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Estancia News-Herald, 04-29-1920

J. A. Constant

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ESTANCIA NEWS-HERALD

First Established 1904
Revised Established 1908

Estancia, Torrance County, New Mexico, Thursday, April 29, 1920

Volume XVI No. 28

PAPER SITUATION IS VERY BAD

Last summer the publisher of this paper got the notion that print paper was going to advance in price, and bought enough paper to last until the first of the coming July.

That was one time that he made a correct guess.

The paper bought at that time cost \$5.25, \$5.50 and \$6.65 per cwt. in Kansas City, which was a high price. The price is now \$10 per cwt.

This is not the worst of it—all authorities say that a considerable number of small publishers cannot get paper at any price, and will have to suspend, because the capacity of the mills is not sufficient to supply all demands.

For the past six months congress has been "chewing the rag" about it, but doesn't do anything.

Whether the paper situation is wholly or partly due to profiteering, we can't say. We only know that papers like the News-Herald can't help themselves if they have to pay the price or go out of business.

Seeing the end of our print paper supply, the publisher recently wrote to the Kansas City Paper House, a house from which we have bought paper for nearly thirty years, placing an order for twenty reams of paper, and asking the opinion of the House as to whether it was advisable to place an order for a year's supply, or wait until later in the summer in the hope that prices would decline.

In order that readers may see just what one of the largest and oldest paper houses west of Chicago thinks about it, we print their reply below:

KANSAS CITY PAPER HOUSE
Kansas City, Mo.
April 21, 1920.

Mr. J. A. Constant,
Estancia, New Mexico.

Dear Sir:—
We are pleased to acknowledge receipt of your order for 20 reams of 24x35-31 Island News Print, saying you will want this shipped not later than May 25th.

We are expecting to receive an invoice for two or three cars of paper within the next week or 10 days. Of course, that paper will come along about the 15th of May or probably a little later, but we will accept this order and ship it on receipt of those cars; it may be possible we will get it out a little earlier than the 25th of May. The reason we want to ship this as soon as our cars arrive is that we are having more demand for print paper than we can supply and the situation is not getting any better, in fact, it is getting worse all the time.

We are confining our sales strictly to our REGULAR customers, turning down all outsiders, so as to be sure to take care of our regular trade. You will see very much higher prices and it is going to be very much harder to get goods within the next two or three months, and we see no hope of any relief within a year.

Our honest opinion is, you had better place an order with us for the 85 reams and if we cannot supply it all at one time, we can supply it as our cars come in between now and the first of July. You will not only save considerable in the price, but it may be the means of your having paper when other papers will have to suspend publication. We would not think of saying this to you under normal conditions, but we feel we can take care of you for this amount of paper and we want to do it. We are giving you the facts just exactly as they are.

Kindly let us hear from you.
Yours truly,
Kansas City Paper House,
H. D. THOMPSON,
Sales Manager.

Relying upon this as sound advice we have placed the order for enough print paper to run on the present basis until the first of July, 1921, and will have to pay \$10 or more per cwt for it, all quotations being subject to change without notice, and all changes these days being upward.

We will thus get the paper to keep the News-Herald going another year from the first of the coming July.

But to pay such prices for paper and at the same time keep soul and body together, we will be compelled to get more for our product.

Last fall patrons were told in these columns that when the supply of paper then on hand was exhausted, provided no relief was in sight, we would have to advance prices. We have stated it off long, or than anybody else we have heard of, but have to come to it.

Beginning July 1st, 1920, the subscription price of the News-Herald will be \$2 per year. Subscribers may pay in advance, if they wish, at the old price of \$1.50—any time previous to July 1st. We will try to send notices shortly to all subscribers showing the date to which they are paid.

From and after July 1st prices on advertising will be as follows: Display advertising, 15c per column inch, having been heretofore 12½c, and up to two years ago 10c. The rate for local readers will be advanced from 5c per line to 7c per line, each issue.

The price for 1-inch cards, heretofore \$5 per year (absurdly low, and we don't know why we let it go that way so long) will be \$7.50 per year.

This makes a fair division of the necessary increase between subscribers and advertisers.

All continuous advertisers receive

a copy of the paper regularly for checking purposes.

We deem it unnecessary to say anything further in justification of these advances. All our patrons know that we have held out to the limit, and can hold out no longer.

One more point: It has always been the custom with publishers to advance subscribing for the paper instead of borrowing, so that you can read it at your leisure, and we even made such a suggestion a short time ago, merely from force of habit and without thinking.

We must now change that habit of a lifetime. We want everybody to read the paper, but if you can make an arrangement with a neighbor to exchange some other paper for the News-Herald, do so and don't subscribe. This will result in a saving of paper. But don't fail to read the News-Herald, by hook or crook.

We still have the rate of 25c for the Weekly Kansas City Star and 80c for the Semi-Weekly Dallas Farm News, but don't know when the rate may be withdrawn. The Kansas City Star has a paper mill of its own, and doubtless can get paper, but it is making the advertisers pay the big end of the subscription, as the paper costs five or six times this club rate. So in a lesser degree with the Dallas News.

DOES CLUB WORK PAY?
By J. D. Hopper.

I have been asked the question, "Does Boys' and Girls' Club Work Pay?" In reply to this question I will just relate how it has affected the work on our farm. In 1918, I had two children in club work, one having chickens and the other a pig.

My little girl's chickens took first prize that year at the county exhibit; and she did very well selling her pure bred cockerels. As I remember it, she got about two dollars a piece for them. She stayed with the poultry club last year and from her small flock has sold thirty-five dollars worth of cockerels and still has three or four left. We have sold sixty settings of eggs and we cannot now supply the demand. While I consider the increased value of the poultry due to the use of pure bred stock worth several times what it has cost, yet this is a small item compared with the valuable lesson my daughter has learned about breeding, selecting and feeding good birds. She would never think of using scrubs again.

The same may be said of my boys in the pig club. They have not only made a good profit on their stock, but have learned how to feed and select hogs best for fattening and breeding purposes. The boys both have registered Poland Chinas and they are interested in improving the livestock on the farm. This year they are going to get a Holstein calf and join the calf club.

I have noticed a wonderful improvement, both in the crops and live stock, during the last three years, due in a great measure, to the boys' and girls' club work.

This is a co-operative movement which will benefit every stockman farmer and, indirectly, every business man in the county. Why not boost it?

ATTENTION BOYS AND GIRLS
At present in Torrance county nineteen communities are supporting boys and girls clubs in livestock, field crops and domestic science projects.

There are a number of boys and girls interested in this work who have not been encouraged to join and in many cases have not been given the opportunity. If any of these will write to the Torrance County Club Leader, Estancia, N. M., they will receive prompt attention.

WOMAN'S CLUB
The Woman's Club met April 16 with Mrs. Mat Freilinger. Regular business came before the club.

"The Library Benefit Party" was a success and the ladies were grateful to all who helped them.

Some of the new books are here and others are expected.

After the business meeting the hostess served a delicious lunch.

The next meeting will be at the home of Mrs. Wiggins, April 30th.

BAPTIST CHURCH
Sunday school at 10:00 A. M., Seth Williams, Supt., Keith Woolridge, Sec'y.

Prof. Lee A. Wolfard will speak at morning and evening hours. Prof. Wolfard is one of our best speakers. His theme will be Education. Come and hear a great educator.

Prayer meeting every Wednesday at 7:45 P. M.

Ladies' Aid every Tuesday at 2:30 P. M.

You are invited to attend all these services. Do not forget to hear Mr. Wolfard.

Yours for service,
W. C. GRANT, Pastor.

A CHILDREN'S HOSPITAL
A drive will be made May 3 to May 9th for funds to build a children's hospital for invalid children at Albuquerque, N. M. It will be a charitable hospital for the children of New Mexico, Arizona, California, Colorado and western part of Texas, in charge of Dr. C. E. Lukens.

\$200,000 to be raised will be used entirely for the building and equipment of the hospital and endowment fund. No salaries of officers. None of this money will be used for the collection of this money.

Rev. A. B. Weaver, Mrs. A. J. Green, Mrs. Homer Berkshire, R. M. Sprull, Rev. J. E. Hinman, and R. E. Burrus have been appointed to solicit funds in School District 7.

See some one of them and contribute your share.

ESTANCIA SCHOOL NEWS

The last meeting of the Parent-Teacher's Association was held April 23. There was an unusually large crowd in attendance. An excellent program was given by the pupils of the school. Afterwards a short business session was held. The constitution was read and adopted. After the refreshments the meeting was adjourned by the president.

What do you think the senior high school did to have some fun this month? Why everybody worked hard to make good grades and by so doing were given a day to go on a picnic. Early Friday morning the picnicers started for the Ranger Station where they spent a very delightful day. The one sport that everyone took part in was that of climbing. A delicious picnic dinner was served about 12 o'clock and about three everyone, tired and worn, was ready to return.

In the election held last Thursday the following were elected as officers of the student body: Beatrice McGee, president; Edme Jackson, vice president; Leroy Manuel, secretary; Mildred Milbourn, treasurer; Nannie Hays, social chairman; John Prowse, yell leader; Major Dean, athletic manager; Dimpie Nidey, editor.

SINGING CONVENTION
The Torrance County Singing Convention will meet with the Center Point class at Center Point school house, 18 miles southeast of Mountainair, and 19 miles south of Willard, on the second Sunday in May and on Saturday before, at 2:00 P. M. All classes are requested to have their delegates present at 2:00 P. M. sharp, as there is business of importance to attend to. Be sure and come prepared to take the banner home with you. Come, we want to have a song fiesta that you will remember a long time.

H. C. JONES, Pres.
G. C. FULFUR, Sec.

GIVE MOUNTAINAIR CREDIT
Dr. Albert E. Holloway, of Estancia, an osteopath, pleaded guilty yesterday afternoon before Judge Colin Neblett in the federal court to the charge of violation of the White Slave act. He formerly pleaded not guilty, but while awaiting trial decided to change his plea and was brought into court. The judge stated that he would sentence him next Monday.

The osteopath was charged with leaving Estancia with a young married woman and, after visiting Marillo, Clayton and Trinidad, going to Hot Springs. He and the young woman were said to be living there at the time Holloway was arrested. The woman has returned to her husband and for that reason her name was not given out.—Santa Fe News Mexican.

In giving Estancia credit as the former place of residence of the gay "feelin' doctor," the Santa Fe paper is trying to rob Mountainair. Dr. Holloway honors Mountainair with his presence, and never resided in Estancia.

For Sale
One nearly new Fordson Tractor. See Clem Shaffer, Mountainair, New Mexico.

Strayed.
One bay gotch-eared mare, brand SE on left hip. EM on left shoulder; one bay half-faced horse, branded on left hip. Reward for recovery.—Howard Ogilvie.

Blacksmith shop now open in Moriarty, N. M., for horse-shoeing, wagon and plow work, in fact anything you want to repair.—F. A. Bunch.

SILVERTON

Special Correspondence.

No, we are not dead, but have been dissipating for the past ten days. Our assistant correspondent failed to find enough news to pay her to write the first week and the next items failed to get in on time.

R. F. Clark had his car damaged considerably by the Saturday storm.

Mr. and Mrs. L. W. Jackson and Lila returned Thursday from Duncan, Arizona, where they had a delightful visit with H. Jackson and family. They met other acquaintances while there, among the rest were Mr. and Mrs. Hightower, who formerly lived in Fairview neighborhood. Mr. Hightower runs a shoe shop and news stand in Duncan. The Jacksons were pleased with the pleasant weather, large shade trees in full leaf, alfalfa and wheat several inches high. Beautiful vines and flowers. Mr. Jackson has his eye on a little ranch down on the Gila. These cold winds have more thoroughly convinced him he needs a change of climate. But there are always two sides—when he is sweltering in the summer heat, fighting Johnson grass and water tax, he will wish for his new Mexico home and good drinking water.

Mrs. Ben Young has been a little under the weather. She took cold putting in garden last week.

Z. V. Gordon went to Albuquerque last week to have some glasses fitted.

L. W. Jackson lost a nice mare Wednesday, caused by being bitten by a rattler.

H. B. Steele has traded his motorcycle for a racer.

Born, to Mr. and Mrs. C. M. Milbourn, April 15, a son. Mother and babe are doing well.

H. L. Jackson spent the week end with friends in Albuquerque.

W. S. Buckner and family spent Sunday with the Jacksons.

There was no Sunday school at Cedar Grove on account of the inclemency of the weather.

We trust the snow will settle the dust and that we will have a rest from sand storms.

Mrs. Shirley Milbourn returned home Sunday, having spent several days with Mrs. C. M. Milbourn.

Mrs. W. H. Chandler and Myrtle, Mrs. J. F. Allard and daughter, Ozela and Myrtle Louise, Mrs. Jackson and Mrs. Buckner, called on Mrs. C. M. Milbourn Sunday afternoon. Mrs. J. H. Long called Saturday to see the new arrival.

Mr. Milbourn was busy Sunday hunting help to look after the house work. Chasler started to school in Estancia Monday.

Harvey Steele and Burr Milbourn are expecting to do some threshing before planting time. There is quite a lot of grain in the country unthreshed.

J. H. Long has five nice Jersey cows and is shipping cream.

Harvey Steele threshed his corn Thursday.

A great deal of interest is being shown in the school question in our part of the world.

Hubert Eblin and wife were Estancia visitors Saturday.

J. E. Allard says the wind really blew at his house one day this week.

J. L. Campbell and D. A. Campbell were Estancia visitors Saturday. John and Vernon Grassham were Estancia visitors Saturday.

Mr. and Mrs. Walter Pace of Garland and Mr. and Mrs. E. Pace were shopping in the county seat Saturday.

G. W. Campbell and Callie Smith were in Estancia Saturday.

Sarah Buckner, Veva Goodner, and Mildred Milbourn were among the picnicers Saturday.

Elmer Adair was visiting Saturday with old Silvertown friends.

Lila and Wayne Jackson spent

Sunday with Sarah and William Buckner.

W. H. Ligon and family spent Sunday at P. T. Grassham's.

Sunday school at Cedar Grove was snowed under Sunday.

Josephine and Anna May DeHart and Mrs. Kutchin spent Saturday evening at the Buckner home. The girls are staying with Mrs. Kutchin while their grandmother, Mrs. Sarah DeHart, is in Texas.

Mrs. Ben Young attended the Parent-Teacher's Association at the Estancia school building Wednesday.

MORIARTY
Special Correspondence.

Revival services are now in progress at the Baptist church, Rev. W. Ross Payne preaching and Rev. W. C. Grant pastor. Despite the bad weather the attendance is good.

The first night Rev. Payne organized a junior class of from little ones to fifteen years of age, and the work done each night in singing and other work committed to memory is wonderful, for the children are really interested. We feel a great privilege is extended us in having so able and competent an instructor among us, even for a short time, for the interest awakened now in those young hearts is planting the tiny seed of flowers that will blossom when they are grown. Come and bring the children and give them this opportunity for we are making the future men and women. Start them right and give them a fair chance.

The rain and snow which fell Sunday has put the ground in good shape for planting and the farmers in good spirits.

Mrs. Etta Hayes has gone to Texas for the purpose of putting a monument at her husband's grave. Mr. Hayes was one of "Our boys" who gave his life in the late war, although dying after his return.

Charlie Butler fell from the tower of a windmill last week, sustaining a sprained ankle and other slight injuries.

Mrs. Segura, daughter of Nicolas Garcia, is visiting in Santa Fe.

A call has been issued for the Democratic state convention to elect six delegates and six alternates to the national convention. The state convention is to be held at Roswell June 3rd at 2 P. M. Torrance county will be entitled to seven delegates, the entire representation for the state being 253. The chairman states that all credentials and notice of delegates, if any, should be in the hands of the secretary of the state committee at Roswell on or before the 1st day of June.

Women delegates may be elected to both county and state conventions and will be entitled to all privileges. A meeting of the state committee will be held at Roswell on June 2nd to prepare the roll of the convention. Every member is asked to be present.

At Cochran's

House Dresses to slip into when you have unexpected callers.

White skirts and waists and middie blouses for the afternoon walks and sport wear.

Coveralls, overalls, jumpers, and shop caps for men and boys. Our assortment of gloves is complete.

A. T. COCHRAN

Phone No. 51 The Store That Tries to Please

RED CROSS

The regular monthly meeting of the Torrance County Chapter of the American Red Cross will be held at Judge Wasson's office Monday, May 3rd, 1920.—Mrs. R. C. Coombs, Chairman.

For sale, black Jack with light points, 4 years old, 16 hands high. At Meyer ranch 2 miles northwest of Lucy.—H. W. Flora.

STEP IN

APPROACH ANY EMPLOYEE AND TELL THEM JUST WHAT YOU WOULD LIKE FOR THIS INSTITUTION TO DO FOR YOU.

IF YOU WISH TO OPEN AN ACCOUNT, TO ESTABLISH A LINE OF CREDIT, DISCUSS ANY PLANS WHICH NEED BANKING SUPPORT, OR TO ASK FOR DISINTERESTED JUDGMENT ON YOUR PLANS FOR THE DEVELOPMENT OF YOUR OPPORTUNITIES, WE WILL GIVE YOU THE BEST SERVICE OBTAINABLE.

THE COMPLETE FINANCIAL SERVICE RENDERED THE PATRONS OF THIS INSTITUTION IS SHOWN BY THEIR APPRECIATION IN THEIR ASSISTANCE IN INCREASING OUR NUMBER OF ACCOUNTS BY 105 SINCE JANUARY 1ST.

THE KIND OF APPRECIATION THAT REALLY AND TRULY TELL THE STORY.

THIS SERVICE IS OFFERED YOU, AND IS AT ALL TIMES AT YOUR COMMAND.

ESTANCIA SAVINGS BANK

BANK WITH U-S

Your Uncle Sammie

THE FIRST NATIONAL BANK OF WILLARD, N. M.

H. B. Jones, Pres. ED. DICKEY, Cashier

At Cochran's

House Dresses to slip into when you have unexpected callers.

White skirts and waists and middie blouses for the afternoon walks and sport wear.

Coveralls, overalls, jumpers, and shop caps for men and boys. Our assortment of gloves is complete.

A. T. COCHRAN

Phone No. 51 The Store That Tries to Please

Since the snow everybody is feeling optimistic and our business has increased to such an extent that we have not had time to write an ad for this week.

Farmers and Stockmen
Bank of Estancia
We are proving all the name implies.

Get Full Earning Power from Farm Machinery
What Means Most to You Is What We Try Most to Give

There is only one way to buy an implement economically. Buy it on the basis of its earning power. Buy it for its ability to do good work for you right from the start and year after year. It is our aim to sell full earning power every time we sell a farm implement. That is why we buy from a firm that takes every care to maintain its reputation for making only good implements. Why we show you the implement before you buy so that you can be sure it fits your requirements.

—why we set the implement up exactly right before we turn it over to you,
—why we are always ready to help you understand every adjustment before you start operating the implement,
—why we maintain a prompt repair service so that when parts become worn, you can renew them without loss of time.

All of those things go to insure full earning power. Yet their great importance is sometimes overlooked. You will appreciate the care we take in observing them. Come in and see us whenever you need a farm implement.

If There Was Anything Better John Deere Would Have It.
The Most of the Best for the Least.
Estancia Lumber Co.

Red Diamond Insect Powder

It does the business—best in the world.
Give it a trial.

Estancia Drug Company

DURAN

Special Correspondence.

Everything quiet and the people are making some effort toward farming.

It snowed all day Sunday and melted as fast as it fell, which was almost as good as a rain.

Spring is late but there is plenty of time yet to plant a crop.

Castulo Marquez, our worthy commissioner, is sick and suffering greatly with some kind of trouble with his head and throat. We hope he will soon be well.

Law Simpson has moved to Mountainair and we are sorry to lose him from our town, but are sure that Mountainair has gained a good citizen.

Wm. Winkel and J. T. Barnett have been shipping several carloads of wood.

People all over the United States should form "Fair Price Clubs" and not buy at unfair prices. Everybody is willing to pay a fair price and should absolutely refuse to be robbed by the profiteering gang.

The oil company is doing some good work and the indications are good.

One of the Mexican brothers, whose name we failed to get died in Duran last Saturday, and several of his children are sick. It is reported to be diphtheria. They have the sympathy of our people in their troubles.

Bro. McMillen preached at Corona last Saturday and Sunday.

Bro. LaBritton filled his regular appointment at Duran last Sunday.

Prayer meeting and Sunday school regularly.

PINOS MOUNTAIN

Special Correspondence.

We had a nice little rain Saturday night and the farmers and stockmen are wearing broad smiles. The young grass is beginning to come.

Mrs. Tom Marshall was in the Mountain neighborhood Tuesday after some stock purchased from Mr. Worley.

J. L. Draper and son were back in this neighborhood doing some farming the past week. All really good farmers realize the fact that they will find no better place to farm than this. We have wood, water, fine grass, and a rich fertile soil for production. What more could we want?

M. G. Koen and two daughters returned from Wellington, Texas last Thursday, where they had been to visit Mr. Koen's father.

Born to Mr. and Mrs. George Worley, a daughter.

Little Juanita Kendall has been quite sick the past week, but is better at this writing.

Albert Shannon and wife have returned to their home near the Mountain, having spent the winter in Texas. Mr. Shannon's father came back with them and spent a few days.

Mr. and Mrs. J. E. Meek and Mr. and Mrs. Albert Shannon motored to Willard last Thursday.

Rev. Tyefferth filled his appointment at the Pinos Mountain school house Saturday night.

A number of the Pinos Mountain people attended the school entertainment at Cedarvale last Friday night. They all report a splendid time.

CEDARVALE

Special Correspondence.

Another fine snow last Sunday which will put the ground in fine shape for planting.

The Cedarvale and Mountain schools closed last Friday with a good program rendered at the Cedarvale school house in the evening.

After the program pies were sold. The proceeds are for a school library.

The teachers, Mrs. Torrence and daughter Miss Clara, taught a very successful term of school, and all are hoping they will be back and teach again next year.

Everybody busy these days working in the fields.

Lezer Smith and Orville Fletcher left for Wellington, Texas, last week. They made the trip in Lezer's car.

Bos Shannon and family returned last week from Texas, where they spent the winter.

Rev. and Mrs. Warren Graham are rejoicing over the arrival of a fine baby girl since last week.

Mr. and Mrs. Geo. Worley are also the proud parents of a fine girl.

W. A. Myers is having trouble with his well. He is cleaning it out, as it caved in some at the bottom.

Jason Sutton arrived in Cedarvale from Arizona last week to look after business matters.

PROGRESSO

Special Correspondence.

Another big snow visited this section of the country Sunday.

B. E. Piggott and family came down from Estancia Saturday afternoon and were guests of Guy Beidle and family till Sunday afternoon.

Mrs. W. Ward closed a very successful term of school Friday and at night gave a fine entertainment which was enjoyed by a large crowd.

Mrs. Guy Osborne left last Thursday for an extended visit with relatives in Denver and Colorado Springs, Colorado.

Mrs. E. B. Beidle, who has been visiting her son, Guy Beidle and family, left last Thursday for her home in Cottonwood Falls, Kansas.

S. DeVane is drilling a well for M. J. White.

L. A. Vick from Snake Hills was in Progresso Monday after supplies. He reports the ground in fine condition for planting.

PLEASANTVIEW

Special Correspondence.

Moisture continues to fall in some nature, either snow, sleet or rain which promises a successful year.

Mr. Kaiser and family, some new neighbors, have bought homes and now occupy them, in this section.

They are from Colorado and Wyoming. They will farm very extensively, having already fine wheat, and will plant about 40 acres to flax. We hope to see fax do well, for others will like to invest in a crop of this kind.

Mr. and Mrs. Buckner of Willard were guests in the B. Snell home Friday.

Well, yes, we had Sunday school last Sunday, and it just rained. You'd be surprised to see how Pleasantview turns out. Inclement weather never deprives us of our Sunday school.

Don't forget we will have that pie supper Friday night in connection with the closing of school exercises. Prospects bid fair for all sorts of pies and a good attendance together with a good program. Come and enjoy the evening with us.

WILLARD

From the Record.

We understand that the graded road from here to Moriarty has been made a "Red Line Highway."

This means that this road will receive state and federal money for its building and maintenance.

This was secured by a delegation of Estancia citizens who made a trip to Santa Fe for that purpose. This is work of the right kind, and Willard ought to be up and doing to see that this road is extended on south to connect with similar projects in that direction, that we may have a through highway to the southern part of the state and El Paso.

G. W. Brunner was over from his ranch near Broncho Monday. He said that a good wet snow fell there Sunday night, and that there is sufficient moisture in the ground to start a crop, but another good snow or rain before planting time would be very beneficial to farmers and stockmen in that vicinity.

Mrs. Sarah E. Schnelle disposed of all her stock and farming implements at a public sale held at her ranch last week, and departed Saturday for Piedmont, Mo., where she will make her home.

J. W. Drummond was appointed justice of the peace for this precinct by the Board of County Commissioners. The appointment was made by request of Mr. Drummond's friends, who sent in a petition signed by a large number of citizens.

Mr. and Mrs. G. S. Alter and little son John spent the forepart of the week in Albuquerque. Mr. Alter's eyesight has been in bad condition lately, and he went there to consult an oculist.

Joe J. Brazil came over from Scholle yesterday. He says that his sheep are in fine shape, the location for lambing is ideal, but help is pretty scarce.

One of the signal posts that warns auto drivers to "keep to the right," has disappeared from its place of duty. It is reported that Arthur Buckner has offered a substantial reward for the capture, dead or alive, of the person or persons who carried the post away.

We are informed by a reliable person that the get-together meeting called by Mr. Raymundo Romero was a successful failure at Mountainair last Saturday.

Mrs. Alejandro Baca left yesterday for Belen, where she was called to the bedside of her mother, who is dangerously ill.

H. F. Adams of San Francisco, California, has taken charge of the Thompson barber shop, while Mr. Thompson is attending to other business.

Judge L. C. Hanlon has been confined to a house this week on account of sickness.

Mrs. E. P. Davies of Santa Fe,

and Mrs. C. M. Cramer of Rowe, returned home the latter part of last week after a week's visit with relatives here.

Dixie C. Howell came over from Estancia Monday and spent a couple of days with Mr. and Mrs. Joe A. Howell.

MOUNTAINAIR

From the Independent.

April 15.
On Tuesday night the baseball fans of Mountainair and vicinity held a meeting at the store of the Willard Mercantile Company and chose J. C. Bixler manager for the season.

With Lieut. R. L. Richardson as Field Captain, C. H. Hector was named as chief roofer, with J. G. Dawson as booster-in-chief.

Mr. and Mrs. L. W. Jackson came in from Arizona this morning, where they have been visiting a son, Harvey Jackson. They had been informed that possibly there might be no train out of Albuquerque on account of the strike, so secured an auto and came overland.

They reside in the Silverton district, some eighteen miles north of Mountainair.

During the high wind last Saturday fire destroyed quite a large portion of the historic town of Punta de Agua, also known as Cuari. Daniel Torres and J. S. Keller were the heaviest losers, although the fire did considerable damage to other property as well.

Torres lost practically everything he had, while Keller lost his outbuildings, including his garage and Ford car. In trying to save some of his property Keller was badly burned about the head and face, but is not in a critical condition. The origin of the fire is not known.

The Hawkeye Mining and Development Company has arrangements made to resume work at the mine near Scholle, beginning the first of next week. It is expected that within thirty days shipments will again be made.

Prior to the war, something like \$25,000 worth of ore was shipped from the holdings of this company, and it is the intention of the company to push the work at this time.

They have most encouraging reports from geologists on the property and the expectation is that something will be done at Scholle.

Dr. C. J. Amble and family went to Willard Tuesday on business.

Juan C. Jaramillo, merchant prince of Torreon, was a business visitor in Mountainair yesterday, accompanied by his wife and daughter.

Lloyd Orme came in from Albuquerque yesterday morning and spent the day here on business connected with working his copper claims at Scholle.

Alex Booth was over from Estancia, last Friday, visiting his sister, Mrs. C. J. Amble and family. He came over with J. B. Fish of the Telephone Company.

Lorey Brothers announce that they are about ready to begin the construction of a two-story stone hotel building to replace the frame shell which was destroyed by fire January 18th. The hauling of rock will commence at once.

On Saturday night the stork left a baby girl at the home of Mr. and Mrs. Thomas at the McKinley saw-mill.

On Monday night the accommodating bird paid a visit to the home of Mr. and Mrs. J. F. Ruff where he left a baby boy, and on Tuesday night to the home of Mr. and Mrs. P. W. Simkins, where a baby boy was left.

Also on Saturday night, a visit was made to the home of Mr. and Mrs. W. F. Jacobs, where a baby girl was left.

April 22.
On Monday night the stork visited the home of Mr. and Mrs. M. D. Paris where he left a baby boy.

On last Friday the stork paid two more visits to Mesa homes, when he left a boy at the H. L. Parker home and a girl at the Will Medder home.

County Club Leader Trentman was over from Estancia Tuesday and met the Boys and Girls Club members here.

Mrs. C. J. Amble and children returned from Albuquerque Monday morning where they had spent the week-end.

J. P. Porter of Estancia and R. E. Farley of McIntosh were here Saturday attending the Republican Central Committee meeting.

Mr. A. Speckmann, Miss Carr May and Master Key returned Sunday from their visit to Magdalena; Miss Cora May improved greatly under "Grandma's" care.

Mr. and Mrs. J. A. Teague, who sold their home in the Cooper addition last week to P. Fitzgerald, are planning to leave early next week for California.

They purchased of W. J. Shaw his new Dodge touring car in which they will make the trip.

Will Elgin, and L. A. Rousseau of Estancia were here Saturday taking in the Republican Central Committee meeting. They were accompanied by D. C. Howell.

Dixie will explain his visit to the Republican camp to his Democratic cohorts will be an interesting item, but he will probably get away with it somehow.

J. W. Jackson was called to Santa Fe yesterday as a witness in the Federal Court, in the Holloway case.

Mrs. Rachel E. Hottle came in yesterday to close the deal for the sale of her land northwest of Mountainair, with W. S. Parton.

Joseph Summers of Benham, Kentucky, made application for a section homestead yesterday before the local U. S. Commissioner, having secured the relinquishment of Miss Cora Nabors.

Mr. and Mrs. Julian Howell came in this morning for a visit with Mrs. Howell's sister, Mrs. C. J. Amble. They have spent several months in Alabama with Mr. Howell's mother.

Word has been received here of the marriage of Elmer Dils, son of John Dils, who lives southwest of Mountainair, and Miss Leonore Brown, of Santa Rita. Elmer is a locomotive fireman on the Santa Rita branch of the Santa Fe, while his bride is a daughter of the engineer with whom he runs. She is a leader among the young people of her home, and has been an employe of the Santa Fe also.

Elmer was with the 318th Engineers in France, and returned with a splendid record. They will make their home in Santa Rita.

Saturdays Only

Farmers and Merchants
Lunch from 12:00 to 2:00
Give us a trial.

Johnson's Confectionery

Republican leaders of the Sixty-sixth Congress no longer resent the charge that they have failed to enact needed constructive legislation. Unable to meet the charge, they let it stand. The present Congress has been partisan and inquisitive, but no more.

Day after day in the House, Democrats call attention to the inactivity of the majority. Petty investigations have become so common the public has lost interest in them.

"The Republican party, by investigating, criticizing and backbiting, admits first that it has done nothing worthy of the public gaze; second, that as a party it is jealous of the success of the Democrats, and wants to minimize their work," declared Representative Langford, of Georgia.

Instead of taking up legislation demanded by the business men of the country, the Republicans seek political capital out of investigations. The Steering Committee is charged with the present vicious program of the House. It is holding back important measures and inspiring inquiries in stead of enacting bills.

Farm of 320 acres for rent. Also 4-burner oil range for sale.—A. F. Hibler, Valley Hotel, Estancia.

All parties having accounts with us will please settle before May 1st. After May 1st our terms are strictly cash.—Burton & Gilbert Garage, Moriarty.

For Sale.
A few thoroughbred Duroc gilt and one boar. Also some 3 and 4-month-old shoats. Telephone 50—53.—G. W. Felton, McIntosh.

DOWNRIGHT DECEIT (Red Lodge (Mont.) Picket-Journal)
Magazines and newspapers of the metropolitan variety are weeping bitter tears of sympathy for the poor subscriber who is compelled to pay more postage on his magazine or newspaper under the zone postal rate system than he did in olden times. These periodicals are a unit in trying to have the public believe that the zone system is a discrimination against the distribution of reading matter and that it therefore is against the best interest of the subscriber. They have even gone so far, in some instances, as to raise their subscription rates to points west of the Mississippi to meet this imaginary increase in postal rates.

No greater deceit or more harmful propaganda was ever foisted upon the American people. The truth of the matter is that the pure reading matter in a magazine or newspaper is carried from New York to San Francisco for the same sum of money that it takes to carry it from New York to Brooklyn. The zone rate applies only to the advertising portion of the publication and it charges more to haul a ton of advertising matter, a long distance than it does to haul the same matter a short distance. It is

against this provision that the magazines are railing.

The subscriber west of the Mississippi is asked to pay more for his magazine because it costs more to transport the advertising section of that magazine to him than it did under the old blanket system. Instead of the publisher absorbing the extra cost himself, or adding it to the selling price of his space, he is passing it on to the reader. And he is guilty of deliberate deceit in misrepresenting the facts concerning the transaction.

Of course the moral of the whole thing is that the big newspapers and magazines want the zone postal rate repealed and the old system revived. Under the old plan they can ship tons of advertising matter from New York to Red Lodge for the same sum that it costs to send it to Boston. The contention of the

THE PERCHERON STALLION

BOUQUET
Duly Inspected

Will make the season of 1920 as follows: At Estancia Saturday of each week. At Torreon Wednesday of each week. Balance of time at my place 8 miles west, 2 miles south of Estancia.

Terms—\$10 to insure live foal. If mare is disposed of or removed, or if owner fails to return mare at proper time, season fee becomes due at once; mare and foal held for fee.

Care will be taken to prevent accidents, but will not be responsible should any occur.

R. C. PYBURN.

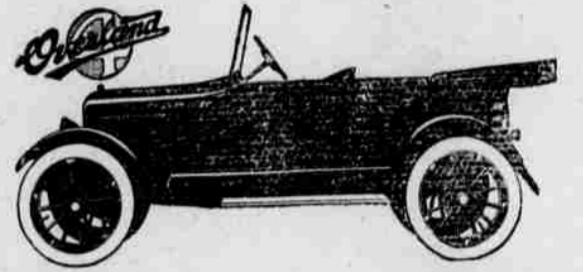
DODGE BROTHERS

MOTOR CAR

ESTANCIA AUTO CO.
Repairs, Parts and Supplies

The M. & M. Garage

IN THE BIG ADOBE, NORTH MAIN STREET



THE LIGHT FOUR, FINEST ALL PURPOSE CAR
Meacham & Meacham

Ford

THE UNIVERSAL CAR

We have orders on file for 18 Ford Cars. If you want a new one within the next six weeks. Give us your order now.

Insist upon Genuine Ford Parts going into your Ford. We can supply them.

Valley Auto Company

General Exchange

Will Buy, Trade or SELL

Cattle, Horses, Ranch and Town Property

Have for sale—

- 320 acres northwest of town. Price \$3,000.
- Good house and lot, easy terms.
- Six head of horses, young, \$100.00 takes them all.
- 320 acres well improved, good house wind-mill, barns, 80 acres in cultivation ready for crop. All fenced, price right.
- Wheat drill in good shape, ten-hole with press wheels.

VALLEY LAND CO.

Phone 70 Office rear Farmers and Stockmens Bank



How much should I give to make this a better world?

A CERTAIN man in New York filled out his income tax report.

It showed an income so large that his tax was 53%. And his total gifts to church and charity for the year were \$148.

Think of it—thousands spent for luxuries and pleasure for himself, and \$148 to leave the world a little better than he found it!

Most of us do better than that; but not so very much better.

Our average daily gift for all church causes is

- less than we spend for daily papers
- less than a local telephone call
- less than a third of the day's car fare
- less than 3 cents a day

No wonder that 80% of the ministers of America are paid less than \$20 a week. No wonder that the church hospitals turn away thousands of sick people a year. No wonder that China has only one doctor for every 400,000 people. No wonder that every church board and charity society is forever meeting deficits, forever passing the hat.

It isn't because we are selfish; it isn't because we don't want to help. It's just because no one has ever put up a great big program to us, and asked us to think of the work of the church in a systematic businesslike way.

The Interchurch World Movement represents the united program of thirty denominations. They have surveyed their whole task, no business could have done it better.

They have budgeted their needs; no business could have a more scientific budget. They have united to prevent the possibility of waste and duplication. At least a million dollars will be saved by the fact that thirty individual campaigns are joined in one united effort.

And they come to the men or women who love America—to you—this week asking you to use them as the channel through which a certain definite part of your income can be applied to make this a better world.

Only you can determine what part of your income that should be.

It's a good time right now to answer that question. We're passing through the world just once; how much better will the world be because you passed through?

United Financial Campaign



April 25th to May 2nd

The INTERCHURCH World Movement of North America

The publication of this advertisement is made possible through the cooperation of thirty denominations.

THE MAMMOTH JACK



Peacock Mammoth 2nd



SIERRA VISTA'S PRIDE

No. 6605
Duly Inspected

Will be on the stand the season of 1920 at Sierra Vista Ranch 5 miles west and 4 north of Estancia every day except Saturday afternoon and Sunday.

Description

16 hands high, black with white points. Sure foal getter.
TERMS: \$15 to insure mare in foal; \$10 for season. Season opens April 15th, closes July 15th.

Will not be responsible for accidents. Mares sold or traded or about to be moved out of county before foaling time will be charged for whether in foal or not. Mare and foal to stand good for service fee.

G. C. MERRIFIELD.

The 8-year-old jack, reg. No. 6800 will make the season of 1920 at my farm 3 miles west and 1 south of Estancia, N. M. I invite you to see his colts and look him over.

TERMS—\$15 to insure live colt when colt is foaled or when mare changes ownership or leaves neighborhood. \$10 for season, due when first served. \$5 for single service. Will take care to prevent accidents but will not be responsible should any occur.

R. E. PACE, Owner.

Estancia News-Herald

Published every Thursday
J. A. CONSTANT, Editor and Owner

Entered as second class matter
January 11, 1907, in the postoffice at
Estancia, N. M., under the Act of
Congress of March 3, 1879.

Subscription \$1.50 per year in ad-
vance.

Official Paper of Torrance County.

PROFESSIONAL DIRECTORY

W. C. WEBER, M. D.

Physician and Surgeon

MORIARTY, NEW MEXICO

DR. J. H. WIGGINS
Physician and Surgeon

Office in rear of Estancia Sav-
ings Bank Building
Phone 9 Estancia, N. M.

Estancia N. M. Santa Fe, N. M.
EDWARD P. DAVIES
N. D. MEYER
Attorneys at Law

Estancia office in Farmers
and Stockmens Bank Building.

C. J. AMBLE
Physician and Surgeon

Office practice and consultation.
Treating of Eyes and Fitting of
Glasses a Specialty.

Office at Drug Store
MOUNTAINAIR, N. M.

FRED H. AYERS

Attorney and Counselor at Law

ESTANCIA, NEW MEXICO

Office hours 9:30 A. M. to 4:30 P. M.

C. E. EWING

Dentist

ESTANCIA, NEW MEXICO

Office hours 9 A. M. to 5 P. M.

Office in Ayers Building

W. DRAYTON WASSON

Attorney at Law

ESTANCIA, NEW MEXICO

Will practice in all Courts of New
Mexico.

DR. W. A. THOMAS

VETERINARY SURGEON

Estancia, N. M.

Calls answered day or night

Telephone No. 1551

CAMP NO. 51 W. O. W.

Meets second and fourth

Thursday nights in Pastime

Theater, Estancia.

C. M. MILBOURN, C. C.

H. V. LIFE, Clerk.

When in town stop at

HI-WA GARAGE

917 South Second

Albuquerque, New Mexico

Epler & Meyer, Props.

Raymond T. Sanchez

General Merchandise

Wagon Yard

All Kinds of feed

Land for Sale Chilli, N. M.

ESTANCIA LODGE NO. 28

I. O. O. F.

Meets every Wednesday night over

Farmers and Stockmens Bank. All

Odd Fellows cordially invited to at-
tend.

W. Archer, Sec. N. D. Strong, N. G.

CYLINDER REBORING

For any make of car,
truck or tractor. Will fit
over size pistons, pins
and rings. Cars rebuilt
and work guaranteed at

Roy J. Cockrell's

Automotive Shop

ESTANCIA LUMBER

COMPANY

UNDERTAKERS AND

ENBALMERS

Calls answered day or night

We have secured the services
of

MR. L. E. HANLON

Licensed Embalmer

George Edmonds has gone to Mis-
souri, and G. S. Campbell has tak-
en his place as mechanic at the
M. & M. Garage. Mr. Campbell is
a good one, and his friends will be
glad to have his services again for
their sick automobiles.

CANDY BUSINESS. We start you,
at home, or anywhere; everything
furnished; \$30 wkly. up; men-
women; experience unnecessary.—
Specialty Candy-making Co., 6 South
18th St., Philadelphia, Pa.

This Medicine Recommended by a Doctor



DR. J. H. WAGNER

Infy beyond a doubt that PE-RU-NA is what you need
PE-RU-NA may be purchased anywhere in tablet or liquid form.

LOCAL ITEMS

For sale, at a bargain, good organ.
R. E. Hague.

A. J. Green went to Missouri last
week on business.

For service car, call John Taylor.
Long trips a specialty.

Hon. E. P. Davies of Santa Fe
was here on legal business last Sat-
urday.

Mr. Calkins, the Albuquerque en-
gineer and surveyor, was here a day
or two last week.

Husky Herefords—raised in the
rocks and can go anywhere. See
them at Clack's at Tajique.

Mr. and Mrs. L. M. Mathis have
returned from Albuquerque, where
they had been for some time.

H. M. Pendergrass, who owns
land in the valley but lives at Cis-
co, Texas, was here last week look-
ing after his interests.

Shoes at the right price—in fact
our dry goods are always sold on a
reasonable profit. Some men's suits
dress pants, coats.—Equity.

The following corrections to the
item about the Estancia band printed
last week should be noted: Mc-
Sherwood will play a b-flat clarinet,
W. I. Cochran b-flat cornet, E. East-
ley baritone.

Plans are already being made for
Decoration Day exercises at Estan-
cia, and nothing will be left undone
to make the day all that it ought
to be. Further announcement will
be made later.

John Block is able to get about
but doesn't feel very well and if he
can make satisfactory arrangements
for carrying on his farm will seek
a lower altitude for a time in the
hope that it will be of benefit.

Born, to Mr. and Mrs. Roy Whit-
low at Portland, Oregon, April 14th,
a daughter, named Shirley Alice.
Mr. and Mrs. Whitlow were Silver-
ton young folks and were married
there six or seven years ago, and
left here soon after, but have lived
most of the time in Socorro county.

County Agent J. G. Hamilton has
been offered the position of county
agent for El Paso county, Colorado,
of which county Colorado Springs is
the county seat. The salary is bet-
ter than he is getting here, but Mr.
Hamilton says he will not accept it.
One of his reasons for preferring
to stay here is his property inter-
ests at Fort Sumner, which are
more conveniently looked after from
here than would be the case if he
was at Colorado Springs.

J. F. Porter reports that his fruit
trees bloomed beautifully this year,
but the buds were largely killed by
the freezes and the pesky winds.
He thinks the peaches and pears
were all killed, but there will be a
few plums and cherries if something
doesn't get 'em later. It is his
opinion that grapes can be raised
by the tons here. He says the
grapes will not be in bloom for two
or three weeks. Besides, grapes are
much more easily protected than
other fruits.

J. W. Johnston is going to have
about fifteen acres of alfalfa on his
farm three or four miles northwest
of Estancia. He has an ideal place
for it. He has dug a well 6x14
feet and 14 feet deep, in which the
water stands four feet from the
surface of the ground and is putting
up a 12-foot windmill to pump the
water. The water comes in at ten
feet from the surface. Conditions
in this valley are peculiarly favor-
able for windmill irrigation. If it
rains, the wind doesn't blow; but if
it doesn't rain, the wind blows. Mr.
Johnston's ground is such that after
two or three years it is almost cer-
tain that it will produce good crops
of alfalfa without irrigation.

FROM J. N. BUSH
J. N. Bush writes from Sterling,
Colorado, as follows:
"I will say this is sure some town
—a better town than Albuquerque
buildings going up all over town and
new additions also. We have been
busy getting lined up and have
started three modern bungalows.
Have bought nine lots, cost us over
\$7,000. Most any kind of lot is
from \$700 to \$1200. My son sold
his 5-room bungalow for \$6,000 and
we are building him another now.
He is paying \$85.00 per month for
a 6-room house.
We sure have had some bad
weather since I came. Snow and
rain, but it sure makes people feel
good.
Hope the bond issue carried.
Every time I go into a good town
I see the importance of modern
homes and you can't have them
without water. We have a nice of-
fice, hot air heat, hot and cold wa-
ter and toilets close by. It sure is
a pleasure.
Best regards to you and yours and
every one."

Stock Ranch for Sale
We have for sale a 2,400-
acre stock ranch with good
stock well. 640 acres deeded,
balance relinquishments which
can be changed to state selec-
tion if desired.—New Mexico
Land Co., Estancia, N. M.

An extra pair of pants with every
suit ordered.—Equity.

The Old Maids show last Friday
night by local talent was a great
success, with a \$90 house.

The Farleys are busily at work
on their farm near McIntosh. They
have put out a lot of new orchard,
are putting in more alfalfa and will
try a field of barley this season.

John Berkshire has returned from
a sojourn of several weeks duration
in Arizona. His son, Milton, who
has been in Arizona, returned with
him. They brought 75 head of cows
and heifers, some Holsteins and all
dairy stock, and also three Holstein
bulls.

The bean market continues to
bulge a little, since nearly all the
beans are out of the hands of the
growers. Buyers have been paying
around \$6.25 for beans during the
past week. The Association sold a
car a few days ago for \$6.57, and
was offered \$6.65 for a car yester-
day, but did not have it to sell.
The Association people say the mar-
ket is strong, and they think it will
continue to advance.

The Ventura bean threshers and
other bean tools are doing the work
in a real bean country where they
plant thousands of acres of beans in
one field. We will have some plant-
ers, listers and two-row cultivators
in a few days of this make. If in-
terested in a real thrasher this sum-
mer, come and see us early, as we
will have two, one large and one
small machine in stock.—Equity.

Estancia citizens have received in-
vitations from Raymundo Romero at
Mountainair to subscribe for stock
in a company proposed to be formed
to take over the Mountainair papers,
the Independent and the Independen-
te, and make them Republican
organs. The capital stock is to be
\$8,000. Mr. Speckmann, the present
owner and editor, is to take stock
in the company and remain in charge.

Phonograph records at the Equity.
Special dinner every Saturday
40c.—White Rose Cafe.

E. McGee and family have re-
turned from their visit at Frederick,
Oklahoma. Mr. McGee says wheat
was looking fine in that country
when he left.

Ivan Stearns and Bill Dunn of
Frederick, Oklahoma, friends of E.
McGee, are here looking over the
country. So far they are very favor-
ably impressed.

H. C. Williams spent several days
in Albuquerque the first of the
week on business. Returning by
way of Willard Tuesday he saw some
excitement over a fire in the Cath-
olic church, supposed to have caught
from candles that were left burn-
ing. The fire was put out before
great damage was done.

Many farmers and stockmen had
been feeling rather blue, not be-
cause there was not good moisture
in the ground, but because the con-
tinued winds and lack of precipita-
tion in appreciable quantity seemed
to indicate more of the same. But
Sunday changed things around the
other way. There was rain and
snow all over the valley sufficient
to give the ground a good wetting
and there has been no high winds
since. All are feeling good now
and farmers are full of ginger.

There was a fairly well attended
meeting of the Chamber of Com-
merce Tuesday evening, and the
consensus of opinion was that the
work of the Chamber should be
prosecuted for the current year with
out let-up. Committees were ap-
pointed to arrange for a general
meeting in the near future, and to
make a financial survey with a view
to a drive for funds to carry on the
work. It was thought that no bet-
ter plan could be devised than was used
last year—pledges for monthly pay-
ments.

Plenty of coveralls and overalls.
—Equity.

The Estancia Drug Co. stock and
building have been sold to W. C.
Hairston, who is now in charge. Mr.
Hairston is from Mississippi, but has
been in Gallup for six months. Mrs.
Hairston and also Mr. Hairston's
father and family will come to Estan-
cia as soon as habitation can be
found. Mr. Stubblefield has no plans
to announce, further than that he will
"stick around" for a time. He is one
of the old settlers—we believe the old-
est among the business men of Estan-
cia with a continuous record. While
welcoming the newcomers, we hope
Mr. Stubblefield will find something
to occupy him so that he will stay in
Estancia.

For Sale.
Southeast quarter of Section 31,
township 9 north, range 10 east,
\$750.00 cash. Address J. H. Smith,
207 Park Ave., Lawton, Okla.

Fruit and Insects.
Choice fruits, especially grapes, may
often be protected from insect pests by
the use of paper bags placed around
the bunches and securely fastened by
twine to the supporting shoot or cane.
Bags may be put in place as soon as
the blossoms have fallen.

PIANO TUNING
I will be able to answer all
calls for piano work soon. If
your piano is sick, no matter
what the disease, I can make
it like new. Cases refinished.
I am planning to call on all
piano owners in the Estancia
valley, but if you need my
services, be sure and drop me
a postal. Box 75, Mountainair,
N. M.—J. Lewis Clark.

BUY your syr-

ups before you

have to pay high-

er prices. Use syr-

ups instead of sugar

in cooking. Canned

goods are cheaper

than staple grocer-

ies. The Cash and

Carry Store makes

the prices and sells

the quality.

F. R. HOLLOWAY

Dairy Cattle For Sale.

I have 75 head of dairy stock,

mostly Holsteins, some very fine

cows among them, for sale.—John

Berkshire.



Remember when the first automobile came to town

TODAY there are more than 7,000,000 of them in the country. Pretty soon nearly everybody in this section will be traveling around in his own automobile

The first thing a man wants to know nowadays, when he starts out to buy a car, is how much it is going to cost him to keep it running.

It's all very well to take some dealer's word about a tire—if you know who he is and his object in selling it to you. Our object in selling U. S. Tires is to have you come back for more—and be glad

that we sold them to you.

U. S. Tires have a record behind them.

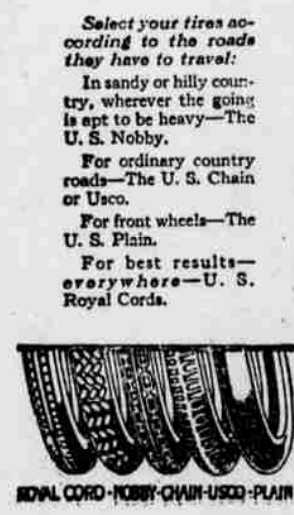
They are built by the people who perfected the first straight side automobile tire, who produced the first pneumatic truck tire.

Two of the greatest contributions to tire and motor economy ever made.

As representatives of the oldest and largest rubber concern in the world, we have a reputation to live up to. We can't afford to substitute "just as good" tires for tires of standard quality.

United States Tires

Valley Auto Co., Estancia, New Mex. The White Lakes Co., Stanley, New Mex.
J. H. Griffin, Mountainair, New Mex. J. E. Homan, Gen. Mdse., McIntosh, N. Mex.



ROYAL CORD—HOBBS CHAIN—USED—PLAIN

