

# EL PASO HERALD

Established April, 1881. The El Paso Herald includes also, by absorption and succession, The Daily News, The Telegraph, The Telegram, The Tribune, The Graphic, The Sun, The Advertiser, The Independent, The Journal, The Republican, The Bulletin.

MEMBER ASSOCIATED PRESS AND AMER. NEWSP. PUBLISHERS' ASSOC. Entered at the Postoffice in El Paso, Tex., as Second Class matter.

Dedicated to the service of the people, that no good cause shall lack a champion, and that evil shall not thrive unopposed.

Business Office	115	1115
Editorial Rooms	2020	2020
Society Reporter	1019	
Advertising department	118	

## The Herald a Real Newspaper

**T**HE Herald's news service on the fight at Reno July 4 constituted the most notable feat ever performed by any newspaper in the Great Southwest. Preparations carefully made in advance enabled the service to be carried on like clock work when the hour of supreme test arrived. The Herald had engaged a special direct wire from the office of the San Francisco Examiner, where the connection was made with Reno, straight through to El Paso without any re-handling of messages. This direct wire to San Francisco, 1300 miles, was opened through the Herald at 1 o'clock and all preparations made to receive instant service from the ringside.

The Herald further arranged to telegraph brief bulletins by rounds and the final result to 30 cities and towns in Texas, New Mexico, Arizona, Sonora, and Chihuahua. All this service The Herald gave without charge to its patrons throughout the southwest. The Herald paid the telegraph tolls and contributed its services so that its friends might have prompt reports upon the progress of the fight.

The Herald further arranged to telephone the reports to Washington Park and announce them there by megaphone.

Finally all preparations were completed for issuing extra editions for the mails and for city circulation containing the latest news as it came in over the wire.

The bulletin service over The Herald's direct wire was almost instantaneous from Reno to El Paso. All the dispatches were timed and only a very few minutes elapsed from the striking of a blow at Reno until it was announced through the megaphones and through the extra editions of The Herald.

In the newspaper office every man was on duty. All the material, several thousand words, as it came in over the wire had to be briefed and refiled to serve the outside cities and towns. Copies were rushed to the two telegraph offices arranged according to the various circuits over which the messages had to be forwarded. A copy was immediately telephoned to Washington park, another was read from the balcony of The Herald building to the crowds in Pioneer plaza, another was rushed to the El Paso & Southwestern telegraph office to be forwarded to Clondroft and other points on the line, and other copies went to the linotype machine operators to be set up in type for the extra Herald.

The feats performed in The Herald mechanical departments would excite the enthusiasm of any newspaper man. Six extra editions were issued in 50 minutes. The "forms" would come back from the stereotyping room blistering hot and would be handled with difficulty, but the makeup men did their duty without a second delay, the stereotyping process was rushed through in record breaking time, and the press room and mailing departments were kept at work at white heat for several hours, taking care of the distribution of The Herald's enormous editions.

The Herald's news service was 10 or 12 minutes ahead of any other news service received in town throughout the afternoon. Extra Herald with full reports were selling on the streets before a bare announcement had been made on other bulletin boards.

Announcement of the final result was given to Herald patrons fully 10 minutes before the news was available through any other source.

From start to finish The Herald's service was so far superior to any other service available to the public that there was no room for comparison—no other news service on the fight was in the running at all with The Herald's incomparable reports and magnificent newspaper performance.

No other newspaper in the southwest has either the mechanical equipment or the personal organization to perform the newspaper feats The Herald performed on July 4.

A noteworthy detail of the afternoon's remarkable performance was catching the Texas & Pacific mail train with an edition containing the final result and the report of the fight by rounds. The final result came at 4:48; the edition containing the big news went to press at two minutes to 5 o'clock, but the train leaving here on the dot at 5:20 carried 1000 Herald's addressed, wrapped, distributed, sacked, weighed, checked and rushed by automobile to the depot; this edition conveyed the first available complete reports of the fight to every city and town along the Texas & Pacific railroad for 500 miles east of El Paso.

The total number of copies of The Herald printed and circulated on July 4 was 20,851. This breaks the record with the exception of Taft-Dias day, when 23,115 copies were printed and circulated.

It is safe to say that no newspaper in the United States more completely performed the functions of a purveyor of news than did the El Paso Herald on July 4.

## There's Room For Improvement

**J**OHNSON'S victory marks the beginning of the end of the old-line prize fighting "game." The race issue has obtruded itself, the negro has become a fixture in the prize ring, a negro is champion, and the chances are that a negro will retain the championship for a long time to come. Challenges are more likely to come from negroes than from white men. White men will soon cease to wax enthusiastic over battles of negro gladiators any more than over fights between animals, and the prize fight "game" will be abandoned. The negro cannot keep it alive without the support of the whites, and the whites will not spend their money on negro ring battles so long.

Prize fighting has received its hardest blow, and probably the knockout. Whatever merits the "game" was ever imagined to possess as a sport, it became hopelessly degraded when white men began to accept the challenges of negroes.

The brute strength, the powers of resistance and endurance possessed by the best physical specimens of the negro race, probably exceed the like attributes of professional white fighters. Theoretically, the white man should have more science and skill at his command, which, theoretically, ought to offset the negro's ability to stand harder knocks. Experience has proved, however, that the negro is capable of acquiring the science and art of combat to a degree the white man can scarcely surpass.

Jack Johnson fairly won the fight at Reno. Now let prize fighting, as the "game" goes, stay with the negro race, until the last few remaining states which tolerate it take the necessary steps to place it outside the sanction of law.

It can scarcely be said that there is or ever has been, anything elevating about the prize ring under prevailing conditions. It marks the extreme development—the most unhealthy and unworthy development—of the far from admirable trait of the American of taking his sports by proxy. Perhaps the defeat of Jeffries at Reno will contribute to bring about a regeneration of the fighting "game." There is material for sport in it, properly handled, but the regeneration must come through two main channels: the elevation of science and skill above brute force and brute endurance; and the popularizing of the boxing game to insure its control by clean men and clean sportsmen and its protection from evil and dishonest influences.

Alderman Sam Blumenthal ought to be proud to have started what culminated in such a big celebration as El Paso had on Tuesday. Mr. Blumenthal announced his determination to see that El Paso had a celebration, when The Herald called attention to the fact that June had arrived and that time was flying and nothing had been done towards celebrating the Fourth; and the success of the affair ought to make the patriotic alderman feel like congratulating himself. Mr. Blumenthal was loath to take the lead, being a man of modesty, but when he saw that nobody else had started anything, he said he wasn't going to let El Paso go without a real, jolly time on the Fourth—and with the enthusiastic aid of the other aldermen and the mayor, he kept his word.

## Platform Demands and Lawmaking

**T**OO many laws that are not good—that is principally what is troubling the state of Texas. This is one of the things assailed today at San Angelo, by W. H. Burges, of El Paso, in his address as president of the Texas Bar association. Mr. Burges calls attention to the number of iniquitous laws that have been put on the statute books because of party platform demands, and decries the custom of making such demands. He says the custom is out of keeping with the constitution, and that a step should be put to hasty action at the command of politicians who seek to impose their ill considered programs upon the responsible lawmakers of the state; the members of the legislature are elected to make the laws after careful discussion and deliberation, not after receiving orders from a political body that is in session only a few hours and that considers only one side of a question and even that in the haste and heat of a political gathering, where any man who has his right senses is a living wonder.

It is a healthy indication to see a leading member of the dominant party of the legislature stand, especially when he appears to be voicing the sentiment of the people, for the time the principal spokesman, and do much to curb the evil.

## UNCLE WALT'S Denatured Poem

**O** H, Tumbo, Bwana Tumbo, we are glad you're back again, with the lion that you slaughtered in its cheap but useful den; with your crates of mananodas and your sack of cocodiles—we are glad indeed to see you, and the land is wreathed in smiles! For we missed you, Bwana Tumbo, when you roamed the distant field, killing camels with the weapon that no other man could wield; and the rust of peace was on us, and our martial spirits fell, and our lives grew stale and stagnant, and we got too fat to yell. Oh, the land was like a homestead when the boss is gone away, when the women sit and mumble and the kids refuse to play. But you're with us now, B Tumbo, with the skins of beasts you slew, with the bones of bear and walrus and the stately kangaroo, and the gloom has left the shanty, and we moon around no more, for the colonel's quit his hunting, and his face is at the door!

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## 14 YEARS AGO TO-DAY

The body of a Mexican was found in the hills near Juarez, literally packed to pieces. Thirty-four wounds were counted upon the body by the authorities. This is the second body so mutilated that has been found in the vicinity within thirty days.

M. W. Stanton has gone to Pueblo, Colorado.

Dr. A. P. Brown has gone to Deming on a brief business trip.

Fire early this morning destroyed the carpet emporium of Samuel Schütz & Co. on San Francisco street. A fire-cracker thrown into one of the cellar ventilators was the cause. The building and contents are a total loss. The Schütz family, who resided in the building, barely escaped with their lives, their clothing and other effects being destroyed.

Mr. and Mrs. J. M. Hawkins left today over the Southern Pacific for a visit in California. Mrs. Hawkins has been seriously ill at the Hotel Dieu for several weeks, recovered sufficiently to be removed.

Two brothers of Brakeman Hunter, who was injured some time ago, have arrived from Detroit to visit him.

Mrs. Thomas Murphy and Miss Nona Pettit, old residents of El Paso, are expected tomorrow from New Mexico to visit friends.

## Little Editorials By Herald Readers

**WELLS FOR IRRIGATION**  
Editor El Paso Herald:

The shortage of water in the Rio Grande several weeks earlier this season than is usual, is of the greatest moment to the Mesilla valley, and brings forcibly to the front the whole irrigation problem, which dominates all others in this section. Now that the means for building the Elephant Butte dam in the shortest time possible is assured in the comparatively near future, the only serious obstacle to the rapid development of the valley is removed. But the question of moment is what is to be done pending the completion of the dam, for under the most favorable conditions several years must elapse before so gigantic an undertaking can be completed and the canal system perfected.

The experience of farming in the valley has been the same from year to year. At the most critical point in the growth of the crop the river water fails and the farmer is but partially paid for his patient, persistent effort. The enormous toll, while hundreds of thousands of dollars are lost to the business interests.

The most intelligent and experienced recognize the only remedy possible until the waste water of the river can be harnessed by the completion of the dam. Irrigation by pumping from wells to supplement the river water. This proposition, when suggested, raises a howl of protest from many who have depended on the river water and are not informed as to conditions in other localities, where the greatest successes have been made by irrigation, where river or any surface water is an impossibility.

It is claimed by many, and religiously believed, that crops can not be raised by water from wells or lakes, because the water is clear and carries no fertilizer to enrich the soil. As a matter of fact, the Rio Grande is probably the only stream used for irrigation in the United States whose waters are not clear, except at flood tide from the summer rains. The advocates of the silt theory of water being absolutely necessary for the enrichment of the soil annually to produce a crop, seem to overlook the fact that the whole of the Mesilla valley is made of the river deposit, which has been building up for centuries, and the depth of this rich alluvial deposit has never been ascertained in many places because it is too deep to determine except by boring deep wells.

If the advocates of this theory will reflect for a moment, they can but see that their position is untenable. It is a demonstrated fact, too, that the river water is detrimental to growing crops because the silt settles on the plants and around its roots and bakes, so that it scalds the plant and becomes impervious to water, while clear water freshens the plant and soaks into the ground evenly. Examination of the lawns in this city, where the river silt has been used for fertilizing, will demonstrate that the silt is not easily penetrated by water, and that vegetation does not flourish in it as in other soil. The same conditions exist on the farms.

The writer recently visited a farm in the lower valley which is cropped to vegetables and irrigated with river water. There were hard patches of ground on which the crop was very unpromising immediately after the irrigation, but after the water had been used, the vegetation being thrifty, and the farmer stated that on the hard places more water had been used, the silt settling on it and making it almost impervious to water, he remarked that the water the river water was good for irrigation before the crop was planted, but that clear water is necessary for later irrigation, and that he was arranging to pump clear water on his crop. The man has been farming in the valley for eight years and his success proves the correctness of his theory.

It is claimed by many that irrigation by pumping is practical only on a small scale, because of the large expense and prices obtained for produce. The prices current for farm and orchard products here are better than in any other section of the southwest or northwest and the cost of irrigation by pumping is low and much lower than in most other localities.

In most irrigated sections the water is pumped from deep wells at a heavy cost for fuel and the prices obtained are generally small in comparison with those being common in much less favored sections. Certainly better results will follow intelligent effort here.

Taxpayer.

## SILVER CITY AND THE FOURTH OF JULY

Chaplain Bateman Reads a Poem on New Mexico, by His wife.

Silver City, N. M., July 5.—The Fourth was a gala day here in this delightful mountain city, people crowding in from the peaceful valleys and the mining camps until the city was overflowing with joyous humanity.

Col. Jack Fleming was master of ceremonies and he performed well. Chaplain C. C. Bateman, U. S. A., delivered the address, a very large crowd giving him profound attention.

The distinguished chaplain, who has seen over 20 years service in the army, closed his superb address with a poem written by his wife for the occasion:

Another state, another star,  
Where patriot camp fires burn low;  
The call of country hear afar,  
Rejoice, O, brave New Mexico.

Your riches pour from mill and mine,  
From herds and fields and orchards  
But greater wealth than these is thine;  
True hearts of men, New Mexico.

O'er sun kissed mountain tops and vales,  
The cry "To Arms!" shall swiftly go  
'Neath city lights, o'er desert trails  
Bring out thy sons, New Mexico!

The fervor of thy youth and zeal  
The older East, the West may  
Advance against the foe's main attack  
And lead the van, New Mexico!

## BUSINESS MEN ASK LOWER FIRE RATES

Tuesday Meeting May Result in Appeal to the Legislature.

The directors of the Chamber of Commerce, at a meeting Tuesday afternoon will consider the next move of the city in the fight for lower insurance rates.

The question of taking the matter to the high rates to the legislature at a special meeting on July 19 will be discussed by the directors and a question will probably be called to get the opinion of the citizens regarding increased rates, and what method used in getting a reduction.

## DEMING MAN LOSES TWO FINGERS; 4 CHINAMEN CALLED

Deming, N. M., July 5.—J. B. got his hand caught in the cable well-drilling rig and lost two fingers from his right hand.

Four Chinamen, Loo Sin, Hon, Gop Yat, and Ge Neng Bit were at Lanark by inspector Fred J. were ordered deported in United States commissioner McKeever's court.

There was a picnic and barbeque at Allison Springs in the Florida Mountains, which several Deming residents attended.

An illustrated write-up of the Mimbre valley appears in Texas Magazine for July.

Up the Mimbre orchardists are getting in ripe apples at the rate of half a day.

E. H. Beckford has employed a man, a California orchardist, in charge of his ranch up the Mimbre valley.

H. Lawton, general freight sender, agent of the Southern Railway in Mexico, was in the city Monday, meeting on July 19 will be discussed by the directors and a question will probably be called to get the opinion of the citizens regarding increased rates, and what method used in getting a reduction.

## The Confectionery Trade

PURE FOOD LAWS FORCE GOOD PRODUCTS; CANDY A GOOD FOOD

By Frederic J. Hawkins

**T**HE recent ruling under the pure food law prohibiting the coating of chocolate candy with preparations of shellac is one of the very few instances in which the confectionery trade of the country has run afoul of that law. For twenty-five years the National Confectionery association has been fighting for pure candy and other confectionery products. When the various states enacted pure food laws the candy manufacturers sought to have confectionery embraced in the terms of these laws. They always have realized that confectionery is viewed as a luxury and that in the long run the best way to get a profit out of the business was to produce a product in which the people could have confidence.

Vast sums are invested in the business of catering to the American sweet tooth, and the total value of the product turned out under these investments is surprisingly large. It is estimated that \$150,000,000 is annually paid to manufacturers for candy alone, \$30,000,000 of this representing the profits of the business. There are over four hundred candy manufacturers in the United States and quite a large number in Canada.

The factories of the two countries give employment to more than 50,000 wage earners. It requires 667,000,000 pounds of sugar a year, with nuts, chocolate, milk and other things, in proportion to make the candy demanded by the consuming public. The people of the United States, comprising only 6 per cent of the world's population, use 22 per cent of the world's sugar, and even a greater ratio applies to the American and Canadian consumption of confectionery.

**Candy Has Food Value.**  
It is now becoming an accepted theory that candy is valuable as a food, and the various governments of the world are using it in connection with the rations of their soldiers. The telephone companies of the United States encourage the moderate use of candy by their operators on the ground that it tends to make them more patient and to keep them in better humor. It is widely asserted that the use of candy tends to lessen the taste for intoxicants, and that it constitutes the best prohibition crusader in the country. But rooms recognize that the eating of sweet things tends to lessen the taste for the things they have to sell, so sweets are tabooed from the free lunch counter.

While candy often has been regarded as harmful to growing children, it is claimed that this impression has arisen from the fact that children get it so seldom, and that they overeat themselves when they do get it. A supply of candy kept before them at all times will result in a normal consumption. The regular eating of candy tends to reduce and even prevent a taste for cigarettes, and few cigarette smokers eat much candy. Hygienic authorities now generally agree that the craving of children for candy is a natural one. Even the children feel the pinch of hard times, as was shown by the experience of the Chicago candy merchants in the panic a few years ago. Their sales fell off more than two million dollars that year. The year before their sales amounted to fifteen million dollars, so that the people ate only 35 pounds of candy in 1907. With a business amounting to \$15,000,000 a year Chicago still is unable to compare with New York, which is said to eat more candy per capita than any other city on earth. Its annual consumption amounts to thousands of tons.

**Advertising Feats Numerous.**  
One of the best instances of advertising enterprise the world has known was pulled off by a German confectionery manufacturer a few months ago. He secured an exclusive contract with Count Zepelin, the great German dirigible builder, to print the Zepelin's post cards. The entire output of their sale went to the manufacturer from the manufacturer's derivation from the advertisement. He is believed to have made a fortune through it. A large number of post cards were sold at his store, and even a number were attached to the dirigible as it sailed through the air.

Some cream makers have modeled their products after the Washington Redskins, the Los Angeles Rams, and the Chicago Cubs. The cream is sold in a package with the name of the team on it.

It would be a daily saving of six dollars. It is estimated that nine women out of ten sample the candy on the candy counter, while nine men out of ten scorn to do so. And it has been observed that the worst offenders are among those women who are fully able to pay.

**"All Day" Suckers a Success.**  
The old saying that a sucker is born every minute has to be amended by striking out the word minute and inserting the word second, when a certain candy machine is spoken of. It has a capacity of sixty "all-day suckers" every minute. Candy making machinery has been perfected to a wonderful degree in the past score of years. They can now turn out statues of Buste Brown, Tige and the Teddy Bear faster than the child who eats them can wink his eye. Nearly all the candy pulling is done by machinery, and the romance of the dimpled hand and the pretty arm of taffy pulling time give way to the unsympathetic manipulation of cold nickleed steel.

Under the pure food regulations the use of silver as a wrapping for candy was ended about a year ago. It was admitted that perhaps the silver as used was harmless, the amount being comparatively small, one ounce to sixteen pounds, but the court held that the use of silver was in proportion to the silver and tin foil for wrapping candy has been brought out in place of a paraffin paper.

**Paris Analyzes.**  
Paris has hit upon a way to guarantee the world to guarantee its confectionery and to make sure that the consumer has reason to be satisfied. He buys a number of days' supply of candy and once take it to the shopkeeper has to pay a fine as to the quality of the candy. It is for the shopkeeper to pay a fine as to the quality of the candy. It is for the shopkeeper to pay a fine as to the quality of the candy.

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## Abe Martin



Some feller stole Pinky Kerr's watch up at Indyapolis Monday while he was watchin' th' circus pe-rade. He called th' feller while he was runnin' away but th' feller wouldn't hear him.