## - STOCK YARDS DAILY JOURNAL.

A Daily Commerclal Newspaper for Modern Farmers and Stockmen and An Advertising Medium That Reaches the Buyers


## DAILY MARKETS

## Official Receipts, 139 Cars, 3900 Cattle; 46 Cars, 3047 Hogs; 20 Cars, 4308 Sheep. <br> many short-fed steers <br> Trade Very slow to Start and Prices Generally 10 to 15 Cents Lower.

western run still large


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## A Dealer's Confidence In His Goods

## By SETH BROWN

Half-hearted endeavor is seldom rewarded.
If a man tells you a story about his goods or service in a careless, indifferent manner, you have a right to believe that he has very little faith in either.

Reflection of goodness is contagious-spontaneous.
It is mighty hard for anyone to be enthusiastic about a thing in which he himself only half believes.

Dealers are just the same as other people.
If you read a good advertisement from a reputable dealer, explaining to you the value of goods in a straightforward, enthusiastic manner, you have a right to believe he is speaking the truth.

Enthusiasm and confidence are very hard to counterfeit.
They cannot be imitated, because the real force about such effiort-the force which carries influunce-is the truth, which is
Buyers can always find in a firm's advertising a true standard by which to estimate facts.

Everybody should make use of this rule in making purchases.
The dealer who does the best advertising is sure to reffect the most confidence in his business. He is up-to-date, prosperous,
and his store is the best place in which to trade. It pays to read advertising carefully.

RECLAIM DESERT

Los Angeles Men Start Move
in the Colorado River Region.

FILE ON 200,000 ACRES
Promise Twenty Milion Dollar Agricultural District in
Short Time.

## Public Sale of Horses

## Friday, November II, 1910

 5 yearlings and 5 suckling colts. These horses are highly bred, some standard and registered and others enough for service.

TERMS:

> S. B. HAYZLETT


