

3-15-1911

Santa Fe New Mexican, 03-15-1911

New Mexican Printing Company

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COMMISSION GETS
DOWN TO WORK

Will Collect Valuable Data
On Conservation For
New Mexico

ALL READY FOR ENCAMPMENT

Soldier Boys Leave For La
Vegas At 8:20 Tomorrow
Morning.

The conservation commission which met in the office of Governor Mills Saturday has adjourned after an interesting session. The commission is getting down to work and the duties of the various members were outlined at Saturday's meeting. The geologist, the botanist and others will collect data in their various departments and this data is to be of great value to the conservation cause in the territory.

The commission now has a fund with which to begin operations and with able men who are its members, the work will result beneficially to New Mexico.

Soldiers Are Ready.
There has been some complaint in social circles by the fair sex that there are not many young men in this city and their scarcity is often apparent at dances.

But what will the girls say after tomorrow when nearly all the young men will be away?

At 7:30 or perhaps sooner the boys will be humming: "tramp, tramp, tramp, the boy are marching," and companies E and F will go to the station there to take the train which leaves at 8:20 a. m. It will be an interesting sight for the soldier boys will be in their khaki uniforms and will be in heavy marching order, their big, bosconstricter-like blanket packs around their chests and rifles on their shoulders.

Today is a busy time for the boys, as they are making final preparations for the encampment, the chief difficulty being to compress things they will need in the smallest possible space and reduce weight, as there is no pleasure carrying all the little luxuries of life. Most of them are taking safety razors, tin mirrors, and a few post cards to send to the outside world. None of the men will take civilian clothes as there will be little if any opportunity to wear them, anyway.

The order for every man in the guard to turn out remains unchanged and today the khaki suits were distributed.

Company F will be inspected to night at the armory.

Many Take Vaccine Treatment.

Most if not all of the men in the guard are taking the vaccine treatment against typhoid as was recommended by the government.

For the Treasury.

Territorial Treasurer M. A. Otero has received the following sums for the treasury: R. Q. Palmer of Union county, \$2,387.59; Game and Fish Warden Thomas P. Gable, \$12.25; Compensation fees, \$8.50. Total \$2,397.34. Got Through Statehood Resolution.

It was Rupert Asplund of the New Mexico Department of Education, who has just returned from San Francisco, who was instrumental in the National Education Association passing a resolution last week asking Congress to give New Mexico and Arizona immediate statehood, a rather unusual action for so influential and great a body.

Notaries Appointed.

Governor Mills has appointed the following notaries public: Charles L. Bishop, William Tarring, Santa Fe, Santa Fe county; Robert H. Morrison, Tierra Amarilla, Rio Arriba county; Norman W. Bartlett, Vermojo Park, Colfax county; Joseph B. Carson, Solano, Mora county; T. A. Bisco, Magdalena, Socorro county; Margaret E. Dawson, Cimarron, Colfax county; Robert F. Purdy, Raton, Colfax county; James H. Peak, Albuquerque, Bernalillo county.

Local Authorities Must Keep Up Roads.

The Territorial Engineer has sent the following letter which explains itself:

Honorable Secretary, Chamber of Commerce, Santa Fe, New Mexico. Sir: Allow me to acknowledge receipt of \$100.00 from your treasurer to be utilized by the Road Commission in connection with its appropriation to repair a portion of the Rito de los Frijoles road. I wish to advise you that I have detailed Mr. W. R. Smythe as foreman, and he is now at work at Water Canon Hill. As soon as the total expenses have been received we will forward your body an itemized statement thereof for your files.

Availing myself of this opportunity the writer desires to respectfully present to your body a feature in road construction which I believe would come properly within the sphere of an organization composed of the citizens of Santa Fe county. Good roads are invaluable to the prosperity of towns. The commercial bodies are constantly connected with the advancement of business interests, etc., and it is with this conception of your organization that I would respectfully urge that some action be taken relative to proper maintenance of the roads which lead from Santa Fe to different portions of the county. This

(Continued on Page Eight.)

CAMPAIGN
PUBLICITY

Senate Would Compel Candidate to Publish Primary Expenses

ALSO ALL HIS PROMISES

Heyburn Declares It Is Endorsement of Purchase of Election.

(By Special Leased Wire to New Mexican) Washington, D. C., July 17.—"A law that simply requires a man to report what money he spent to get into the Senate, virtually endorses his right to buy his election," declared Senator Heyburn of Idaho, when the Senate took up the campaign publicity bill today.

Senator Lodge of Massachusetts declared that the whole purpose of a publicity law is to let the public know exactly what money is spent and how it is handled; that the "theory is that money publicly accounted for is properly spent."

The bill as it passed the House requires publicity of campaign expenses not only after election as at present, but also during the fifteen days before election.

The Senate committee proposed amendments would extend the publicity to primary elections and force candidates to publish their promises to their campaign supporters.

A Bad Admission.

Washington, D. C., July 17.—Senator Root of New York, said all senators knew there had been much corruption in elections throughout the country. "We knew it not only through the newspapers," said Mr. Root, "but through what has occurred right here in the Senate. We need adequate laws against campaign corruption, so that honest men may not have their rights taken away from them by corrupt men."

"One candidate for the Senate spent two dollars for every vote he got in the primary elections," said Senator Reed of Missouri.

Arraignment of Senator Stephenson.
"The law of Wisconsin requires candidates to file statements of their expenses," added Mr. Reed, "yet one of them sits in this body who admitted having \$107,000 to secure votes in the primary election. If that is not a bar to his holding a seat in the Senate it ought to be."

Did He Blush?

This reference was to the statement of campaign expenses filed by Senator Stephenson after his recent election. Senator Stephenson was in his seat in the Senate today for the first time since the filing of the request of the Wisconsin legislature for an investigation in the manner of his election.

ARGUMENTS FOR NEW TRIAL FOR HENWOOD.

Postponed Until Tomorrow—Case for Killing Van Phul to be Set Later.

(By Special Leased Wire to New Mexican) Denver, Colo., July 17.—Arguments on the motion for a new trial for Harold F. Henwood, convicted of second degree murder for killing George E. Copeland, while shooting at S. L. VonPhul, the St. Louis balloonist, were yesterday postponed until tomorrow. The cases against Henwood for killing VonPhul will not be set until final disposition of the present motion.

NOTES

Twenty-One Bodies Taken Out
Dreadful Coal Mine Disaster at Sykesville, Near Dubois, Pa.

DIED FROM THE AFTER DAMP

No Exciting Scenes at Mouth of Pit as Dead Are Brought to Surface.

(By Special Leased Wire to New Mexican) Dubois, Pa., July 17.—The bodies of the twenty one victims of the explosion in the shaft of the Cascade Coal and Coke Company at Sykesville, were brought to the surface today. The large crowd dispersed and there was no excitement about the mouth of the pit. The bodies were not burned and it is quite evident that they died as the result of after damp.

Not a Passenger Escaped Injury.

These cars telescoped each other. At the same time the remaining cars were thrown to the opposite side of the track and piled up against a train standing on a south bound rail. Not a passenger in the first three coaches of the train escaped injury.

JOHN W. GATES

IS IMPROVING SLOWLY.

(By Special Leased Wire to New Mexican) Paris, July 17.—John W. Gates, the American financier, who is ill in this city, passed a comfortable night. He continues to gain slowly.

NOTES

BRIDE OF TWO WEEKS SHOTS HERSELF

Mrs. R. A. Cromer committed suicide at Cromer, 23 miles south of Portales, Roosevelt county. Her husband is postmaster and merchant at Cromer and the couple were married only two weeks ago.

Mrs. Cromer was suffering from appendicitis and her pain was so intense that she shot herself through the heart with a revolver. It was not known if it was a case of suicide until women of the neighborhood came to dress her for burial.

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CHARGE OF THE CITY'S AFFAIRS.

Col. Juan G. Cabajal was selected as "Major del Palazo," and given charge of the city's affairs.

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\$100,000 JACK
POT AGAIN

Duluth Man Tells Improbable Story of Lumber Man's Frankness

HAD CONTRIBUTED \$10,000

Seemed Rather Proud of Corruption According to Today's Witness.

(By Special Leased Wire to New Mexican) Washington, D. C., July 17.—"The \$100,000 legislative 'jack-pot' about which revolved charges affecting the election of Senator Lorimer, figured in the testimony at the opening of today's hearing before the Senate Lorimer committee. William Burgess, manager and treasurer of an electrical company at Duluth, Minn., testified that on a train running out of Duluth, about March 1911, C. F. Weihe, who is associated in business with Edward Hines, declared to him that 'there was a jack-pot raised to elect Mr. Lorimer. I know what I am talking about because I subscribed \$10,000 to it myself.'"

He said he and Weihe had not met before that day. Burgess said he made a remark about the 'Lorimer election, which finally led the stranger, whom he saw, as Weihe, to remark that he (Burgess) "did not know very damn much about it." Shortly afterward, according to the witness today, Weihe made the statement about the "jack-pot."

"Do you think it strange that a perfect stranger should make a confession of wholesale corruption to you," asked Senator Kern. "I always did. That was the reason I asked who the man was we got off the train."

Promises of Others to be Published.
Senators Sutherland and Burton secured adoption of an amendment broadening this paragraph so that candidates must report all promises made by anyone who had been given authority to act for the candidate.

30MERS, MITCHELL AND MORRISON PROTEST.

Continuance For a Week is Granted in Contempt Proceedings Against Labor Leaders.

(By Special Leased Wire to New Mexican) Washington, D. C., July 17.—Protests against further hearing before Justice Wright on the ground that he already had formed and expressed an opinion against the defendants and attempts to stop the hearing by technical objections having proved futile today, Samuel Gompers, John Mitchell and Frank Morrison, labor leaders, will appear in the District Supreme Court again next Monday to insist that the latest contempt charges against them in connection with the Bucks Stove and Range case be made specific. Continuance for a week was agreed on after the prosecutors had demanded the two days allowed by law to answer a motion of a bill of particulars.

SENATOR TERRELL

ON HIS RESIGNATION.

His Name Stricken From Roll of Upper House at His Personal Request.

(By Special Leased Wire to New Mexican) Washington, D. C., July 17.—Senator Terrell of Georgia ceased to be a member of the United States Senate at 11:20 a. m. today. Acting on his telegraphic request to Vice-President Sherman this morning, the Senate ordered Mr. Terrell's name stricken from the roll of the Senate, leaving his seat vacant until Governor Hoke Smith qualifies as his successor.

Senator Terrell's telegram read: "My successor as United States Senator was elected by the Legislature of Georgia last Wednesday. It is my opinion that this election terminated my term of office but to remove beyond all doubt, I sent my resignation last Friday to Governor Smith, and mailed you a copy of the same."

STOLE HORSES FROM MILLS RANCH, NEW MEXICO.

Harry Hood, under arrest at Las Animas, Colorado, confessed that he stole five horses, a wagon and other personal property from the Mills ranch of M. W. Mills near Springer, Colfax county. He sold the horses at Las Animas. Hood told a sensational story about a murder committed by a woman traveling with him and alleged to be the wife of a Santa Fe bridge carpenter named Erickson.

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TOURIST TRAIN
IN BAD CRASH

Through Train from Basel, Switzerland, to Berlin, Germany

ELEVEN KILLED, SCORES HURT

Four Cars Telescoped While Entering Station at Muehlheim.

(By Special Leased Wire to New Mexican) Muehlheim, Germany, July 17.—A through express from Basel, Switzerland, for Berlin, crowded with a heavy tourist traffic, was wrecked here today. Eleven persons are known to have been killed, while scores of others were injured, many of them seriously. The train was derailed while entering the station, and four coaches were telescoped.

Dead Not Identified.
Muehlheim, Germany, July 17.—Up to this evening the dead have not been identified and it was impossible to learn whether there were Americans among the victims.

The accident occurred as the train coming from the south was entering the station. The locomotive was derailed and was followed from the tracks by four cars, a first class, a second class and two third class coaches.

Dead Number Twelve.
Muehlheim, Germany, July 17.—Tonight it was found that the dead numbered twelve, of whom only three have been identified. Most of the injured were from Basel and Wiesenthal. So far as can be ascertained there were no Americans injured.

ETHEL BARRYMORE

CANCELS ENGAGEMENTS.

She Hurries East to Effect Reconciliation With Her Husband, Millionaire Colt.

(By Special Leased Wire to New Mexican) Sacramento, Calif., July 17.—Ethel Barrymore, having cancelled her engagement for the remainder of the season in the Northwest, departed last night for New York. Friends of the actress assert that she is returning east to effect a reconciliation with her husband, Russel G. Colt.

TEXAS CITY COUNCIL

PASSES QUEER ORDINANCE.

(By Special Leased Wire to New Mexican) Bonham, Texas, July 17.—The city council has passed an ordinance providing that no one may sell peanuts on the streets of Bonham until he has suffered the amputation of both legs. The purpose of the ordinance is to permit an aged negro who has lost both legs to "freeze" out all able bodied competitors in the peanut selling line.

SUB-IRRIGATION QUITE SUCCESSFUL IN TEXAS.

San Antonio, Texas, July 17.—Within the past two years, sub-irrigation has been tried in many localities in Texas and in every instance has given most satisfactory results. It is maintained by those who have tried it that greater results can be obtained from a given amount of water than under the old method of surface irrigation. So far, one of the largest sub-irrigation plants is that of N. Y. Seymour, of Premont, Nueces county, where an orange grove of eighteen acres is under irrigation by that method of moistening the ground for fruit growing purposes. While sub-irrigation is not new in this country, having been tried in a number of states, it is new in Texas and appears to be meeting with popular favor.

POLICE DIS-
ARM REBELS

Quiet Restored in Cananea and Civil Government in Control

CABARAJAL IS IN CHARGE

Fifty Rampant Soldiers Persuaded to Return to Barracks.

(By Special Leased Wire to New Mexican) Cananea, Mex., July 17.—After several days trouble with soldiers who refused to lay down their arms until large sums of money were paid them, Cananea is again quiet today and the civil government is in control.

It was finally agreed between the citizens and officers that the soldiers must remain in their barracks or leave their arms there when they go upon the streets.

The police immediately proceeded to disarm the soldiers who appeared on the streets with weapons. That caused more trouble, about 50 soldiers leaving the barracks and demanding the return of their arms. They were persuaded to return to their quarters without them.

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NEW YORK
FACES CHOLERA

Sixth Death Occurred To-day and Fifteen Cases in Quarantine

NO PANIC EXISTS AS YET

Four More Under Suspicion and Rigid Measures to Stamp Out Pest.

(By Special Leased Wire to New Mexican) New York, N. Y., July 17.—Another death from cholera occurred at the Swinburn Island hospital during the night, making the total six.

The latest victim is Francis Farandier, aged 14.

The fight to bar cholera from the port of New York continued today with a federal expert to help the local health department. The 248 persons who arrived here two weeks ago on the steamer Moltke and are still under observation will undergo examination and a more rigid quarantine will be enforced at Swinburn Island, where 15 cases of the disease are confined with four others under suspicion.

These cases, with the six deaths have occurred since the Moltke brought the germ here from Naples, show the reality of the danger the city faces from the epidemic now raging in southern Europe.

While nothing even approaching a panic exists here now, the situation is receiving greater attention and Dr. A. H. Doty, health officer of the port, has felt called to issue a reassuring statement.

No Danger in Contact.
Dr. Doty says that cholera germs can be received in one way only, through the mouth, and that there is no danger in ordinary contact with persons who have the disease. However, Charles Dushkins, counsel for the complainants at the investigation of Doty's official conduct, now in progress, declares his belief that cholera patients now in the hospital caught the disease not on the steamer but at the immigration station where all the passengers were detained after landing.

"Cholera Carriers."
The danger, or rather the understanding of it, is further increased by the comparatively recent medical knowledge of "cholera carriers."

These persons, Dr. Doty says, may transmit the germs, although themselves absolutely free from their ill effect and be as great a menace to others as a man dying of the disease.

No cases of cholera were found among the 261 passengers and 91 members of the crew of the Perugia. All persons aboard, however, remain under close observation. The ship is being disinfected.

All Ships Watched.

Washington, D. C., July 17.—The entire public health machinery of the government has been put in motion to fight cholera invasion from Europe. All consular reports from Europe bearing on cases at any points are being carefully studied by officials here and the public health office at Naples has been instructed to cable a report every five days as to developments in Italy.

All ships are being watched here and abroad and special instructions have been issued throughout the service to safeguard this country from the disease.

GENERAL DIAZ WILL GO TO PARIS.

From There He Will Proceed to Switzerland to Spend the Entire Summer.

(By Special Leased Wire to New Mexican) Bad Nauheim, Germany, July 17.—General Porfirio Diaz, the former President of Mexico, is preparing to leave for Paris, being advised by a consulting physician here not to take the waters on account of his age. His health, however, appears excellent. From Paris, Diaz will go to Switzerland, where he will remain throughout the summer.

FOUR GERMANS WERE MURDERED AT PUEBLA.

Minister at Mexico is Investigating, but No International Complications Are Feared.

(By Special Leased Wire to New Mexican) Berlin, Germany, July 17.—The murder of four Germans during the rioting at Puebla, Mexico, has attracted general attention to conditions in Mexico. The German government is awaiting the results of the investigation by the Mexican minister at Mexico City before taking definite steps in the matter. There is little apprehension of serious complications. Thus far the attitude of the Mexican government has been satisfactory.

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OLIVER WRITES
GOVERNOR MILLS

Would Like to Have Military Drilling in High Schools

The Little Store

DENVER BREAD

"The Best I Know In Every Loaf"

TRY IT

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Southern Corner Plaza, Santa Fe. Telephone No. 40.

WE GIVE REGISTER TICKETS WITH ALL CASH PURCHASES.

6 Loaves of Bread for 25c

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FRESH EVERY DAY—BREAD—PIES—CREAM PUFFS—CAKES

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EVERY FARMER AND MECHANIC NEEDS.

Simplest and most complete engine ever constructed. It is just the engine to run lathes, circular saws, drills and all small machines in the workshop, and will saw wood, run the spraying, sewing, washing and all small machines around the home and farm.

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NEW MEXICO CENTRAL DEPOT.

Phone Red 100

Phone Red 100

Estimates Cheerfully Furnished

THEORETICAL PERILS OF PROGRESS.

(By Wallace Irwin in the August Number of Popular Mechanics Magazine.)
I never see no doggoned use in Science or Invention, sir.

Said Uncle Ebenezer in a pessimistic vein.

"They seem to be created with deliberated intention, sir.

Of makin' nations mischief and a-cusin' people pain.

Now look at that contraption what they call the Maxim Silencer.

Say, what is to prevent a man from hidin' in a street

And shootin' people quiet, bleedin' corpses fairly pillin', sir.

Him lurkin' undiscovered in his dangerous retreat?"

"There's nothin' to prevent it," answered Uncle Dan'l Dill.

"Yet that crime ain't never happened and I don't believe it will."

"I never seen no doggoned use in them there things called airplanes."

Said Uncle Ebenezer "they're a menace and a blight.

For what's to keep a feller settin' on them high and scary planes

From smugglin' furs and silks and jools from Canada by night?

Or what's to keep some feller what's intent on loot and robbery

From landin' on a house-top and a-crawlin' down the flue

And takin' all the silverware with cool and skillful jobbery

Then disappearin' quiet in the region of the blue?"

"Oh nothin' I can think of," chuckled Uncle Dan'l D.

"But I don't see no one tryin' it—and that's enough for me."

"They ought to have a law agin them golding wireless stations, sir."

Said Uncle Ebenezer as he bit his plug of brown.

"Them volumes of electric sparks a-whizzin' o'er the nations, sir.

Is apt to light the atmosphere and burn Creation down.

You bet if I was runnin' things I'd squelch a powerful lot o' truck;

The submarine, the slot machine, the turbine engine,

The soul-destroyin' cotton-gin, the man-destroyin' auto-truck—

We'd all go back to Nature if I owned the world a year."

"It's sort o' darn consolin'," murmured Uncle Dan'l Dill.

"That folks like you don't run the world—and I guess, they never will."

AROUND THE STATE

Guilty of Assault.

P. J. Cranford was sentenced to pay \$25 and costs at Cloudford for assaulting Franco Gonzales.

Work Stopped on Inca Ditch.

A large force of men has been laid off on the construction of the Inca ditch in San Juan county.

Two Fined for Drunkenness.

P. Barcia was fined \$10 and costs at Albuquerque for being drunk. Emilio Llanata was given ten days on the same charge.

Saloon License Denied.

County Judge A. S. Elyar refused to renew the retail liquor license of E. E. Elias at El Paso because he had violated the saloon ordinance.

Three Fined For Gambling.

At El Paso, a fine of \$22.50 and costs were imposed upon O. Lowell, R. M. Campbell, and W. T. Ligon for gambling.

Smuggled Opium.

Alesio Papa was arrested at El Paso for having in his possession 27 cans of smuggled opium. He was placed under bond of \$1,000.

Foot Crushed by Hay Baler.

J. A. Perkins, while working a hay baler on the lower Cottonwood in Eddy county, had his foot mashed to a pulp in the machinery.

Railroad Bridge Burned.

The railroad bridge of the Colorado and Southern railroad at Greenville, Union county, was burned out last week and tied up traffic for a time.

Bitten by Rattlesnake.

The two year old daughter of Mr. and Mrs. George W. Baker at Dale, Union county, was bitten three times in her hand by a rattlesnake. She is now reported out of danger.

Divorces Remarry.

George M. Cundiff and Edith Cundiff on Thursday remarried at El Paso, two and a half months after they had been divorced. Cundiff is proprietor of the Bristol hotel.

Married at Elephant Buttes.

Lester M. Monteth, an engineer of the Reclamation Service, and Miss Finesse Martin, of Adams, Massachusetts, were married at Elephant Buttes by Rev. W. C. Buell.

Had Four Auto Lamps.

Abundio Cruz was arrested at El Paso, Texas, because he had in his possession two auto lamps belonging to

the Hawkins Brothers, and two lamps, the property of A. H. Anderson.

Victim of Accident Was Homesteader.
It has been found that J. W. Luce, who was killed by a Santa Fe train north of Las Cruces last month was a homesteader near Columbus, Luna county.

Woman Burned to Death.

Mrs. J. J. Leslie, until recently a resident of Artesia, Eddy county, was burned to death at Fort Worth, Texas, in a fire which consumed the Leslie home.

Fire at Silver City.

Fire did several hundred dollars worth of damage at the residence of E. A. Wayne at Silver City last week. The fire was caused by the explosion of a coal oil lamp.

Oily Eyes, Latest Disease.

People of New England are suffering from "oily" eyes caused by sprinkling streets with oil. Eyelids turn yellow and the lashes fall out. The disease appears in epidemic form.

Wedding at White Oaks.

At White Oaks, Lincoln county, at the home of the bride's parents, J. C. Reasoner was married to Miss Pearl Taylor, daughter of Mr. and Mrs. R. M. Taylor, Justice of the Peace William Watson officiating.

Fire Caused by Lightning.

Lightning struck the barn of Ziegler Brothers in Lincoln county and set fire to the hay store there. The flames destroyed twenty bales of alfalfa.

Boy Killed Accidentally.

Bruce Elston, son of Mrs. Gertrude Elston of the Navajo mission near Farmington, San Juan county, was killed by being crushed between two Denver and Rio Grande cars.

Marriage Licenses.

Marriage licenses were issued at Las Vegas to Gladys St. Pierre, aged 17 and John Raftery, aged 21; to Mary Pettine, aged 28 and Peter Grimaldi, aged 28.

Death of Pioneer.

Thomas Votaw, a pioneer resident of Albuquerque, died in Tijeras Canon. He was born in St. Louis 76 years ago and lived in Albuquerque the past 30 years.

Santa Fe Is Sued.

The Santa Fe Railroad has been sued in federal court at Socorro county by the United States on ten alleged violations of the sixteen consecutive hours employment law, the fine for each violation being \$500.

Chinaman Made Fortune.

Tom Tong, a Chinaman, who accumulated a fortune at Longbridge, Grant county, in 25 years of business, has gone to China for a visit, but he says he will return as China is too slow for Americans.

Judgment by Default.

In district court at Albuquerque, Judge M. C. Mechem gave judgment by default for \$534.38 in the case of Beshara Isaac Barakat against Lorenzo Zamora and Antonio Luna and Jose Zamora y Chavez.

New Mexico Realty Syndicate Officer Sued.

Adolph Didier has sued Dr. E. N. Wilson of the New Mexico Realty Syndicate company for \$3,037.35, charging embezzlement, according to the Albuquerque Herald.

Producers' Association.

The Producers' Association of the Estancia Valley organized at Estancia on Saturday by electing J. T. Blaney, president; E. A. Duke, vice president; P. A. Speckman, secretary and T. S. Smith as treasurer.

Damage by Floods.

Floods in the Animas, Green horn, Trujillo and other streams in Sierra county last week did considerable damage to crops at Arroyo and other points. Some of the houses were flooded to a depth of six feet.

Arrests by Sheriff Sanchez.

Sheriff Geronimo Sanchez arrested Ezequiel Sedillo while the latter was riding a stolen horse in the vicinity of Manzano, Torrance county. He also arrested Agustin Valderama, because the latter after contracting with Fullerton Brothers to work on their

Beware of Ointments for Catarrh That Contain Mercury.

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free.

Sold by Druggists. Price, 75c per bottle.

Take Hall's Family Pills for constipation.

Foley Kidney Pills

TONIC IN ACTION - QUICK IN RESULTS
Give prompt relief from BACKACHE, KIDNEY and BLADDER TROUBLE, RHEUMATISM, CONGESTION of the KIDNEYS, INFLAMMATION of the BLADDER and all annoying URINARY IRREGULARITIES. A positive boon to MIDDLE AGED and ELDERLY PEOPLE and for WOMEN.
For sale by all druggists.

ranch near Datil, Socorro county, and being fitted out with a burro and camp equipment took French leave taking the equipment with him to Vaughn, Guadalupe county.

Died of Typhoid.

Mrs. Emma Newberry, daughter of Mr. and Mrs. J. J. Mallory died this week near her home at La Lande, Curry County, of typhoid fever. A five-months old child besides her husband survives her. She was aged 23 years.

Not in Durango Vile.

R. T. Stofor who gave the impression of a millionaire investor at Roy, Mora county, was arrested and taken to jail at Mora for passing worthless checks. His bond has been fixed at \$1500.

Disaster Caused by Drink.

F. W. Collins testified in the investigation of the causes for the disaster to the steamer Santa Rosa near Santa Barbara, that the quartermaster in charge was drunk Thursday and Friday mornings, the wreck occurring on Friday. The loss was \$2,000,000.

Assessor Accepted Bribe.

Assessor Henry P. Dalton of Oakland, California, was found guilty in the superior court by a jury of accepting a bribe of \$5,000 for reducing the taxes of the Spring Valley Water company \$50,000. He may be given a sentence of fourteen years in the penitentiary.

Boys Stole Barrel of Beer.

The first clue to extensive operations of a gang of youths at Greeley, Colorado, sons of well-to-do parents, was secured by the arrest of three of the youngest for stealing a barrel of beer. More than \$2,000 worth of loot were recovered by the officers. The boys arrested are: George Kidder, Walter Jensen, Theo. Lacander, Paul Lodwick David McGee, Percy Candlin, Harry Jacobson and Alvin Seward. Other arrests will be made.

CHICHESTER'S PILLS

THE DIAMOND BRAND.
Pills in Red and Gold Metal Case, sealed with Blue Ribbon. Take no other. Buy of your Druggist, or send for FREE TRIAL BOX. CHICHESTER'S DIAMOND BRAND PILLS, for 25 years known as Best. Safe. Always Reliable. SOLD BY DRUGGISTS EVERYWHERE.

WOOD'S HACK LINE

From **BARRANCA TO TAOS**
Meets Both North South Bounds Trains.
Leaves Barranca on the arrival of the north bound train and arrives at Taos at 7 p. m.
Ten miles shorter than any other way. Good covered hack and good team.
Every Thing done to Make Passenger Comfortable.
Round Trip **FARE \$5.00**

W. H. KERR

AGENT HUBBS LAUNDRY.
Phone us, we will be glad to call for your laundry on Mondays and Tuesdays and deliver on Thursdays and Fridays.

All work is guaranteed; your socks are mended and buttons sewed on your shirts without extra charge.

PHONE RED 122 PHONE RED 122

OPEN DAY AND NIGHT.

La Salle Restaurant

CHAS. GANN, Prop.

Telephone 11.

Two Doors Below F. Andrews Store.

Regular Meals 25 Cents

Short Order at all Hours

BOARD BY THE WEEK \$6.00

French Noodle Order 30c. a dish

New York Chop Suey 50c.

Imperial Laundry

For Best Laundry Work

BASKET LEAVES MONDAY AND TUESDAY

RETURNS THURSDAY AND FRIDAY

Agency at O. K. Barber Shop.

Mrs. F. O. Brown, Agent.

Phone Red No. 21. Phone, Red No. 23



WE ARE ALWAYS HAMMERING AWAY TRYING TO PLEASE OUR CUSTOMERS BY GIVING THEM HONEST HARDWARE FOR THEIR MONEY.
DON'T LOSE YOUR TEMPER USING POOR TOOLS. BUY OURS; THEY ARE PROPERLY TEMPERED.
POOR TOOLS ARE A POOR INVESTMENT. BUY OUR GOOD TOOLS AND MAKE A GOOD INVESTMENT.

Wood-Davis Hardware Co.

Phone 14. If Its Hardware We Have It. Phone 14

FOR THAT SUMMER OUTING

MEXICAN HATS

New and Full Assortment of Unique San Juan Pottery
Latest in Hand Color-
ing Post Cards. Artistic Framing.

Santa Fe Trail Curio Company

San Francisco Street.

Why Import Mineral Water?

WHEN YOU CAN GET THE :

Celebrated Maiden Buttee Mineral Water,

All Kinds of Soda,

Special High Ball Ginger Ale

Delivered to your house. Patronize home industry. Leave orders at

KAUNE & CO.'S STORE, PHONE 26.

THE SANTA FE MINERAL WATER CO

Coal WHOLESALE AND RETAIL Wood

Screened RATON YANKEE CERRILLOS Lump

Anthracite Coal all Sizes, Smithing Coal. Steam Coal.

Sawed Wood and Kindling.

MONTEZUMA AVENUE CAPITAL COAL YARD.

Near A. T. & S. F. Depot. Telephone 85

REAL ESTATE AND INSURANCE

FOR SALE Improved and unimproved City Property, Orchards and Ranches; Also a number of the finest Fruit and Alfalfa Ranches in the Espanola Valley with the Very Best of water rights and one of the finest orchards on the Tesuque at a Bargain.

Modern Residences for Rent.

F. M. JONES. 103 Palace Ave.

LIVERY STABLE

Fine Rigs, Reliable Horses Single Buggies, Surries, Saddle Horses.

CALL 'Phone 9 When in Need of Anything in the LIVERY LINE. Drivers Furnished.

CHAS. CLOSSON Don Gaspar Ave.

For Health Seekers and Rest Seekers

Mountain Health Resort, 22 miles from Santa Fe on main line of Santa Fe, one and one-half miles from depot.
Tent bungalows, in Pine Forest, with every accommodation, furnished for housekeeping and ready for occupancy.

WILLIAMSON RANCH, Glorieta, N. M.

Zook's Pharmacy

Phone

213

? WITH US ?

It is not merely a question of GETTING YOUR MONEY. Your trade is what we want.

We offer you only the HIGHEST CLASS OF GOODS—whether it be seriously needed DRUGS OR FANCY TOILET ARTICLES. The quality we uphold. We use the most careful methods in catering to your pleasure to make every deal a satisfactory one. ANY DRUG OR MEDICINE YOU GET HERE IS RIGHT. M. I. I.

IF YOU ARE NOT A CUSTOMER HERE, YOU SHOULD BE.

Zook's Pharmacy

Phone

213

TIME TABLE ALL

LOCAL TRAINS

The following are the time tables of the local railroads:

"A. T. & S. F. Ry."

Leave—

8:10 a. m. connect with No. 2 west-

bound, No. 10 eastbound.

Returning arrive at Santa Fe 12:10

p. m.

4 p. m. connect with No. 1, west-

bound.

Returning arrive at Santa Fe 6:30

p. m.

7:30 p. m. connect with No. 7 and

9 westbound; No. 4 and 2 eastbound.

Returning arrive at Santa Fe 11:10

p. m.

D. & R. G. Ry.

Leaves 10:15 a. m. from north.

Arrive 3:05 p. m. from north.

New Mexico Central Ry.

Leave 5:45 p. m., connects with No.

2 east and 1 south and west.

Arrive 3:18 p. m. with connections

from No. 3 east.

Notice for Publication.

Department of the Interior,

U. S. Land Office at Santa Fe, N. M.

July 10, 1911.

Notice is hereby given that Pedro

Gurule, of Lamy, N. M., who, on July

10, 1906, made homestead entry, No.

9633-7590, for lots 1 and 2, and S 1-2

NE 1-4, section 2, township 15 N,

range 10 E, N. M. M. meridian, has

been filed notice of intention to make

final five year proof, to establish claim

to the land above described, before

Register or Receiver, U. S. Land Office

at Santa Fe, N. M., on the 17th day of

August, 1911.

Claimant names as witnesses: Nicol-

as Gutierrez, Blas Garcia, Guadalupe

Mace, Juan Garcia, all of Canoncito,

N. M.

MANUEL R. OTERO,

Register.

ACT QUICKLY.

Do the right thing at the right time.

Act quickly in times of danger.

Eachache is kidney danger.

Doan's Kidney Pills act quickly.

Cure all distressing, dangerous kidney

ills.

Plenty of evidence to prove this.

Locario Lopez, Agua Fria St., Santa

Fe, N. M., says:

"I have had no severe return attack

of kidney trouble since using Doan's

Kidney Pills several years ago. Now

and then I have suffered from back-

ache but at such times Doan's Kidney

Pills have given prompt and positive

relief. For a long time I was made

miserable by attacks of kidney com-

plaint and my back was often so lame

and painful that I could scarcely do

anything. I did not sleep well and no

matter whether I was lying down or

standing up, the trouble was in evi-

dence. The kidney secretions an-

noyed me both day and night by their

irregularity in passage and there was

a heavy sediment in them. After sev-

eral remedies had failed to help me, I

procured Doan's Kidney Pills and they

lived up to all the claims made for

them. I never hesitate to say a good

word for Doan's Kidney Pills when

opportunity occurs."

For sale by all dealers. Price 50

cents. Foster-Milburn Co., Buffalo,

New York, sole agents for the United

States.

Remember the name—Doan's—and

take no other.

TO AND FROM ROSWELL.

Connections made with Automobile

line at Vaughn for Roswell, daily.

Automobile leaves Vaughn for Ros-

well at 8:30 a. m. and arrives at Ros-

well at 3:30 p. m. Automobile leaves

Roswell for Vaughn at 6 p. m. The

fare between Santa Fe and Roswell is

\$5.80 and between Torrance and

Roswell \$10. Reserve seats on auto-

mobile by wire.—J. W. Stockard.

FLUIDITY AND SECURITY

"No Bank Has Ever Been Ruined Through the Lack of Cash."

THE ADVANTAGE OF A CENTER

It is a Fallacy to Regard Essential Reserves as Un-productive.

Washington, July 16.—That bank-
ing legislation in the United States
has been based upon the mistaken
policy of putting security of assets in
the place of first importance at the
expense of fluidity is one of the many
interesting observations to be found
in a new volume just published by
the National Monetary Commission.
It is an English translation of the
strenuous notes of the proceedings of
the German Monetary Commission.

In the discussion of resources it
was pointed out that it was only
necessary to secure that degree of
fluidity demanded by a bank's position
in a national system or by the charac-
ter of the times. Herr Ströhl, hold-
ing that the central bank was one
of the most reliable means of averting
all crises, declared:

"As far as I can make out, no bank
has ever been ruined through lack of
cash. It has always been the rotten
assets, the worthless debtors, and the
loss of credit."

The German commission consisted
of 25 members chosen because of
their prominence as economists, prac-
tical bankers and men of affairs. Herr
Havenstein, president of the Reichs-
bank, was chairman; Prof. Adolph
Wagner, of Berlin University, and
W. Lexis of the University of Goetting-
en, Arthur Fischel, of Mendelssohn
& Co., and A. Schmidt of the Krupp
Co., were representative members of
the commission. The discussions of
the commission were general in na-
ture and had reference to all classes
of German banks and credit institu-
tions from the land mortgage associa-
tions, agricultural improvement banks
and co-operative credit societies to
the eight great joint stock banks and
the Reichsbank.

Of the suggestions made the one
concerning the establishment of a
Government bureau of supervision
was debated at great length. The
commission seemed to be strongly
against government interference of
any sort. A number of the commis-
sioners (among them were Mommsen,
Gontard, Weber, Schinckel, Lexis and
Ressler) appeared to be opposed to
any government interference whatso-
ever until Herr Roland-Lucke, a land-
ed proprietor suggested the appoint-
ment of a permanent bank commis-
sion. This commission was to be
made up of practical bankers, busi-
ness men, and economists. Its func-
tions were to be merely advisory. The
commission was to keep informed of
the current banking practice and the
general financial condition of the
country and to offer suggestions to the
various financial institutions when-
ever a change of banking procedure
was thought advisable. It was
thought that suggestions offered to
the president of the Reichsbank could
be handed to the other banking in-
stitutions, and that the suggestions
would be carried out because of the
nature of their source. The propo-
sition that a permanent advisory
commission be appointed by the gov-
ernment was received with favor by
the majority of the Bank Inquiry
Commission. Those members opposed
to the bureau holding mandatory
powers as well as those favoring such
a bureau united in favor of the propo-
sition.

That it is a fallacy to regard bank
reserves as unproductive was clearly
shown by Prof. Wagner. "Nothing
could be more fallacious," he says,
"than to regard them as unproductive.
They do not yield interest directly,
and from the standpoint of the in-
dividual owner they are not income
bearing; but they are essential to the
conduct of the enterprise and are
therefore theoretically productive."

Another point of substantial agree-
ment by the commission was that of
the "necessity of publicity, and that
with much greater detail on the
whole than has been given in the in-
termediate balance sheet hitherto
published by the great banks, useful
as these have been."

The discussions of the German
commission revealed two very well-
defined positions held by two groups.
On the one hand, there was the group
of which Prof. Wagner and Herr Sin-
ger, members of the Reichstag, were
exponents, who urged legislation for
the improvement of economic condi-
tions. On the other hand, there was
the group led by Prof. Ressler and
Herr Mommsen, member of the Mittel-
deutsche Creditbank, who were op-
posed to legal enactments restricting
bank action, and believed that it was
sufficient to educate the proprietors
classes to the consciousness that they
have social duties.

MINES

AUTOS WERE STRANDED

IN THE GALISTEO.

M. A. Stanton has returned from
Willard, Torrance county, with his
new Buick, after spending the night
with his car in the quicksands of the
Galisteo in which it stuck until morn-
ing. The other cars did not get away
so easily and one of them is a total
wreck in the treacherous stream.
The two ill-fated cars were the yellow
Roswell car that was in Santa
Fe last week, and the car of Dr. W.
E. Garrison of the Agricultural Col-
lege.

If you want anything on earth try
a Want ad in the New Mexican.

MINES AND MINING

A rich strike of ore is reported on
the Gold Stain at Jicarilla, Lincoln
county.

Five more men have been put to
work on the Gold Stain. A strike of
rich ore was also made by M. Frank-
lin in the Revenen shaft.

Mogollon.

Mogollon, N. M., July 17.—At the So-
corro mines during the last half of
June the bullion product amounted to
approximately 34,000 Troy ounces. Ore
treated for the month was around 4,100
tons, the decrease being caused by
breakdowns at the power plant. The
mill continues its better than 92 per
cent recovery of values. Drifts on
both the 600 and 700 foot levels are
being pushed.

The Ernestine Mining company's
bullion cleanup for the last 10 days of
June was 9,522 Troy ounces, with five
tons of high grade concentrates. Last
week's tonnage was 564, with 38 sacks
of concentrates. The mill was closed
down for the 4th and 5th celebration,
causing the lessened ore treatment.
The plant now has an abundance of
water.

At the Deadwood mines the greater
part of the ore treated now comes
from the third level, which doubles
the value of leads. A representative
of the De La Verne Engine company
is on the ground, adding a new attach-
ment to the engine, which is said to
be a very material improvement.

At the Trilby group preparations are
being made to do considerable develop-
ment on these claims, with a view of
perhaps treating the ore in one of the
local mills.

At the Gold Dust mines good pro-
gress is being made in driving the
lower tunnel, which will intersect the
vein at a depth of some 800 feet from
its outcrop.

The Maud Mining Company's drifts
along the vein have been started from
the new two-compartment working
shaft.

Historic Iron Deposits.

Of historic interest is a pamphlet
(Bulletin 470-F) just published by the
United States Geological Survey as

an advance chapter from "Contribu-
tions to Economic Geology, 1910,
part 1," on the iron ores in the Mon-
tervallo-Columbiana region, Alabama,
by Charles Butts. In the course of a
geologic survey of the area mapped by
the Survey as the Bessemer quad-
rangle, Mr. Butts made an examina-
tion of a number of ore deposits, chief
of which is the noted Huntonite deposit
at Shelby. Actual operations in this
section were begun in 1844 with the
construction of a furnace having a
daily capacity of 5 tons of cold-blast
charcoal pig-iron and work has been
practically continued since that time.
The iron made here early acquired a
high reputation, and as a result of
a comparative test of Alabama, Geor-
gia, and Tennessee irons made at
Columbus, Ga., in 1852, an order for
1,000 tons was given, the largest ever
placed in Alabama up to that time.
A rolling mill was completed in Ala-
bama in 1860 at which armour plates
were made for the Confederate Gov-
ernment. The Merrimac, which for a
time created such consternation
among the Union warships and which
later was a participant in the mem-
orable battle with the Monitor, was
armoured with these plates.

In 1863 a large furnace was built,
with a daily capacity of 35 tons. This
was equipped with warm blast ovens
and was the first furnace to make
warm blast charcoal iron in Ala-
bama. This furnace was burned in 1865
at the time of Wilson's raid. The
output of the two furnaces at Shelby
at the present time is 25,000 tons a
year.

Mr. Butts also describes iron-ore de-
posits 3 miles west of Brierfield from
which ore was obtained for the Bibb
furnace from the time of its establish-
ment in 1862 until its abandonment
about 1895. It is said that iron smelt-
ed at this furnace was manufactured
into cannon at Selma for use by the
Confederate Army during the Civil
War. The paper also gives descrip-
tions of smaller limonite and hematite
deposits in the vicinity. A copy may
be obtained on application to the Di-
rector of the Geological Survey at
Washington, D. C.

ALTITUDES DETERMINED IN ARIZONA BY SURVEY.

Large Amount of Topographic Map-
ping and Spirit Leveling Accom-
plished in Late Years.

Bulletin 463 of the United States
Geological Survey, which contains
the results of spirit leveling in Ariz-
ona from 1899 to 1909, inclusive, com-
piled under the direction of R. B.
Marshall, chief geographer, has just
been published and may be obtained
free on application to the Director of
the Survey at Washington, D. C.

The report should be of advantage
to engineers and surveyors, for each
locality whose elevation has been ac-
curately determined affords a start-
ing point for a survey of any kind
that may be contemplated. More than
1,600 points in different parts of Ariz-
ona, which have been determined
by the Geological Survey in connection
with its topographical surveying, are
included in the report. The Sur-
vey's topographic maps of the quad-
rangles already surveyed in Arizona
show a large number of elevations,
but they are stated only to the near-
est foot, whereas the bulletin gives
the elevations to the third decimal
place. For example, the following
statement describes the highest point
in Arizona (in the Bradshaw Moun-
tains) thus far marked by the Survey,
Mount Union, highest point; bronze
tablet marking primary triangulation
station, stamped "7971 PRST" 7,975.
240 feet.

Maps of the following quadrangles,
wholly or partly in Arizona, have
been published by the United States
Geological Survey and may be obtain-
ed on application to the Director of
the Survey for 5 cents each, or \$3 a
hundred, except the Bright Angel,
Shinumo, Tombstone mining, and
Yuma maps, which sell for 10 cents
each.

Blasbee; Blasbee special; Bradshaw
Mountains; Bright Angel; Camels-
back; Camp Mohave (Ariz.-Nev.-Cal.);
Canyon de Chelly (Ariz. N. Mex.);
Chino; Clifton; Congress; Desert
Well; Diamond Creek; Echo Cliffs;
Florence; Fort Defiance (Ariz.-N.
Mex.); Fort McDowell; Globe; Globe
special; Holbrook; Jerome; Kaibab;
Marsh Pass; Mount Trumbull; Need-
les special (Ariz.-Cal.); Nogales;
Patagonia; Prescott; Ray; Roosevelt;
Rogaton; St. Johns (Ariz.-N. Mex.);
St. Thomas (Ariz.-Nev.); San Fran-
cisco Mountain; Shinumo; Tombstone
mining; Tombstone special; Tucson;
Tusayan; Verde; Vishnu; Yuma
(Cal.-Ariz.).

LAND PATENTS THAT AWAIT THEIR CLAIMANT.

Signed by President Hayes, Arthur
Harrison, Cleveland, McKinley,
Roosevelt and Taft.

Las Cruces, N. M., July 16.—In the
archives of the United States land of-
fice here can be found a large number
of patents issued by the government
for lands in southwestern New Mex-
ico. Some of the owners are dead,
others have moved away, and the origi-
nal deed to the property lies in the
safe at the land office without any
claimant.

The oldest patent in the office was
issued by President Rutherford B.
Hayes, to John D. Bail in November,
1880, covering 80 acres of land in
Dona Ana county.

Next in point of age comes one is-
sued by President Chester A. Arthur
on November 13, 1884, to William H.
Asbury for 40 acres of land in Socorro
county.

President Benjamin Harrison leads
the list of old patents for number of
patents remaining in the office as the
following were all found in the safe:
James R. Bullard, Jan. 22, 1890, 120

In Justice of Peace Court, Precinct 17,
Defendant.)

A writ of attachment having been
sued out in the above entitled cause

COUNTY OF SANTA FE,

Bond & Nohl Company,

Plaintiff,

vs.

Ed. Sullivan,

Notice

In the above named court, and the fol-
lowing property, to wit: a certain

wagon, the property of the defendant,

having been duly attached under said

writ, and the defendant not having

been found so that a summons can be

served on him; notice is hereby given

unless the said defendant appear be-
fore the Justice of the Peace, Jose

Ma. Garcia, at his office, in the above
named precinct and county, on the

21st day of August, 1911, at the hour
of 10 a. m. on said day, to make an

answer to said cause and said writ,
judgment will be rendered against

him and the said property sold to pay
the debt for which judgment may be

rendered.

VICTORIANO CASADOS,

Constable, Precinct No. 17, County of

Santa Fe.

June 23, 1911.

Santa Fe.

June 23, 1911.

NOTICE FOR PUBLICATION.

(Pecos Forest, Not Coal.)

Department of the Interior.

U. S. Land Office at Santa Fe, N. M.,

July 12, 1911.

Notice is hereby given that Manuel

Martinez y Lujan, of Lamy, N. M.,

who, on October 11, 1904, made home-

stead entry No. 8111-03907, for SW 1-4

Section 3, Township 14 N, Range 11

E. N. M. Meridian, has filed notice

of intention to make Final five

year proof, to establish claim to the

land above described, before Register

or Receiver, U. S. Land Office, at

Santa Fe, N. M., on the 22nd day of

August, 1911.

Claimant names as witnesses:

Jose Maria Apodaca, Luis Marti-

nez, Jose Angel, Patricio Garcia, all

of Lamy, N. M.

MANUEL R. OTERO,

Register.

If you want anything on earth—try

a New Mexican Want Ad.

THE VAUGHAN RANCH

(Old Sparks Ranch)

Open May 15th for the Fishing Season

Best of Food Best of Beds

Cold Pure Spring Water

No Invalids \$15 a Week

Pecos and Mora Rivers, Holy Ghost, Willow and Bear Creeks

Telegraph Glorieta Write Pecos



SUMMER TOURIST RATES

...EAST...

SANTA FE, N. M., TO

SANTA FE NEW MEXICAN

THE NEW MEXICAN PRINTING COMPANY PUBLISHERS.
PAUL A. F. WALTER Editor and President.
JOHN K. STAUFFER, Secretary-Treasurer.
FRANK P. STURGES, Vice President.
CHAS. M. STAUFFER, General Manager.

Entered as Second Class Matter at the Santa Fe Postoffice.

RATES OF SUBSCRIPTION.
Daily, per week, by carrier..... .25
Daily, per month, by carrier..... .75
Daily, per month, by mail..... .65
Daily, per year, by mail..... 7.00
Weekly, six months, by mail..... 3.50
Weekly, six months..... 1.00
Weekly, per year..... 2.00
Weekly, per quarter..... .50

OFFICIAL PAPER OF SANTA FE COUNTY.

The New Mexican is the oldest newspaper in New Mexico. It is sent to every postoffice in the territory, and has a large and growing circulation among the intelligent and progressive people of the Southwest.



THE EFFICACY OF PETITION.

The Albuquerque Journal makes a brave argument in favor of the efficacy of petition in the statehood matter. It argues that never before have the "business" interests petitioned Congress to give New Mexico statehood. Perhaps, it is right. There was a well defined "business" movement to have Congress adopt the Flood resolution. The printed proceedings of the hearings before the Senate and House committees are peppered with scores of telegrams from businessmen asking for the adoption of the Flood resolution. Yet, despite these fervid and fervent petitions and prayers the Senate unceremoniously threw the Flood resolution overboard and will adopt the Nelson resolution. And rightly so.

While these prayers and petitions and telegrams came from businessmen, yet the Flood resolution was inspired and drafted by political craft, by Machiavellian Democratic schemers, who had already paroled out of the new state and its offices among themselves. To them, the Flood resolution would have been a powerful lever for self-aggrandizement. The desire for statehood on the part of many businessmen led them to fall into the trap and petition Congress for the passage of the Flood resolution. Fortunately, President Taft and the Senate knew better what is good for the new state than did these petitioners.

At the present time, hundreds of businessmen in Arizona are petitioning for the retention of the recall, hundreds of others are petitioning for its elimination. From New Mexico petitions are going forward to sustain the Flood resolution and other petitions for the Nelson minority report. If the New Mexican cared to, it could start a statewide movement to fire in petitions, telegrams and letters asking Congress to tack a Prohibition amendment to the Nelson resolution. It would be a grand stand play and would have absolutely no effect on the Senate and yet, it would not be advisable to cloud the clear cut issue before the Senate with the individual desires of each of 327,000 people.

Senators and congressmen if they ever get to see the telegrams and letters and petitions merely wonder: "Who is pulling the strings now?" They know that businessmen as well as others have their political leanings, that some of them want to see the Democrats triumph and others the Republicans. In their own districts they have ample demonstration of the fix in which Providence finds itself, when one half of the community prays for rain and the other half for sunshine. Like the Good Lord, they must use their best judgment.

However, there can be no harm in flooding Washington with telegrams and letters. It is true, it might confuse some of the statesmen who make an effort to find out what the territories really want, for there is at present no doubt and should be no doubt as to New Mexico wanting statehood at the earliest possible moment. But as the issue is settled, as the vote will be taken on August 7 and the Nelson resolution adopted, it is a harmless occupation to send on delegations who are willing to take anything that Congress sees fit to give, and to enrich the telegraph companies by pouring telegrams into the national capital. After all, the Journal as well as the New Mexican and the other newspapers sincerely desire statehood, have fought for it through thick and thin and ought not now to quarrel over methods.

BASEBALL OR CONSTITUTION.

It was characteristically American, the attitude of the Prybitt Islander, when they received the first cable message from the outside world last week. "Aw, cut out the news about the coronation, give us the baseball score!" was their demand. There is something refreshing in this, especially in view of the Frenchmen and the German, and even the Briton, who have said for many years that the American takes himself too seriously and does not know how to play or how to enjoy a game. There is another side, however, one that militates against the alleged clamor for popular legislation and easily amended constitutions. The average American, when he has to choose between a baseball game and voting on an important amendment to the constitution, will go to the baseball game. There are exceptions, of course, but there is also a proverb about exceptions proving the rule.

One of the most certain of "proofs" that the United States is prospering under the Taft administration as it never prospered before, even though money for development is difficult to secure on account of socialistic agitation and Democratic tariff tinkering, is the fact that during the past eleven months the consumption of beer has increased 6,872,534 barrels or 6.21 per cent. The amount of distilled spirits to the amount of \$7,433,280 or 5.66 per cent. A nation that consumes 54,308,458 barrels of beer and \$146,973,936 worth of distilled spirits in eleven months can not complain about hard times or increase of poverty.

THE CANKER AT THE ROOT.

The school census of Denver reveals that the Queen City of the Plains has 3,000 less school children than a year ago. The decline of Denver is ascribed by some to the wide open policy of the city which its administration declares is necessary for its prosperity and in order to attract tourists and those from the surrounding country who come to Denver for the purpose of throwing away money on the Great White Way. But the cause lies deeper than all this, for Boulder, too, and Huerfano county, report a decline in population. In fact, from all parts of the United States comes the word that business and industry are "dull," and even Wall Street has not experienced such lethargy for years. New Mexico too thinks conditions would be more promising if it only had statehood.

All this seems strange, for banks from Kansas City east, and also those in the west, report that they have more money on deposit than they know what to do with. In fact, some of the banks have refused to accept more time deposits. Three percent government bonds are eagerly snatched up at a big premium and yet, when the promoter wants money for the development of good propositions he finds it impossible to get it. There is more accumulated wealth in the United States today than ever before; the crops are the greatest in the history of the Nation; there is less enforced idleness and less poverty than at any time. What is the matter; why is money seeking hiding places and refusing investments that promise big returns, and yet oversubscribing three per cent government bonds at a premium?

Is it not the Democratic tariff tinkering? Is it not the fear that next fall may see a Democratic victory in the Nation? Is not muckraking and the federal prosecution of industrial enterprises on the plea of trust busting? Can one expect a sane financier to invest in industrial enterprises, in new development, when any day the federal government may send special attorneys general to break up the enterprises, or when Democratic legislation may shut down mills and factories and bring on a panic? Surely, this country has had a surfeit of so-called progressive legislation, of trust busting, of muckraking, of tariff tinkering and of socialistic and Democratic agitation.

HAS SEEN THE LIGHT.

At last the Albuquerque Morning Journal has come around to it. It has taken ever since the special session of Congress convened but now that it is on the right track it is to be congratulated. Yesterday, the Journal confessed:

"It is generally admitted here that the Nelson minority report offers the only solution of the problem, as the recall of judges must be eliminated if the resolution is to escape the presidential veto."

It is what Delegates Cameron and Andrews told the people as long ago as last fall when the constitutional conventions were in session and is the warning that the New Mexican and most of the Republican newspapers sounded but the radical Democrats shouted: "The president never dare veto the recall!" and the same horse later made the Albuquerque Journal and other wide-awake newspapers believe that the president would "never dare" veto the Flood resolution as passed by the House.

One of the aptest of the old proverbs is "That it depends on whose ox is gored." The Estancia Valley farmers have been very pronounced in bailing trusts, in fact, they leaned toward Socialism, which is something of a trust itself that does not believe in competition. These Estancia Valley farmers met on Saturday and formed a little trust of their own which will "fix" prices, and handle produce so as to overcome or restrain competition of other sections and find the best market at the best prices for themselves. All this is well and profitable and commendable, even if it is a favored method of the trusts. With such trust busters as P. A. Speckman, holding down jobs in this little agricultural producers' trust it should declare dividends that will make the ten per cent annual profits of the steel trust look like a bagatelle.

PUSHING SANTA FE.

The New Mexican will repeat that Santa Fe is being well advertised and that the Santa Fe is doing it. The Sunday supplements to the metropolitan papers, chief among them the Rocky Mountain News of Denver, yesterday gave an entire illustrated page to Santa Fe and its surroundings. The article was superbly illustrated with photographs, most of them taken by J. B. Sloan of the U. S. Weather Bureau. The article was from the pen of the editor of the New Mexican, but the article was placed in the Sunday papers by the Santa Fe Railroad through the efforts of Colonel R. E. Twitchell of Las Vegas. It has also been issued in pamphlet form, but with different illustrations, by the Chamber of Commerce of Santa Fe. Altogether, it is proving the right kind of advertising that will attract the right kind of tourists to this part of New Mexico. This old town is being advertised as never before in its history and needs only to reach out to reap the harvest by putting in shape such splendid attractions as the Scenic Highway up the Santa Fe Canon and pushing it through to the Pecos. Not only would Santa Fe reap the benefit of this road construction but the entire Territory would benefit to the extent of a MILLION DOLLARS and more a year.

The New York Herald says that during the first week of July, 200 people in the metropolis died from sunstroke, but that "the number of deaths from weather conditions was considerably larger, as deaths from heart disease and infantile complaints are not included in the records due to heat. The heat was more disastrous to aged people than to infants. Of the total deaths, 316 of the victims were sixty-five years old or more while in 1910, only 184 in this class died." At this very moment, Senator Luke Lea of Tennessee is rushing across the continent from the National Capital with his wife in order to get her to the Rocky Mountains to save her life. When it once becomes known that Santa Fe never recorded a sunstroke, never had a temperature that reached 100, never had a night during which the minimum was up to 70 degrees and yet, is mild and sunny in winter, then it will draw into itself many of those who are well enough to do to own here summer or winter homes.

With the territories out of the way, the agitation to divide some of the larger states will receive a new impetus. William A. Pabor, the founder of the town of Fruita, is pushing a movement to divide Colorado into two states by running a line along the top of the Continental Divide. Each state would still be larger than either New York or Pennsylvania. Texas has the constitutional right to split up into five states whenever it feels itself too big. There is no likelihood of the propaganda succeeding for the present but there may come a day when sectional lines will be more pronounced between East and West, and the West to secure its proper representation in the U. S. Senate, may consent to have its large states split up into smaller commonwealths. New Mexico would make three states the area of Ohio or Virginia or fifteen Marylands and if it is advantageous to have two senators to represent us, it would be still more advantageous to have six or even thirty.

A Chinaman who came to Lordsburg, Grant county, as a boy has an asset, by his own efforts and through square dealing, in the course of 25 years, a competence which permits him to make frequent pleasure trips to China, according to the Western Liberal. If the despised Oriental, who must fight prejudice on every side, who must overcome disheartening handicaps, who does not speak the language of the country, against whom the laws discriminate and against whom almost every other man's hand is lifted, can amass a competence by steady work and honest trade, what is there to say to the educated youths of white parentage who whine that there is no chance in the world for the boys to make good and who give that as an excuse for degenerating into loafers, boozers and gamblers?

Democratic heroes do not last long. The Democratic convention of Douglas county, Nebraska, on Saturday repudiated one William Jennings Bryan and resolved:

"Standing on the adamant foundation of Democracy that in the party councils the majority should rule, we deplore and condemn the actions of W. J. Bryan, who having repeatedly received the loyal support of the Democratic party of Nebraska, turned treacherously upon it in its hour of need and accomplished its defeat."

It was only a few years ago, when even here in Santa Fe there were otherwise intelligent men, who swore that William Jennings Bryan was the modern Moses who would lead the Democracy out of the wilderness.

The police in Roswell have been serving notices on property owners that they must clean their lawns as well as unimproved lots of weeds during this week. This is a good move and the city government of Roswell is sufficiently energetic to enforce its orders. Santa Fe has many vacant lots and some occupied lots that are overgrown with pestilential weeds and which the owners should be compelled to cut down and root out.

One of the reasons that the common man does not invest in railroad stock lies in the fact that despite the great hue and cry, railroads earn much less on their investment than do other enterprises. It has been figured out that the farmer makes a net profit each year on each \$1,000 invested of \$98; the manufacturer of \$151 but the railroads only \$44.

Daily arrests are being made in the United States for the smuggling of opium. In other words, the laws against the use of opium are not effective.

How About That Fire Insurance?

IS YOUR PROPERTY FULLY PROTECTED?

Think About It!

Then Act!

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GENERAL AGENTS, : : : SANTA FE, N. M.

tive in preventing the smuggling and consumption, of the forbidden narcotic. Yet, there is no one crying that the prohibition of opium should be lifted because it does not prohibit.

MARKET REPORT

MONEY AND METALS.

New York, N. Y., July 17.—Call money, 2 1/4@2 1/2 per cent; prime paper, 4@4 1/2; Mexican dollars, 45; Amalgamated, 68 3/8; sugar, 119; Atchison, 112 1/8; Great Northern preferred, 134 3/8; New York Central, 108; Northern Pacific, 131 1/2; Reading, 156 1/4; Southern Pacific, 121 3/4; Union Pacific, 187; steel, 78 3/8; preferred, 118 1/8.

GRAIN, PORK, LARD, RIBS.
Chicago, Ill., July 17.—Wheat—Sept., 88; Dec., 91.
Corn—Sept., 64 1/4; Dec., 61 7/8@62.

Oats—Sept., 45@48; Dec., blank.
Pork—Sept., 15.95; Jan., 15.30.
Lard—Sept., 8.22 1/2; January, 8.20@8.22 1/2.
Ribs—Sept., 8.37 1/2@8.40; January 7.90.

WOOL MARKET.
St. Louis, Mo., July 17.—Wool—unchanged; territory and western mediums, 17@19; fine mediums, 16@17 1/2; fine@14 1/2.

LIVESTOCK.
Chicago, Ill., July 17.—Cattle, receipts, 25,000. Market generally steady. Beeves 4.85@7.00; Texas steers 4.60@6.10; western steers 4.75@6.90; stockers and feeders 3.00@5.10; cows and heifers, 2.25@5.75; calves 5.00@7.25.

Hogs—receipts, 34,000. Market steady to a shade higher. Light 6.40@6.85; mixed 6.35@6.85; heavy 6.15@6.82 1/2; rough, 6.15@6.40; good to choice heavy 6.40@6.82 1/2; pigs 5.50@6.45; bulk of sales 6.55@6.75; Sheep—receipts, 22,000. Market steady; native 2.60@4.65; western 3.70@4.70; yearlings 4.40@5.50; lambs native 4.00@7.10; western 4.50@7.00. Kansas City Mo., July 17.—Cattle—Receipts, 10,000; market strong to 10c higher; native steers, \$5.00@6.75; southern steers, \$3.40@5.00; Southern cows and heifers, \$2.50@4.25; native cows and heifers, \$2.20@6.50; stockers and feeders, \$3.00@5.00; bulls, \$2.75@4.50; calves, \$4.00@6.75; western steers, \$4.60@6.25; western cows, \$2.50@4.50.

Hogs—Receipts, 7,000; market strong to 5c higher; bulk of sales, \$6.30@6.50; heavy, \$6.40@6.55; packers and butchers, \$6.30@6.50; lights, \$6.25@6.45.
Sheep—Receipts, 4,000; market strong; muttons, \$3.40@4.25; lambs, \$6.00@6.80; fed wethers and yearlings, \$2.50@5.00; fed western ewes, \$2.25@3.75.

Edward's Deductions.

"Edward, you must eat the crusts of your bread."
"Did you eat crusts when you were a little boy?"
"Why, certainly, I did."
"And is that why you are a crusty old bachelor now, uncle?"—Yonkers Statesman.

That Would Be Nice.

"Would you wear a harem skirt, Maude?"
"Why not, if it was fashionable?"
"But they are such awkward-looking things."
"Well, if they were awkward enough it might be necessary for the men to lift us in and out of things, you know."

AND THEY MUST LIVE

"I wish I were good looking."
"Tut, tut. If wishes were good looks, the photographers would never have to learn that lucrative art of flattering people in their pictures."

A Prize.
How dear to his heart is that ancient umbrella.
Quite shabby enough to make anyone scoff.
So easily discolored by all kinds of weather.
No one will be tempted to carry it off.

The Difference in Profit.
"The commercial aspect of marriage has undergone a great change."
"How so?"
"In former times, fathers sold their daughters."
"Now they have to sell them."

EXPLAINED.

"I do declare!" said Mrs. Smith to Mrs. Jones, one day.
"What have you been adding with your little daughter—say?"
"She must be growing smaller—she does not seem near as tall as when I saw her last! To me it seems she's getting small!"
"Ah, yes!" sighed Mrs. Jones. "It does look so,—her tones were mild—'But then, you see, she always was a shy and shrinking child!'"

A Fielding Story.

The Fieldings are an ancient race, and the Denbigh earldom dates from 162. By the way, there is a funny story as regards the family name and its spelling. The author of "Tom Jones" was one of the race, and the then Lord Denbigh said to his relative: "Why don't you spell your name 'Fielding,' as the rest of us do, and not 'Fielding'?" The writer made answer: "Because I am the first of the family who learned to spell."—Gentleman.

As It Should Be.

Newed—Don't you think a man should always listen to his wife's advice?
Olded—Yes, indeed—then he should proceed to act according to his own judgment.

Marine Courtesy.

"A boat is a very polite sort of thing, isn't it?"
"In what way?"
"Isn't it always to the front with a bow?"

Fraternal Societies

MASONIC.

Montezuma Lodge No. 1, A. F. & A. M. Regular communication first Monday of each month at Masonic Hall at 7:30 p. m.

H. H. DORMAN, Master

CHAS. E. LINNEY, Secretary.

Santa Fe Chapter No. 1, R. A. M. Regular convocation second Monday of each month at Masonic Hall at 7:30 p. m.

JOHN H. WALKER, H. P.

ARTHUR SELIGMAN, Secretary.

Santa Fe Commandery No. 1, K. T. Regular convocation fourth Monday in each month at Masonic Hall at 7:30 p. m.

CHAS. A. WHEELON, E. C.

W. E. GRIFFIN, Recorder.

Santa Fe Lodge of Perfection No. 1, 14th degree. Ancient and Accepted Scottish Rite of Free Masonry meets on the third Monday of each month at 7:30 o'clock in the evening in Masonic Hall, south side of Plaza. Visiting Scottish Rite Masons are cordially invited to attend.

S. G. CARTWRIGHT, 32.

HENRY F. STEPHENS, 32

Secretary.

B. P. O. E.

Santa Fe Lodge No. 460, B. P. O. E. holds its regular session on the second and fourth Wednesday of each month. Visiting brothers are invited and welcome.

CARL A. BISHOP, Exalted Ruler.

J. D. SENA, Secretary.

Independent Order of Beavers.

Santa Fe Dam No. 80, I. O. B. holds its regular session at 8 p. m. Meetings first and third Friday. Visiting Brothers are always welcome.

GEO. W. FRICHARD, President.

C. J. NEIS, Secretary.

F. W. FARMER, Homestead No. 2879.

Brotherhood of American Yeomen Meets second and fourth Thursday. Delgado's Hall. H. Foreman, C. G. Richie, Cor. Sec. Mrs. Daisy Farmer.

Santa Fe Camp 12514, N. W. A. meets second Tuesday each month, so called meeting third Tuesday at Elks Hall. Visiting neighbors welcome.

L. G. WHITTIER, Consul.

CHAS. A. BISHOP, Clerk.

R. J. PALEN, President. J. B. READ, Cashier.
L. A. HUGHES, Vice-President. F. McKANE, Assistant Cashier.

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ROOMS IN SUITE WITH PRIVATE BATH

Cuisine and Table Service Unexcelled

Large Sample Room for Commercial Travelers

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RECENTLY OPENED, IS SANTA FE'S IDEAL COMMERCIAL TRAVELERS' HOTEL.

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CHEERFUL DINING ROOM, FINE CUISINE THOS. DORAN, Proprietor. RATES \$2.50 TO \$3.00 A DAY

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Furnished rooms in connection. Hot & Cold Baths. Electric Lights

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The following are suggested to the thirsty as something cool and inviting
GINGER ALE, WILD CHERRY, LEMON SODA, IRON BEV
ROOT BEER, CLAMORINE FLIZ, COCO COLA, * * *
Genuine Arctic Spring Mineral Water.

All drinks made from SANTA FE BOTTLING WORKS, Remy Erick, Proprietor.

FIRST CLASS HACK SERVICE

For hire at popular prices—Saddles and saddle horses.
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We do not carry our
 Summer Goods over un-
 til next season

We Are Not Built That Way

They must be moved,
 and next week we give
 our patrons an oppor-
 tunity to buy our entire

STOCK OF BEAUTIFUL
Lawns, Madras, Dimities,
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 Gloves for Everyone.

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EXQUISITE LINE OF CUT GLASS

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We are not asking unreasonable prices, either;
 but come and see what we have.

HANDSOME TOILET SETS STERLING SILVER NOVELTIES

Reliable Jeweler **H. C. YONTZ,** San Francisco Street

Cut Flowers

A Specialty

PLANTS, Fruit in Season, Wedding
 and Table Bouquets and Decorations.
 Funeral Designs.

Out of town orders given careful attention. An extra charge of 25c
 for packing on orders under \$3.00.

THE CLARENDON GARDEN R. V. BOYLE, Mgr.

Phone Black 12.

Santa Fe, New Mexico.

PERSONAL MENTION

J. A. Pynch, a teacher of Albuquerque is at the Palace.
 Former Governor M. A. Otero, who has been ill at the Sanitarium, is out again.

W. C. Strickland, the paper salesman of St. Louis, is at the Sanitarium.

E. A. Glenn, a businessman of Phoenix, Arizona, is at the Montezuma Hotel.

B. F. Calley, who travels for a Boston dry goods house, is here from Kansas City.

B. G. Randall, who owns a flour mill at Taos, is here with his family. They are at the Palace Hotel.

Mr. and Mrs. E. E. Friday and their son, Elmer and daughter Marjorie left today for Long Beach, California.

Miss Ruthie Soper, daughter of Postmaster R. A. Soper at McIntosh, is visiting Mr. and Mrs. DeArcy.

Harry S. Bowman, Mrs. N. Wiel, and Miss Bertha Cohn went yesterday to Ocate on a visit.—Las Vegas Optic.

G. G. Shane of Alamosa, Colorado, an official of the Denver & Rio Grande Railroad, spent Sunday in Santa Fe.

Judge C. J. Roberts, after a week spent here hearing cases in chambers returned last night to Raton.—Las Vegas Optic.

Tilden Hoskins, son of D. T. Hoskins the well known banker of Las Vegas, is the guest of Wilson Mills, son of Governor Mills.

J. S. MacTavish, the banker and merchant of Magdalena, Socorro county, accompanied by Jose y Aragon, spent Sunday in Santa Fe.

Alexander Bowls of Bowie, Colorado, formerly of Gallup, and at one time a member of the New Mexico legislature, is a visitor in Santa Fe.

Professor O. C. Zingg of the New Mexico Normal University at Las Vegas will attend the lectures and field work of the School of American Archaeology.

Miss Higgins, a very charming girl from New Jersey, is a healthseeker at St. Vincent's Sanitarium where she expects to remain for several months.

H. B. Cartwright, S. G. Cartwright and a party went up the canon in a motor yesterday and caught several fish, but the rains made the fishing rather poor.

J. S. Chaves of the general mercantile firm of J. S. Chaves & Co., of Cerrito, Taos county, returned to his home this forenoon, after spending Sunday in Santa Fe.

Miss Pearl Gallaher of McIntosh, who has been visiting Mr. and Mrs. E. J. D'Arcy, has accepted a position as stenographer with Attorneys Easley & Easley.

Ezequiel Carrillo of Ocate, Mora county, is in Santa Fe on legal matters. He reports that northern Mora county has had more than enough rain this month.

Stewart Van Vliet leaves today for Mount Baldy and will spend a fortnight in that region camping and resting. He will take his food supplies and tent on a burro in the fashion of the good old days.

W. S. Hammond, professor of botany at the New Mexico College of Agriculture and Mechanic Arts was in the city Saturday to attend the meeting of the conservation commis-

sion of which he is a member. Gordon Goebel, of Santa Fe, who for the last two years has been in the employ of the Westinghouse people at Pittsburg Pa., was in Belen for a few days visiting with Ed. and Herbert Goebel.—Belen Tribune.

Colone H. B. Pain will leave this evening for Kansas City, Mo., to look after real estate interests there, and from Kansas City will go to Joplin, Missouri, where he is extensively interested in zinc mining.

Superintendent J. E. Clark of the department of public instruction has returned from the Cliffs after a phenomenally quick journey for he left here yesterday at 6:30 a. m. and was back at 2 p. m. He took with him several friends from Michigan.

Elias Clark, the well known merchant of Alcalde, Rio Arriba county, was in Santa Fe yesterday on irrigation matters. He says that over six miles of the La Joya ditch are completed and will put water on the tributary land by next spring.

Hon. M. C. Mechem returned to Socorro yesterday from Albuquerque where he had spent several days on court business. Mrs. Mechem has recovered from the effects of a recent surgical operation and is now visiting her mother in Chicago.—Socorro Chieftain.

Mrs. F. W. Henry and Miss Maud Woy of the Wolcott School, Denver, arrived Saturday to begin work in the School of American Archaeology. Mr. Henry, treasurer of the Colorado branch of the Archaeological Institute, will arrive in about week to take up some work for the school. All three were connected with the work last year.

A charming event of the week was the 1 o'clock luncheon given Wednesday afternoon by Mrs. Emma F. Cohn for her daughter, Miss Bertha Cohn. During the afternoon the announcement of the engagement of Miss Cohn to Harry S. Bowman, an attorney of Santa Fe, was made. Twenty young ladies were guests at the luncheon. They made up the prettiest and most handsomely gowned company of young femininity that has been gathered together about a handsomely appointed table this spring.—Las Vegas Optic.

A party of Santa Feans went up the canon on horseback yesterday as far as the rangers cabin two miles above Monument Rock or eleven miles from Santa Fe and had a most delightful trip. In the party were Miss Ruth Laughlin, Miss Virginia Bean, Miss Betty Rugh, Miss Estrella Bergere, Miss Florence Spitz, Wilson Mills, John Roberts, Tilden Hoskins, Jean Nussbaum, E. E. Meier, and Brian Dunne. They returned in the evening and reported that while the canon road is in fair shape the bridges need repairs which could easily be made.

Mr. and Mrs. L. L. Tyler and children will leave this evening for their future home on Long Island, New York, where they will go to farming. Mr. Tyler was superintendent of the Presbyterian mission schools in this city ever since the completion of the Mary E. James school for boys and with his family endeavored himself to people not only in Santa Fe but throughout northern New Mexico. He made a success of the boy's mission school.

Felipe Rivera, the well known barber, is ill with a severe cold.

WILL EMPLOY ALL INSURRECTO SOLDIERS.

San Antonio, Texas, July 17.—Doctor F. S. Pearson, the man behind the \$600,000 which is now being spent by the Medina Dam and Irrigation Company thirty miles west of this city, was the guest today of San Antonio business men at a dinner. At this meeting Dr. Pearson gave his reasons for the great investment he has made in Southwest Texas and said that for twenty years he had been passing through this country and studying its conditions. It had become evident to him that no part of the continent offered greater possibilities and surer returns for money invested. Dr. Pearson was en route from his properties in Mexico, where before leaving he instructed his superintendents to give employment to every man who has been in the Insurrecto army and if there were not places enough for all to make places for them. It was at the instigation of Dr. Pearson that the corn duties were removed in Mexico, thus enabling the poorer classes to get that food product as cheap as possible. On a railroad owned by Dr. Pearson, corn has been shipped for some time free of freight rate.

Change in Springer Bank. C. F. Hortenstein has been advanced from cashier to second vice-president of the Bank of Springer. C. R. Brown of French, Colfax county, succeeds Hortenstein as cashier. Brown came to New Mexico from Tiffin, Ohio.

Kidney Diseases Are Curable, under certain conditions. The right medicine must be taken before the disease has progressed too far. Mr. Perry A. Pitman, Dale, Texas, ys: "I was down in bed for four months with kidney and bladder trouble and gall stones. One bottle of Foley's Kidney Remedy cured me well and sound." Ask for it. For sale by all druggists.

If you want the best that comes to Santa Fe then you by our

Boss Patent

IT IS OUR LEADER—sure it is—and why? Because no better Flour can be bought or made at any price.

We also have "Diamond Flour," a High Grade Colorado Milling that is a leader in its class.

DAILY RECEIPTS OF

Vegetables

H. S. KAUNE & CO.

MILLINERY BARGAINS

ONE THIRD OFF

On Fancy Ribbons—Flowers—Veils
 This Month Only.

MISS A. MUGLER

South-East Corner Plaza

Phone 49 Main Phone 49 Main

Parlor Market and Grocery

The place where satisfaction is absolutely guaranteed. Nothing but the best the market affords for sale. We still adhere to our old policy first established by us of

Kansas City Corn-Fed
Beef, Pork, Mutton,
Veal and Lamb.

Home-Dressed Poultry, Fresh
Fish, Fruits and Vegetables

SCHILLING'S BEST COFFEE, TEAS,
BAKING POWDER AND EXTRACTS

Money Refunded if Not Satisfactory.

LAUGHLIN BLOCK,

214 Don Gasper Avenue.

WM. D. ARRIGHI
PROPRIETOR.

The Little Drug Store

With
 the Best
 Goods at the
 Right Price

BUTT BROS. CO.,

"Always Reliable"

DRUGGISTS

Phone 161—Night Phone Red 58

CARRIAGE & CAR PAINTING

SIGN WRITING

First Glass Work Guaranteed

PAUL P. LACASSAGNE

309 San Francisco Street

J. P. Steed & Son

CARPENTERS
AND CABINET MAKERS.

FURNITURE MADE TO ORDER

SIGN PAINTING NEATLY DONE.

All Work Guaranteed. Phone Red 115

Oh, You Straw Hats!

A CLEAN-UP LEADER

\$1.25 Hat for 50c. while they last.



Special Price Sale! **No Sweat Shop Goods!**

FINE TAILORED SUITS

\$20.00 Suits for \$15.00

15.00 " " 10.00

12.50 " " 10.00

10.00 " " 7.50

Sizes and Styles to please Everybody.

W. N. TOWNSEND & CO.

EVEN in Santa Fe, with its low summer temperature, the average man and woman feels the call to keep cool. There are months in the year when one enjoys sitting in a hammock or reclining in a wicker chair on the porch; or, better still, gently swinging as the zephyrs fan one's cheek. We have HAMMOCKS, PORCH SETTEES, SWINGS, and many other things in wicker, including some neat BASKETS, and there is no reason the delights of the good old summer time should not be yours. Come and see our assortment.

AKERS-WAGNER FURNITURE CO.

Serpentine Crepe

Beautiful Patterns 7 Yards for \$1.00

Kimono Silks, 60c. Per Yard.

SPECIAL, SATURDAY, JULY 15.

ADOLPH SELIGMAN DRY GOODS CO.

A BIG PROPOSITION

Santa Fe Business Block paying over 10 per cent. gross on price which we can quote to right party.

ONE OF THE BEST INCOME PRODUCING PROPERTIES
 IN SANTA FE.

Phone Black No. 52 Phone Black No. 229 Residence

Santa Fe Abstract, Realty & Insurance Agency.

LADIES' WHITE DRESSES, One-third Off

The Cash Store
JULIUS H. GERDES

CONTINUOUS SERVICE DAY AND NIGHT

SOLE AGENTS

FOR

Electric Irons That Stay Hot

Electric Toasters

Water Heaters and Percolators

WIRE UP THOSE DARK PLACES

Santa Fe Water and Light Company

SOLE AGENTS

FOR

Electric Stoves

Electric Curling Irons

Electric Chafing Dishes

Electric Tea Pots

CALL AND SEE THEM IN OPERATION

CALL AND SEE THEM IN OPERATION

St. Louis Rocky Mt. & Pacific Railway Company.

GENERAL OFFICES--RATON NEW MEXICO.

(Read Down)		In effect Sept. 1st 1910		(Read Up)	
1	19	Miles	STATIONS	2	12
1	19	0	St. Louis	2	12
2	20	10	St. Louis	3	13
3	21	20	St. Louis	4	14
4	22	30	St. Louis	5	15
5	23	40	St. Louis	6	16
6	24	50	St. Louis	7	17
7	25	60	St. Louis	8	18
8	26	70	St. Louis	9	19
9	27	80	St. Louis	10	20
10	28	90	St. Louis	11	21
11	29	100	St. Louis	12	22
12	30	110	St. Louis	13	23
13	31	120	St. Louis	14	24
14	32	130	St. Louis	15	25
15	33	140	St. Louis	16	26
16	34	150	St. Louis	17	27
17	35	160	St. Louis	18	28
18	36	170	St. Louis	19	29
19	37	180	St. Louis	20	30
20	38	190	St. Louis	21	31
21	39	200	St. Louis	22	32
22	40	210	St. Louis	23	33
23	41	220	St. Louis	24	34
24	42	230	St. Louis	25	35
25	43	240	St. Louis	26	36
26	44	250	St. Louis	27	37
27	45	260	St. Louis	28	38
28	46	270	St. Louis	29	39
29	47	280	St. Louis	30	40
30	48	290	St. Louis	31	41
31	49	300	St. Louis	32	42
32	50	310	St. Louis	33	43
33	51	320	St. Louis	34	44
34	52	330	St. Louis	35	45
35	53	340	St. Louis	36	46
36	54	350	St. Louis	37	47
37	55	360	St. Louis	38	48
38	56	370	St. Louis	39	49
39	57	380	St. Louis	40	50
40	58	390	St. Louis	41	51
41	59	400	St. Louis	42	52
42	60	410	St. Louis	43	53
43	61	420	St. Louis	44	54
44	62	430	St. Louis	45	55
45	63	440	St. Louis	46	56
46	64	450	St. Louis	47	57
47	65	460	St. Louis	48	58
48	66	470	St. Louis	49	59
49	67	480	St. Louis	50	60
50	68	490	St. Louis	51	61
51	69	500	St. Louis	52	62
52	70	510	St. Louis	53	63
53	71	520	St. Louis	54	64
54	72	530	St. Louis	55	65
55	73	540	St. Louis	56	66
56	74	550	St. Louis	57	67
57	75	560	St. Louis	58	68
58	76	570	St. Louis	59	69
59	77	580	St. Louis	60	70
60	78	590	St. Louis	61	71
61	79	600	St. Louis	62	72
62	80	610	St. Louis	63	73
63	81	620	St. Louis	64	74
64	82	630	St. Louis	65	75
65	83	640	St. Louis	66	76
66	84	650	St. Louis	67	77
67	85	660	St. Louis	68	78
68	86	670	St. Louis	69	79
69	87	680	St. Louis	70	80
70	88	690	St. Louis	71	81
71	89	700	St. Louis	72	82
72	90	710	St. Louis	73	83
73	91	720	St. Louis	74	84
74	92	730	St. Louis	75	85
75	93	740	St. Louis	76	86
76	94	750	St. Louis	77	87
77	95	760	St. Louis	78	88
78	96	770	St. Louis	79	89
79	97	780	St. Louis	80	90
80	98	790	St. Louis	81	91
81	99	800	St. Louis	82	92
82	100	810	St. Louis	83	93
83	101	820	St. Louis	84	94
84	102	830	St. Louis	85	95
85	103	840	St. Louis	86	96
86	104	850	St. Louis	87	97
87	105	860	St. Louis	88	98
88	106	870	St. Louis	89	99
89	107	880	St. Louis	90	100
90	108	890	St. Louis	91	101
91	109	900	St. Louis	92	102
92	110	910	St. Louis	93	103
93	111	920	St. Louis	94	104
94	112	930	St. Louis	95	105
95	113	940	St. Louis	96	106
96	114	950	St. Louis	97	107
97	115	960	St. Louis	98	108
98	116	970	St. Louis	99	109
99	117	980	St. Louis	100	110
100	118	990	St. Louis	101	111
101	119	1000	St. Louis	102	112
102	120	1010	St. Louis	103	113
103	121	1020	St. Louis	104	114
104	122	1030	St. Louis	105	115
105	123	1040	St. Louis	106	116
106	124	1050	St. Louis	107	117
107	125	1060	St. Louis	108	118
108	126	1070	St. Louis	109	119
109	127	1080	St. Louis	110	120
110	128	1090	St. Louis	111	121
111	129	1100	St. Louis	112	122
112	130	1110	St. Louis	113	123
113	131	1120	St. Louis	114	124
114	132	1130	St. Louis	115	125
115	133	1140	St. Louis	116	126
116	134	1150	St. Louis	117	127
117	135	1160	St. Louis	118	128
118	136	1170	St. Louis	119	129
119	137	1180	St. Louis	120	130
120	138	1190	St. Louis	121	131
121	139	1200	St. Louis	122	132
122	140	1210	St. Louis	123	133
123	141	1220	St. Louis	124	134
124	142	1230	St. Louis	125	135
125	143	1240	St. Louis	126	136
126	144	1250	St. Louis	127	137
127	145	1260	St. Louis	128	138
128	146	1270	St. Louis	129	139
129	147	1280	St. Louis	130	140
130	148	1290	St. Louis	131	141
131	149	1300	St. Louis	132	142
132	150	1310	St. Louis	133	143
133	151	1320	St. Louis	134	144
134	152	1330	St. Louis	135	145
135	153	1340	St. Louis	136	146
136	154	1350	St. Louis	137	147
137	155	1360	St. Louis	138	148
138	156	1370	St. Louis	139	149
139	157	1380	St. Louis	140	150
140	158	1390	St. Louis	141	151
141	159	1400	St. Louis	142	152
142	160	1410	St. Louis	143	153
143	161	1420	St. Louis	144	154
144	162	1430	St. Louis	145	155
145	163	1440	St. Louis	146	156
146	164	1450	St. Louis	147	157
147	165	1460	St. Louis	148	158
148	166	1470	St. Louis	149	159
149	167	1480	St. Louis	150	160
150	168	1490	St. Louis	151	161
151	169	1500	St. Louis	152	162
152	170	1510	St. Louis	153	163
153	171	1520	St. Louis	154	164
154	172	1530	St. Louis	155	165
155	173	1540	St. Louis	156	166
156	174	1550	St. Louis	157	167
157	175	1560	St. Louis	158	168
158	176	1570	St. Louis	159	169
159	177	1580	St. Louis	160	170
160	178	1590	St. Louis	161	171
161	179	1600	St. Louis	162	172
162	180	1610	St. Louis	163	173
163	181	1620	St. Louis	164	174
164	182	1630	St. Louis	165	175
165	183	1640	St. Louis	166	176
166	184	1650	St. Louis	167	177
167	185	1660	St. Louis	168	178
168	186	1670	St. Louis	169	179
169	187	1680	St. Louis	170	180
170	188	1690	St. Louis	171	181
171	189	1700	St. Louis	172	182
172	190	1710	St. Louis	173	183
173	191	1720	St. Louis	174	184
174	192	1730	St. Louis	175	185
175	193	1740	St. Louis	176	186
176	194	1750	St. Louis	177	187
177	195	1760	St. Louis	178	188
178	196	1770	St. Louis	179	189
179	197	1780	St. Louis	180	190
180	198	1790	St. Louis	181	191
181	199	1800	St. Louis	182	192
182	200	1810	St. Louis	183	193
183	201	1820	St. Louis	184	194
184	202	1830	St. Louis	185	195
185	203	1840	St. Louis	186	196
186	204	1850	St. Louis	187	197
187	205	1860	St. Louis	188	198
188	206	1870	St. Louis	189	199
189	207	1880	St. Louis	190	200
190	208	1890	St. Louis	191	201
191	209	1900	St. Louis	192	202
192	210	1910	St. Louis	193	203
193	211	1920	St. Louis	194	204
194	212	1930	St. Louis	195	205
195	213	1940	St. Louis	196	206
196	214	1950	St. Louis	197	207
197	215	1960	St. Louis	198	208
198	216	1970	St. Louis	199	209
199	217	1980	St. Louis	200	210
200	218	1990	St. Louis	201	211
201	219	2000	St. Louis	202	212
202	220	2010	St. Louis	203	213
203	221	2020	St. Louis	204	214
204	222	2030	St. Louis	205	215
205	223	2040	St. Louis	206	216
206	224	2050	St. Louis	207	217
207	225	2060	St. Louis	208	218
208	226	2070	St. Louis	209	219
209	227	2080	St. Louis	210	220
210	228	2090	St. Louis	211	221
211	229	2100	St. Louis	212	222
212	230	2110	St. Louis	213	223
213	231	2120	St. Louis	214	224
214	232	2130	St. Louis	215	225
215	233	2140	St. Louis	216	226
216	234	2150	St. Louis	217	227
217	235	2160	St. Louis	218	228
218	236	2170	St. Louis	219	229
219	237	2180	St. Louis	220	230
220	238	2190	St. Louis	221	231
221	239	2200	St. Louis	222	232
222	240	2210	St. Louis	223	233
223	241	2220	St. Louis	224	234
224	242	2230	St. Louis	225	235
225	243	2240	St. Louis	226	236
226	244	2250	St. Louis	227	237
227	245	2260	St. Louis	228	238
228					

20 YEARS AGO TODAY

(From the New Mexican of this date 1891.)

Santa Fe is progressing. Nothing strikes a stranger or even an old resident of this city more forcibly in walking through the city, than the number of new houses that are being built and the general improved dress that the city is assuming. Not alone in the business portion of the city but in the suburbs is the work of the carpenter and brick mason seen, and the result is advantageous in the highest degree, both as regards the welfare of the city itself and the impression produced on strangers. Not long ago a merchant of our city was taking a walk around with an eastern friend and the latter expressed freely his surprise at finding so many new buildings either already completed or in process of erection. "Why," said he, "I thought Santa Fe was the ancient city of the United States." "So it is," replied the guide, "but you do not expect us to remain in the same state always."

What disposition has been made of the Santa Fe poll tax?
The new city government is mighty slow in getting into running order.

Special Session.

Santa Fe, N. M., July 14, 1911.
The Probate Court met in Special Session with Hon. Victor Ortega, Probate Judge presiding, and George W. Armijo in attendance as clerk. Present Hon. C. C. Closson, sheriff, by deputy.

In the matter of the application of the Administrators of the Estate of C. W. Dudrow, deceased, petitioning the Court for the authority to sell and lease, certain personal property; the Court after due consideration granted the petition and ordered that the following be spread upon the proceedings as follows, to-wit:

In the Probate Court in and for the County of Santa Fe.

In the Matter of the Estate of Charles W. Dudrow, Deceased.

Motion and Order.

Now come the Administratrix and the Administrator of the above entitled Estate by Hanna & Wilson, Esqrs., of Santa Fe, New Mexico, and show unto the Court that they have been offered a fair price for the stock of lumber, horses and wagons and other paraphernalia and equipment pertaining to the transfer business, and that they have entered into a contract with W. H. Hahn of Albuquerque, New Mexico, for the sale of said property of the Estate, constituting a portion of the assets of the Estate of the late Charles W. Dudrow, deceased, subject to the approval and order of this honorable Court; and

Further show unto this Honorable Court that it is impractical and inadvisable for said Estate to continue to carry on the business conducted by the late Charles W. Dudrow, deceased, and that for this reason the assets referred to should be sold and that the price now offered is the actual cost price of the said personal property, as will be more particularly shown by the inventory and contract, above referred to, which is herewith tendered and filed with the Court in order that the Court may be fully advised in the premises.

WHEREFORE, the said Administratrix and administrator of said Estate of Charles W. Dudrow, deceased, by their counsel, as aforesaid, do respectfully move this Honorable Court for an order granting unto them permission to sell the property listed and described in said inventory for the price offered and set forth in said contract, subject to terms and conditions of said contract, and do further move this Honorable Court for authority and permission to lease the real estate of the late Charles W. Dudrow, deceased, to said W. H. Hahn for a term of five years, in accordance with the terms of said contract above referred to; the Court being given to understand and being informed that the real estate purposed to be leased is the same property heretofore used by the late Charles W. Dudrow, deceased, in the conduct of his lumber and transfer business, and that the lease of said real estate to said W. H. Hahn is necessary for the purpose of carrying out the terms of said contract and in order to dispose of the personal property and assets of said Estate. The Court being further given to understand and being informed that the price offered as rental for said real estate is a fair and just rental value for said property and all that the said property and all that the said premises are reasonably worth at the present time.

HANNA & WILSON,
Attorneys for Administratrix and Administrator.
Office and Post Office Address, Santa Fe, New Mexico.

Order.

This matter coming on to be heard upon motion of the Administratrix and Administrator of the Estate of Charles W. Dudrow, deceased, for leave to sell certain personal property, assets and property of said Estate, more particularly listed and described in inventory and Contract filed with this Court, and for further leave to lease certain real estate, and the Court being sufficiently advised in the premises and having inquired into the merits of said application,

IT IS CONSIDERED, ORDERED AND ADJUDGED that permission and authority be, and the same is, hereby given and granted unto said Administratrix and Administrator to sell the personal property listed and described in said inventory and to execute and deliver the lease referred to in the said Contract, subject to proper accounting for the proceeds of such sale, and

IT IS ORDERED.

VICTOR ORTEGA,
Probate Judge.
Dated July 14th, 1911.
There being no further business the Court adjourned.

VICTOR ORTEGA,
Probate Judge.
Attest:
GEORGE W. ARMJO,
Probate Clerk.

In Hat Trimming



By JULIA BOTTOMLEY.

WITH a remarkable vogue in black and white in ribbons and straw shapes the liking for flowers to provide color, follows "as night the day." But flowers are everywhere used, whether the hat is quiet or gay. A group of three models shown here portray what may truthfully be termed the three leading ideal shapes and their popular and tasteful trimming.

In Fig. 1 a French sailor with a decided upward roll to the brim and a low dome crown, is pictured. The shape is in white chip, but any other white braid will give good effects. The bow across the back is of white satin ribbon having a border of black velvet ribbon stitched on one edge. The loops are wired. There are four of them making a wide double Alsatian bow, extending across the back of the hat, mounted against the crown.

Small, full blown garden roses are massed over the crown, concealing it, and a few glossy leaves peep out about the base, outlining the shape and making a good finish.

One of the hats on the helmet order is shown in Fig. 2, made of rough braid in tones of bronze and purple. A bronze velvet faces the brim and is laid in a flat plaited bow at the left. Here a spray of wild flowers in shaded colorings in which dark red, purple and green tints appear. This hat may be designed in almost any color. In amethyst shades, with deep



purple facing, and cerise flowers, it is very handsome. It is a good model in all black.

Shapes which flare off the face have captivated many fancies and are apt to lead all others for summer wear. Fig. 3 shows a smooth straw in leg-horn color, in which the brim droops about the head but lifts sharply at the front with a sharp turn upward. Two bouquets of roses and most joined by a band of black velvet ribbon, which extends about the crown, make this a hat which will harmonize with almost any costume.

This shape is to be had in many colors as well as black and white. It is pretty in black hemp or tagal, and in good black chip will prove serviceable. The color of the roses is a matter of taste, which the wearer may settle to suit herself.

DESIGNED FOR HOME WEAR

Mulberry-Colored Cashmere Would Make Up Well for This Pretty House Dress.

Here is a smart little dress made up in mulberry-colored cashmere. The under skirt is of lining, to which is attached a deep kilt; the tunic is wrapped over at left side and stitched, and is trimmed then with passementerie.

The material of bodice is tucked



each side, and is then crossed over a vest of tucked cream nixon; the oversleeves are cut in with the bodice and are trimmed like edge of fronts to match tunic. The tight fitting undersleeves are of tucked nixon.

Material required: Six yards 46 inches wide, six yards lining, one and one-half yard nixon 40 inches wide, three yards trimming.

Linen for Needle Work.

Heavy gray linen is much used for the background for embroideries which are to be employed as house decorations. Bedrooms and living rooms for country houses are furnished in gray in many instances, and the linen is used for bed hangings, cushion covers, tablecloths and window hangings. Ambitious needlewomen are embroidering these articles in quite elaborate designs in several colors. For one bedroom a set of hangings for the bed and window is being made of the gray linen embroidered with designs of wood fairies and fuchsias in tones of violet, green, pale yellow and fuchsias red.

"I thought you were going to put some money into hens this spring?" "Well, don't you see me making a garden?"

Certainly.

"Yes, he has quite a reputation as a wit."

"Then, of course, people laugh at everything he says."

Projections.

"I can't endure the filminess."

"Why not?"

"They always call a summer house a 'house'."

Advertising Talks

WHY NEWSPAPERS ARE BEST

Read by People for the News and Advertising Cannot Be Gotten Away From.

Hugh Chalmers, head of the Chalmers Motor company, but who formerly had charge of the advertising department of the National Cash Register Co., for which he received a salary of \$72,000 a year, in an address to the Publicity club at Springfield, Massachusetts, said:

"There are two excuses why any man should not advertise. So if a man is looking for an excuse between these two he always has one.

"I believe that newspapers are the best medium for advertising because the people are always looking for news. They buy a newspaper to read the news, and they stumble into the advertising. I believe in all kinds of mediums—magazines, both weekly and monthly, and weekly newspapers. I believe in any medium that has a legitimate circulation, but I particularly believe in the newspapers as being the best way of reaching the people with almost anything you have to sell.

"I believe that advertising and salesmanship are the chief factors in distribution, and the relationship between the two is the closest—in fact, they are inseparable, because all advertising is salesmanship and all salesmanship is advertising. If you want one word that will take the place of both that one word is 'teaching.' Advertising and salesmanship are teaching people to believe in you and in the goods you have to sell. In advertising, however, you are talking to thousands or perhaps hundreds of thousands of people at a time, while in salesmanship you are talking to one or two persons at a time, so that it might properly be said that advertising conducts a public school, while salesmanship gives individual lessons, but in each one you are teaching, whether it be in printed advertising or in oral salesmanship.

"Now, let's consider the advertising side of the question for a few moments. As I have said before, I don't think it is possible to get up any set of rules, governing advertising, because just as surely as you try to do this you will find the rules don't work. Instead of being a set of rules, advertising mainly consists of having the right idea and using it at the right time. That sounds simple, but it is, too, but it is one of those things so infernally simple that they are hard. We make it hard sometimes because we try to go about it with a set of rules which some one has told us about, or we try to apply it to other tests of simplicity and plainness and of common sense. To my mind there are only three fundamental principles in advertising, and these are as follows: First, be honest; second, be sensible; third, be persistent.

"I say 'be honest' because every advertiser should remember that advertising doesn't create value—it merely tells it. The value has to be in the article itself. Advertising never added to or detracted from any article ever sold, and while it is possible through advertising to create a lot of first orders through misrepresentation, yet it would be impossible to repeat such an advertising campaign, and no permanent success was ever built up on misrepresentation or misstatement.

"I say 'be sensible' because there are so many men who seem to talk about everything else but the right thing when they get to writing advertising copy. Be sensible because the majority of people who read copy are endowed with good common sense. "I say 'be persistent' because you have to keep everlastingly at it. People soon forget—there is so much to attract their attention—and unless we keep persistently at advertising we had better not begin at all. As my good friend Colonel Lefe Young of Des Moines has said, 'Every man, woman and child in this country knows that a railroad crossing is dangerous, but the railroads don't take down their "Stop, Look, Listen!" signs.' Keep up advertising and be persistent. Why? Because the hardest thing to find today is yesterday's newspaper. If you don't think so, try to find one.

"There is no particular mystery about advertising. In the last analysis it is simply common sense plus printer's ink."

As soon as you make a practice of reading advertisements you will realize what you might have missed by ignoring them. They are always worth reading.

Be Frank.

Some advertisers seem to ask themselves such questions as these: How can I show most impressively my own cleverness? How can I make my friends come around and slap me on my back and tell me what a wonderful man I am?

Forget yourself and your friends. Talk frankly and simply to the people whose money you want, if you expect to get it.

A Naval Event.

The Kaiser's puntious regard for the right thing in the right place is demonstrated in the following anecdote that comes from Berlin.

One afternoon he came to the crown prince, arrayed in the sumptuous uniform of an admiral, and said: "I'd like you to come out with me."

The crown prince, remarking with surprise his father's superb naval dress, asked:

"But where are you going?"

"To the aquarium," was the reply.

ADVERTISE!

YOUR SALESMAN may speak to twenty persons a day praising your wares. HE BRINGS YOU BUSINESS.

YOUR ADVERTISEMENT in the NEW MEXICAN speaks to thousands every day. IT IS BOUND TO BRING YOU BUSINESS.

THE SUBSCRIBERS to the local paper are the prosperous people of your town. THEY ARE THE PEOPLE WHO BUY.

YOUR ADVERTISEMENT in the local paper helps to build the town. The outside judges Santa Fe by the advertisements in its local papers.

It is a BUSINESS MAXIM universally accepted that advertising pays. That is, if it is done right.

PEOPLE READ ADVERTISEMENTS. Let the "New Mexican" place in its most obscure column that you are selling sugar at one cent a pound and your store tomorrow will not hold its customers. Advertise calico at one cent a yard and you will have to telegraph to your wholesale house for car-load lots.

YOU CAN STIMULATE BUSINESS BY ADVERTISING. Today no business will increase permanently unless by some method of advertising. The fool in his heart will say that there is no virtue in advertising but the wise man knows that the fool is deceiving himself.

AN ADVERTISEMENT in the "New Mexican" DRAWS LIKE A POROUS PLASTER. It cannot fail if it advertises the right goods at the right price.

THE NON-PROGRESSIVE MERCHANT is noted by the fact that his advertisement does not appear in the local papers. The sheriff has an eye on his business and his credit must be poor.

LAST YEAR, the "New Mexican" took in \$12,000 in subscriptions. The readers who had that much for the local paper have as much for your store but you must let them know that you are doing business, where, and how you are doing it.

THE ADVERTISING RATES in the "New Mexican" are but a fraction of the rates in other cities. It is untrue that you cannot afford to advertise; the fact is when you feel that you cannot afford NOT to advertise.

The "New Mexican" goes into the homes of Santa Fe and it reaches every post office in New Mexico

It pays to advertise in the "NEW MEXICAN"

TRY IT!