

\$250 PRIZE MONEY

For the Herald Family Next Saturday

Ad Contest Will Positively Appear Next Saturday, April 20th

UNPRECEDENTED advertising business in The Herald Saturday, April 13th caused a postponement of the \$250.00 Amateur Ad Contest. However, this interesting feature will positively appear next Saturday, April 20th. Herald readers should be on the lookout for this contest as it tries their ability as ad writers. At the same time considerable money is to be awarded in prizes by the El Paso business men entering this contest.

On Saturday—April 20th—local advertisers will publish ads of a uniform size. These same advertisements are to be taken by Herald readers and rewritten. These rewritten advertisements are to be sent to the advertiser who selects the one he deems best. The ads judged best will appear in The Herald Saturday, April 27th. The name of the amateur ad writer will appear in connection with each ad. All professional ad writers are eliminated from the contest.

We Give the Following Advance Notice to Amateur Ad Writers

Each advertisement, besides the value of the story it tells to you, is possibly worth \$2.50 in cash. Rewrite each advertisement and bring or mail to the advertiser. If yours contains the points of correctness, value of salesmanship and attractiveness of appearance to be the BEST submitted, it is worth \$2.50—"to you."

You may write a better advertisement than your neighbor. Try your hand. If you do not excel along one line, try the others.

This is purely a contest of merit. The best "quality" copy submitted will be bought for \$2.50. You may have the "knack" to write good copy. You might write one that is the BEST—and you might write twenty, or even the whole hundred. For each one selected you will be paid \$2.50—your half hour's work may be worth \$2.50—\$50.00 or even \$250.00.

A few pointers for the amateur ad writer who does not exactly understand the vernacular of newspaperdom—and a few suggestions as to what constitutes the ADVERTISEMENT IDEAL.

The advertisements will be 2 columns by 5 inches—or 10 inches total—or 3 columns by 6 2-3 inches—or 20 inches total.

An advertisement is a printed salesman. As every salesman knows, a large per cent of his success depends upon the first impression made; so with an advertisement. If the general outlook is attractive enough to encourage the prospective to go farther with the proposed trade, the battle is half won. All that is then necessary is to substantially and attractively display your samples—in the advertisement—to tell the reader concisely your sale talk—in such a manner that he is pleased and impressed with the facts stated therein. And above all—WHERE he can receive the benefits the advertisement offers.

Such a displayed and composed advertisement will surely be a winner.

Try each one! First study the copy before you—see where it could be improved. Fight shy of its faults—add your improvements mixed with your originality and you'll be surprised at the good advertisement you can write.

Remember you have only a 10 or 20 inch advertisement to write and do not send in a page of copy—BREVITY—ORIGINALITY—FACTS and DISPLAY are four very important features that go mighty well in a good sales talk.

This Contest appears in The Herald of April 20th. Watch for it!

The BEST ADVERTISEMENT Accepted Means \$2.50 TO YOU Write a HUNDRED BEST Ones

Each and every reader of the El Paso Herald can take part in this contest and write advertisements except employees of The Herald, The Popular Dry Goods Co. Advertising Department, Calisher Dry Goods Co. Advertising Department, Page-McCracken Publicity Bureau. These are not eligible as they are classed as Professional Advertisement Writers, and this contest is intended for the amateur.

El Paso business men who are interested in this contest and who have been overlooked are asked to telephone 116 at once. An advertising man will be at your service.

Automobile & Accessories DIRECTORY

	
Western Motor Supply Company 406 San Francisco St. Phone 528.	"EVERYTHING FOR THE AUTOMOBILE" 406 San Francisco St. Phone 528.
PENNANT GASOLINE	LUBRICATING OILS AND GREASES. Free Air—Open Sundays and Evenings. PIERCE-FORDYCE OIL ASS'N 321 Texas St.
Hupmobile	Rio Grande Automobile Co. 329 Texas St. BELL 325.
Oldsmobile	Rio Grande Automobile Co. 329 Texas St. BELL 325.
Kissel Kar	Rio Grande Automobile Co. 329 Texas St. BELL 325.
CAPS GLOVES	HARRY SWAIN 109 Texas St.
K-R-I-T	AUTOMOBILES VALLEY IMPLEMENT & VEHICLE CO. 504 San Francisco St.
EVERITT PARTS	Valley Implement & Vehicle Co. 504 San Francisco St. Phone 1632.
Waverly Electric	Largest Manufacturers of Automobile Parts in the Southwest. BAUMGARTEN, SCOVILLE & WYLER So. Virginia & 6th Sts. Bell Phone 332.
Winton Six	Jukes & Hutchings' Garage ELECTRIC CAR CHARGING PLANT REPAIRING & SUPPLIES. Bell Phone 1934. 609 N. Campbell.
Remy Magnetos	El Paso Auto Sales Co. Garage 422 San Antonio St. Office 713 N. Ochoa St. Phone 3585.
Austin & Marr GLOVES	Service Station Ignition and Lighting WISSEMAN & ANDERSON. Ignition Specialists.
Insure Your Auto Painting	FOR AUTO INSURANCE Of All Kinds Caples Building. Bell Phone 4351.
Reo The Fifth and Interstate Cars	Automobile and Working Gloves Largest Assortment in the City. The Bazaar. 310-312 San Antonio St.
Painting CLEANING	CAR TODAY! NEWMAN INVESTMENT COMPANY. 104 San Antonio St. Phones: Auto 1550; Bell 550.
	ROSS & PHILIPS Auto and Carriage Painters Bell Phone 4033. 700-706 Texas St.
	DONALDSON AUTO CO. 401 Texas St.—Bell Phone 1638. Phone Us for Demonstration.
	Carriage and Auto Painting and Trimming. EL PASO CARTRIDGE & AUTO PAINTING CO. H. A. Hader and E. A. Smith, Props. 331-333 So. Oregon St. Auto Phone 1548.
	Motor Clothes Perfectly Cleaned. Angelus Cleaning Works CRAWFORD THEATRE BLDG. Bell 1510—Auto 1650.

ACCIDENTAL SHOT KILLS CAVALRYMAN

American Inspector Investigates Sonora Slaughterhouse and Markets.

Nogales, Ariz., April 15.—Private John McLure of the fourth United States cavalry, troop M, stationed at Nogales, was accidentally shot and instantly killed by private Freeman V. Currie as Currie drew his pistol to clean it for the regular inspection. Funeral services were held by Rev. L. W. Longacre at the mortuary chapel, attended by all the officers and privates of the troop, and the body was attended by an escort of honor, composed of a corporal and eight privates, who presented arms, and the trumpeter sounded "taps" the soldier's "good night."

The body was shipped to the mother's home at Williamson, N. C.

M. E. Rex, an inspector of food and drugs in the department of agriculture, Washington, D. C., has been at Nogales several days, investigating the sanitation of the slaughter pen and meat market at Nogales, Sonora, where nearly all of the residents of Nogales, Ariz., buy their meat. At one time for several months there was a restriction on buy-

ing meat at the municipal market in Nogales, Sonora, but it was removed, and families again buy nearly all consumed there.

The Southern Pacific has resumed the motor car service on the Nogales-Benson run, instead of the steam train.

Mrs. George W. P. Hunt, wife of Arizona's chief executive, will spend the month of May in Nogales as the guest of Mr. and Mrs. F. J. Duffy. Judge Duffy and governor Hunt are intimate friends of long standing.

M. Bouscharain, who has conducted the hotel Madero in Nogales, Sonora, for some years, has leased the hotel to Agustin Escobosa and has removed with his family to Hantolampo, on the Rio Mayo, where he will farm.

Nogales and vicinity have had a decided drop in temperature, with heavy frost and ice, and the mountains white with snow.

La Alianza lodge of the Hispano-Americano society gave a ball at the armory hall at Nogales for the benefit of the anniversary celebration of the lodge on May 15.

C. T. Jones has taken over the management of the Carillo meat shop and L. E. Carillo will conduct the cold storage business.

M. E. Flores has moved his family from Culiacan to Los Angeles and transferred his mining interests to Cananea, where he will reside.

Phil Herold, county recorder, is critically ill with erysipelas at his home on Elm street.

Mrs. Elizabeth Walton has bought the lumber, adobe and other building materials out of the warehouses on the railroad reservation facing the station

owned by Theo. Zebler, and is removing them to her ranch north of town for the board of supervisors for this building purposes.

The salary of the regular monthly meeting assigned the contract for the care of the indigent sick to Dr. A. L. Gustetter. The bond of Dr. Gustetter was filed and approved.

Salaries of County Officers.
The salary of the sheriff of Santa Cruz county was fixed at \$300 per month, to stand until changed by the board or legislature.

The salary of the justice of the peace for this precinct was fixed at \$100 per month.

The salary of the jailer was raised from \$75 per month to \$100 per month.

The salary of the constable for precinct No. 1 was made \$50 per month.

All of these salaries commence payment February 15, 1912.

County surveyor H. G. Glone, W. D. Gray and E. P. Bohlinger were appointed as viewers of the R. R. road.

Ask for High School.
Mrs. Edward Tibomb has been circulating a petition in Nogales to the taxpayers for signatures for a high school course in the school system here and will present the same to the supervisors to levy a special tax upon property in Nogales school district, as provided by law. A high school for Nogales is a much desired requisite, since many children incur much expense in having to be sent away.

Mrs. Ashburn, mother of Oscar F. Ashburn of the Pennsylvania ranch near Patagonia, died at the St. Joseph's hospital at Nogales and the remains were taken to Benson for interment.

News Brevities

Troika Bulletin.
Rock Island-Southwestern train No. 3, from the east, due at 1:30 p. m., will arrive at 6:45 p. m. G. H. train No. 7, from the east, due at 5 p. m., will arrive at 6:45 p. m. All other trains are reported on time Monday afternoon and evening.

Prompt Hack Service.
Pomeroy's hacks are at the barn, hitched, awaiting your call. Phones, Bell, 651-2444; Auto, 1631-2444.

A Home For Aubert.
President Madero has notified Gen. Tracy Aubert at Manila by telegraph that several of his friends in this city had subscribed \$2,000 pesos to buy him a house in appreciation of his work in the north during the present campaign.

We will give you prompt attention when you want a hack. Phone 1 and 1001. Langwell Transfer.

Forty People Drowned.
Amoy, April 15.—A boat in which the passengers of the British steamer Seang Chung were disembarking capsized yesterday and 40 persons, mostly women, were drowned.

Dr. Klein, physician; internal medicine; special attention given to tuberculosis. Office, Roberts-Banner Bldg.

Perishes in Blizzard.
Hemingford, Neb., April 15.—The blizzard which raged in western Nebraska Saturday afternoon and throughout the night claimed at least one victim and probably two. Mrs.

Richard Path was lost in the snow and her dead body was found this morning not far from her home. The child has not been found; it is feared he perished.

Dr. Jamieson, urologic-urinary, skin and rectal diseases, 615 Mills Bldg.

Constable Killed in Battle.
Bishop, Calif., April 15.—In a battle here yesterday between a sixty Chinaman and town officers, constable Walter Reed and the Chinaman were killed and marshal Douglas Robinson was wounded.

Dr. J. H. Paget, dentist, 591-562 Roberts-Banner Bldg., phone 1654.

Prohibition Fight in S. D.
Sioux Falls, S. D., April 15.—Whether a number of the cities and towns of South Dakota are to be wet or dry is to be decided at municipal elections on Tuesday. One of the hottest anti-liquor fights in years has been carried on at Centerville.

Have your electrical work done by the old reliable Texas Electrical Supply Co., 119 N. Stanton St., both phones.

Explosion Wrecks Power House.
Chicago, Ill., April 15.—A gas explosion, which endangered the lives of more than 100 persons, wrecked the power house of the Illinois Steel company's South Chicago plant yesterday, causing a property loss of more than \$100,000. Reports of fatalities were denied by officials of the steel company.

For house wiring and fixtures see the National Telegraph and Supply Company, 217 Mills street.

Director Exhibits Appointed.
Chicago, Ill., April 15.—President D. C. Collier, of the San Diego, Calif., ex-

position, to be held in 1913, yesterday announced the appointment of Edgar L. Hewitt of Santa Fe, N. M., as director of exhibits. Hewitt is director of the archaeological institute of America.

Mexican Herald on Sale. Complete and reliable news of what happens in Mexico.
Well furnished 10-room home for rent; every convenience; references required. Tel. 245.

Noted Frenchman Dead.
Paris, France, April 15.—Henri Brisson, president of the chamber of deputies died yesterday. He was born at Bourges July 31, 1835.

Dr. R. M. Haffitz, dentist, successor to Drs. Paget & Rattler, 204-S-8 Caples Bldg.

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Lumber From Mexico.
Eleven cars of lumber were imported through the local port on Saturday night from the Madera Lumber company mill at Madera, Calif. Some of the lumber is for the construction of the El Paso Pearson plant, some will be used by the R. P. & S. W. for railway ties, and the remainder shipped into the interior of the United States.

Dr. Cameron, dentist, 318 Mesa Ave.

Dr. Geisler, 318 Mills Bldg., diseases of women, rectal diseases and electro-therapeutics.

Be a taller-made man. I can fit you better, please you better, and at no more cost than you pay for "ready-made." R. V. Pearson, 110 Texas.

One hundred perch columns and caps—What will you give for them? No reasonable offer rejected. Lander Lumber Co.

Automobiles, Valley Implement Co.

Fresh buttermilk El Paso Dairy.

Local home of Royal tailoring. R. V. Pearson, 110 Texas street.

Buy a K-R-I-T—make a hit.