

THE SANDERSON TIMES

Volume 20

Sanderson, Texas, Friday Sep. 16, 1927

No. 32

W. E. STIRMAN

City Dairy Man

Cows kept in stalls and fed the finest
Alfalfa Hay and Dairy Feed

Phone No. 2

Sanderson, Texas.

LEMONS & HENSHAW, ABSTRACTORS

Terrell County Lands

Lands Sold Property Rerendered Lands Leased Taxes Paid
Abstracts Examined and Titles Passed Upon By
an Efficient and Reliable Attorney.
Office with County Clerk, Sanderson, Texas
G. J. Henshaw, Mgr.

Toll Service

We will have within a short time Long Dis-
tance connections that will insure you
the best of service
Call Us For Rates
Sanderson Telephone Co.

Its Plain to Be Seen We Do the

**BEST CLEANING and
PRESSING in TOWN**

Ladies Work a Specialty.

No Free Show Tickets

Just your money's worth in cleaning
and pressing. Phone 68.

Empire Tailors, C. C. FOSTER, Proprietor.

HUNTERS

We have in stock all kinds of
SHOT GUN SHELLS.

Now that the
DOVE SEASON IS OPEN
it will pay you to buy your shells
from us.

SANDERSON MERCANTILE CO.

THE STORE OF SERVICE AND QUALITY

Phone No. 40

Prompt delivery

As Near as Your Telephone

PHONE 9. Cleaning, Pressing, Dyeing, and Alterations
done by skilled labor and the most modern equipment. A
trial will convince you. We maintain a speedy call for and
delivery service.

THE MODEL TAILORS

In B-4 11, out B-4 7 Phone 9.
Henshaw Building

Justice of Peace Appointed.
At the regular meeting of the
Commissioners Court which was
held here this week, E. F. How-
ard was appointed by the court
to fill the unexpired term of jus-
tice of the peace H. C. Jourdan
who recently left here. Mr.
Howard made bond and assumed
his duties of office at once.

Commissioners Court Meets.
The regular monthly meeting
of the Commissioners Court was
held on Monday of this week.
Following the usual allowance of
paying bills and attending to
other business the court ad-
journed.

Mrs. J. E. Dewees of Flores-
ville visited her brothers, Joe
and Jim Kerr and families over
the week-end.

Miss Fay Talley of San An-
tonio came in last Saturday and
left for the W. R. Holland ranch
where she will be governess this
year.

HON. C. B. HUDSPETH LEAVES HOSPITAL

The following good news was
received by The Times this week
and we know that Mr. Hudspeth's
many friends in this district
will be glad to hear of his
being able to leave the hospital.
We only hope for our friend and
representative a speedy recovery.

"Washington, Sept. 10, 1927.
"Congressman C. B. Hudspeth,
who has been in John Hopkins
Hospital at Baltimore for the
past eight weeks, is leaving
today for his home at El Paso,
from where he will go, under the
doctor's orders, to northern
California.

"Mr. Hudspeth has suffered
greatly from the strain and over-
work incident to his office, and
this is the cause of the nervous
trouble which took him to the
hospital. He is now well on the
road to recovery, and after a
complete rest will be ready for
the long and busy session of
Congress, which convenes in De-
cember.

"Mrs. Hudspeth has been with
the Congressman during the en-
tire time he has been in the hos-
pital, and will also accompany
him to California.

"Mr. Hudspeth deeply appre-
ciates the many kindnesses he
has received from his friends
over the district during his ill-
ness, and wishes them to know
that his office at Washington is
open every day, and that all
matters coming to him will have
immediate attention."

Saturday Night Bridge Club.

Mrs. L. H. Lemons was hos-
tess to the night bridge club at
her home Saturday. The evening
was pleasantly spent in play-
ing bridge. The ladies' high
score prize, a white elephant
mantle ornament, went to Mrs.
R. S. Wilkinson, while a novelty
smoking set, the men's high
prize, went to Max Bogusch.
The booby prize, a novelty tape
measure, went to Mrs. W. R.
Grimes.

Refreshments consisting of
chicken sandwiches, salad, olives,
pickles, lady fingers, macaroons
and iced tea was served.

NEW FEATURE TO BE CARRIED BY THE TIMES

Beginning today we will pub-
lish for a period of a year a se-
ries of articles by H. W. Sanley,
director of trade extension of
the El Paso Chamber of Com-
merce. The series will deal first
with retail salesmanship. Retail
advertising will require perhaps
ten articles and the remainder
will be devoted to problems of
retail merchandising.

Mr. Stanley is a nationally
known economist. For several
years he was associated with the
Alexander Hamilton Institute of
New York, later he was presi-
dent and director of the Amer-
ican Institute of Business. With
the latter organization he toured
the entire United States, lectur-
ing in the larger cities, usually
under the immediate direction of
some great daily paper.

At some time during the
course of this series we hope to
have Mr. Stanley visit Sande-
rson and meet personally our
business men.

Any question that may come
to mind in the reading of this
series will be gladly answered by
Mr. Stanley in person. Your
correspondence should be ad-
dressed to him in care of the
Sanderson Times.

Bridge Party.

Mrs. Clyde Griffith was a
charming hostess to the Wed-
nesday afternoon bridge club at
her home last week. The living
room was tastefully decorated
with baskets of vari-colored
flowers.

Following the usual tables of
bridge, scores were added, the
high score prize, ornamental
flowers, being won by Mrs. Max
Bogusch. The second high score
prize, a novelty pin, went to Miss
Lidney Laurence.

A plate lunch consisting of
chicken salad, potato chips,
crackers, cake and tea punch was
served.

Guests of the club were Miss
Sidney Laurence, Mrs. Grace
Trent of Del Rio, Mrs. Annie
Ware and Mrs. John Craig.

Mrs. C. H. Mulkey of El Paso
visited friends here the first of
the week.

Public School Opens.

The formal opening of the
1927-28 public schools was held
Monday morning at the high
school auditorium, there being a
large number of patrons present.

The exercises opened with the
singing of "America," which
was played by Mrs. Clyde Mills
and her orchestra. Mrs. W. H.
Savage then favored the audi-
ence with a piano solo. Follow-
ing which addresses of welcome
were made by Judge G. J. Hen-
shaw and Mrs. J. W. McKee,
president of the Parent-Teach-
ers' Association. Supt. Wil-
liams then dismissed the pupils to
their various rooms.

There is an unusual large at-
tendance in the school this year
and particularly in the grades.
Three new grade teachers have
been added, thus making a
teacher for each grade with the
exception of the first and second
grades. The enrollment is so
large in these grades that an-
other teacher may have to be
employed. It will be the end of
the week or the first of next
week before the exact number of
pupils will be known, but there
is more pupils in attendance than
last year.

Yates-Goode.

Miss Evelyn Louise Goode of
this city and Mr. John O. Yates
of Sheffield were quietly married
Tuesday afternoon at the home
of the bride, with the Rev. I. E.
Owens, Baptist minister, officiat-
ing.

The bride is the attractive
daughter of Mr. and Mrs. M. H.
Goode Sr., prominent ranch peo-
ple of this county. During the
many years she has made her
home here she has made many
friends, due to her charming
disposition.

The groom is a prominent
ranchman of Sheffield.

Immediately following the
ceremony the happy couple slip-
ped away and did not announce
their destination. They have
the best wishes of their many
friends.

District Conference of Rotary Executives

The conference of the 47th
Rotary District Executives was
held at the Duda Ranch near
Alpine on Friday and Saturday
of last week; the Sanderson Club
being represented by Hy Laur-
ence and Al Creigh, and Presi-
dent Jessie turning up at the
last minute. Sanderson's ratio
of representatives was gratify-
ing. The conference presided
over by the able Gov. Guy P.
Harrington of Santa Fe, was in
every sense of the word a suc-
cessful and inspiring meeting.
Many splendid pointers on the
methods of Rotary Club activi-
ties and organization were
brought out and the club presi-
dents and secretaries who at-
tended all came away with a
new view point and an increased
zeal for the work of Rotary
International.

The program for Rotary work
under Gov. Guy is that of foster-
ing and emphasizing the 6th
object of Rotary which is the
active practicing of "Good Will
and Fellowship," not as a Club,
but as between ourselves and
our fellow citizens; in short that
we remember to practice that
ancient axiom of "give the devil
his just dues," or "live and let
live."

The following Rotary Anns also
attended the District Confer-
ence: Mrs. H. R. Laurence and
Miss Sidney and Mrs. A. E.
Creigh Jr.

Confectionery to Open

The old Elite Confectionery
will open Saturday morning un-
der new management, and will
be known as the Empress Con-
fectionery.

The place has been redecorated
and some new fixtures have been
added. An entirely new stock
of high grade confectionery
supplies will be handled.

The formal opening will be
on Friday night, September 23,
at which time a free dance will
be had.

Robertson-Lemons.

The marriage of Miss Lorette
Lemons and P. F. Robertson,
both of this city, was solemn-
ized Thursday, September 8, at
the home of the bride's sister,
Mrs. E. D. Pipes, at 934 Fulton
Avenue, San Antonio. Rev. Paul
B. Kern, of the Travis Park Me-
thodist Church officiated, the
impressive ring ceremony being
used. The ceremony was per-
formed before an improvised altar
banked with baskets of cut
flowers and ferns.

The bride's gown was of green
chiffon and lace made in basque
effect. She carried a bouquet of
Bride's roses. She is the attrac-
tive daughter of our county and
district clerk, Mrs. Luella Lemons.
Since her graduation from
high school, and upon completing
a business course she has been
with the abstract firm of Lemons
and Henshaw. She has a wide
circle of friends here who wish
for her much happiness.

The groom, the son of Dr. and
Mrs. P. F. Robertson, is a young
business man, being the owner
of the Empire Tailor Shop.

Following the ceremony an in-
formal reception was held. Mrs.
Pipes was assisted in serving by
Mrs. Jack Reinke and Mrs. C. I.
White, sister of the bride.

The bride's traveling costume
was of brown and tan flat crepe
with accessories to match.

Following a motor trip
through the Valley they will re-
turn to San Antonio, where they
will make their home at 1234
Kayten Avenue. The Times
joins with their many friends in
extending congratulations and
best wishes.

For better cleaning call 68.

We Carry Everything Handled In A General Store

DRY GOODS

The Season's New and Best Styles

BRESS GOODS,

MEN'S SUITS,

HATS, CAPS,

BOOTS AND SHOES.

GROCERIES

We Have Everything That's Good to Eat

Canned Vegetables and

Fruits,

Jellies, Jams,

Teas and Coffee.

HARDWARE

We Are Headquarters for

Hardware, Oil, Paints

Stoves, Pipe Fittings,

Wire, Nails,

Studebaker Wagons

FURNITURE

We Have a Fine Line of

Chairs, Rockers, Tables,

Dressers, Beds,

Springs and

Mattresses.

LUMBER

Anything You Want in

Building Material, Sash

Doors, Cement, Lime

Brick, Roofing,

Fencing.

THE KERR MERC. COMPANY

FINNEY OF THE FORCE

By F. O. Alexander



FAMOUS
Flop-Bones
211
LOHENGRIEN'S
WEDDING MARCH
IS THE GREATEST
OF ALL WALT
SONGS.
MORRIS Gallery
Boston 11321

TH' OLE GROUCH

IT'S HARD ENOUGH BEIN' AN EDITOR 'N' TRYIN' 'Y GIT OUT A NEWSPAPER WITHOUT HAVIN' PEOPLE HOLD UP ON GAVIN' OUT NEWS. I'VE SEEN FOLKS WHO ACTED LIKE THEY RESENTED TH' REPORTERS QUESTIONS, WHEN HE WUZ MEREM DOIN' HIS BEST TO GIT ALL TH' FACTS!



BILL BOOSTER SAYS

WE MAGNETS THAT DRAW TRADE AND HOME SEEKERS ARE ATTRACTIVE BUSINESS PLACES, WELL-KEPT GYRETS, COZY HOMES, LIVE LODGES, HOSPITABLE CHURCHES, GOOD SCHOOLS, FRIENDLY PEOPLE! WE HAVE ALL THESE, BECAUSE WE'RE ALL DOING OUR BIT!



TURN ME OVER



THE CHEERFUL CHERUB

The breeze touched the cottonwood tree with a wand And its leaves turned to silver a minute - I just get surprised at this whole world sometimes, And the marvelous things that are in it!



"Jack said I looked good enough to eat." "And so you steered him to a high priced bearny, I suppose."

THE FEATHERHEADS

By Osborne



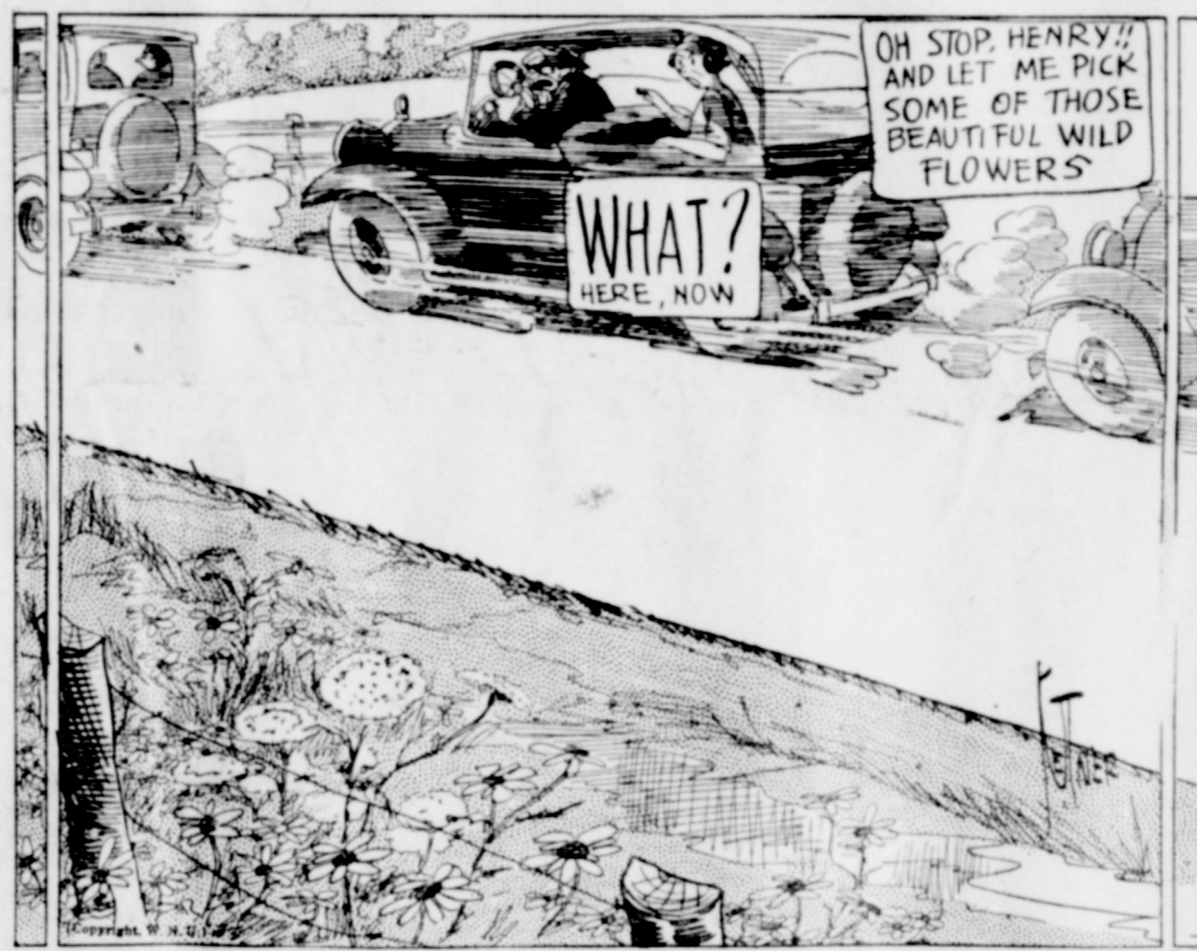
The Season Is Always Open



Our Pet Peeve



Along the Concrete



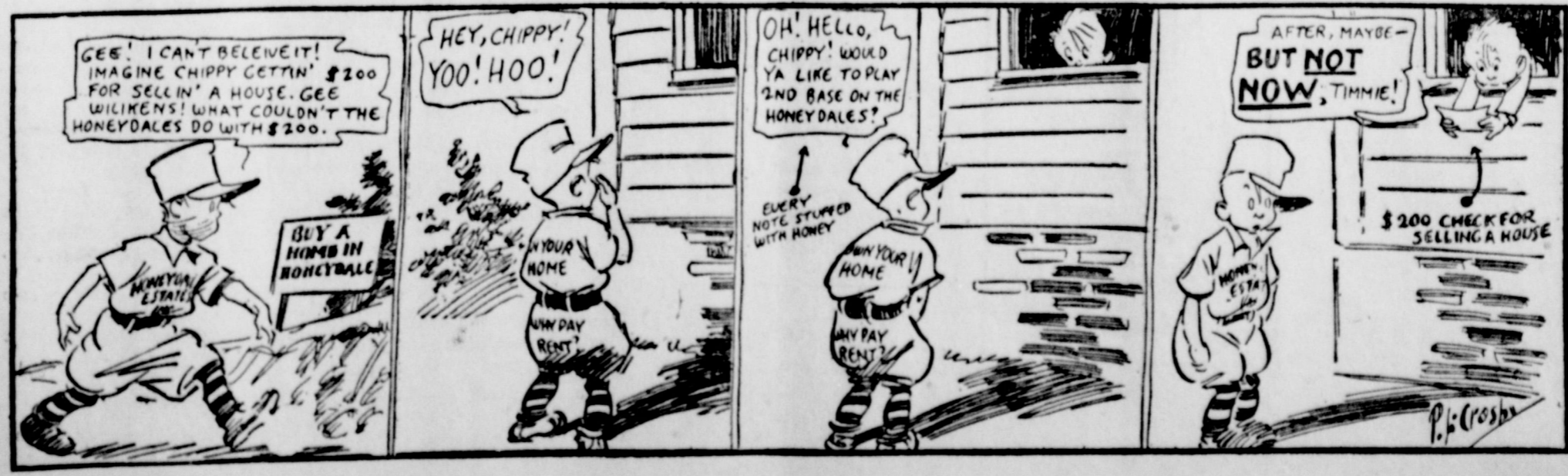
MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe

Closing the Contest



THE CLANCY KIDS
The Come Back at Last
By PERCY L. CROSBY
© by the McClure Newspaper Syndicate



NATURALLY

Auto Tops Seat Covers Upholstering

For Either Open or Closed Models

Expert Workmanship and Guaranteed

Chase & Laidlaws famous Fabrics used; these are standards as used by all Auto manufacturers

A. H. FORTE
Black & White Inn

For Sale and Lease

I have about 50 head of registered and grade Billies for sale or will also lease. Can be seen at the ranch after July 1. These will be bargains, first come, first served. Make your selections early.

CLYDE MILLS.

Plaiting: skirts, panel, ruffe; hemstitching; covered buttons tailored buttonholes. Mrs. H. S. Houston, Uvalde, Texas.

—WATER WELL DRILLING.
Phone 180 and 177. P. O. Box 387 Gray Bro., Ozona, Texas. 6mp.

NOTICE!

Both our ranches have been made State Game Reserves anyone hunting thereon is subject to prosecution by State Law.

T. M. PYLE
CHAS. DOWNIE.

If we clean it it's clean.
THE MODEL TAILORS.

HORSE RACING WILL BE A FEATURE OF THE SAN ANGELO FAIR

San Angelo, Sept. 12.—Continuing on horse races, an enormous race having been dropped, \$1,000 has been added to the horse racing program, and additional events added to make this the best race meet in the state. E. V. Spence is superintendent of the races and C. J. McMillan is secretary and starter. Prizes totaling \$4,100 are being offered the winners of the horse races during the five days of the fair here, September 19-24. Two races for stakes of \$500 each have been announced by the racing committee.

On races open September 20 with a 1 1/4 mile event for 3-year-olds and upward. The purse is \$100. The next race is a 3/4 mile race for all ages, the winner receiving \$150. The same prize is offered the winner of the third race, a 1/2 mile race for 3-year-olds and upward. The last race on the opening day is a 1/2 mile race for 2-year-olds, the purse is \$150.

The second day's program is started off with a 1 1/4 mile race for 3-year-olds and upward, with a purse of \$100. The same age horses will enter the next race and run 5/8 mile for a purse of \$150. The next event is for 2-year-olds, a 5/8 mile, purse \$200. The last race for 2-year-olds is a 3/4 mile race for 3-year-olds.

San Angelo Day—this will be the third day of the races. The closing race that day is the St. Angelus Stakes for a purse of \$500 plus entrance and starting fees. It is for 3-year-olds and upward, 1 1/4 mile race. The second event is open to all ages, 3/8 mile, purse \$150, and the fourth is a 1/4 mile race with a similar purse for 2-year-olds.

A purse of \$100 will be offered the winner of the opening race the fourth day. It is a 1/4 mile race open to 3-year-olds and upward, purse \$150. A 1/2 mile race will follow for 3-year-olds, distance of 1/2 mile, purse \$150. The fourth race is for 2-year-olds, 1/2 mile, purse \$150. The closing race is a 3/8 mile race for non-winners of the meet, purse \$150.

Non-winners of the meet will meet again in the opening race the closing day. It will be a 1/4 mile race, purse \$100. Next, 3/16 mile race, purse \$250, for 3-year-olds. The same age horses will run a 3/4 mile race for a purse of \$200. Next, 1/2 mile, purse \$200, same age. The West Texas Stakes is the closing race on the program. It is a 3/4 mile race for 2-year-olds, purse of \$500 to which will be added the entrance and starting fees.

MEN, meet with us at the Methodist church. Lets have an interesting BIBLE STUDY. Sundays at 9-45 a. m. U R Invited.

Miss Wessolee Watson, who has been spending the summer with her mother, Mrs. Bee Watson, left last Friday for Van Austyne where she will attend school this year.

We buy leases and royalties. Northrup and Carr, San Angelo, Texas. References: Nearly any bank in West Texas.

San Angelo FAIR

(All West Texas Expository)

SEPTEMBER 19 to 24
5—Big Days—5
6—Glorious Nights—6

\$4100 HORSE RACES. The fastest track in Texas. The highest talent in the South.

Ernie Young's Revue: Those Dizzy Dazzling Gaily Girls!
THE SUPER-NIGHT SHOW ATTRACTION

Exhibits: Annual Show of the Sheep and Goat Raisers' Association of Texas, and other exhibits.
THE SHOW WINDOW OF WEST TEXAS

Other Attractions and Amusements Too Numerous to Mention!

To the Sanderson People:
We have the largest and most complete line of furniture that you will find between San Antonio and El Paso. If you are in the market for furniture we can save you money if you will come down and look our stock over.
LOWRY FURNITURE CO.,
Del Rio, Texas.

Notice to the Public.
I hereby notify the public that all my pastures are posted, and no trespassing of any kind will be allowed.
JOE F. BROWN.

NOTICE!
No fishing, hunting or camping allowed on my premises.
W. J. BANNER.

Empire Tailors
TAILOR MADE CLOTHES.
EMPIRE TAILORS.

Ladies Notice

You are invited to inspect the lovely Hats, Dresses, Sweaters, Bed spreads, Bath mats, and various Embroidery packages at my residence.

MRS. W. E. LEA.

Phone 154.

FOR SALE

House and lot. For particulars see Roy Harrell.

We can bleach your dingy sweater snow white.
EMPIRE TAILORS.

FOR RENT

Two light house keeping rooms.
Dr. P. F. Robertson.

Cleaning is our hobby.—THE MODEL TAILORS.

The ADOLPHUS Hotel Dallas, Texas

825---Rooms---825

425 Rooms from \$2 to \$4
Plenty Rooms with Bath \$4 Double.
200 Seat Lunchroom---Coffee 5c.
40c Lunch, 75c Dinner

The Adolphus Hotel Travel Bureau can arrange your trip to any part of the world—
NATIONAL PARKS—ALASKA—EUROPE
Frank Reedy in charge—27 years experience

NOTICE

The Model Bakery will not be run by the Black & White until about the First of October, as the machinery is still enroute.

WHAT DO YOU KNOW OF HIM?

Come and hear the pastor of the Baptist Church, Sunday, as he gives you the teaching of the word of God.

Morning and evening, the subject for both hours will be "THE HOLY SPIRIT."

COME!

Mr. and Mrs. Ray Caldwell have returned from an extended visit with relatives in East St. Louis, Illinois, and Great Falls, Montana.

We are the agent now for the Texas Steam Laundry. Phone 37 and we will get your bundle.
O'Bryant Laundry.

FOR SALE
30 Rams and 15 Billies; priced right. Phone or see
R. N. ALLEN.

Mr. and Mrs. Clyde Wheeler left Saturday for Del Rio, San Antonio, Robstown and other points where they will visit relatives and friends.

Born, Monday, September 12, to Mr. and Mrs. C. C. Foster, a daughter. The little lady's father is proprietor of the Empire Tailor Shop.

Mrs. Dan Farley has returned from Los Angeles, Cal., where she visited relatives and friends the past few weeks.

Homer L. Hess of Marfa came in Thursday and is now with the Model Tailors. Mr. Hess is an expert cleaner and presser.

TRUTH SEEKERS
A Bible Class for men who want to know the truth.
Place—Methodist Church.
Time—9-45 a. m. Sundays.
You are wanted—COME.

THE MERCHANTS CORNER

By H. W. Stanley

Director Trade Extension, El Paso Chamber of Commerce.
Editor's Note—Any questions on any subjects related to this series will be answered by Mr. Stanley. Address him in care of this paper.

SALESMANSHIP: KEYSTONE IN THE ARCH OF BUSINESS

The focal point of all commerce and industry is the sale. On one hand we have the great mills and factories of the world running day and night, with transportation lines moving at high speed to concentrate merchandise at a central point. On the other hand, we have a great army of artists and composers and the printing presses of the world working in an effort to get the buying millions to a central point. That central point is the point of sale. When the merchandise manager has brought his merchandise to the sales floor his task is largely completed. When the advertising manager has brought the customer into the store, he has gone his limit. It is then the task of the salesperson to step into the breach and make the sale.

Business has been divided into four major groups for the purpose of study. The first division is production. This department deals with all the problems related to manufacture of merchandise. Labor, cost finding, prices of raw material, etc., enter into its problems.

The second division of business is distribution. The jobber, the wholesaler, the traffic expert with his rate sheet and others are a part of this great division. The third division is finance. This, of course, is dealing with capital, banking credits, etc.

The fourth division is accounting. This means the keeping of an accurate record of the other three. Accounting is just now catching its stride. The accountant is a business doctor.

If you will think of these divisions as four great stones in the building of an arch, we can construct the arch of business. We will first place production as one of the foundation stones. On top of it we will place distribution. Finance will be the other foundation stone and on top of it will be accounting. Pull the top together a little and you will have the arch of business, if you are able to supply the keystone. The keystone in the arch of business is the retail salesperson.

All merchandise is made to sell, but it is never sold until it has been purchased by the ultimate consumer. The salesperson stands between the mills and factories and the consumer. It is his task to represent both. Too often, however, we find him misrepresenting one or the other and, in some instances, both. This applies to the specialty salesman as well as the floor salesman.

For the reason that the selling of merchandise is our only source of income, the success of all business rests upon the individual ability of the salesman. Therein is demonstrated the power of personal salesmanship.

Unfortunately the field of retail selling has been badly neglected. The specialty salesman for a long time has been giving a great deal of thought to his problems. Within the last three or four years, however, much interest has been evidenced in the creation of sales courses for the salesperson. In many instances manufacturers and jobbers are aiding the retail merchant or distributor in training his salespeople. The United Merchants of Texas are now conducting schools in twenty towns in and around San Antonio. This organization—formed for educational and training purposes—is meeting with remarkable success. The response from both merchants and salespeople is positive proof of the need of such service.

Keen competition, closer profit margins, chain store development, mail order houses and the house-to-house salesman are forcing the independent merchant to a closer study of the problems of retailing.

The retailer has been the weakest link in the chain of distribution because he has been content to let well enough alone while others have been burning midnight oil in a study of sales problems. The manufacturer is at least twenty years ahead of the retailer in efficiency.

Selling is by far the largest single factor in the cost of doing

HON. DAN MOODY TO WELCOME LINDBERGH

El Paso, Tex., Sept. 12.—Hon. Dan Moody, Governor of Texas, will officially welcome Col. Charles Lindbergh to Texas in El Paso on September 24, when the Viking of the air reaches El Paso on his continental tour of important cities. Gov. Moody is a "flight fan," it is said. He will fly from Kelly Field, San Antonio, to meet Lindbergh. While on the Texas Special train which toured the East recently Gov. Moody was a guest at the banquet tendered Lindbergh by St. Louis, Mo., the home port of his great ship, The Spirit of St. Louis. Lt. E. Carranza, the ace of Mexico and now known as "The Lindbergh of Mexico," is on the border following his unusual flight from Mexico City to Juarez, a distance of 1,220 miles without a stop. Lt. Carranza is very keenly interested in Col. Lindbergh and expects to stay in Juarez and El Paso until Lindbergh arrives. He will pay the respects of the airmen of Mexico to the ace.

"From present indications we expect the largest crowd on September 24 that El Paso has ever seen," according to R. E. Thomason, mayor and general chairman of the reception committee. "Please say to our friends in the surrounding country that we will welcome them on September 24 and are happy to have them join with us in our reception to the greatest flier of all time," he continued. "The details of the reception are being worked out now, and we will see that every one sees and hears the flier," Thomason said.

Miss Mary Rose Kerr of Floresville is visiting friends and relatives here this week.

The following table is of interest in this connection. Department Stores, operating cost 27 per cent, selling 8 per cent.

Drug Stores, operating cost 27 per cent, selling 12 per cent.

Electrical Stores, operating cost 27 per cent, selling 8 per cent.

Furniture, operating cost 28 per cent, selling 7 per cent.

Haberdashery, operating cost 30 per cent, selling 12 per cent.

Hardware, operating cost 24 per cent, selling 8 per cent.

Jewelry, operating cost 36 per cent, selling 10 per cent.

Men's Clothing, operating cost 23 per cent, selling 7 per cent.

Millinery, operating cost 29 per cent, selling 12 per cent.

Shoes, operating cost 27 per cent, selling 9 per cent.

Specialty Stores, operating cost 29 per cent, selling 9 per cent.

Stationery, operating cost 40 per cent, selling 16 per cent.

These figures, of course, are taken from hundreds of cases and show a general average. One will see at a glance that the selling cost, by comparison with rent, light, heat, advertising, supplies, freight, etc., is by far the greatest expense. The salesperson, therefore, realize that often a profit in a business depends upon his ability to sell at the minimum cost.

The cost of selling will be reduced automatically as the salesperson increases his efficiency and is thus enabled to sell more units with resultant greater volume. Salesmanship is the Keystone to the Arch of Business.

Fast Shaving

means perfect comfort because it means a super-keen blade. You can have this comfort every day if you use a

Valet Auto-Stop Razor

—Sharp as Steel—
—\$1 up to \$25



THE ROUGH RIDERS
At the PRINCESS THEATRE
Saturday and Monday, Sept. 17, 19.

TO HOLDERS OF SECOND LIBERTY LOAN 4 PER CENT BONDS
EXCHANGE OFFERING OF NEW TREASURY NOTES

Second Liberty Loan bonds have been called for payment on November 15th next, and no interest will be paid after that date. Notice is given of a new offering of United States Treasury notes, in exchange for Second Liberty Loan Converted 4 1/4 per cent bonds. The new notes will be dated September 15, 1927, and will bear interest from that date at the rate of 3 1/2 per cent. The notes will mature in five years but may be called for redemption after three years.

Interest on Second Liberty Loan Converted 4 1/4 per cent bonds surrendered and accepted in exchange will be paid to November 15, 1927. The price of the new issue of notes is 100 1/4. Holders surrendering Second Liberty Loan Converted 4 1/4 per cent bonds in exchange will receive, at the time of delivery of the new notes, interest on such Second Liberty Loan Converted 4 1/4 per cent bonds from May 15, 1927, to November 15, 1927, less the premium on the new notes issued. Holders of Second Liberty Loan Converted 4 1/4 per cent bonds who desire to take advantage of this opportunity to obtain Treasury notes of the new issue, should arrange with their bank for such exchange at the earliest possible date, as this offer will remain open only for a limited period after September 15th. Further information may be obtained from banks or trust companies, or from any Federal Reserve Bank.

A. W. MELLON,
Secretary of the Treasury
Washington, D. C., September 6, 1927.

Position Wanted

Bookkeeper or stenographer. Experienced.
RUBY ROBERTSON,
Sanderson, Texas.

FOR SALE

Two rocking chairs and a library table. See Mrs. Fred Yeates.

We clean your clothes in pure cleaners Naptha, there is no odor
THE MODEL TAILORS.

Mrs. C. I. White and daughter, Janice, who have been visiting her sister, Mrs. E. D. Pipes, in San Antonio, returned home the latter part of last week.

I am a repulsive roach!

I should be killed!
Bee Brand Powder or Liquid kills Flies, Fleas, Mosquitoes, Roaches, Ants, Water Bugs, Bed Bugs, Moths, Crickets, Poultry Lice and many other insects.

Powder Liquid
100 and 250 50c and 75c
500 and \$1.00 \$1.15
\$1.50—Spray Gun—\$2.00

Write for free booklet on killing household and garden insects

McCormick & Co.
Baltimore, Md.

Bee Brand INSECT POWDER or LIQUID



Meet Mr. Meter

Here is a fellow that lives in your house. We want you to meet him because we know that when you understand him you will get along splendidly together.



There is nothing mysterious about him. He is the same every day in the year. A plain, ordinary fellow and very just.



Let us introduce you to Mr. Meter, and tell you how in read his face so you can figure up your own bills.



FOODS TO PLEASE

Our customers may be certain that our stock of Groceries—staple and fancy—Fresh Fruits—Vegetables—are of the finest and that our price and service will please. We offer pure Foods at reasonable prices.

Phone No. 35

W. H. Farley

The Store of General Merchandize

Sanderson Market

Fresh and Cured Meats
Fresh Vegetables and Fruits
Fish and Oysters in Season
SAM M. SPEAR, Prop.

"We appreciate your business"

Hey! Wait a Minute

Yes, if you want to help us build that church see our finance committee, any member will be glad to help you.

The committee: R. D. Eldridge, A. D. Brown, O. H. McAdams, Mrs. Roy Knox, J. C. Reeves.

Or for information see the pastor, I. E. Owen.

To the Sanderson People:

We have the largest and most complete line of furniture that you will find between San Antonio and El Paso. If you are in the market for furniture we can save you money if you will come down and look our stock over.

LOWRY FURNITURE CO., Del Rio, Texas.

Mrs. O. T. Schupbach left Monday for El Paso where she was called on account of the serious illness of her mother, Mrs. W. N. Bowden.

Rev. and Mrs. A. C. Foster came in Tuesday afternoon from Cotulla to visit their sons, Hall Foster and C. C. Foster and wife.

Mrs. Troxie Daugherty spent the week-end in Alpine where she visited relatives and friends. Junior Lemons, who has been visiting his sister, Mrs. E. D. Pipes in San Antonio, has returned home.

Mr. and Mrs. Lee Grigsby spent the week-end in Del Rio visiting their son, LeRoy Grigsby and family.

CHRISTIANS!

Your Lord died for you because he Loved you. You may offer an excuse for your non-attendance but is your Lord satisfied?

Sinner Friend

The Physician of the Soul awaits your call that he may Heal you. Won't you come where God's name is recorded?

Bible Study Every Lord's Day at 10 a. m.

Evening Service 8:15 p. m.

Church of Christ

V. L. WUNNEBURGER, Minister.

Highway Lunch Room

Short Orders a Speciality

A Good Place to Eat

Soldiers Here.

The 5th Cavalry troops which are stationed at Fort Clark camped here Sunday afternoon and night. The entire troop, including supply trains and all were en route to Marfa where maneuvers will be held next month.

SANDERSON TIMES
Only and Only Paper Published in Terrell County
\$2 per year payable in advance
MR. AND MRS. M. A. BOLING
Owners, Publishers & Editors
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DRYDEN NOTES

Mrs. Bill Calk and baby are spending this week with her parents, Mr. and Mrs. A. A. Henning.

Born, September 8, to Mr. and Mrs. A. A. Burdwell, a daughter. The little one died Monday morning, September 12, and was buried in the cemetery at Sanderson that morning. The bereaved parents have the sympathy of the entire community in the loss of their baby.

Mr. and Mrs. Doc Turk were in town Saturday driving a new Buick Landau Sedan.

Mr. and Mrs. R. E. Fred of the Pecos shipped out several cars of cattle Wednesday.

Mr. and Mrs. Gip Brooks spent Sunday in Sanderson attending church.

Mr. and Mrs. Charlie Turk delivered a flock of goats to Frank Harrell Saturday.

Those from here that attended the opening of the Sanderson High School on Monday were: Mesdames Kerchville, House, Hall, White, Bartlett, Taylor, Staveley and Koontz.

Mr. and Mrs. Vick Mason and family of Alpine spent Saturday and Sunday with the Chambers family.

Mrs. A. L. Fawcett and little daughter spent this week in Comstock with home folks.

E. P. Bradford went to Alpine this week and returned with his bride Saturday on their way to Pumpville, where they will make their home. Mrs. Bradford will teach in the school there and Mr. Bradford has been appointed postmaster.

Read our ad on the front page of this paper. The Model Tailors.

Mrs. Charles Thomas and daughter, Miss Martha, left Tuesday for San Antonio where Miss Martha will enter the Incarnate Word for this school year.

Over one thousand soldiers from Fort Clark, on their way to Camp Marfa, camped in Dryden Saturday night.

A. D. Brown was in town Saturday on business.

Mr. and Mrs. Joe Nichols and children of Sanderson attended the dance Friday night.

Mrs. W. D. Chandler made a business trip to Del Rio Thursday between trains.

Send your cleaning and pressing to us. We will give you the best of service and return your garments the same day. The Model Tailors.

E. P. Peeples, commissioner from this precinct, was in Sanderson Monday attending court.

Mr. and Mrs. John Taylor spent several days in San Angelo this week on business.

Koontz-Dale. Mrs. Dale and Mr. Koontz were married in Ozona on August 20. Mr. Koontz is traveling salesman for a Kansas City firm and Mrs. Koontz is making Dryden her home and sending her children to school on the bus.

Charlie Rogers left Dryden Monday morning with his bus filled with children who will attend the school in Sanderson this year. They have a nice new bus to ride in this year.

Born to Mr. and Mrs. Martin Bodkins at Llano, Texas, Tuesday, September 13, a daughter.

Judge G. J. Henshaw returned the first of the week from a vacation trip to Hot Springs, N. M., and other points in the West.

Princess Theatre

TONIGHT, SEPT. 16
RICHARD DIX, in

"The Quarterback"

Sponsored by P. T. A. benefit of High School Foot Ball Team.

SATURDAY and MONDAY
SEPT. 17 and 19

"The Rough Riders"

This famous picture was filmed in San Antonio last spring. An epoch of American courage. Should be seen by every adult and child.

TUESDAY & WEDNESDAY
Sept. 20, 21

"Wrong Mr. Wright"

See the funniest mixup of traveling salesmen, bathing beauties, detectives and names ever put on screen; even funnier than the famous Broadhurst stage hit.

THURSDAY and FRIDAY
September 22 and 23

Zane Grey's

"Desert Gold"

The thrilling tale of a rich man's son who finds gold and love amid wild rides and adventures in the painted desert.

Mrs. T. L. Williams and daughters, Miss Louise and Mr. J. A. White, and son, Tom Williams, left Tuesday by auto for Sabinal, where they will visit relatives. Miss Louise will leave from there Friday for San Marcos, where she will enter the Southwest Texas Teachers' College the coming year.

Laundry called for and delivered. Phone 37.

RATTLE OF THE RAIL.

Fireman W. B. Wayson has been assigned to the night switch engine at Valentine.

Fireman W. G. Patterson made a visit to El Paso Monday night.

M. F. Means is now acting night yardmaster since the second shift yard engine has been put on.

Frank Cochrane and wife have gone on an extended motor tour to Florida.

Car Inspector J. Neal and wife went to Houston Tuesday morning where Mr. Neal attended a meeting of the General Claim Prevention committee. They also visited friends and relatives in Cuero.

Car Inspector C. I. White left Tuesday morning on a business trip to Houston.

We buy leases and royalties. Northrup and Carr, San Angelo, Texas. References: Nearly any bank in West Texas.

Your Druggist

is featuring PARKER FOUNTAIN PENS and PENCILS this week. He has this famous pen with the unbreakable barrel and the iridium tipped point guaranteed for 25 years. Let your druggist "fit you" to a new pen that suits you EXACTLY. P-10

San Antonio Drug Co.

Next time you buy calomel ask for



The thoroughly purified and refined calomel combined with assistant and corrective agents. Nausealess—Safe—Sure

Washing is a Pleasure
IF YOU DO IT BY PHONE

And you can—Phone 37 and we will call, get your washing, launder it thoroughly and return it to you ready for ironing, or if you wish, all ironed ready to put away. Our charge for this service is very reasonable.

O'BRYANT HOME LAUNDRY



High in Quality---
Low in Price

Motorists are beginning to learn that there's a big difference in tires, although they all look pretty much alike.

Some are made with skimpy, short staple cotton. Some have an overdose of "filler" in the rubber of the tread. Some are long on looks and short on quality.

But you won't need a microscope to be sure that the Goodyear Tire you get from me is a real buy. Goodyear mileages tell the story.

Goodyears are performing so satisfactorily for my customers that they invariably come back—not with a kick but with a boost, and for another Goodyear when they need tire equipment.

I have your size—in fresh, new stocks.

FERGUSON MOTOR CO.

Save Time and Temper

Thes Hot Days

Dine at the

BLACK & WHITE INN

Courteous Service

Variety of Foods Prepared and Served Properly

SPECIAL SUNDAY DINNER.

Cream of Chicken Soup
Chicken and Dumplings
Corn Fritters
Spinach, String Beans, Mashed Potatoes,
Hot Bread
Rice Pudding
Choice of Drinks

65c

Fish and Sea Food at all times

OUR COFFEE LEADS 'EM ALL



IF YOU ENJOY GOOD MUSIC

You can get any station when you want it and the reproduction will be more perfect than you have ever heard—if you have a KOLSTER Radio and a BRANDES Cone. A trial evening in your own home will convince you.

Kolster Invites Comparison

J. S. NANCE, Dealer

MILLS & HOWARD

...Commission Company...

Clyde Mills ——— Fendall Howard

We are located in the Henshaw building and are in a position to do a general Commission business. Ranches, Sheep, Goats, Cattle, Dwelling Houses, Lots, or anything.

LIST WITH US

Our Motto:—Buy anything any time; Sell everything every time.

Phone 103

**America's Best Automobiles
Buick
Chevrolet
Dodge Brothers**

We also have Used Cars that are Good and Priced Right
CASNER MOTOR CO.

J. S. Nance,

Sanderson Representative