

EL PASO HERALD

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

MEMBER ASSOCIATED PRESS AND AMER. NEWS 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.

Table with 2 columns: Business Office, Editorial Rooms, Society Reporter, Advertising Department. Includes telephone numbers and rates.

TERMS OF SUBSCRIPTION. Daily Herald, per month, \$1.00; per year, \$10.00. Weekly Herald, per year, \$2.00.

Subscribers failing to get The Herald promptly should call at the office or telephone No. 115 before 6:30 p. m. All complaints will receive prompt attention.

GUARANTEED CIRCULATION. The Herald bases all advertising contracts on a guarantee of more than twice the circulation of any other El Paso newspaper.

The Association of American Advertisers has examined and certified to the circulation of this publication. The detail report of this examination is on file at the New York office of the Association.

HERALD TRAVELING AGENTS. Persons solicited to subscribe for The Herald should beware of impostors and should not pay money to anyone unless he can show that he is legally authorized by the El Paso Herald.

Advertising the City

SEVEN years ago a merchant opened up a small shop on a down town business street in El Paso. He found \$5 per month spent for advertising a very heavy burden, but he knew the value of a good daily newspaper as an advertising medium and he knew how to use his space to the best advantage.

The same kind of story could be told of many of El Paso's most successful merchants who have built up their business with the help of advertising space in the Herald.

Similar reasoning applies to the city of El Paso. The city may be considered as a great mercantile establishment with the object of getting people into her store and inducing them to buy her goods.

El Paso's expenditure for advertising runs from \$1000 to \$3000 annually, and it is very difficult to raise funds for this purpose. Yet Seattle spends \$75,000 a year, Portland \$100,000, Buffalo \$150,000, Des Moines \$50,000, Dayton, O., \$40,000, Spokane \$60,000, Tacoma \$30,000, Vancouver \$30,000, Oakland \$50,000, San Antonio \$25,000, San Angelo, Texas, a city of 10,000 inhabitants, \$12,000; Mineral Wells, Texas, not much more than a village, spends more than El Paso for advertising every year.

El Paso is not getting the results she should be getting out of her marvelous good fortune and rapid development. We must learn the lesson of advertising as a community, which every individual merchant and business man has learned for himself long ago.

New Mexico's Mining Revival

THE most notable development in New Mexico in the next ten years will be in connection with the mining industry. New Mexico is a rich storehouse of metals, and without any concerted effort to attract capital or mining men and without any advertising campaign, attention has been turned this way and the movement is going on steadily and satisfactorily, though without noise or display.

Results are what count, and New Mexico is right now making mining records that in any other state of the union would create a stampede of treasure seekers. It will require a bond issue to complete the Camino Real through Dona Ana county to connect with the El Paso county paved highway.

The successful farmer of today must work harder with his brains than with his hands. The modern farmer to get the best out of his land must be a practical man with scientific training, who reads and keeps up with the latest developments in his profession.

A Wasteful Watering Policy

THIS valley should have been developed years ago through the pumping process. It is not too late now to put in pumping plants on lands where the crops are valuable and require much water.

Ten percent interest on the total investment necessary to provide a pumping plant would not exceed in the case of the individual farmer \$100 or \$200 per year. The loss of one cutting of alfalfa on 10 acres is greater than the total cost of carrying the investment in a pumping plant adequate to supply 100 acres or more.

Our shortsighted policy in this valley has easily cost us \$100,000,000 in the last 10 years. It is just as absurd now as it ever was, to sit down and "wait for the dam."

All other resources of El Paso will become comparatively insignificant beside the profits that will accrue from the thorough development of our agricultural lands.

Through service has been started on the Parker cutoff between Phoenix and Los Angeles, by the Santa Fe road. The result is that Phoenix is just 204 miles closer to Los Angeles (and almost that much further from El Paso so far as trade purposes go).

A little work all the time on all the streets will do wonders to keep them in good condition. Many of the best unpaved streets in the city are covered right now with loose scattered rocks that will break them up in a short time if left to lie there, making extensive and costly repairs necessary.

UNCLE WALT'S Denatured Poem

I BLEW into a clothing store, to buy a sock, and nothing more. There stood a dummy in the aisle; a wooden thing with green smile, all dressed up in a suit of clothes, and glasses perched upon its nose.

CLOTHES AND MEN "What bust it, sir, you let me be—I'll have that dummy wait on me! Though modeled on an awkward plan, I'll venture he's a gentleman. He will not try to sell a clock to one who's asking for a sock; he won't insult me to my nose by hinting that I'm needing clothes."

Jimmy Gets His First Job Is Now On List As a 'Newsie'

His name was Jimmy. He said so himself with a lisp which came from the place where two front teeth had been. Jimmy had a nickel, also an aspiration to sell newspapers like the boys who could spit through their toes and smoke cigars.

The Trousers Of Thomas The Herald's Daily Short Story

MRS. THOMAS bought them cheap from a clothier who was selling off and brought them home for Thomas to wear on Sundays and bank holidays. And when he saw them, Thomas, who was not at the best of times a very strong man, felt absolutely certain that he would have given anyone a turn—the check on them was so startling, and the cut of them was so astonishing.

14 YEARS AGO TO-DAY

Alberto Gonzalez, of Ysleta, had a pocketbook snatched from his hand by a Mexican on South El Paso street. Gonzalez, instead of calling a policeman, ran to the office of his uncle, Ike Alderete. Meanwhile the thief escaped.

The German Menace Of Great Moment To Great Britain

By Frederic J. Haskin

II—THE BRITISH CRISIS.

GERMANY is deliberately preparing to destroy the British empire. That sentence is found in the first paragraph of the most widely circulated campaign document used in the British general election last January.

In sober truth it must be said that the German menace is a very real thing in the British mind. The solemn declaration of the government with respect to the acceleration of the German naval program the heat-d rhetoric of Robert Balfour in denouncing German motives and plans, the rigid logic of Mr. Balfour's indictment of the inadequate naval policy of the government, the naval policy which set the self-governing colonies wild with excitement—all of these things are convincing that Germany is working up a great scheme.

The fact that the German shipyards are constructing battleships of the Dreadnought and super-Dreadnought classes with a rapidity not to be expected in the world, the fact that the great Krupp works at Essen are manufacturing huge guns at a rate never before attained in any country, the fact that the acceleration of the German naval program was for a long time a successfully guarded secret, the fact that the German expenditures on the navy are being pushed forward despite threatened revolt against taxation; the fact that German ambition for world dominion crop out in every German utterance; these things are the things that count.

England is drifting, unintentionally perhaps, even half unconsciously, into a war with the most powerful military power the world has ever seen. Against the superbly disciplined and perfectly equipped German army of four million well fed and prosperous sons of the Fatherland, England has to oppose a regular army in the British Isles of less than 150,000 men. To aid this army England may summon the territorial militia of the home country, making 300,000 partially drilled men, about like the militia of New York and Pennsylvania.

The disparity in land strength is so great that Britain stakes its whole hope for the present on its navy. To-day that navy is more than twice as large as the German navy, ship for ship and gun for gun. This great advantage to England may exist only on paper. A few years ago the British naval authorities wrought change in naval history and possible disaster for the British Empire. This was the construction of a ship so powerful, on account of its armament of all big guns of long range, that every other battleship at once became practically obsolete.

Secret Operations Cause Panic. When Britain awakened to the realization that Germany would have by 1915, as many Dreadnoughts as England, a sensation ensued which was appropriately termed a panic. It is a little more than a year since the Premier, Mr. Asquith, formally told the parliament and the people that the German navy had been advanced, and that it would be necessary to take extraordinary steps to meet the situation. The conservative

Look Out; Look Beyond; Look To Win Success

By ELLA WHEELER WILCOX. Copyright, 1910, by The New York Evening Journal Publishing Company.

YOU are feeling discouraged today. Nothing seems worth while, and you are looking back, along the road by which you came, you see so many desert spots and so few green fields of your own sowing.

Abe Martin



They nominated a Republican ticket in Ohio last week without putting a civil war veteran on it. Folks that name their daughters Goldie will have 't' take the consequences.

LETTERS To the HERALD

All communications must bear the signature of the writer, but the name will not be published if such a request is made.

W. T. DARRROW'S STATEMENT. Albuquerque, N. M., July 6, 1910. Editor El Paso Herald: I wish the article in Monday's Herald, July 4, corrected. I made no statement that stepmother was cause of daughter's disappearance, nor did I intend anything that could be construed to connect stepmother with the occurrence.

CLOUDCROFT AND GRAND CANYON. Grand Canyon, Ariz., July 5. Editor El Paso Herald: Grand Canyon is immense, but I would prefer Cloudcroft many, many times, both for conditions of scenery and interest, also the general benefit to be derived.

THE HERALD'S WINNING WAYS. Editor El Paso Herald: Well, well! Even the Democratic officeholders and voters all are finding one of the good things in El Paso these promising days. As a strictly business proposition in advertising and as the only recognized up to the minute news dispenser, not dissimular, The Herald has been coming with all the others. It looks good to me.

IMPRISONED BANKER IS AGING RAPIDLY. John R. Walsh, the Chicago bank wrecker who is now serving a term in prison for his offenses. Walsh has not given up his fight for freedom and recently his counsel, George T. Buckingham, had a long conference with prison attorney Finch in Washington. Walsh is said not to be in very good health and many of his friends are endeavoring to have him pardoned.

Acroplane Race.

New York, July 7.—Both Glenn H. Curtiss and Charles K. Hamilton or their representatives will compete in the aeroplane race, Chicago to New York, for the \$25,000 purse offered by the New York Times and the Chicago Evening Post. The Times made this announcement today. Clifford R. Harmon is considering entering the race.

Announcements.

I am a candidate for the office of Justice of the Peace, Precinct No. 1, Justice Precinct No. 2, El Paso County, subject to the Democratic primary July 23, 1910. E. H. Watson, El Paso, Texas.

DISTRICT CLERK. The Herald is authorized to announce O. M. Talley as a candidate for District Clerk, subject to the Democratic primaries July 23, 1910.

SHERIFF. I hereby announce myself a candidate for sheriff of El Paso county subject to the Democratic primaries July 23, 1910. F. J. Hall.