# PECOS RECORD TIMES. 




| JOB PRINTING CASH. | Small Towm Merc |
| :---: | :---: |
| Owing to the fact that we have pay for our stationery, either at | Should Advertise |
| end of the month or cash, and |  |
|  |  |
| account, we are forced to essh a rule that all Job Printing | the merchant to adsertise. |
| , |  |
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| ry hard for us to me:t our obons in a satisfactory manner. | pay for it-elf |
| mpared with the prices charged | The country mercha |
| ts of the |  |
| axeeption of one or two "cut-throat" | know his line |
| its, our prices are wh | to the old stand to make the |
| fed | chases hut the wise merel |
| it | that losiness follow- an a |
| erwise it i- of no ad | merchant who dowe not adve |
| the work. ping that |  |
| meste the position in which we | Xo husimess is so small that a mer- |
|  |  |
| rance of the liberal patronage that |  |
| accorded us we | and watch your |
| RECORD TIMES CO., <br> By R. I. Carothers, Prop. |  |
|  |  |
| linquent Subscribers |  |






We guarantee our work to give satisfactio Called for and delivered Promptly

Aittention given \& Gardne
Phone 61
Meals 2 Rooms
While in
HOBAN

Monday or II

ribed as follows:

Marlieting System on Every Farm

In discussing marketing of far products of any specific locality any line one must necessarily tell
in fundamentals and in mere elemental suggestions as far as possi ble, sinee no "hard and fast" rule can be laid down that will apply t
all, or even any products in differ all, or even any products in differ most I will deal with the negativ side of marketing, that is to advis against what is known as the ind
pendent system and urge that it b avoided as prestigaging a failur from the start. The independey
marketing is doomed to failure from the start. The independen marketing is doomed because it
absolutely impossible to avoid tw fatal defects: One of them is the varieety of both shape and size and pendents insist in putting up thing, after each individual whim; and th always insists upon his own notion (and it is too often merely a notion) as to what constitutes a first, second various products-and these pack ages and so-called grades never ing standards or demands; indeed they can't do so.
I will not admit that where, individuals study the markets and de
mands and also acquaints himsel with all of the best grades of pro ducts obtainable as well as the var ous convenient sanitary andattrac-
tive styles of packing and has an intelligent ambition to grade and put his own products up so that the very best anywhere can never surpas
him, this man can make a succes and will always sell at a good figur whatever he has.
For in such a one is fulfilled th prophecy of Emerson that "if yo
'write a better book-or even mak a better mouse trap than any on else the world will beat a path t your door to find it." But the un
rarying history of the human fami Iy teaches us too surely that neithe
all men nor even a good per cent o them will ever individually strive
to attain to any such standards. To attain to any such standard
Therefore it becomes elemental to state that in organizations that in
sist upon the highest standards an sist upon the highest standards an
the very best methods of packing i the only possible way to success. that the price paid by the consumer is not considered eo be effected by the cost of growing packing an
hauling to the shipping point-th is, the farmer is seldom considered rarely ever a party to any transac tion unless he is able to ship righ from his farm to transportation modern trade takes no account o prices to consumers.
And yet, from the very necessit, portant than all the other factor himself that his interests never fig ure is transactions involving the supplying of the world's demand
with his products, which constitute 80 per cent of the actual necessitie of lifes Few farmers have an ide they raise and can, therefore offer no basis for not be There are no secrets or mysterie bout marketing. Every farme reading and informing himself, and by personal effort, find out wher and products are most in demand meet such demand. And this fact is the foundation of my subjectSuc farmer may easily have his own labels for all of his staple products aally selecting and grading and packing them for the maykef (even efough to get indiyidual customers
for pll ${ }^{\text {he }}$ raises and has qrranged
for direct distribution) may coop-
erate with neighbor farmers who have joined him in ap association
of economical distribution by carload shipments, and all working under a common direction that will in sist upon everything coming up to
the highest standards both in packing and in products.
In this way the efarmrs in
given locality will reap a very larg profit coming from economical distribution and yet each may build up a reputation on his own products
that no possible competition can ev er destroy. This is exactly the way stances the products of small fac-
tories have made tories have made a national and
even a world-wide reputation by fol lowing this common sense method. This is not very difficult for gent and well thought out plans, and the energetic and systematic and applications of rules and meth y- commissionmen jobbers and lo al dealers who have built themmer because they practised this nethod and the farmer would not; and details can be worked out eas by te man wo has followed the ers have this stuff at whatever orice hey want to give him. - And such eacher can ascertain the cost of
product of hs farm by either keeping a plain, simpleaccount of me, labor, money and materia pent each year to produce and
market and of the gross amount receives therefor, or by figurin the outlay and the income Let no farmer be dismayed the frequent cry of over productio and under prices. Of the necess overproduction; in fact, the deman profitable price to the profuce when it could be furnished to th
consumer; the question is simpl ne of 'getting the surplus from the demand is greated than the supThis problem is made up of sel he short supply and the perishable ast has ceased to be a factor in this
lay of comparatively cheap refris perishable stuffs th arge demand over the ould not pay enough ment.
It is mainly a questi tough in a community ment in refrigerator demanded. There armers who have by
ery best built up
hip in large quantiti
wn farms.
eet of all farmer
ractical for a comb
themselves into coop
tions and acting as
as an individual by
and insistence upon $t$
standar
ducts.
There is an old )
nough for anybody
hould be satisfied ,
Right bere is wh
Right here is wor
ducation than in a
11 lines: That his
supplying the re
ing, put up in
The motto that
The motto that
of my paper, speak the Farmers' er urged scient
rind direct from mer à̈ posssible.
to be on every farm gate: "From
Farm to Table-From Farm to Fac-ory-From Factory to Farm That motto, worked out in its de tails and intelligently put in opera
tion is the whole operation of suc cessful and profitable farming and marketing.
It has been carefully worked on to show that from 33 to 36 per cent f the price which the consume pays for the perishable product 25 per cent of the cost to the con mer is for transportation, an
rom to 15 per cent goes to comnissions, and that it is rule amon dealers that they just double the
rice on all such products they buy n order to offset the loss to themhes. But why should there
these various and several losses Simply beeause under the presen arning their products aver to oth ers, it goes through the hands or more wholesalers and jobbers, one or more distributors, every chang involving switching or terminal or drayage charges and storage char-ges-which foolish waste from the puzzles of the day.
There is really no reason why th Grmer should not sell direct to the tribution have his products pay tri bite to not more than one set distributors between him and the
onsumer. This plan can be read ily inaugurated and would cut ou unnecessary middlemen and lay his products under tribute, after
leaving the farm, of only necessary transportation, refrigeration, ter-1 inal and switching or drayage and destination to reach the consumier This would insure farmers get ting just profits and the consumer etting them away below what he oes now. And this would assure present method. For instance: The peaches that the farmer sold in Ty-
ler last year for the Chicago and Denver markets at is cents a bu-h-
el delivered to the cars and he furcars and he fur
to pay for wheter i
an army of un all levyiug rich
$\$ 3.50$
per bush

# Pruett Lumber Co. 

## Capital Stock, $\$ 100,000.00$



Figure with us $=$ We want your business
GENERAL OFFICE: PECOS, TEXAS

The individual farmer who yoes
town frequently and has a string iown frequently and has a string
private homes to which he send sproducts directly, and others peraps, in the same community, whon de supplies by leavng specified quantities therefor at some dealers,
holds this trade as long as no one else can furnish better stuff than he does, and his customers still want to feel that they can rely on gettin the very best supplies; and this i hrough the cooperative team wor " an asoociation
eometre roval road ician to the king, and it may be aid to the farmer that there is n easy-going road that Itads to su eting, and the latter may be an tegral part of farming. Until the
farmeer studies and thinks an lans and learns to do his own mar
eting as well as producing, and no need never hope for his, the uccers.
And the man who reads and who
he various markets demands $s$
$\qquad$

C. F. Manaha




Ice Cream Supper
the residence of Mrs. Emma Boles Tuesday night. For the benefit of the Missionary Society of the Methodist Church.
Cake and cream 10 cents.

## New Loaf. Sanitary. Coon's. Ac

Mrs. A. E. Wilcox and son, Roy, left Wednesday afternoon for Edgeseveral weeks visiting friends I. W. Briscoe, District Clerk Hunt county, and family returned to their home at Greenville, Wednesday afternoon after a visit of father J. B .end with Mr. Briscoe's Mather J. B. and family, and Mrs. R.
M. Harkey.
Jas. Graham of Odessa, a prominent stockman of that section, was
in the city the first of the week, on the lookout for some stock, for his ranch.

Money talks. Try O. J. Green
Don't Let Your Liver Get Lazy

Dodson's Liver Tone Will Keep It
Working and Make You Feel Well and Clean
If you have allowed your fear of calomel to keep you from toning ap your liver when it gets a little
sluggish and lazy-try Dodson's Liver Tone, and note how quickly and harmlessly it starts the liver and relieves constipation and billious
attacks.
When you take Dodson's Liver the house all day. None of the weakening and harmful after ef-
fects of calomel follow its use. Dodson's Liver Tone is a mild, an pleazant regetable liquid that cannot hurt children or grown people.
Yet it easily avercomes the most Yet it easily overcomes the mos
stubborn and inactive liver withou making you quit eating or working. These are not just claims, the
Pecos Drug Co. backs up every one $f$ these statements and agrees refund the price of Dodson's Live Tone with a sumle to any persoun
 a poor remedy. the kind that is guaranteed

$\qquad$
 or medical
Sam Koen, Tovah: popular but cher, was a business visitod to Pe

## PECOS MACHINE SHOPS

$\qquad$ nd make a spectalty of every kind of machine work
Our prices are low and our motto quick work.

J. A. Hardy, Mgr.

We have just finished unloading 3 Cars of FURNITURE

Bed room suites, dining room suites, Furniture for the living room and kitchen in all the latest patterns that have been shown in the Chicago and Grand Rapids Furniture Expositions held recently.

We would appreciate having you call and look over our stock, whether in the market at present or not.

## Pecos Mercantile Co.

FURFITURE DEP'T

|  | rallroad time card. $\qquad$ <br> Texas \& Pacific. | FOUND. <br> FOUND-The place to buy fine pa perties cheap. Record-Times office. | The Southwestern Trust Company |
| :---: | :---: | :---: | :---: |
|  |  | PAINTS, VARNISHES | Will Buy For Cash or Trade For the following Stocks |
|  |  | a complete line |  |
| Ni |  | sherwin-williams paints <br> varnishes and stains <br> in stock <br> pecos mercantile company |  |
|  |  | REAL ESTATE. INSURANCE. | Rio Grande FYre |
|  |  |  | Austin Fire |
|  | Bet your Typewriter Ribbons at the cord-Times t recelved. |  | DII <br> Submit your offers |
| UNDERTAKING. |  |  |  |
|  | WALTER A. COLLINS FUNERAL DIRECTOR AND - Phone $18 . \quad$ Night Phone 17 PECOS MERCANTILE CO. |  | in the near tuture. remet |
| LAWYERS. |  | terial that will more than please !ou. For intaige handle nothing but the verv best yrade of Rewd |  |
|  | ROSS W. W. HUB ROSS \& HUBBARD PECOS, TEXA | Shingle, White Pine Mouldi Pine Veneered Doors, Long (iinger Face Brick, Fire Bric ment. Ete $\qquad$ | $\begin{aligned} & \text { leaf Yellow Pine Lambl } \\ & \text { h. Lone Star Portiand } \end{aligned}$ |
| $\text { T. J. } \underset{\substack{\text { HEFNER } \\ \text { HEFNER \& } \\ \text { LAWYE, } \\ \text { Offlce over Per } \\ \text { PEC }}}{ }$ |  |  |  |
|  |  | Groves Lumber Company |  |
|  |  | Fair Prices | Good Stock |
| - |  | Many People Die from Blood Poison <br> littie scratch on the hand, a er, or small abrasion of the s often fatal because the pois- <br> the alrasion, kills all germ, whith may have lodged there, thereby pr: venting infection and death. pays to keep this remedy in the home. Especially where there ans |  |
|  |  | when Hunt's Lightning Oil in handy as an application to | children. All druggists in 25 c and 50 c bottles. |

