \$5.00, \$10.00, \$20.00, \$50.00 or \$100.00.

IN ONE YEAR	
\$ 1.00 weekly amounts to	52.00
2.00 weekly amounts to	104.00
5.00 weekly amounts to	260.00
10.00 weekly amounts to	520.00
20.00 weekly amounts to	1,040.00
50.00 weekly amounts to	2,600.00
100.00 weekly amounts to	5,200.00

IN FIVE YEARS	
\$ 1.00 weekly amounts to	260.00
2.00 weekly amounts to	520.00
5.00 weekly amounts to	1,300.00
10.00 weekly amounts to	2,600.00
20.00 weekly amounts to	5,200.00
50.00 weekly amounts to	13,000.00
100.00 weekly amounts to	26,000.00

Determine today how much you are going to save each week or month and come in to see us. We will welcome you.

We invite your business in all departments of our bank.

Very truly yours,  
THE SPUR NATIONAL BANK

The following letter dated from Baylor Hospital, Dallas, was received this week:

"My Dear McClure:—Please say for me to all my good friends, after 30 days treatment I am a new, sound man, and will be back home in good old Spur in time to vote for Mrs. Ferguson for Governor.—Yours, F. N. Oliver."

We are glad Judge Oliver is sound and well again, and also glad that he, as usual, is on the right side politically and falling in line with the great majority of liberty loving democrats of Texas.

## MISS VIRGINIA FORBIS WILL RECEIVE MUSIC DIPLOMA AT COLLEGE INDUSTRIAL ARTS

DENTON, August 22.—Miss Virginia Sue Forbis, of Spur, will receive her public school music diploma at the summer commencement exercises at the College of Industrial Arts next Friday, August 22. She has made an excellent record in music at C. I. A.

Norman R. Crozier, superintendent of Dallas schools, will deliver the commencement address next Friday. Fifty-three students will receive B. S. and B. A. degrees. This number represents the largest summer graduating group in the history of the college.

Four students will be awarded music school diplomas, two will receive kindergarten diplomas and three will be the recipients of vocational certificates.

## Twelve Gins Will Operate in Dickens County This Fall

At the present time there are two new gins going up in Spur, and one at McAdoo. This gives Dickens county twelve gins to care for the cotton crop, there being seven gins in Spur, one at Dickens, two at McAdoo and two at Afton.

It is conservatively estimated that the gins of Dickens county will have thirty thousand bales of cotton to gin this fall.

Dickens county now has the best crops ever produced.

—Me For Ma—  
Mrs. E. C. Dodson returned to her home at De Leon Tuesday after spending some time in the homes of A. F. and R. A. Ballard. Mrs. Dodson is a sister of the Ballard boys.

## Farms & Ranches Get A Home Now

The O—O Ranch of Kent County is being cut up and sub-divided into farms and small ranches

COME NOW AND GET YOUR CHOICE

See our Agent for particulars

J. H. Fulcher  
SPUR, TEXAS

200  
6/10  
1200









OF TWO EVILS

Again are Texas Democrats confronted with the problem of choosing the State's highest executive from two candidates who are probably the two least capable of filling the office. The same thing happened when Governor Neff was elected and unless the people of Texas change their methods, it is possible, if not probable, that the biggest state in the union will continue to be governed by the smallest caliber politicians.

Nearly everyone concedes that Mrs. Ferguson will be elected. Her opponent is an avowed supporter of the clan and the people are heartily tired of that organization and its attendant evils. Certainly it is unthinkable that Texas should elect a member of the hooded hoodlums to the office of Governor of the state. Whatever excuse for existence the clan had in reconstruction days in the South—and we believe that they had a just cause in the beginning—they have not now and never have had since that time, the slightest reason for existence. Had it not been for the constant advertising given their exploits by clan publishers throughout the state they would have become innocuous some time ago. It is high time that they are shown that the people are not going to longer tolerate an organization that breeds contempt of the law both by protecting its own members from punishment for crimes committed and by providing a convenient cloak for the perpetration of acts of violence by men both in and out of the clan, in retaliation for purely personal grievances.

It is equally true that electing Mrs. Ferguson is virtually resetting a repudiated Governor, for no one doubts that the legislature will be called upon to rescind the impeachment proceedings of Jim Ferguson—and will probably do it. Vindication of her husband is Mrs. Ferguson's avowed reason for becoming a candidate and if his elimination from Texas politics can be secured in this way, it may help the future political situation.

It is becoming evident to those who have the welfare of the state at heart, that something should be done to prevent the entrance of so many candidates in the first place or else more of them should be retained on the ticket for the second primary. Thousands of voters threw away their ballots by voting for friends who stood no chance of being elected. In this section it was Barton, in other sections, it was another "favorite son" and if these complimentary votes had been cast for one of the really big candidates, the result would have been far different.

It is now up to the people to determine whether Texas is to be governed by law or by mobs. In this dilemma, the state has need of the vote of every loyal citizen. Don't neglect to go to the polls on August twenty-third.—Southwest Plainsman.

—Trade at Home—

R. L. Overstreet, of the Midway community, was in Spur Monday and hauled out a load of supplies.

—Trade at Home—

Dr. Blackwell was over Monday from Dickens, spending an hour or two here on business and meeting with friends.

Childress Man Shot and Killed Sunday; Candidate for Sheriff

CHILDRESS, Aug. 17.—Mel J. Wright, 63, married, and candidate for sheriff in the primaries Saturday, was found dead with a bullet hole through his head about 6:30 o'clock this morning lying in the doorway of his garage.

In the man's left hand was a cigarette paper, while the right tightly clutched a revolver, one chamber of which had been exploded.

While some are inclined to think Dwight was assassinated as he was about to enter his garage, the body being found lying across the threshold, the consensus of opinion is that he shot himself despite the fact that the bullet ranged upward after entering the skull, well toward the back, and coming out in front.

This latter theory is strengthened by the fact that only one shot was heard, and one chamber in the man's gun showed it had evidently but recently been exploded.

The fatal shot was heard by Mrs. Dwight, who was in the house and by several neighbors. The latter say they did not see or hear any one leave the Dwight premises.

For three terms Dwight was sheriff of this county, and at the time of his death was a special officer for the Denver Road. At the nominating primaries in July he ran second for sheriff.

Dwight was running on an anti-klan ticket. The clan here disbanded in February, 1923. A few days ago it was reported Dwight had made application to join the clan but had been rejected. This Dwight stoutly denied Saturday.

A committee appointed to investigate the affair reported that Dwight had made such an application, and two members said they were ready to make affidavits to that effect.

Dwight is survived by his widow and a married daughter, Mrs. Ethel Rawlings of Tulsa, Okla.

—Trade at Home—

FARM FOR SALE—80 or 160 acres, well improved, small payment down, easy payments, six miles northeast of Dickens.—Harvey Holly. 43-4tp

—Trade at Home—

FOR SALE—One three and one-half ton Kelly-Springfield truck, perfect running condition at ten per cent of real value. Also one Ford truck, new motor, magnet and rubber, at a bargain.—T. M. Maples. 2t

WHAT MARK TWAIN SAID ABOUT MAN

"Man can't sleep out of doors without freezing to death or getting rheumatism; he can't keep his nose under water over a minute without being drowned. He's the poorest, clumsiest excuse of all the creatures that inhabit the earth.

"He has to be coddled, housed and swathed and bandaged to be able to live at all. He is a rickety sort of thing any way you take him—a regular British Museum of infirmities and inferiorities.

"He is always undergoing repairs. A machine as unreliable as he is would have no market.

"The higher animals get their teeth without pain or inconvenience, man's come through months of cruel torture, at a time when he is least able to bear it. As soon as he gets them they must be pulled out again. The second set will answer for awhile, but he will never get a set that can be depended on until the dentist makes him one.

"Ma starts as a child and lives on diseases to the end, as a regular diet. He has mumps, measles, scarlet fever, whooping cough, croup, tonsillitis, diphtheria, as a matter of course.

"Afterward, as he goes along, his life continues to be threatened at every turn by colds, coughs, asthma, bronchitis, quinsy, consumption, yellow fever, blindness, influenza, carbuncles, pneumonia, softening of the brain, and a thousand other maladies of one sort and another.

"He's just a basketful of pestilent corruption, provided for the support and entertainment of microbes.

Look at the workmanship of him in some particulars.

"What is his appendix for? It has no value. Its sole interest is to lie and wait for stray grapes and breed trouble.

"What is his beard for? It is just a nuisance. All nations persecute it with a razor. Nature, however, always keeps him supplied with it, instead of putting it on his head.

"A man wants to keep his hair. It is a graceful ornament, a comfort, the best protection against weather, and he prizes it above emeralds and rubies, and half the time Nature puts it on so it won't stay.

"Man isn't even handsome, as compared with the birds; and as for style, look at the Bengal tiger—that deal of grace, physical perfection and majesty.

"Think of the lion and the tiger and the leopard, then think of man—that poor thing! The animal of the wig, the ear trumpet, the glass eye, the porcelain teeth, the wooden leg, the silver windpipe—a creature that is mended all over from top to bottom.

"If he can't get renewals of his bric-a-brac in the next world what will he look like?"

Since man is such a frail and hapless creature, so beset by misadventure and disease, it surely behooves him to safeguard himself as best he may.

—Trade at Home—

A CITY MAN'S VIEW

I do not know of any individual who exhibits more faith than the farmer.

We city people do not realize this until we get out into the country.

In considering the farmer bear in

mind that he spends approximately eight months raising a crop, for which he generally does not have a single order until he has harvested it and he does not know what the price will be at which he must sell it.

In other words, in early spring the farmer says: "I will plow and fertilize this field; I will plant it with grain; I will cultivate it and if the weather is favorable I will have a good yield by the end of the summer. Then I will offer it on the market. I hope the price will be high enough to repay me for all my labor."

How many of us in the city would care to operate on that basis?

As salesmen and advertisers, we

grow discouraged if we do not see tangible results from our efforts, each day.

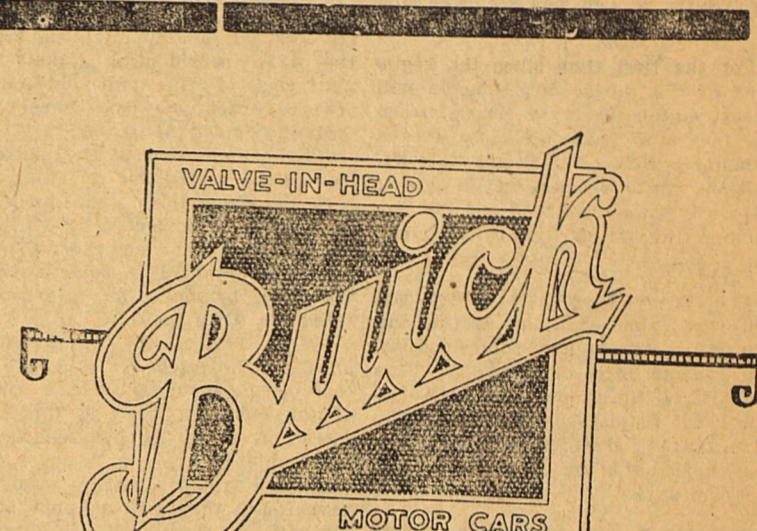
The farmer's labor of a whole season may be dissipated by a few days unfavorable weather just previous to or during harvest.

Yet, there are millions of farmers in this country who are following the plow year after year.

Should not we in the cities buck up?—Selected.

—Trade at Home—

Mrs. Kate Buchanan is now in Mineral Wells enjoying a vacation as well as the mineral baths and healing waters there offered. She and Mrs. J. C. Davis are both there together.



Positive and automatic lubrication of the Buick valve-in-head engine, fan, transmission and universal joint, keeps a Buick owner's mind free from worry

SPUR BUICK COMPANY  
SPUR, TEXAS

When better automobiles are built, Buick will build them

ECZEMA!

THIS isn't one of those fake free treatment offers you have seen so many times. We don't offer to give you something for nothing—but we do guarantee that you can try this wonderful treatment, entirely at our risk, and this guarantee is backed by your local druggist.



"HUNT'S GUARANTEED SKIN DISEASE REMEDIES" (Hunt's Salvo and Soap) has been sold under absolute money back guarantee for more than thirty years. They are especially compounded for the treatment of Eczema, Itch, Ring Worm, Tetter, and other itching skin diseases.

Thousands of letters testify to their curative properties. M. Timberlin, a reputable dry goods dealer in Durant, Oklahoma, says: "I suffered with Eczema for ten years, and spent \$1,000.00 for doctors' treatments, without result. One box of Hunt's Cure entirely cured me."

Don't fail to give HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salvo and Soap) a trial. All druggists handle.

SPUR DRUG STORE

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 per cent interest only to date of payment.

S. M. Swenson And Sons

CLIFFORD B. JONES, Manager

Spur, Dickens County, Texas

Gained Ten Pounds

Mrs. George S. Hunter, of Columbus, Ga., says she suffered severely with female troubles.

CARDUI

The Woman's Tonic and she knew what a good medicine it was for this trouble, so she told me to get some and take it. I sent to the store after it and before I had taken the first bottle up I began to improve. My side hurt less and I began to mend in health. I took four bottles in all during the last ten months. Cardui acted as a fine tonic. I am well now. I have gained ten pounds and am still gaining. My sides do not trouble me at all and my... are quite regular. I knew that Cardui will help others suffering from the same trouble. Take Cardui.

**West Texas Is a Vast Storehouse of Mineral Wealth**

The following article from the Texas Oil World, indicates that the long sought for potash beds in West Texas have been discovered in Crane county, near the north line of Pecos county:

"West Texas again takes the center of the stake with tales of fabulous wealth.

The wonder country is not content with the development of a vast oil field that is showing up with remarkable speed on the Sheffield Terrace of the Marathon Fold in Reagan county.

This time it is potash in Crane county where a drill has just penetrated 20 feet of 11 per cent potash at a depth of 700 feet. On the basis of figures compiled by geographical experts and published in the Petroleum Refiner, the ground surrounding this hole is now \$380,000 an acre, according to U. S. government estimates.

The find was made on the property of the Texas Development company with headquarters at Midland, Texas, which holds 48,000 acres in the southeastern corner of Crane county. The company has been drilling for oil at the Johnson camp 14 miles northeast from the Girvin station on the Orient railroad and 50 miles south of Midland on the Texas and Pacific.

The drill hit the red beds at 70 feet which is the shallowest for that section of the state. The salts were encountered at 590 feet indicating an uplift of the entire horizon as figured from the showings from the Big Lake oil field.

The percentage of potash increased according to repeated samplings until the high grade mineral was found at 700 feet. There was 20 feet of the high percentage showing the red crystals in pure form. The well is now down to 800 feet but the zone of salts has not been traversed.

On this showing a new deal has been declared in Crane county. A new company is being formed to sink a double compartment shaft in the vicinity of the Johnson well to mine potash. At the 700 foot level it will drift on the potash stratum, elevate it to the surface, crush it and precipitate the pure mineral. The assays and dimensions given indicate the presence of nearly 8000 tons per acre of surface area, figuring solely from the 20 feet of high grade. The lower grade rock of commercial value indicates a possible 100 feet in vertical extent and as the beds of the country are practically horizontal, the lateral domain may be miles in all directions.

It is the only well in Crane county, which has a total population of 37 persons. It was started for oil but it has already uncovered riches far greater than any oil they make strike. They can stop now and go mining for potash but the contract calls for more drilling.

Prof. John Lathrop, noted economist, writer and world-wide traveler, one time political advisor of Poland, who recently visited West Texas said that if the potash beds came up to the expectations of the U. S. Geological survey and the department of agriculture, "It will be worth more to the United States than her gold and silver mines and of greater value to Texas than all her oil fields."

Potash experts claim that if deposits only five feet in thickness are found of commercial percentage, acreage in this field would be worth from \$5000 an acre up. "If both oil and potash are found in this field in large quantities, it will be, by far, the richest field in the world. There is a market in the United States for over one million tons of potash a year.

The matter has the utmost significance to Texas in the fact that potash assays have been found over many counties in the western part of the state. It is a relic of the Tertiary age when the Gulf laid down its precious salts. The area of possible production extends for miles north, east, south and west of the Castle mountains in Crane county where the only real surface geology in West Texas is available. Since potash deposits in quantities

are more valuable than oil, it is very probable that there will be an epidemic of core drilling in the country in the next few months, because this method of exploring the strata is the only reliable means of getting at the exact potash content.

—Trade at Home—  
FOR SALE—No. 1 Turkey Red Wheat See for sale at my place two miles south of Leatherwood school house on the plains.—E. N. McCracken. 43-2tp

**—Trade at Home—  
JUSTICE—INDUSTRIAL RELATIONS**

One of the things which impressed me most during my years of effort in Arizona, is the inscription on the wall of the court room in the Federal building at Phoenix: "Study without thought is useless; thought without study is perilous." Those words are as true today as when they were written by Confucius five centuries before Christ was born. They are applicable to every phase of our activities, including the problem of present day human relations in industry. Far too much discussion of this vital question emanates from people speaking not from observation, not from experience, not from personal contact with the situation, not from a practical study of the situation, but from a more or less thoughtless assimilation of second hand information gathered from indiscriminate promiscuous reading. Such people advance popular theories which serve to entertain, but which are barren of concrete results. When they confuse "collective bargaining" with collective harmonious understanding, and mistake cooperative effort for "effectual control of rivalries," they simply expose their ignorance, or misuse terms, forgetting that words are things, and those who misuse them frequently deceive themselves as well as others.—L. A. Cates, vice president Utah Copper Company.

—Trade at Home—  
Don't divorce your wife because she can't cook. Take your meals at the Western Hotel. 42-1f

—Trade at Home—  
Luke Davis, who is here from California to spend some time with his parents, Mr. and Mrs. J. C. Davis, dropped in to see us one day this week and talk over old times. Luke was practically raised in this country, but a few years ago drifted out to California to superintend and spend a fortune left him by an uncle. He for several terms served as county clerk of Dickens county, and his many old time friends thru out the country are again glad to see him.

—Trade at Home—  
C. D. Byrd, of Matador, was in Spur Tuesday. He intimated that Mrs. Ferguson was the only candidate running for governor up in his section.

—Trade at Home—  
Charlie Roberts, of north of Spur, was trading in Spur Tuesday of this week.

**MORAL FORCE IN ADVERTISING**

One of the addresses made in London at the convention of the Associated Advertising Clubs of the World was delivered by Francis H. Sission, vice president of the Guaranty Trust Company, who discussed "Advertising as a Creator of Public Standards in Business." Among other things he said:

"Advertising brings business out into the open. It invites inspection, it seeks the light and bids its devotees as children of the light to walk in the light. It forces its users to square promise with performance. It gives character and permanence to business and assures the delivery of goods 'as advertised,' or failure. Every dollar spent in advertising space adds to the necessity for exactness of statement and integrity of product. The standards fixed by the merchant or manufacturer in public statement and printed word must become the standards of distribution and production or the inevitable loss of public confidence and good will spell bankruptcy, moral as well as financial. Good will is the joint product of good goods, good service and good advertising. Protected it is an invaluable asset, but violated in either of its essential elements a fatal liability. It is business insurance. It assures demand and lower costs. It protects the public and provides the buyer of advertised trade marked article with a triple guarantee of quality—from the merchant, the manufacturer and the publisher. It fixes the standard which maker and distributor must meet and provide a definite goal for business achievement.

—Trade at Home—  
Mr. Pirkle, of Oklahoma, is here this week visiting his sons and daughters, W. E. Pirkle and G. W. Odam of Afton, and Mr. and Mrs. J. E. Sparks of west of Spur. Mr. Pirkle was one of the early settlers of this country, having located the place now known as Old Pirkle on the road between Clairemont and Rotan. He and family left here several years ago, moving to East Texas and later on into Oklahoma where they now live. Mr. Pirkle stated that he was proud of the fact that he assisted Oklahomans in placing that state back into the Democratic ranks and wresting the reins of government out of the hands of the Ku Klux Klan. He says that the situation in that state still remains strained, but they are looking forward to peace in the future.

**LUBBOCK BUSINESS COLLEGE**

Texas has shown its faith in Lubbock by giving us the Texas Tech. As a result, many large combinations of capital are locating here for business purposes. There is naturally wonderful opportunities for the Graduates of our school. Write for information.

E. N. McCracken, of the Leatherwood community on the plains, was in to see us Tuesday, leaving an advertisement with us for the sale of Red Turkey wheat seed. In our talk the conversation drifted around to politics and the present campaign governor. Mr. McCracken is strongly opposed to ku klux domination and is also opposed to Jim Ferguson. However, he said that if he did decide to vote for Robertson he felt confident that in the general election he would have to hold his nose and vote for Ferguson. The political situation in the present campaign admittedly does place the true democratic voter in a critical dilemma. On the one hand he faces and abhors ku klux domination, while on the other hand he is forced to endorse by proxy one who has fought the democratic party. Ferguson has a personal following of around two hundred thousand votes, and the klan can possibly command the same number of votes in the state. Thousands of democratic voters, who entertain the same convictions as Mr. McCracken, will not participate in the primary. However, the indications are that Mrs. Ferguson will be favored with a big majority of the votes which in the first primary went to other candidates in the race. In our opinion no greater political calamity could befall the state than for its government to be turned over to a secret, hooded organization of men—and we entertain little uneasiness that such a thing will be done.

—Trade at Home—  
**HIS JOB**

The little cab driver who used to come for me when on rainy days, I took a taxi to save myself from the inclement weather, was a cheerful soul. He was always careful, always courteous, always on time, always considerate of my comfort. He met me late one especially stormy night and when the thermometer was down and the wind was cutting like a razor through the heaviest garments.

"Don't you get sick and tired of this dog's life?" I asked as he tucked me snugly into the back seat. "Oh, no," he replied smiling, "you see, it's my job." The memory of his cheerful face

and his suggestive words has helped me often since. When the days have been long, and the callers irritating and the problems difficult to solve, when I might have grown discouraged over the honest effort which resulted only in failure, I have tried to take it cheerfully because it was my job.

I don't know what your job is, for the problem of no two men in this world is quite the same. It may be getting to class regularly every day, or keeping up your college work while you earn a precarious living. It may be pursuing a difficult study or teaching a stupid class that you do not enjoy, or leading a clean life when a thousand passions are urging you on to the rocks. It may be fighting home-sickness or discouragement or despondency or moral temptations or mental lethargy. I don't know what it is, but you do.

Very likely yours is not an easy job, or at all times a pleasurable one, and there will be all sorts of temptation to slight it, to evade its responsibilities, to put off its unpleasant, disagreeable features, to complain because it is more galling and exacting than other men's jobs. Usually, if we could only know we should discover that every job has its difficulties.

No matter how difficult your job is, you will find it half done if, when it presents itself, you go at it cheerfully, energetically.

—Trade at Home—  
FOR SALE—Cheap for cash. Splendid bargain in residence property. One seven-room house near Spur High School, or a five room house in the eastern portion of Spur.—See J. P. Wilkes. 40-1fc

—Trade at Home—  
M. E. Tree, of the Highway community, was among the number of visitors in the city Monday of this week. Mr. Tree, we understand, has heretofore aligned himself with the Republican party, but since the issue now in the Democratic party hits so near where he really lives, he is almost persuaded to drop into the Democratic ranks and help save the country. "Now is the time for all good men to come to the aid of their country."

For First Class Repairing,  
see  
**LEE GARRETT**  
Watchmaker at  
**City Drug Store**

**NEW WESTERN HOTEL**

D. L. TALENT, Proprietor

**For Board and Room**

The building has been worked over, rooms repaired and furnished. We are prepared to give the best Service, and solicit regular boarders, as well as transient trade.

**Good Service Moderate Prices**

**Ice and Ice Cream**

WRITE, WIRE, PHONE OR COME TO SEE

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SPUR, TEXAS

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*The Entire Stock of SALEM'S  
NEW DRY GOODS STORE  
Will be composed of clean and  
FRESH MERCHANDISE  
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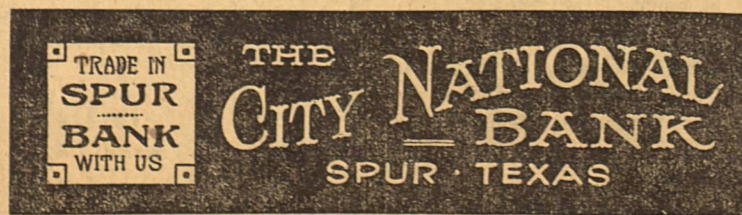


**Present day prosperity and opportunity should call for the best you have.**

We expect prosperous times and excellent conditions to continue for the years to come—

Today—the present—is all that is ours. Now is the time to profit from these conditions.

If we can help, call on us.



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SPUR, TEXAS

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