

THE PALESTINE DAILY HERALD.

Entered in the Palestine, Texas, Postoffice as Second-Class Mail Matter.
PUBLISHED EVERY AFTERNOON—SUNDAY EXCEPTED.

W. M. AND H. V. HAMILTON, JR., - - - Editors and Proprietors.
TELEPHONE 444,
"The Hamilton Boys, You Know."

SUBSCRIPTION 15 CENTS THE WEEK. BY THE YEAR \$6.00.

NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of "The Herald" will be gladly corrected upon it being brought to the attention of the publishers.

PALESTINE, TEXAS, FEBRUARY 12, 1908.

FEBRUARY 12 IN HISTORY.

1663—Cotton Mather born. Died Feb. 13, 1728.
1733—Oglethorpe started a colony at Savannah.
1778—John Adams went as American ambassador to France.
1809—Abraham Lincoln born. Died April 15, 1865.
1833—Henry Clay introduced the compromise tariff in the senate.
1851—Gold discovered in Australia.
1884—Alice Roosevelt Longworth was born.
1892—Abraham Lincoln's birthday celebrated as a legal holiday for the first time.

IS YOUR BUSINESS RUN BY SAIL OR BY STEAM.

Anybody can sell goods during flush times, when people are earning lots of money and spending it freely.

The real test of a merchant's business quality is his ability to win and hold a profitable patronage during dull times, when people are earning smaller wages, and are counting their dollars.

It is in such a time that we learn whether a business house is operating under sail or steam. The house that moves under sail, in the old, careless fashion, can carry a small business cheaper, in good times, than the house that drives forward under the pressure of skillful advertising. The sailing house saves the cost of newspaper publicity, or spends but little in that way, and with careful management in other respects can, during favorable weather, make reasonable profits.

The superiority of the new method, that of moving under steam instead of sail, becomes instantly apparent when the wind shifts, or falls away, or when heavy weather comes. The ship-owner knows that it takes a thousand tons of coal to drive his vessel over her route in fair weather, it will take more coal to send her over the route in heavy weather. It is precisely this fact that has been grasped by the merchant who runs his business by steam instead of by sail. He advertises liberally during good times, framing his announcements to the end of standardizing his business in the public's mind. He is careful to make good at the store's counters on every statement put forth in his newspaper announcements. He advertises in good times as much to create a store standard as to hasten sales. When dull days come he puts on more steam, uses more space, and uses it with a finer discretion than before. He does this because he knows the people are still willing and able to buy his wares, but must be shown sound specific reasons for doing it right then.

While the old-style merchant, who

uses little advertising space and uses it clumsily, because he doesn't wish to pay an expert for preparing it, is making slow or no progress under sail, the modern-minded, progressive merchant moves steadily forward under steam, and he it is who is able to report, when a period of dull times has passed, that his sales and profits held up to the normal through it all.—Houston Chronicle.

Anderson county's tobacco crop is winning for this section some good advertising.

It is possible that a first-class scandal may yet grow out of the Davis bond matter. The people are stirred, and are talking.

A petition is being circulated demanding a white man's primary. That is right and proper, and a step forward that should have been taken several years ago. By all means the white man's primary.

An eminent authority says: "Keep in debt to your stomach and every meal will be a banquet." But the trouble with most people is the stomach keeps them everlastingly in debt to the grocer, because they try to make every meal a feast.

Editor Sid Thomas is again in harness. A short time ago he sold his paper, the Comanche Chief, and afterwards toured Europe. He is home again, and has bought back his property, paying therefor \$10,000. Thomas is a good newspaper man, and in the Chief has a good newspaper proposition. From the price paid Thomas certainly thinks so.

OLD HICKORY CHIPS.

(By Our Wise Man.)

An eccentric American directs in his will that his body be converted into violin strings. Still, flat dwellers will agree that it might be worse. Suppose he had directed that it be converted into cornets?

"Business and burglars are picking up," says the Desert (Utah) News. Well, a burglar's business is picking up, isn't it?

"Are women as happy as their grandmothers?" asks Mrs. John A. Logan. Very few would care to swap places with them, we imagine.

"The best way to manage a woman is not to try it," says the Atlanta Georgian. As a matter of fact, isn't it the only way?

An Alabama mob lynched a negro, fired a volley of pistol shots at him, and dispersed, whereupon the negro

climbed down and walked away. Are Alabama lynchers mollicoddles?

If ye have tears to shed, prepare to shed them now. Mr. Onion is a candidate for the senate in Texas.

"The best way to get rid of an enemy is to make a friend," says the Chicago Record-Herald. Good! Now, which is the best way to get rid of a friend who has the borrowing habit?

Since the Thaw trial is over, some editors are hoping that Evelyn will return to the stage, so that they can run the complete series of photographs once more and get their money's worth out of them.

AUSTIN-BROWN.

Two Popular Young People United in Marriage February 6th.

Never did day dawn more fair than did Thursday, February 6th, 1908, it being the wedding day of Miss Sallie Brown of Montalba and Mr. J. F. Austin of Palestine, at the residence of the bride's mother, Mrs. J. A. Turner.

All nature seemed at its best, and each and every one were intent on paying homage to our dear little Sallie and our genial, whole-souled Frank.

On arriving at the Turner residence the guests were met at the door by the Misses Adams and Oldham, and were ushered into the reception room, where they were greeted by the bride's mother and sister, Mrs. J. A. Turner and Mrs. J. G. Hendrix.

The rooms were beautifully decorated. All that loving hearts and hands could do was done to make this a happy occasion, and the west parlor presented fairlyland indeed, and lighted by softened tones only intensified the effect.

Promptly at 3:30 p. m., Mrs. W. F. Davis at the piano struck the chords of that old and familiar wedding march, Mendelssohn's, and a solemn hush fell over the guests as the bride, with slow and measured tread, entered the parlors, and halting beneath the arch Rev. Kilgore, in his usual happy manner read the beautiful service that joined the hearts and lives of these two for all eternity.

They were attended by Miss Jewel Brown and Mr. E. V. Swift.

The bride looked like a fairy, in pure white, carrying white carnations, chiffon over white satin, seemed a marvel of perfection, and as she pledged herself to the man of her choice one could not help but know she would be a joy forever.

Dear little brown-eyed Sallie. Having lived here all her life she will be missed in the neighborhood, and especially in the home where she was the idol, being the youngest child of Mrs. J. A. Turner. But we rejoice in her happiness, and pray that she may never know sorrow, but always be the same sunny, light-hearted girl.

Mr. Austin is one of our best citizens, and occupies a position of trust and honor. As county clerk four years he has served us well and faithfully, and is in every way worthy of the treasure he was won, and may their lives be crowned with success, and each realize their fondest hopes.

After congratulations and social converse, the bride donned her traveling dress, and appeared radiant in brown chiffon broadcloth, hat and gloves to match, and the party departed for Palestine, where a luncheon and reception was held at the

CRUISERS TO BE TRIED

Navy Department Interested In Trial of New Scout Cruiser Chester and Her Sister Ships.

Special to the Herald.

Washington, D. C., Feb. 12.—Much interest is manifested in the navy department in the trial of the new scout cruiser Chester, which is to take place the latter part of this week off the New England coast. The Chester, with her sister ships, the Salem and Birmingham, are of a type entirely new to the American navy. The Chester is the first to have its trial. The Birmingham will be tried next month, but the Salem has been delayed and probably will not have its trial run until summer.

The interest in the scout cruisers lies in the fact that while all three have the same lines, the same tonnage and the same estimated speed, each has motive power radically different from the other. In these types of ships the naval officers will have an excellent chance to figure out for themselves the relations between the turbine and the reciprocating engines. Also the reciprocating engines may be compared with two distinct types of turbine engines and in the final analysis to be worked out the navy department will be in a position to know whether the old-style reciprocating engine is the equal of either the Parsons or the Curtis turbine engine.

The Salem is equipped with reciprocating engines, and the Chester has the Parsons turbine. When all three vessels have been tuned up a series of runs will be held to determine their relative merits. The results will probably have considerable influence in determining the engineering policy of the navy department in the matter of battleship equipment hereafter.

home which Mr. Austin has prepared for his bride. Miss Carrie Austin acted as hostess, assisted by the Misses Spencer. Here, also, was fairlyland, and it would be impossible to describe the beautiful sight that dazzled our eyes. After partaking of the dainty viands, the bridal party were whirled to the station, where they departed for a short wedding trip, amid showers of rice, old shoes, etc.

Among the gifts we noticed the following:

Cut glass fruit bowl and olive dish, Mr. E. V. Swift; silver teaspoons, Mrs. Avis Brown; fancy chocolate set, Mr. and Mrs. P. G. Adams; silver pie knife, Miss Jewel Brown; fancy pepper and salt shakers, Miss Cecil Black; silver napkin rings, Mr. and Mrs. W. F. Davis; cut glass olive dish, Miss Mattie Benton; fancy toilet set, Miss Carrie Austin; fancy lemonade pitcher, Mr. and Mrs. J. G. Hendrix; cut glass fruit bowl, Mr. Ben Brown; silver teaspoons, Mr. and Mrs. Dan LaRoe; hand-painted cracker jars, Miss Eddie Morris; fancy call bell, Mr. Mert Austin; silver sugar shell, Misses Eastland; breakfast plates, Mr. and Mrs. E. Cohen; fancy pepper and salt shakers, Miss Inez Hendrix; hall tree, Court House Officials; and many other gifts, which we failed to note.

May their lives be a benediction to all around them, is the wish of
A SINCERE FRIEND.

A Very Bad Crossing.

The railroad crossing on Sycamore street was impassable last night, on

account of the rain, and because the sewers supposed to carry the water under the street were stopped up. A regular river was running down the tracks. This is a bad place, and should have immediate attention. And while this is being looked after just a block further down the street is a big limb of a tree, which was burned off by an electric wire, hanging over the street just high enough to brush a man's hat off. It has been there for the past three days, and is a danger to pedestrians. It should have been removed the first day it was discovered down.

Notice.

Who has got a small, desirable home or place that could be made a desirable home in or close around in suburbs of Palestine that they desire to trade for valuable little tract of land lying in the little town of Reynolds; consists of 12 1-2 acres abutting railroad right of way, lying right around the depot? Place is partly improved. Also a store house and two lots and a \$1,200 stock of groceries. This is in the heart of the best truck and Alberta peach growing community of Texas. For information call or write R. A. Arnold, living on the property, Jacksonville, Texas, R. F. D. 5. 1-23-1m

A Few Days Longer.

Zingarra, the famous Palmist and Clairvoyant. Don't fail to consult her on all affairs of life. Rear of Copeland's Jewellery Store, Main street. 3

Wood.

Cord wood for sale. Phone 583 or 224. Horace Word. 29-1f

A Gas Heater Kills the Chill.

CHANGE RACING RULES

National Trotting Association In Session In New York Today, With Sporting Men Present.

Special to the Herald.

New York, Feb. 12.—The regular biennial congress of the National Trotting Association met at the Murray Hill Hotel today, with the wise men of the harness racing world gathered to discuss the laws of that sport. The meeting is looked upon in racing circles as one of more than ordinary interest. It is the twenty-fourth meeting in the history of the association, and all changes made in the present rules and all new legislation enacted will be in force for the next two years. Most important of the proposed changes in the rules is the one regarding the giving of a matinee where admission is charged. It is probable that the rule adopted by the American Trotting Association last year will be followed.

Notice.

Hereafter the Butter Makers' Association of Anderson county will meet at the city hall in Palestine on the first Saturday in each month, at 12 o'clock, sharp. All members are urgently requested to be present on the first Saturday in March, to attend to business of importance.

Z. BROUGHTON, President.

See H. L. Cook for Armour's Commercial Fertilizers. I have the Texas Vegetable and Corn and Cotton.

THOUGHTS ON BUSINESS

BY
WALDO PONDRAY WARREN

LEARNING A BUSINESS

THE man who desires to be well informed in regard to any line of business should bear in mind that there are two ways of learning a thing—by chance and by conscious intention. One way is merely to absorb the information that can be found in ordinary experience. A man naturally learns some things just by being around. The other way is to set yourself to the task of learning what there is to know about a given subject.

While both ways have merit, it is well to remember that the latter is by far the more effective. By setting yourself to learn a thing you can find out more about it in a day than you might absorb by casual observation in a month or a year. The absorbing process is fragmentary and incomplete. You may go for months without coming in contact with fundamental points, and yet often your knowledge of those fundamentals should influence everything you do. A man worked three years making parts of a machine without knowing what it was used for. No progressive man is willing to do that.

The first thing to acquire is the habit or disposition of looking into things. Get a bird's-eye view of the whole, then learn what general kinds there are, then the component parts of each, and then the details of the particular part you need to use. To work from the top downward is the quickest and most comprehensive way. The questions of What, Where, How, and Why—especially Why—get quickly at the heart of what is needful to know about any phase of a business.

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It is a great deal cheaper to place annual subscriptions to several magazines at the same time and order them all together from us, than it is to buy the same magazines singly or subscribe to them separately. Combination club offers are now made by which subscribers to several magazines can secure bargain prices, sometimes getting three or four magazines for the price of one or two. Subscriptions may be sent to different addresses, if desired, and may begin with any month. Let us know what magazines you are taking now or what magazines you want to take next year, and we will quote you the combination price, showing the saving to be effected.

Sample Bargains

McClure's Magazine	\$1.50	Cosmopolitan	\$1.00
or American		Home Magazine	1.00
Reader Magazine	3.00	Success	1.00
Metropolitan	1.50	or American	3.00
or World Today			
or Woman's Home Companion	\$6.00		
All For \$3 00 Half Price.		Weekly InterOcean and Farmer	\$1.00
Reader Magazine	\$3.00	McCall's Magazine (with pattern)	.50
Review of Reviews	3.00	Home Magazine	1.00
or Outing			
or Ainslee's			
or Smart Set	\$6.00		
Both For \$3 00 Half Price.		All For \$1 25 Half Price.	
Home Magazine	\$1.00	Designer (with fashions)	.50
McClure's	1.50	Cosmopolitan	1.00
or Cosmopolitan		Reader Magazine	3.00
or American	\$2.50		
or Success			
Both For \$1.65.		All For \$2 60	

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