

# THE BORDEN CITIZEN

Gail, Borden Co., Texas Thursday November, 2, 1905.

No 45

Devoted to the Upbuilding of West Texas.

## Spasmodic Advertising.

Spasmodic advertising is the costliest kind of advertising. To advertise at one season of the year and stop all advertising at another season is a useless waste of both time and money. Without doubt many an advertising campaign has been stopped just as it was beginning to pay. In these days of strenuous competition, when almost every line is being pushed by others, it takes the first half-dozen insertions of an ad to acquaint the public with the dealer and the goods, and it is only by long and continued advertising that he can hope for profit. And even after he has a business well established, let him discontinue his advertising and immediately he loses his trade, which goes to some hustling competitor who never lets up on his advertising. With so many clamoring for a share of their patronage it does not take the public long to forget. The advertiser must advertise to secure his custom and then continue advertising to hold it. Advertisers who have never advertised except in a spasmodic manner, no doubt think (and right, too) that advertising may be all right, but it has never done much for them. But with the continuous advertiser all is different. He has not any doubts, he knows it pays and all about him know it pays. The advertiser who keeps everlastingly at it does not have to complain of a poor season, for the crop he cultivated in summer has only to be harvested in winter. His ads are in every issue of the best medium and—if they are good—are always read. It is only by continued advertising that one can realize the profits or fully appreciate the power of advertising.

The theory of imprisonment is the punishment of the culprit by taking from him his liberty. It is not the intention of the state to punish his wife and children by imposing upon them the direst hardship of common existence but, as a matter of fact, the prisoner's dependents are by the present system compelled to suffer most, assuming them to be entirely dependent upon the labor of the husband and father. The state deprives the criminal of liberty, but feeds and clothes him. The real sufferers in a physical sense are those who are not only denied the presence of

T. D. Love, Pres. D. Dorward Jr. Cash. J. D. Brown, Asst. Cash.

## GAIL BANK

Will do a general Banking business.  
Exchange drawn on the principal Commercial cities.

## D. Dorward & Co.

PURE FRESH DUGS,

Druggists Sundries

Furniture

Fine Candies

GAIL, TEXAS

## A. J. Roe

LUMBER And WIRE

COLORADO

TEXAS

## J. A. SMITH,

BLACKSMITH & WOODWORKMAN

All Work given prompt and careful attention

West side of the Square,

Gail, Tex

## H. T. Dodson,

Dealer in

Hardware, Implements, Grain & Hay

Call and get our prices before buying elsewhere

West side of the square.

Gail, Texas

Send Your Orders to

## J. L. WARD

BIG SPRINGS, TEXAS

Wholesale and Retail Druggist

Watches, Diamonds and Solid Gold Jewelry

Largest Stock of Christmas Goods in the West. Lowest Prices. Edison Phonographs and Gold Moulded Records in Stock.

## General Repair Shop

First Class Boot and Shoe Making a Specialty.

Harness and Tin Repaired

H. D. PRUETT,

Prop

their natural protector but are deprived of the bread which his labor earns.

We would be glad indeed to witness the adoption in Texas of a system that would bestow upon a criminal's dependents the profits of his labor while he is in the custody of the state. They are entitled to it by every condition of morality and justice.

And even if he has no dependents the money should go to his credit so when he emerges from prison he may have something with which to begin life anew. There are other phrases of this question which deserve attention but the Record would like for the enlightened people of Texas to ponder this matter and see if they do not agree with it as to the right and justice of the proposition.—Ft. Worth Record,

## NOTICE.

The Commissioners Court of Borden County Texas, will receive sealed bids for the painting of the Court House, at the Nov. term 1905.

The house and roof to be painted with two coats of paint. The roof to be painted with mineral brown, and the walls with oil and lead, and the door and window facings, cornice and corner boards in colors [burnt amber]

The bidder to furnish everything. The contract to be let to the lowest responsible bidder. The court reserves the right to reject any and all bids.

Any further information can be obtained from the County Clerk. All bids must be filed with the County Clerk by 10 o'clock A. M. Nov. 13th 1905.

Done by order of Court.

J. D. Brown, Co. Clerk,

## B. L. Cooper, Expert Watch maker and Optician.

Send your watch to me by mail or any way and I will examine it and write to you what the charges will be, and if the price is not satisfactory, it will be returned to you. And if you need glasses when in town call and let me fit you with some that will do you good. Everything Guaranteed.

Colorado, Texas,  
City National Bank Building



# THE BORDEN CITIZEN

Entered at the post office at Gail, Texas second class mail matter.

T. M. Jones Ed. and Prop.

Subscription price:

Per year	1.00
Six month	.50
Three month	.25
Single copies	.05

Advertising rates made known on application.

All Ads placed in The Citizen without a specified time to run will be charge for 'til ordered out.

Published every Thursday.

Gail, Texas, Oct. 26 1905.

A view of the streets gives one a correct impression of the city, and of the roads, the country, and we can form our opinion of the Nation, from its highways of rail and of water. After the pioneer penetrates the Wilderness and locates himself a home, he turns his attention to such things as are necessary to the convenience and comfort of home.

Among these is the blazing or laying out of roads, to provide a convenient outlet to market, to Post Offices, to schools, to churches, to neighbors and to the doctor for medical service.

With good roads we have easy access to the outside, on the other hand if roads are bad, they often become dangerous or even impassible. Civilization follows no dim forest trail, that is the savages rule. Civilization tread established thoroughfares. Everything depends upon accessibility and in human intercourse; accessibility means good pathways, roads, and streets. Markets are beggared when buyer and seller cannot meet. Education languishes when mud blockades the road to the little red schoolhouse.

The improvement of dirt roads of the country has for the last 12 months agitated the public mind and attracted the attention of the people more than any other question save that of the Trusts and possibly of insurance. It has been the subject of much discussion in the newspapers of the country. Conventions have met and passed resolutions setting forth the importance of improving the public roads and of devising the best methods for the attainment of that end. Rail Roads with reasonable tariff of rates are a blessing to any country. Why? because they bring the market to our doors. Increase the facility of transportation. They cannot however take the place and serve the purpose fully of our dirt roads. We are continually traveling our dirt roads and life would not be worth living, if we were kept shut up at home.

Without good road over which we haul our crops to market, your land and the crops you raise on

## H. H. Denton

DEALER IN

### Staple Groceries & Hardware

A cordial invitation is extended to all to come and examine my stock of groceries, and get prices before buying elsewhere. My motto "honest goods at honest prices" I will pay highest prices for county produce and solicit a share of your business. Call and be convinced that you do not have to go to the railroad to get bargains in groceries

**H. H. Denton, Gail Texas,**  
I SELL AMERICAN BEAUTY FLOUR

Hides? Hides? I pay highest cash price for Hides.

## WESTERN WINDMILL & HARDWARE CO.

Windmills, Hardware, Implements, Wagons  
Queensware, Cut Glass and China.

R. L. PERMINTER, Mgr. Big Springs, Texas.

it are worth but little, and your county will not attract the prospector and tempt him to invest his money in a home that is not desirable. Great as was the greatest of the Caesars, greatest was he as a road builder. In Germany today the murderous invasion of the butcher Napoleon is a dim memory and forgiven for the roads Napoleon built for his armies still remain.

Let us then realize the importance of good roads and make our section what it should be, one of the most desirable to be found in the State.

#### Forty Pies A Minute.

N. L. Sons of Pittsburg Pa. has invented a machine which makes 40 pies a minute. They are claimed to be good wholesome pies, a couple of eggs and a lemon is used to each pie. The story of the actual pie machine is wonderful. In fact 2 machines are necessary. In the first the crust is produced. Instead of pie pans, moulds like waffle irons are used to form the crust. As the moulds pass along on an endless chain, they move a lever at one end which permits the pie dough to enter the pans, shaped something like pies

Last Sunday night a sweet Aspermont girl, after entertaining a young man until the chickens were crowing their last nightly crow, handed him a pencil and piece of paper and asked him to make nine ciphers in a line, o o o o o o o o o; then to commence at the first, and from the right side of the cipher draw a straight line down; the right side of the fourth a straight line up; on the right side of the fifth make a line down; on the right side of the seventh make a line up; and from the right side of the eighth draw a line down, and then to read what he had written—Ex.

There is said to be one editor in Heaven. How he got there is not known, but it is conjectured that he passed himself off for a minister and slipped in unexpectedly. When the dodge was discovered they searched the realms of felicity in their length and breadth for a lawyer to draw up the necessary papers for his ejection, but they couldn't find one, and of course he held the fort.—Ex.

## MAGIC COMBINATION PROFESSORS

THORNTON & MORRISON  
Attorneys-at-Law,  
Gail, Texas.

E. R. YELLOTT,  
ATTORNEY  
Will Practice in District  
Higher court only  
Gail, Texas

Dr. S. H. Windham  
Physician and Surgeon  
Tahoka, Texas

J. H. HANNABASS M. D.  
Special attention given to disease  
women and children,  
Office at Drug Store, Gail.

D. H. McDaniel  
Physician and Surgeon  
GAIL, - - TEXAS

Dr. E. A. LANG  
...DENTIST...  
Office with Mitchell & Park.  
Big Spring, Texas

Mrs. O. S. Johnson,  
will represent  
THE GEORGIE CONCORD NURSERY.  
See her before making your  
orders for trees.  
Gail, Texas

WANTED—You to learn telegraphy for railroad service under an old operator with years experience. Notes accepted for tuition. Positions guaranteed. Free catalog. McKinney Telegraph College, McKinney Tex

LONE STAR RESTAURANT  
Good Meals Quickly Served.  
D. A. Rutledge, Prop  
BIG SPRINGS, TEXAS.

RIX'S WAGON YARD,  
Abundance of fo age, good attention.  
Your patronage solicited.  
B. C. RIX Prop. Big Springs Texas

Reagan's Drug Store has always been noted as the cheapest house in Big Springs for the same grade of goods and he will keep up the record.





**J. W. Chandler**  
 STAR BRAND SHOES ARE BETTER



Dry Goods and Groceries  
 GENERAL MERCHANDIS

**New Goods! New Prices! We want your trade and purpose to sell you goods at "Let live prices" No pains have been spared in selecting a line of fall and winter goods that will meet with your approval; We carry in stock a full line of Dry Goods and Groceries**

Respt.

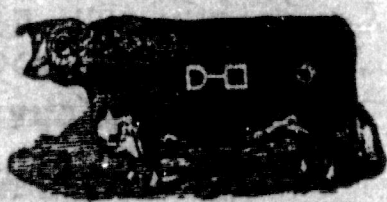
**J. W. CHANDLER.**

The Good Herefords.



I can spare a few graded or registered cows and hiefers. Also one purebred Angora Billy Ranch in Borden, and Dawson, Counties Frank Good Sparenburg Tex

The 49 Ranch



Steers generally have the same brand on loin.

J. A. Arnett

Foreman Gail, Tex

Best selected line of Mantel Beds at Big Spring Furn. Co.

**BURTON-LINGO COMPANY,**  
 Lumber, Wire & Posts.  
 All Kinds of Building Material  
 BIG SPRINGS and COLORADO TEXAS

**Big Springs Furniture Company**  
 Successors to D. Duncan,

The largest line of Furniture ever carried in Big Springs

UNDERTAKERS GOODS SOLD NIGHT OR DAY.

Big Springs

Texas

**THE HALE HOTEL**

None but First Class Accommodation

Best Table Service,  
 Polite Attention.

RATES, \$1.25 PER DAY.

South Side Square,

**5000 TELEGRAPHERS NEEDED**

Annually, to fill the new positions created by Railroad and Telegraph companies. We want YOUNG MEN and LADIES of good habits, to learn

**TELEGRAPHY**

AND R. R. ACCOUNTING

We furnish 75 per cent of the Operator Station Agents in America. Our six schools are the largest exclusive Telegraph schools in the World Established 20 years and indorsed by all leading Railway Officials.

We execute a \$250 bond to every student to furnish him or her a position paying from \$40 to \$60 a month in States east of the Rocky Mountains, or from \$75 to \$100 west of the Rockies, immediately upon graduation.

Students can enter at any time: no vacations. For full particulars regarding any of our Schools write direct to our executive office at Cincinnati, O. Catalogue free.

**MORSE SCHOOL OF TELEGRAPHY**

Cincinnati O. Buffalo N. Y.  
 Atlanta, Ga. LaCrosse Wis.  
 Texarkana Tex. San Francisco, Cal



Big Springs Furniture Company guarantees their goods.

Don't forget to call at Reagan's Drug Store when you visit Big Springs.

F. E. Abney sold this week 1 Section of land to John R. Wilson, Cons \$1920

Mr. Thornton's new addition North of the Public square is being steadily pushed to completion.

D. C. Stephens who was in today from the plains reports the Forage crops which were fine about all out and shocked.

Mr. A. J. Long has just returned from Big Springs, having yesterday shipped 5 ear loads of fat cows and calves, from there to Ft. Worth.

Phone 262 Big Springs, Texas for undertakers goods. open night or day.

Twenty five per cent saved on your paint bill by purchasing from Reagan, Big Springs.

A regular term of our District Court was held on Monday last, and no business being before the Court except the empanelling of the Grand Jury, Court was adjourned sine die.

In an altercation in front of Warabeks Restaurant, on Saturday night, about 9 o'clock, Cliff Horn cut Henry Shumack in hand and back, seriously but not dangerously.

All of my customers who are indebted to me will please come in and settle their accounts between now and Jan. 1st 1906, as I have some obligations to meet.

Thanking you for your prompt settlements in the past, I shall strive to serve you better in the future.

J. W. Chandler.

We are trying to make Big Springs the furniture market of this territory. Our prices are such that you cannot afford to buy elsewhere.

Big Springs Furn. Co. Judge J. F. Cunningham of Abilene who is a candidate for Congress for the 16th. District, arrived yesterday from Tahoka.

The Judge did not speak here last night as notice he would do so came too late, but went on to Snyder this morning where he is looked to speak tonight.

# The Johnson Hotel

Excellent Fare and nice comfortable beds.

Rates \$1.00 per day. GAIL TEXAS.

WEST SIDE OF SQUARE,

## HOME STEAM LAUNDRY

Our Motto:

Promptness, Neatness and Accuracy.

BIG SPRINGS,

TEXAS.

## H. L. RIX & CO.

Carry the best assortment of Furniture, Stoves etc. ever offered to the people of West Texas. Second hand goods bought and sold. Write or call and see us when in the City Undertakers goods. Big Springs, Texas.

## SAM D. WRISTEEN

Fine Wines, Liquors and Cigars.

Your Patronage Solicited TEXAS

BIG SPRINGS,

## RIDER AGENTS WANTED No Money Required



until you receive and approve of your bicycle. We ship to anyone on **Ten Days Free Trial**. Finest guaranteed **1905 Models \$10 to \$24** with Coaster Brakes and Punctureless Tires. **1903 & 1904 Models \$7 to \$12** Best Makes..... Any make or model you want at one-third usual price. Choice of any standard tires and best equipment on all our bicycles. Strongest guarantee. We **SHIP ON APPROVAL** C. O. D. to any one without a cent deposit and allow **10 DAYS FREE TRIAL** before purchase is binding. **500 Second Hand Wheels \$3 to \$8** taken in trade by our Chicago retail stores. All makes and models, good as new..... **DO NOT BUY** until you have written for our **FACTORY** equipment, sundries and sporting goods of all kinds, at half regular price, in our big free Sundry Catalogue. Contains a world of useful information. Write for it

## PUNCTURE-PROOF TIRES \$4.75 PER PAIR

Regular price \$8.50 per pair. To introduce we will sell you a sample pair for only **4.75** NAILS, TACKS OR GLASS WON'T LET OUT THE AIR.



**NO MORE TROUBLE** from PUNCTURES. Result of 15 years experience in tire making. **No danger from THORNS, CAOTUS, PINS, NAILS, TACKS or GLASS.** Serious punctures, like intentional knife cuts, can be vulcanized like any other tire. **EASY RIDING, STRONG, DURABLE, SELF HEALING FULLY COVERED BY PATENTS BEWARE OF IMITATIONS**

Send for catalogue showing all kinds and makes of tires at \$2.00 per pair and up—also Coaster Brakes, Bull Wheels and Bicycles—Sundries at **Half the usual price.** Notice to thick rubber and puncture strips "B" and "D." This tire will outlast any other make—**So**lastic and Easy Riding. We will ship C. O. D. ON APPROVAL AND EXAMINATION without a cent deposit. We will allow 5% (thereby making the price \$4.50 per pair) if you send full order with order. Tires to be returned at our expense if not satisfactory on examination.

**MEAD & CO., Dept. "J.L." CHICAGO, ILL.**

Mr. J. W. Chandler will go off next week to lay in a fine stock of Christmas Goods Notions &c. as the Holidays will soon be here. The supply will be ample, and he invites you to come and see

Ms. J. J. Dodson was hurt by a hog yesterday, which he struck with a stick to drive it away from his home. The cut was pretty bad and on his leg, he is however up and was in Gail today with a load of forage.

As the time of year has come when the circulating medium has increased, we trust that our friends all over the country will come forward at an early date and settle with the editor. We have no cotton crop to sell, hence we depend on our readers for our yearly income. Kindly remember us as early this fall as possible.—Ex,



## The Beautiful WEBER PIANO

"distinguished as the noblest production of the piano maker's art."

Its construction represents scientific knowledge and skill of the highest order, and after a half century of honors achieved, is today superior to the finest Weber production heretofore possible.

Write Us for Weber Prices.

We have three pianos of standard makes, in such beautiful condition that they can hardly be told from new—taken in exchange for Pianola-Pianos—at the following prices:

**\$190, \$215, \$235.**

They are less than half what they sold for new.

Easy Terms of Payment.

When writing us regarding these, if in haste, you will save time by giving our complete address as below.

**WILL A. WATKIN MUSIC COMPANY**  
N. ELM STREET  
DALLAS, TEXAS