

Confident, With Good Reasons

BUSINESS MEN in El Paso during the last few weeks have noted and commented upon the remarkable manner in which El Paso rises above all temporary unfavorable factors and obstacles to full recovery, and makes her gains despite all misfortunes and setbacks. Fact is, it is time for El Paso to leap forward, and she is going despite every rough place in the road.

El Paso did not feel the earlier effects of the great financial and industrial storm that began in 1907. The first signs were noted in the spring of that year, when copper tumbled and the boom in copper stocks went to pieces. But El Paso felt hardly a trace of the chill that struck some of the great copper centers. In the fall of that year came the general bank panic due to shortage of currency under a faulty financial system, and again El Paso showed her splendid stability by running a large and successful trade extension excursion 1500 miles through the southwest in the midst of the disturbance, and ignoring the financial troubles of other parts of the country as if they concerned her not at all. Business went on increasing, and 1908 was a fat year for El Paso. The next year showed some slowing up, and 1910 was the dullist of all. In 1911 many signs of recovery were noted, business men were entirely reassured, the effects of the national financial disturbance had largely disappeared, and this city was ready for a strong pull ahead. But then came along the Mexican revolution which knocked things galley west here for a while. And during the year the metals were still in the dumps, and heavy losses were suffered by cattlemen and farmers from a variety of causes, so that no great increases were enjoyed generally by the southwestern business community.

Nevertheless, throughout the year, El Paso was busier than ever before in her history with new buildings. Millions were invested in improvements public and private, and home folks and outside investors demonstrated their complete confidence in the future by entering upon vast new undertakings requiring heavy investments of capital. General business held its own, and in some lines showed a substantial increase. Bank resources gained steadily, showing that the people of the city and the southwest were all the time strengthening their position and getting ready for the big time coming.

It is noteworthy that throughout these lean years, there were few business failures or embarrassments. The banks were able to carry everybody along except those that had been recognized for some time as shaky. Wholesalers were in position to extend credit, and employment of labor was so general, in public and private work, that retail trade kept busy all the time. Land purchases went right on, building of new homes proceeded, prices kept up or rose with the general growth of the country. And a marked feature of the year 1911 was the development of farming in the southwest, the building of new towns and the reclaiming of lands that had been barren. Statehood caused a new impetus. The year ended with most flattering prospects for the future, the trade of the last months showed heavy increases over the preceding years, land was in better demand, labor fully employed, banks full of money, and everybody well satisfied with the outlook.

January this year broke all the records. In most lines of business the reports showed that the month beat anything that had gone before. Business men in El Paso and throughout the southwest were broad smiles and went about their work with lighter step. At last it was felt that the southwest had passed entirely through and out of the period of depression that had continued more than four years. Copper jumped up, having both a direct and an indirect effect for betterment. Not only were the mining industry and all the other lines of business and commerce dependent upon it, immediately and markedly benefited, but the moral effect of a rise in copper metal was apparent in every line of trade, finance, and human activity. It was like a complete change of weather, the breaking of a hard season and the opening up of a new flush period.

Judging by January, business men in general laid plans for an active year. Merchants ordered heavily, building became more active than ever, homeseekers flocked into the southwest, new capital became available, and everybody felt happy and serene. Then came the new revolution in Mexico, and the stopping of traffic on that side. Mining was disturbed, industrial enterprises felt the check, trade halted. There was a waiting spell. Men felt as if, having climbed to the top of the ladder, they had suddenly been shoved off and sent kiting. The reaction, for a little space, was serious and discouraging. But El Paso and the Great Southwest have grown beyond the time when such things caused lasting distress. It was found that, serious as the stroke really was, nevertheless it was far from being as bad as imagination had pictured it. Business men found that their business did not go to the dogs. Banks found their deposits increasing instead of decreasing. Real estate men, to their surprise, experienced a greatly increased demand for unimproved and improved property. The building trades prospered as never before. Passenger traffic on railroads increased. From all over the southwest came reports of steady improvement. Winter rains and snows made the stockmen happy. Mining development in the new states became more active than it had been for years. The Great Southwest realized all at once that it had progressed so far as to be independent of one or several lines of activity, and able to care for itself through any situation possible to arise. With restored confidence came new prosperity. Men competed for good bargains, and found nowhere any desire to sacrifice anything, so they bought at a premium to save paying greater premiums later on. The smile came back.

Then, for El Paso, came the cattlemen's convention and the jolly good times and active trade to put everybody in a good humor again. A series of stimulating events followed to set the whole southwest in steeper and more rapid motion. A little scare here and there failed to have any detrimental effect. Men felt themselves, their business, and their capital secure, and have gone forward with new confidence.

El Paso and the southwest have found themselves anew. The worst is known. Trials beyond anything ever imagined or feared have been safely weathered. The minds of the people are set right; public confidence—greatest of all developmental forces—is firm, and El Paso and the Great Southwest today look into the immediate future with a sense of unprecedented security, a clear vision of great things ahead, and a will of invincible determination.

Col. Roosevelt's stock is depreciating every day.
El Paso ought to have a permanent seat in president Taft's cabinet.
Within three days, 9374 federals surrounding Juarez have been telephoned into the Herald office by keen observers. So far the seven Pascualista scouts have stood them off. The only blood shed this week was in the Sheldon lobby.
Quoting a Hongkong dispatch in The Herald Friday: "The commander of the U. S. monitor Monterey, when it was reported to him that American property had been damaged at Swatow, landed a party of men. He informed the leaders of the Chinese troops that he did not wish to dictate to them where they should fight battles between themselves in their own country, but that he was prepared to protect American property. The Chinese promised him that they would put a stop to the burning and looting." Fortunately for the Americans in China, our military and naval forces there are 13,000 miles from the Washington state department, with cable communication very uncertain.
During the first assault on Ciudad Juarez the scales were shot out of the hands of the statue of Justice; they have not been restored.
An Australian author of some note announces that he is going to start a colony for those who wish to live the simple life. "All you need," says he, "is a fig leaf and a feeling that you are misunderstood by the world." There it goes again—always thinking of clothes. The movement is ruined already by allowing excessive vanity of apparel to gain sway.

A journalist is a conceited hack writer who is hampered by facts. A newspaper man is a lover of all mankind who has learned by experience to believe nothing he hears and only half of what he sees.
Meanwhile, de la Barra?
Once more Washington reverts itself. This process is one degree easier than going in two directions at once.

One-Sentence Philosophy
QUAKER MEDITATIONS. (Philadelphia Record.)
GLOBE SIGHTS. (Aitchison Globe.)

Cardinal principles should be well read.
It is easier to make excuses than a living.
Persons who go out for a hot time usually get burnt.
You will never mold public opinion by breaking faith.
Life doesn't look so clouded if you have a clear conscience.
Men who embrace the opportunity always have a firm hold on things.
It often happens that a man keeps his promises because no one will take them.
Gink-Young Saphedee faintly effectiveness with good humor. Dink-That explains why so many of his schemes fix out.

When you borrow an idea, you don't have to pay it back.
When you can talk a man into it, he wasn't very hard when you began.
All politics is machine made, although some may be better than others.
Thinking what you would do for your friends if you were rich, won't help them much.
A man never becomes too old to throw out his chest as he passes a looking glass.
A brave man is one who leaves the banquet when he gets through eating, and gets to bed at the proper time.
Usually the man who says he doesn't want a political job might as well keep still; the job doesn't want him.

UNCLE WALT'S DENATURED POEM The Fiery Furnace

By Walt Mason.

With my old furnace I have tinkered through weary months of grief and groan, and I am sooted up and clinkered, my reason totters on its throne. And so I'm glad that spring is coming with balmy winds and skies of blue, when humming birds will be a-humming, and katydids their stunts will do. The furnace is a weird invention that makes men wish that they were dead; its whims, too numerous to mention, drive patient guys to painting red. On balmy days it earns its wages, and throws out fifty kinds of heat; but when a howling blizzard rages, it sends up hoaps and hoaps of ashes, and when you shake the blamed things down, they spoil your whiskers and mustaches, and eke you silt hat and your gown. Around my furnace I have pattered and wished the man who made its grate was rounded up and neatly slaughtered, and buried in a basswood crate. And now spring harbingers are harbinging, the wintry days are almost gone; and soon, my form in flynet garbing, I'll mosey forth to mow the lawn. When I'm above my mower crouching, an old straw hat upon my brow, you'll hear me ranting round and gouching about the same as I do now.

The Cat Carnival

By Professor George Brandes.

There was a great deal of night-ly excitement among the cats on the grain lots of a farm. The old tame cats walked up and down, and the kittens that had escaped being drowned were more playful even than usual, while some wild cats were quite unmanageable, for the most exciting time of the year, "Fastelavn" was approaching.

It was the only time when the cats, who were by no means inclined to underrate their own importance, got positive proof of their own value to society, one of them being made the very center of the festival.

It was a joyous time, when people distinguished themselves by wearing masks and dancing and sang. Little boys wore false noses, little girls dressed up in kinds of gay rags, but the hub of everything was the game of "heating the cat out of the barrel," said barrel being suspended from a tree stretched across the yard.

The cat who was chosen for this position of honor every year tried to sit still, while the boys and girls swung their cudgels against the sides of the barrel and gradually broke the slaves, the cat suffering no other annoyance than a slight business from the jumpy movements of the barrel and the noise of the blows. As a reward, it was afterwards locked up in a dark cellar full of delicious fat rats, and the nearest little mice for dessert. And on top of all it was given a big bowl of thick cream.

Every cat was anxious to guess who was to play this important part this year. The oldest tom cat as well as the youngest kitten felt a keen delight at the thought that it might be chosen to be put into the barrel hanging high above ground to be "heated out" to be strung of music and to be erawled to be set free, full of mice and cream and crowned with immortal glory.

Otherwise the cats abhorred men.

Success Under Difficulties CORNELIUS VANDERBILT—From Boatman to Railway King BY MADISON C. PETERS

MAY 1, 1810, Cornelius Vanderbilt, having imbibed a strong liking for the sea, asked his mother to lend him \$100 to buy a boat. The mother said: "My son, on the 25th of this month you will be 16 years old. If by that time you will prove, barrow and plant with corn the eight acre lot, I will give you the money." The little patch of ground on Staten Island, where the Vanderbilt family lived was not large enough to support a family, and Cornelius stayed on the boatmen in New York harbor. But he wanted to have his own boat and to get the necessary money to start on his own hook, he planned and bargained, rough and stony field and that \$100 laid the foundation of his famous fortune.

Cornelius "On the Job."
There were other boatmen in that harbor who wanted to be rich, but they were not willing to pay the price. While the other boatmen wasted their money in drink and their time in silly pleasures, Cornelius stayed on the job, kept with one eye open, looking out for the main chance.

He gave the first \$300 he earned to his parents. While the other boatmen were treating their customers to liquor to get trade, Cornelius built up a reputation for integrity among that crowd of poor people.

The boats of his competitors were larger than his and their wharf privileges much better, but he soon outstripped all others. He ran his boat with the idea of helping his neighbors. He won the public confidence, he was not only a child and so careful of their welfare, that every householder felt the whole family safe in ferryman Vanderbilt's care. Obligated to get larger boats, he got the best of the best, and would often work all night. He was never absent from his post by day and soon monopolized the trade. He did things.

In 1813 when it was expected that the New York harbor would be attacked by the British, he, with the exception of Cornelius put in their bids to carry provisions to the military posts all around New York. They were offered to do the work at a price for which he said it could not be done, but then the contractor was exempted from military duty. To please his father Cornelius put in a bid, but he did not go to hear the award. To his astonishment the contract was given to him at a higher price. Wondering why, the commander said: "We have given this contract to you because we want to have our business done and we know you'll do it." Capital is not what a man has, but what he does with it. It is the greatest gift of confidence. It is the greatest thing in the world.

In 1815, now 24 years old, he owned the largest fleet of sailing ships in New York harbor, and had a capital of \$3000. In his wife's power for work help him to pool his money with other travelers, so they opened a hotel in Elizabeth, N. J., where his wife did her part. It was the first hotel in the city. The great grandmother of one of the wealthiest families in the United States, kept a transient boarding house in Elizabeth. But she needed to save only for a few years before she wore diamonds and other precious gems worth a million dollars.

Boatman Too Slow.
A boat was needed to accommodate the people of Albany, and soon his boats floated on the Hudson, the Delaware, the Chesapeake, and the other established steamboats and other connections between New York and California, and by 1851 he was the owner of the largest fleet of steamships in transportation in and about New York.

But the people wanted to travel faster. He saw his opportunity and acted on it. He had withdrawn his capital from shipping and invested it in railroads—first the Harlem road, the New York and Hudson, then the Erie, the Lake Shore and Michigan Southern.

He helped them all until in 1857 he controlled stocks representing an aggregate capital of \$150,000,000, of which he owned one-half. Everybody was benevolent to him, and he secured the market for his goods, and secured lower rates, employees made larger wages, and stockholders got bigger dividends.

In 1861 he presented the \$500,000 steamship "Vanderbilt" to the government to be used for the capture of Confederate vessels. He found an old and widowed Vanderbilt university, at Nashville, Tenn. He gave a church to Dr. Deems. He died January 4, 1877, 67 years old, the richest man of his day in America—his fortune being estimated at upwards of \$100,000,000.

Self Consciousness a Great Hindrance
By OLIVE LORRAINE.

ARE you one of those people who always imagine that the world is watching and sneering at them?
Please do not think that I am sneering in putting that question, or that I ask it with a smile. I am as serious and solicitous as possible, for I have known the terrors of self-consciousness myself.

It may be in the street that it attacks you. You are sure yours skirt does not "hang" properly, or that the feather you only had time to pin in is coming off, to the amusement of everyone. You jump on the car feeling perfectly certain that you will miss the stop and fall; then, when you are safely inside, it seems as if you had been lined with two rows of searching, contemptuous, staring eyes.

If you go to the theater, the conquer girl smile at you in a very superior fashion (your hair must be untidy, or perhaps those hooks and eyes seat you a little away); as you go to your job, you realize that the entire audience is going to rise up and jeer at you.

Why, Oh, you don't know why, but—Oh, you do feel wretchedly miserable.

You become red in the face and awkward in your movements. Your hands seem limp, large, useless things, and your tongue refuses absolutely to utter a single word.

I know it is awful, this torture of self-consciousness. Let me try to suggest a remedy.

I am afraid you will think that my advice is easier to give than to take, but I pray you, earnestly and sincerely, to try to realize that you must exert yourself, and set your teeth to conquer your trouble.

Now, first of all you must reason

GOOD AUTOMOBILES FOR LESS THAN \$1,000 PROVE A BOON TO MEN OF MODERATE MEANS

Possible Now to Buy a Standard Car for \$350, While Very Sturdy Machines May Be Purchased for \$500 to \$700.
BY FREDERIC J. HASKIN

WASHINGTON, D. C., March 23.—Nothing has contributed more to the expansion of the automobile trade of the country than the gradual reduction in the price of cars, which has come about in the past few years. As the experience of car designers has brought them more nearly to the ideal car, the necessity for continual changes has been increased, and this, in turn, has permitted the manufacturers to standardize their machinery and thus reduce the cost of manufacture. One result of this has been that the manufacturer is now able to build cars, which will sell at from \$700 to \$800, that formerly cost from \$1500 to \$2300. All of this has brought the automobile to untold thousands of people, who could not afford them under former price scales.

Low Priced Machines Demanded.
The extension of the automobile industry this reduction of price has become, may be inferred from the fact that over 50 percent of the cars produced last year were sold for \$1500 and less. The low priced automobile has met with a wonderful success, and it is expected to turn out 75,000 low priced machines during the present year. This output, however, is not sufficient to meet the demand of the automobile industry of England can produce in three years at the present rate of manufacture. The grave concern over the invasion of the low priced American automobile, they admit that American manufacturers of low priced machines can sell them at prices that are very much under the English standard. This arises from the fact that in the production of 20,000 identical cars, the cost per car is bound to be much less than in the production of 5000 cars. The economies which may be introduced in a large factory are much greater per car than those which may be used in a small factory.

Standard Auto for \$350.
Perhaps the cheapest standard automobile on the market today is the Standard. These machines are especially popular with rural free delivery carriers. One of them is able to carry a load of 2000 lbs. for 50 miles every day in the year with his little machine, and that, with proper care, it renders him practically as much service as would one costing two or three times as much. There are several machines which sell for \$500, and quite a number for \$700 or \$800. Certain conditions in the automobile industry have so adjusted themselves that one may now purchase a very sturdy and reliable touring car for less than a thousand dollars.

The average price of automobiles in 1911 was \$1200. The price around \$1200. Many more will be sold at a figure lower than \$1200 than at a figure higher, but the higher priced cars will still command prices ranging between \$1500 and \$3000.

The low priced and moderate priced cars have the most of the market. All of the latest improvements afforded by the progress of automobile engineering. Some of the latest improvements made after the patent of a Chicago newspaper man, to demonstrate that a patent very often is without honor in his own country. He could do nothing with his patent in this country, so he carried it to England. Europe was quick to see its advantages, and very promptly adopted it as a long step forward in the progress of automobile engineering. Since then, the inventor has come back to America and has almost taken the entire automobile world by the ears.

Pitfalls for Buyers.
One of the greatest pitfalls into which the prospective purchaser of an automobile is in danger of falling is that of buying a car which has not been built by a reliable concern. There are a number of such cars on the market, and they are scattered throughout the country, and one cannot read a single trade journal without seeing an advertisement for one of these cars. As soon as these failures take place, repairs for the machine built by the insolvent concern are very costly. The cost of repairs for an automobile owner finds great difficulty in replacing broken or worn parts. The price of a new automobile, however, the price of replacing broken or worn parts impresses the buyer as excessive. One automobile owner recently wrote a catalog of parts and found that if he were to assemble all of the different parts of his car together, the total cost would be nearly three times that of a complete automobile.

Building machines which retail for \$1000, are a very profitable proposition, as is disclosed by the annual balance sheet of one of the principal manufacturing corporations of the automobile industry. This balance sheet shows that, during the past year, the net profits of this one corporation were \$1,000,000. The cost of production and selling, but the inquiry, "How is this possible?" is answered by the fact that profits on the 127,000 cars made that year amounted to several million dollars each.

Proves Boon to Many.
The advent of the popular priced car with yourself and be convinced that it is all imagination, all of it. You are not so remarkable that you instantly and automatically attract attention; you are not so abnormal or extraordinary as to be the object of everyone's curious and cruel stares and glances. Unless you are extremely beautiful or famous, you do not attract any person in a hundred who you speak with them.

No. It is all your imagination. Make yourself thoroughly understand that you are not the one and only center of interest or attention.

If you can only allow yourself to be natural, to act and speak naturally, you will lose your nervousness, study other people who are at ease, happily unconscious of those around them, not troubling in the least that you were intent upon watching them.

Their minds are contentedly busy with their conversation; they are not racking their brains to wonder what they look like, to think how awful they feel, or to stop themselves blushing.

Of course, some of us are far more nervous and sensitive than others, but if a determined effort is made, one may overcome the worst of this painful failing of self-consciousness.

I know a man so intensely nervous that it is practically impossible for anyone to feel at ease in his presence. His mental discomfort lends an atmosphere of tenseness and unnaturalness to every thought and every word. That, then, is another point for consideration. Your own discomfort is likely to cause uneasiness among those with whom you associate.

But the great point is that all your mental pain is caused by your own thoughts. There is no reality in it, no material cause for it. Does it strike you now that all your great suffering and loss of pleasure and happiness are the result of vain imaginings?

Think it over and ask yourself—is it not utterly stupid? Would it not be wiser to try to gain self-control and dignity and kill that cynical, jealous, self-consciousness.

Abe Martin



Mr. and Mrs. Tifford Moots, who have been quarantined for three weeks, have both asked for a divorce. What's become of 'th' substantial young man 'th' girls used 't' call green?

THE DREAMS AHEAD.
What would we do in this world of ours.
Were it not for the dreams ahead?
For thorns are mixed with the blooming flowers.
No matter which we tread.

And each of us has his golden rod,
Stretching far into the years,
And over the clouds with a hopeful soul.
With alternate smiles and tears.
That dream ahead is what holds him up,
Through the storms of a ceaseless fight;
When his lips are pressed to the worm-wood's cup,
And clouds shut out the light.

To some it's a dream of high estate,
To some it's a dream of wealth;
To some it's a dream of a trace with Fate,
In a constant search for health.
To some it's a dream of home and wife;
The dream ahead are what make each life—
The dreams—and faith—and love!
—Edwin Carlisle Litsey, in Houston Post.

14 Years Ago Today

From The Herald Of This Date 1898

The El Paso Southern track is being resurfaced.
The expected coal ship arrived today and its effect was felt by many. A trainload of 4000 sheep was imported from Mexico today for J. B. Mundy.
Mr. de Cunha, the Brazilian minister to Japan, is registered at the Vendome Hotel.
The Sunset Limited was at four and three quarters late today with 64 passengers on board.
Rev. H. C. Ableson, of Abilene, Tex., is continuing the revival services at the First Baptist church.
A permit was issued to the Waters Pierce Oil company today to build a \$500 stable near the Santa Fe station. This is the last day that voters may register and it is expected that there will be a large number added to the roll.
The city council last night passed the ordinance granting the franchise for the construction of a levee along the river and it was agreed to leave Hill street open. The council also granted the El Paso and Northwest road permission to close all the streets across Austin to Octavia streets and from the G. H. reservation south to the alley north of Texas streets. Real estate dealers of the city are complaining that this will injure property values.

Vest Pocket Essays

By George Fitch
Author of "A Good Old Sinner"

LOS ANGELES began business quite modestly a generation ago with a few houses and a full stock of fancy climate, which it has since been retailing to tourists and retired business men at the highest market price. The city owes its great success to the fact that it has over 100,000 traveling representatives constantly advertising its wares. During the winter most of the citizens of the mid-west, who have made money enough to flee from the furnace room and the coal bill, journey to Los Angeles and spend the winter sitting under orange trees and writing letters back to the silvering east. In the spring, they go back home and talk climate. In this way they have worked up so much business for Los Angeles that the city has grown from 100,000 to 325,000 people in 10 years; and they pay Los Angeles for doing it. The highest type of advertising is always the kind for which the advertiser gets paid himself.

Los Angeles is situated in a desert which can be readily transformed into fruit orchards and Italian gardens, by means of a hose and a pump. It is composed in equal parts of people who are helping them spend it. This helps business immensely and keeps everyone so happy that the only way to make a Los Angel stop talking about his city is to shift the subject to fees.

The Los Angeles climate is so salubrious that invalids who go out there on every day of the year, and come and out-talk strong men on the subject of California. It is a dry, sunny climate conducive to the raising of lemons, oranges, prunes, hotel prices and dust. One can go without an overcoat all day throughout the winter in Los Angeles and sometimes during summer evenings. This climate has benefited everyone who has tried it, with the exception of the McNamee brothers, and if the city were only the other end of a \$75 railroad fare, it would have several million inhabitants.

Los Angeles is full of hustle, largeness and big ideas. It has the largest interurban system in the world and builds skyscrapers more industriously than any other city, except Chicago and New York. It is piping its drinking water several hundred miles and has recently annexed an ocean harbor, a mountain and a small desert. It can be reached by taking a train de luxe, fitted with Turkish baths, libraries, music rooms, gymnasia, conservatories and rathskellers, and getting off when the smell of oranges gets thick enough to eat.

Los Angeles has more beautiful homes than any other city of its size, and welcomes all the world to come out and squat on the shining sands in the outskirts. Residents are admitted to citizenship as soon as they can say "Lois Anghlanis" fluently, and everyone over 21 years of age, skirted or panted, is allowed one vote at each election. And Los Angeles elections are more interesting than New Haven football games.

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