

MONEY MAKING TALK ON THRIFT

STOPPING THE LITTLE LEAKS OF WASTE ONE OF THE MOST ESSENTIAL ELEMENTS.

"The first principle of money-making is money-saving."—John Wanamaker.

One of our most successful merchants says that unless a man is instinctively saving he will find himself at a sad disadvantage as a storekeeper.

Stopping the little leaks of waste is one of the most essential elements in the success of a merchant. Only a little margin of profit, leaving the merchant with only his labor for his pains.

It is impossible to point to a single successful merchant or manufacturer who has not a proper regard for the value of money and the importance of thrift in all business relations.

Any beginner in business who does not have this thrift instinct or who does not acquire the habit, will be handicapped just to that extent in striving toward the goal of commercial success.

These are principles that you as an ambitious employee should take to heart, because financing yourself successfully is an presumptive evidence of your fitness to handle the financial interests of others and to assume greater responsibilities. A savings bank account is an AI recommendation, because it indicates so much as to the character, ability and dependability of its possessor.

Then as you help your employer's business to succeed you help your own chances. As one large employer put it:

"Every dollar saved in any department means that we can sell more service for the same price. It makes our service a better, bigger thing, and it makes somebody a better, bigger job."

DE WITT'S HAND-MADE 5c CIGAR.



THEATRIUM TOMORROW

SPECIAL

This coupon entitles you to 25 per cent discount on cleaning and pressing clothes, to introduce my work and test the value of advertising in newspaper. High-class work and very reasonable prices.

A. C. GOULD

22 N. Washington—Opposite Post Office. Phone 10 (Cut this ad out of paper and bring with you).

MEN! BRING YOUR OLD SHOES.

I will Buy Them or Repair Them. H. J. DIXON Boot & Shoe Maker. No. 9, B St., N. W., Ardmore, Okla.

"For Garden Seed"

All Kinds Bulk and Package S. E. PRIDDY

Call Harry

AT 615 OR 293 for MOTOR SERVICE

Calls made to any part of city. Country drives a specialty.



BIG SALE AT WILSON TOMORROW

The opportunity to purchase at public auction, a location in the rapidly growing city of Wilson, Okla., is yours during the next three days—tomorrow, Friday and Saturday.

Wilson is twenty miles west of Ardmore, in Carter county, and is the western terminus of the Oklahoma, New Mexico & Pacific railway (Ringling Road). Wilson is the supply point and trade center of the Wilson-Healdton oil field, also the biggest natural gas field on earth. Drillers, who have been in all oil fields on earth, say that the oil sand in this field is the richest they have seen—not the thickest, but the richest.

Wilson is also the trading center for the best agricultural territory in southern Oklahoma, where the soil grows a bale of cotton per acre. It is also a thriving livestock district—the farms teeming with cattle and hogs.

Six hundred lots will be sold in Wilson, during the three days commencing tomorrow. None will be reserved; everything goes, and at the figure put on them by the purchaser.

This is an opportunity to get a home or a business site in the fastest growing city in the southwest, and one that is bound to become an important industrial and agricultural center.

Rain or shine, the sale will take place absolutely under the pavilion which will be located near the lots to be sold. For this town lot sale, and on each of the three days, the Oklahoma, New Mexico & Pacific railroad [Ringling Road] will sell tickets to Wilson, its western terminus, for one fare round trip. JAKE L. HAMON.

REMEMBER — BUY YOUR TICKETS TODAY FOR WILSON VIA ARDMORE

LINING UP FANS AND PLAYERS

GORDON WHO ARRIVED TODAY, WILL TAKE CHARGE OF THE AFFAIRS OF THE LOCAL CLUB.

Brooks Gordon who is to manage the Ardmore team in the Texas Oklahoma League this season, arrived in the city today and will take personal charge of the affairs of the club. The preliminary work of getting the organization under way for the season has already been done, and Gordon, together with others who are interested in the team, can successfully finish the arrangements already started within a few days at most.

Work must be done on the park and the players who have been signed, will begin to report for practice. The other teams in the league have already begun to line up for the season, but Ardmore still has plenty of time to get in shape. Gordon reports that he has a likely bunch of youngsters, and besides having a winning team for the city, hopes to develop some players that will go higher up next season.

RAIN, SNOW, SLEET VISITS ARDMORE

DRIZZLING RAIN YESTERDAY MORNING TURNS INTO SLEET AND SNOW LAST NIGHT.

Yesterday a slight mist began falling that was intermittent throughout the day. Last night a heavy rain fell for a time and this was changed to sleet and snow before the people arose this morning.

The precipitation, rain and melted snow, at the local observatory, read 1.37 up to 7 o'clock this morning.

Although this section has enjoyed some warm days within the past month, the fruit crop will not be affected by this spell.

The sloppy condition of the streets made travel difficult for pedestrians and automobiles were compelled to go at a snail's pace to avoid skidding.

DE WITT'S HAND-MADE 5c CIGAR.

The Skin and Not the Blood. Until recently it has been a generally accepted theory that eczema was a disease of the blood. Scientific investigations have taught us that eczema is positively a skin disease and curable through the skin alone. Meritol Eczema Remedy is applied directly to the diseased skin. Do not delay trying Meritol Eczema Remedy. F. J. RAMSEY, Local Agency.

Find opportunities in the want ads

STREET STORIES.

M. M. Hightower of Duncan is here, trading in oil leases. He will leave tomorrow for his home.

C. H. Butler who has had banking experience, has arrived from Wayne, where he has lived for several months and is now the collector for the Guaranty State bank, succeeding E. C. Wymore, who has so efficiently filled that position for several years. Mr. Wymore has been promoted to the bookkeeper's place, and J. M. Lanford is bookkeeper and also assistant cashier. The increase in business in the bank has made it necessary to put on a new man.

The local Christian Science society has arranged for a free lecture on Christian Science to be delivered tomorrow night at 8:30 at the Robison opera house. Placards calling attention to the lecture were placed in the store windows today and an advertisement was placed in this issue of The Ardmoreite. The Scientists have paid all the expense of the lecture and it is free to all who come.

Grover Gordon, representing the Barteides Seed company's house in Oklahoma City is here talking field seeds to Ardmore merchants. Mr. Gordon says his house tests all the seed it handles before placing them on the market.

H. M. Alford of Brazos county, Texas, is a prospector in Ardmore. He is looking over the city and if he should find what suits him he will move here.

Judge Stillwell H. Russell is holding court at Marietta this week.

The board of county commissioners will probably finish the work of the regular monthly meeting and adjourn today.

J. F. McCants, of Newport, who was in the city today, stated that the farmers about Newport were getting along nicely with their work and everything seemed to indicate a bumper crop this season.

W. F. Whitson, who is very ill with pneumonia, was reported somewhat better today. Mr. Whitson lives near Downard Mines. He has been the county bridge man since statehood and is now road supervisor for Morgan township.

Joe F. Bledsoe, who moved from here some time ago to Oklahoma City, has sold his home here to Charley Milner. The Bledsoe home is located on Hargrove Heights in one of the prettiest resident districts of the city. The home is of two stories and well built. Mr. and Mrs. Milner are to be congratulated upon the purchase they have made.

Jesse Robberson is here today from Loco. Mr. Robberson is a

pioneer merchant of that section of the country and has many friends throughout southern Oklahoma.

C. A. Talley, traveling freight agent of the Frisco, is here from Oklahoma City looking after the interests of his company.

R. A. Lester, president of the Muskogee Vehicle and Machinery Co., was here today. Mr. Lester's company has recently purchased the entire output of the Eagle Manufacturing company in Muskogee and is putting on an advertising campaign throughout the state. He desires to build up a trade direct with the farmers and is buying space in the weekly papers of the state to get in touch with the farmers.

I. R. Best, who is always ready to lend a helping hand to his town, began work this morning to solicit funds to build the road to the oil fields. He will stay with the work until he has collected a sum sufficient to put the road in first class condition. He is engaged in the most useful work that could be done in Ardmore today and the people will appreciate the fact that he has undertaken this important work for the town.

J. V. Hyland of Wichita Falls is here today and has secured a location in Ardmore and will embark in business here about the tenth of the month. Mr. Hyland will establish the Seventeen Dollar Clothing company and will carry a nice line of woollens and other suitings. He has a very nice business in Wichita Falls but is of the opinion that Ardmore will be a better trading point on account of the many new people coming here, due to the development of the oil fields.

The Pastors' association of this city has declared March 22 as church-going day in Ardmore. Every church denomination in the city will make every effort to get everybody out to church one day and to show them how easy it is to spend one hour in worship and to show them that the world will move just the same, and they will be just as diligent in business and will make just as much money and will be just as well entertained as when they stay away. Other towns have been giving church-going Sundays and Ardmore is going to do the same thing. The pastors are of the opinion that five thousand people ought to be crowded into these churches every Sunday. If room is scarce, additional room will be built and every effort will be made to get the people out to church at least one Sunday.

Personals

Mrs. W. I. Cruce returned yesterday from a visit with relatives in Oklahoma City.

Jack Simmons of Oklahoma City, representing the Deming Investment Co., is an Ardmore visitor. Mrs. Porter Staples has returned

from an extended trip to Texas. She visited in San Antonio, Dallas and Denton.

P. H. Peck of Comanche was a business visitor yesterday.

T. B. Wilkins of Marietta was in the city today on business.

S. H. Ogilvie of Cornish was in the city today.

W. M. Hightower of Duncan was transacting business here today.

Marion T. Pierce of Fox was in the

city last night. He has hopes that when tests are drilled at Graham, that a new oil pool will be opened.

J. M. Dorchester of Pauls Valley was a business visitor yesterday.

J. W. Ross of Duncan was here today.

W. H. Altman of Sherman, Tex., was in the city today on business.

J. E. Mitchell of Mannville was here today.

YOU are cordially invited to attend a free lecture on Christian Science at Robison Opera House at 8:30 o'clock, Thursday evening, March 5. The lecture will be delivered by Judge Clifford P. Smith, of Boston, Mass., member of the Board of Lectureship of the First Church of Christ, Scientist, Boston, Mass. The lecture is free—you and your friends are invited.

C. P. HALL

New & Second Hand Home Outfitter

On Caddo Street, sells on easy payments. Some down and some each week or month, or for spot cash we knock the bottom out.

We exchange new goods for any old thing. We need second-hand goods badly for our branch store at Wilson and will pay cash for big or little bills. We are receiving new goods daily. It will pay you to call and take a look. Special pains taken with newly married people and new-comers. All the old-timers are invited to keep coming. Remember the place—NORTH CADDO STREET.

C. P. HALL

Phone 366

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