

BROWNSVILLE DAILY HERALD.

VOL. XVI. NO. 10

BROWNSVILLE, TEXAS MONDAY, JULY 15, 1907.

SINGLE COPIES, 5 CENTS

The Right Hardware for
the Rio Grande Valley at

E. H. Caldwell's.

We will give you the best that money can buy in
THE BIRSELL WAGON

Avery Plows. Planet Jr. Cultivators.

Send us your orders for these and other supplies for
Engines, Water Supplies & Heavy Machinery.
We have the goods. The prices are
right. The goods are delivered.
We solicit your business.

E. H. CALDWELL

Corpus Christi, Texas

HALLAM COLONIZATION CO.

OVER MERCHANTS NATIONAL BANK

Representing Lands From Corpus
Christi to the Rio Grande

MANUFACTURERS' GREAT REDUCTION

A chance for Slim People
to buy their Pants for \$2.50
a pair, which are actually
Worth \$3.00 to \$5.00

Take Your Choice at \$2.50


AT

A. SPERO'S

Combe Building... Elizabeth Street... Brownsville

"Texas Beer for
Texas People."

No better beer is produced in
the whole United States, than




ALAMO

BOTTLED BEER

You only have to try
a bottle to know it.

Brewed and Bottled by
**Lone Star
Brewing Co.,**



GROUND FOR A NEW HOTEL

Offered by Mrs King to a Stock
Company

Rock Island Railroad Has Appropriated
\$100,000 to Push the Advertising
of the Brownsville Country and
Bring Prospectors Here

In conversation with a prominent
representative of the Rock Island
railroad recently, it was learned
that the passenger department
of that great system has assurance
that there will be an even greater
rush of prospectors to the Brownsville
country this fall and winter than
there was during the past
season.

The passenger department
through its advertising agencies
has received a very large number
of letters of inquiry from persons
who have become interested
through the wide advertising which
the wonderful Brownsville country
has received. In order to ascertain
how many of these inquirers intend
coming to Brownsville, the company
has adopted a "follow-up"
system, and with each reply to the
letters of inquiry has enclosed a
return postal card asking the recipient
whether he or she intends
to visit this section. Sixty-five
per cent have replied that it was
their intention to visit Brownsville
in the fall or winter.

It is also announced on reliable
authority that the Rock Island
Frisco system has made an appropriation
of \$100,000 for the purpose
of advertising the extraordinary
merits of the Brownsville
country as the most profitable and
delightful spot in this country for
the homeseeker and those seeking
temporary refuge from the rigors
of the icy winters in the north.

Special attention will be given to
the attractions of the coast at
Point Isabel as a desirable haven
of rest during the winter and its
attractions for the sportsman on
land and sea all the year round.

This will give some idea of what
Brownsville may expect in a few
months. There will be a bigger
rush even than was experienced
last year and no possible chance
of caring for the visitors, unless a
move is made at once to provide
accommodations.

Some time ago the progressive
citizens of this city subscribed
\$25,000 to try and insure the building
of waterworks, but their good
deeds did not result in the city
obtaining the desired improvement.

THE HERALD would suggest that
if that sum of money were subscribed
to a stock company for the
purpose of erecting a modern
hotel, it would prove not only a
paying investment, but would
relieve the present very trying
situation in the hotel business in
this city.

R. J. Kleberg, the gentleman
who has worked so earnestly for
the Brownsville country and who
was a great factor in the building
of the railroad, informs the HERALD
that Mrs. King will donate
three lots on Levee street, right
opposite the river and Carson
park, as a site for the hotel and
will take their valuation by our
citizens in the stock of the hotel
company.

This generous offer should encourage
Brownsville to set on foot
a move to organize a stock company
to build such a hotel as will
be adequate to the needs of the
town. If those who subscribed to
the water and light company will
adopt Mr. Kleberg's suggestion
and put their money into the hotel
enterprise, they will be accomplishing
something which will be of
tremendous importance in the
development of Greater Brownsville.

THE NEW BANK AT MERCEDES

Description of the Edifice Just
Opened for Business.

Colonel W. N. Mork President of the
Good Roads Association Comments
Favorably Upon the Substantial
Character of Mercedes Building.

To THE HERALD.
Mercedes Texas July 13 1907.—
The new Hidalgo County Bank
building is a structure of which
any city might be proud. It is a
two story brick of pleasing proportions,
with galvanized iron cornice,
iron columns, and ornamental
windows.

The walls are finished in green
with the steel ceiling of a lighter
shade of green. The fixtures of
darkoak are very neat, the directors
table and chairs being of mission
style.

In the rear of the main room
which contains the president's and
cashier's desks, is the directors'
room. The bank contains a large
fire-proof vault in which is placed
the safe which is of the latest and
most approved design made by the
National Safe and Lock company.

The second floor contains a large
hall and six airy, well lighted office
rooms all of which were rented
long before the building was completed.
There is a modern toilet
room on each floor.

The bank opened for business
Monday July first and received on
deposit for the first day a little
over \$5000 which was increased to
\$23,000 at the close of business July
10. The bank is incorporated for
\$20,000 and the officers are James
Johnston President S. P. Silvers,
Vice President, James Johnston
Jr. Cashier, While the directorate
is composed of the three gentlemen
already mentioned, together with
John Clossner, Walter McNeil and
Wm. Price.

Louis N. Booth formerly of
Brownsville has moved into his
new store building, a neat two
story brick structure, having a business
room below and office and
living rooms above. Mr. Booth is
placing his stock of drugs and will
be open for business in a day or
two.

Among recent distinguished visitors
to Mercedes, were Dr. John
S. Dorset of Bonham Texas, and
Col. W. H. Moore of Chicago.
President of the National Good
Roads Association who, as guests
of Mr. and Mrs. Edward H.
Forney spent a day or two here,
last week. Both gentlemen expressed
themselves as greatly as
tonished and highly pleased with
Mercedes. They commented very
favorably upon the pleasant hotel
and its efficient management, under
the able direction of Mrs. Day,
upon the cultured class of people
who are settling here; upon the
substantial character of the buildings
being erected here, and most
of all upon the high class work
being done by the engineering department
directed by its able head,
Mr. Chester B. Davis of New
York.

John O. Kelly has recently
severed his connection with the
American Rio Grande land and
Irrigation company, and gone to
Brownsville.

Mrs. Robt. James is entertaining
her sister, Miss Volz of Olmito,
who expects to remain here most
of the summer.

Chester Davis and wife went to
Corpus the Fourth, remaining over
Sunday. They report a pleasant
time.

Mrs. Geo. Cox has gone to Corpus
to pay her mother a two weeks'
visit.

E. Wallace of St. Louis arrived
last Thursday night. Mr. Wallace
comes to assist Mrs. Day in the
management of the Hotel Mercedes,
in the capacity of steward.

John L. Puckett and family of
Brownsville, later of Hidalgo,
have bought a home and located
here. Mr. Puckett intends opening
a livery stable.

Little drops of water,
Little grains of sand,
Make the farmer wealthy
On the Rio Grande.

San Benito Land & Water Co.

A GOING CONCERN.

Twenty Miles of Canal completed.

Any quantity of Land you want from a Town Lot
to a thousand acres.

WE ARE ON THE MAIN LINE of the S. L. E. & M.
At SAN BENITO, formerly BESSIE.

OFFICERS: Alva Heywood, Pres., W. H. Stenger, Vice Pres. and Gen. Manager,
E. F. Rowson, Treasurer, Sam Robertson, Secretary.

DIRECTORS: Alva Heywood, O. W. Heywood, W. Scott Heywood, W. H. Stenger,
Sam Robertson, E. F. Rowson, R. L. Ratts.

Before you buy an acre, see

E. F. Rowson & Co.,

AGENTS FOR

San Benito Lands and Town Lots,

Also Large Tracts for Investment Cheap

Coleman & Lindsey,

AGENTS FOR

San Benito Land and Water Company

For Sale, Sugar Cane Land, Tropical Fruit Land.
Vegetable Lands in blocks of 20 to 160 acres,
ON LARGEST IRRIGATION CANAL
In the Brownsville District and near Railroad.

New York's City Ferry.

New York city established a little
more than a year ago a municipal
ferry line between the lower
end of Manhattan Island and
the upper end of Staten Island,
thus uniting two of the city
boroughs. Recent reports show that
this ferry is being very successfully
operated. The original cost was
high, but the benefits derived for
the people using the ferry are considered
as more than offsetting the
cost, while in time the enterprise

will become more than self supporting.
As it stands the system
is now operated much more satisfactorily
than any privately owned line,
the boats are more commodious
and are kept in better condition.

That Beautiful Gloss
comes from the varnish in Devoo's
Varnish Floor Paint; costs 5 cents
more a quart though. Sold by
FRONTIER LUMBER CO.
Good Job Printing at HERALD
Office.

Arbuckles' is a tremendous organization that results in economy, and gives coffee drinkers in the United States the cheapest good coffee in the world.

We have our own offices in
Brazil, charter our own vessels
that bring the coffee to our
own docks in Brooklyn, own
our own stores where the green
coffee matures and improves.

Arbuckles' Ariosa Coffee

is not touched by human hands
—it is cleaned, sorted, roasted,
packaged and weighed by ingenious
machinery, mostly
constructed by our own machinists
in our own shops.

The package is for your protection
that you may be positive that you
receive the genuine Arbuckles' Ariosa
Coffee every time—no matter where
you buy it or what price you pay.
We will tell you where you can buy
Arbuckles' Ariosa Coffee if you have
trouble in finding it.

ARBUCKLE BROS., New York City.