AN INDEPENDENT DAILY NEWSPAPER
DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED.
H. D. Slater, Editor-in-Chief and controlling owner, has directed The Herald for 16 Years; G. A. Martin is News Editor.

EL PASO HERALD
Editorial and Magazine Page
Thursday, July Ninth, 1914.

THIRTY-FOURTH YEAR OF PUBLICATION.
Superior exclusive features and complete news report by Associated Press Leased Wire and 200 Special Correspondents covering Arizona, New Mexico, west Texas, Mexico, Washington, D. C., and New York.
Published by Herald News Co., Inc.: H. D. Slater (owner of two-thirds interest) President; J. C. Wilmarth (owner of one-fifth interest) Manager; the remaining one-eighth interest is owned among 12 stockholders who are as follows: H. L. Capell, H. B. Stevens, J. A. Smith, J. J. Mundy, Waters Davis, H. A. True, McGlennon estate, W. F. Payne, R. C. Canby, G. A. Martin, A. L. Sharpe, and John P. Ramsey.

False Alarms

I SEE the farmers toiling, out in their fields of wheat, and they are glad, though broiling in fifty kinds of heat. "The fields are simply reeking with finest kind of grain," I hear the farmers shrieking; "prosperity will reign!" The crop is simply thumping! There is no end to wheat, and all of us are humping along to Easy Street!" I sit upon the fences and watch the toilers strain, and see no evidences of carking care or pain. Where are the dismal grangers who raised their doleful cries, about the frightful dangers they feared from Hessian flies? Where are the weeping farmers who lately had the crust to pose as false alarmers, and talk of smut and rust? Where is the howling hayseed, who said, "The drouth is near, and surely I won't raise seed to plant a crop next year?" The prophets of disaster have canned the boding frown, and faster yet and faster they're hauling wheat to town; they draw the shining kroner, they draw the golden buck; no longer do they groan or complain about the luck. Most all our fears of evil are baseless, I repeat; we talk of rust and weevil, when we should talk of wheat.

—WALT MASON.

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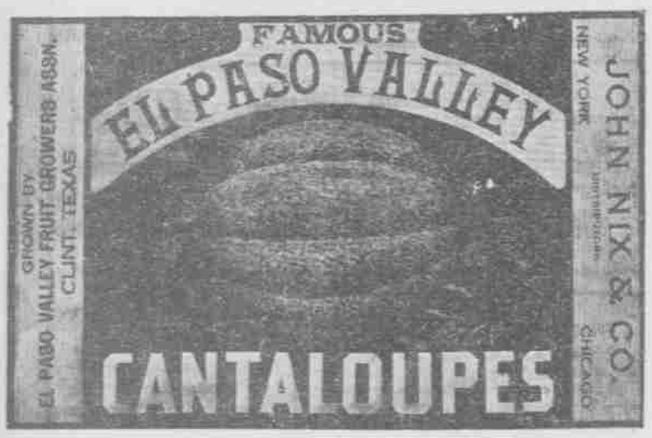
Get the Best



SEE that this label or a similar one from the El Paso or Mesilla valley or some other near neighborhood is on every crate of cantaloupes you buy or have your order filled from. It means that you are getting a good melon and that you are helping El Paso. When you help El Paso you help yourself.

This is the label of the El Paso Valley Cantaloupe Growers' association and its backers intend that it shall stand always for the best. It is going out into the world to advertise El Paso and the Rio Grande valley. See that you use the home products at home and repay the home growers in this small way for the general good they are doing in advertising your community.

The Herald would not say buy these cantaloupes if they were not as good as you could get elsewhere; the growers claim that they are better; of a sweeter flavor than cantaloupes grown anywhere else; that there is something in the soil and climate here that makes it so. The growers are so confident that they are growing the best possible variety of melon that they are going to hold a celebration at Clint on the 18th of August and feed everybody who will come and be their guests. They are ready to prove their assertion that the El Paso valley produces the best cantaloupes on the market.

This being the case, then El Paso should see that its breakfast table is supplied in season with the home grown variety. Every community that has ever amounted to anything has reached its goal by united effort. Every community that has gone backward has lacked the cooperative spirit. California never became famous as an orange center by sending to Florida for its table fruit. Oregon never became famous as an apple center by sending to Washington for its apples. Missouri never won fame as a peach state by buying Iowa or Illinois peaches. When the people of California, Oregon and Missouri found what they could raise at home, they consumed all they could at home and then made such a noise about how good it was that all the rest of the country wanted some.

Oregon apples, California oranges, and Missouri peaches are famous wherever people like good fruit. Other sections grow the same things equally as delectable, but the other communities have not made such a noise about it. These sections started their campaign at home and extended them abroad; they buy their home fruit and then they talk about how good it is and get other people to buying it.

There is an old saying that a duck egg is as good as a hen's egg, but that the hen's egg is in demand because she advertises her wares—makes a noise about it—while the duck keeps still. There is nothing truer. A community, like a firm, that keeps quiet about its advantages, soon becomes stagnant and sickly. This is the epoch of advertising; of telling the world what you have. Before you can preach its value to the world, you must first learn that it is good; must acquire the proper enthusiasm. You have no right to ask the other man to buy something you do not buy yourself, if you are in the market for or can use such an article yourself.

California has an orange day every year and asks the world to buy oranges that day, but every Californian also buys one or more boxes of oranges and writes back to the old home and tells friends to do the same thing. On orange day in California every housewife buys a box of oranges and makes up marmalade; every Californian who has a mother or a father or any other relative "back east," buys a box of oranges and ships them home that year. They show the community spirit; the right spirit.

Oregon has its apple festival when the people do the same thing with apples.

The El Paso valley cantaloupe season will open on August 5. Begin that day asking your dealer for El Paso valley cantaloupes and see that you get them. It means that the money you spend goes into the pockets of the man who owns the land in the El Paso valley. He pays it out for El Paso labor and for his own supplies right here in El Paso. The El Paso valley grower's money all stays here; even the money he pays to his laborers stays here and is distributed among local merchants.

This cantaloupe campaign should be but the beginning. We should have a peach day, a plum day, a grape day, a pear day, a day for everything that the valley produces, to acquaint our people with the splendid quality of the stuff grown here and teach them to ask for the home grown article. The interest must be aroused. It would mean the retention of many thousands of dollars in El Paso that are sent away for things that can be and are grown here. Teach the merchants that you want the home grown article and they will get it for you. The merchant after all, handles what the people demand; if you show that you want the home grown article, he will supply it.

Think of the money that could be kept at home if every buyer in El Paso would investigate the things that are made here and ask for them. We make things in 50 different lines that are in daily use. Start in by buying home grown cantaloupes and then work up to the rest. Soon El Paso will be so prosperous you won't know the place.

Just a moment. Think what it would mean. If by your patronage of a home institution—you and a few like you in El Paso—you could make one factory put on another man every year to its force; that means another family for El Paso, another home built or rented here; an average of three to five more mouths to feed, the expenditure in El Paso of the wages of another man for a whole year—for clothes, shoes, food, amusements.

Patronize all the home industries and each factory in El Paso will have to add more than one man per year to its force. If you are in business here, this means that you get your share; if you are a salaried man, it makes the city more prosperous and you feel it. The wage worker is better off in a prosperous city, for wages are never low where prosperity rules, and prosperity makes a city grow and as a city grows it becomes more cosmopolitan, with better amusements, better stores, better restaurants, better street cars, everything improves, and consequently it is a better place to live in.

Boost for the home product.

14 Years Ago Today

From The Herald This Date 1900.

C. C. Harris went up to Cloudcroft this morning.

Jack Fountain went west this morning on the S. P.

A daughter was born to Mr. and Mrs. P. H. Clarke yesterday.

C. R. Harrison has taken a position as clerk at Hotel Orndorff.

Dr. Wilber Townsend is home from a two weeks' visit to Cloudcroft.

D. Hearn of Pecos, Tex., is visiting his brother, Ellis Hearn, in this city for a week.

J. W. Levy of a local grocery firm went up to Cloudcroft this morning on an extended vacation

The county board of equalization met this afternoon and passed upon 100 renditions. It will complete its labors today.

J. R. Garrick, master mechanic of the G. H., left this evening for a two weeks' visit to Houston, accompanied by Mrs. Garrick.

Manager Jacoby of the El Paso baseball team is out today with a subscription paper to get money to bring the Deming team here next Sunday.

The Border Rifles will hold their drill tonight in the court house. The company is rapidly getting into shape for the state encampment at Sherman on August 6.

There was considerable excitement caused Sunday by three shots being fired in the Bank saloon back of Alber's drug store. Officer Pat Dwyer was on the scene in a moment and the guilty parties were arrested and lodged in jail.

The committee appointed to work up the entertainments for the sheriffs' convention has met with great success thus far. Nearly $1000 have been subscribed and that insures the committee enough money to have the park lighted for three nights. The S. P. will run a special train to the El Paso smelter for the benefit of the visitors.

Painted Hair

BY GEORGE FITCH.
Author of "At Good Old Siwash."

PAINTED hair is a recent inspiration which will be very popular with the skirmish line of society until it becomes too common to create further comment.

Great sensations have been caused in enterprising newspapers and elsewhere by the appearance of beautifully dressed women with hair colored to match their gowns. More than one man who has seen a handsome woman toting a head of bright blue hair down the street has gone quickly home and has sent for a doctor who is an expert at repairing the ravages of strong drink.

Women are now wearing pink, green, ultramarine and violet hair and some of them are even wearing eyebrows to match. But no one need be alarmed over the habit. No young man will be compelled to marry a young woman with green hair. At least, he can compel her to take it off and leave it at home when she starts to church.

All of the cubist effects in hair that have been noticed in the large headlines are str ily detachable. Many a society woman now has a complete set of hair in all shades.

This enables her to match her gowns and hats. Thus an up to date woman can now buy ten times as many gowns and hats as she once did. This is becoming a harder world for man every day.

Outside of the extravagance involved, there is nothing reprehensible in the custom of buying a hat with an attached head of hair. In fact, there is nothing even remarkable about painted hair. Men have been wearing painted noses for hundreds of years and the society editors haven't made half as much of a fuss about it as the police magistrates have.

Thus far, man has only adopted two shades in nose painting—red and purple. However, it should be perfectly easy to elaborate the practice. If woman insists on wearing green hair under her green hats we may soon expect to

"Men have been wearing painted noses for hundreds of years."

see the very particular man putting on green socks to match his green necktie and then carefully painting his nose to match both.

When we think how much consternation an American army equipped with green or blue noses would spread among the foe in Mexico we are almost inclined to come out firmly for the new custom.—Copyrighted by George Matthew Adams.

The Daily Novelette

NEVER ANY MORE.

"Rooting to the right of him,
Rooting to the left of him,
Rooting behind him,
Everyone thundered."

UNDERNEATH a large, blue sky, against which pop bottles sailed placidly, the Green Sox and the Brigands were playing the last game of an exciting series.

Overcome by her pleading, Maximus Miffle had turned a deaf ear to his better judgment and taken his fiancee to the big game. Scarcely had the first inning been called when he began to regret it, for if there was anything that annoyed him more than irrelevant conversation while he was looking at a scoreboard, it was to be interrupted in the middle of a fit of rooting.

"Max! Max!" she said excitedly, pulling at his coattails. "Why don't somebody stop that man that's running around the bases and hold him until they catch the ball and tag him with it?"

It took four minutes of golden time to explain the point to her, and then the patient Miffle leaped to his feet and resumed yelling at the point where he had been interrupted. Three more times that inning she cut short a root in the middle, to inquire whether the victorious team won cut glass dishes and things just like in progressive euchre, and if it wasn't selfish of one man to gitch all the time and if he didn't think the catcher was a coward to wear that thing on his face, and then came the straw that twisted the camel's tail.

"Max! Max!" she cried. "Stop that noise and tell me something. The man behind me just said that the shortstop caught a fly. How could he tell this far away? And if he did, oughtn't he be penalized or something for taking his mind off the game to bother with insects?"

It was then that he gently but firmly took her home and got the tail end of the game from a stock ticker.

100 Years Ago Today

ONE HUNDRED years ago today Andrew Jackson, who recently had received appointment as a major general of the United States army, arrived at Fort Jackson, on the Mississippi, below New Orleans. The following day he assumed command of the fort and began negotiations which ended in a final treaty of peace with the Creek Indians. After remaining at Fort Jackson a month Gen. Jackson began his brilliant campaign against the British in the south. The campaign embraced the taking of Mobile and Pensacola, and ended in the celebrated battle of New Orleans, fought January 8, 1815, two weeks after peace had been concluded between the United States and Great Britain.

Abe Martin

Miss Fawn Lippincut rode ten miles on th' cars th' other day without raisin' th' window or buyin' an orange.

An amateur theatrical is allus good fer two or three weddin's.

EL PASO GETS TREES FROM ASIATIC LANDS

El Paso next spring will not lack for trees and plants. There are over 3000 plants of different varieties and 422 Arizona ash trees under the care of park commissioner J. J. Connors, in the nursery at Washington park. In the experimental garden at the park are included willows from northern China and evergreens from northern Siberia. Next spring the plants, vines and roses will be transplanted in the parks. The Arizona trees will be kept to replace any old or decayed trees in the parks.

CLEARANCE SALE of rental pianos and players this month. Bargain prices; easy terms. See them at
BILLINGS'S PIANO STORE.
(Advertisement.)

To the Public.
Twenty-five dollars reward for arrest and conviction of any party or parties giving false calls for Alamo Tire ambulance.
Alamo Tire Co.,
419 Myrtle Avenue.
(Advertisement.)

HAVE YOUR PIANO TUNED, repaired or polished this month. Special summer rates; work guaranteed. Phone 167.
BILLINGS PIANO CO.,
107 N. Stanton.
(Advertisement.)

LITTLE INTERVIEWS

"THE fowers and trees of El Paso need every protection that they can get," said J. J. Connors. "Trees and flowers of every variety can be grown here, but in order that they may be maintained they must be protected. Hoodlums have destroyed the shrubbery in the city parks and it is against this invasion that we need protection. If the boys and the girls in the different communities could be enlisted to help in the protection of the flowers and trees of the parks much of the destruction that has been done and is being done, I believe, would cease. The idea would be to get the boys and girls to police the parks and the minute they saw anyone destroying property they could call the police station and have a mounted man sent to the scene."

* * *

Northern Mexico is due for a general trade resumption," said F. L. Beary. "The American Smelting and Refining company is about to open three of its huge plants, the Madero smelter at Torreon opens this week, work on the Conchos dam continues and many of the large mines, such as the Alvarado group in the Parral district, have resumed. The opening of the smelters means a general resumption of mining and that means a flow of money into the whole section. Few people who have not been through northern Mexico realize the poverty of whole sections, where most of the able bodied men have gone to the front and every line of business has been turned over to the aged or the very young. And in Mexico 10 year old youngsters are enlisting by the score. The resumption of work will certainly mean more to the north than the capture of a dozen federal strongholds."

* * *

"Passenger travel from all directions is exceptionally light this summer," said Harry L. Graham, assistant superintendent of the G. H. "It seems as if the regular summer vacationists are saving their money for a grand time at the Panama-Pacific exposition at San Francisco next year, and have called off the annual recreation for this purpose. Compared with the passenger traffic of previous seasons to California and the east, traveling this summer has fallen off to a considerable extent."

* * *

"A peculiar occurrence of this country," said Charles Bascom, "is the eccentric manner in which rain falls in this section. We have had plenty of rain in the city of El Paso this season, but very little, in proportion, outside of the city, it seems. When it is raining up on Virginia street as a general rule it is not raining in the business section of the city. When it is raining downtown it has to be an exceptionally heavy rain to reach Washington park. Also when the sand is blowing extra hard in the suburbs, it hardly ever blows to any extent down town, and vice versa. I have known it to be perfectly dry in El Paso, while the county road six miles down was flooded."

* * *

"The defeat of congressman W. R. Smith would mean that we in the west would lose the chairmanship of the irrigation committee," said Volney Brown. "That would be an irreparable loss when you take into consideration just what irrigation and irrigation laws mean to this section of the country. Mr. Smith is chairman of the irrigation committee. Mr. Smith, we know, is a friend of El Paso and being that, his position as chairman of that important committee means a very great deal. If he should be defeated, the senior member of the committee would be appointed as chairman. That successor might not have the interests of this section at heart. He might be antagonistic towards El Paso and the southwest. In that event we would feel keenly the loss of congressman Smith. I do not believe that too much stress can be laid on this phase of the race between congressman Smith and Judge Blanton. It is going to take every vote in El Paso county to safely land Smith. Mr. Smith's friends should be working hard from now until after the primaries."

* * *

"The people of the southwest are more of an outdoor people than any other section of the country," said J. G. Brann. "With the excellent climate that El Paso has, it is only natural that this should be so, and yet there is little in the way of outdoor gymnastic work for El Paso people. Exercise out of doors is more beneficial than indoor work, and more gymnastic work should be done out of doors."

* * *

"I found the business men generally looking for a good fall business," said Frederick W. Norton, of the International Rock and Stationery company, today on his return from a business visit to many eastern cities. "Business is not as good in the east as it is in El Paso. I hear that all the El Paso merchants are satisfied and even pleased with their summer business and I know that our's has been 20 percent ahead of any previous summer. While the east is complaining some of business now, the merchants generally express the belief that it will pick up largely this fall, and I believe it will. The crops all over the country are fine and this is going to help the general prosperity of the country." Mr. Norton was accompanied east by Mrs. Norton and baby. They remained in Missouri visiting his father.

* * *

"El Paso is certainly a live town, and I think it is a pretty town, too," said C. G. Kimel, of Austin. "With the wonderful climate you have here, I always enjoy my trips to El Paso and believe the city has a great future. One thing, if El Paso starts out to get something, it is a pretty sure thing that she succeeds."

* * *

"There is no comparison in my mind between El Paso and the coast cities," said J. A. Carroll, of Douglas. "I have just completed an extensive tour of the coast and it is my firm opinion that the only thing that the coast cities surpass El Paso in is size. The coast is rapidly getting the same attitude towards strangers as that of the east. The famous hearty welcome that strangers feel in El Paso is entirely lacking in the east and, with El Paso's wonderful mountain country right at its doors, I cannot understand why hundreds of El Pasoans will go to the coast each year. Even if a person cannot get away a summer in El Paso, to my mind, is far better than one spent on the coast."

"This Is My Birthday Anniversary"

"SAY, ma, where's my hat?"

"Mother, dear, where did you put that embroidery hoop I had yesterday?"

Have you ever heard anything of this sort? You smile—it's all so familiar—but it is not altogether a smiling matter. Disorder in the household must bear the blame for much of the general fretfulness and never-rested air we find in many homes in our fair city.

Suppose the boy had a particular place for his hat and his baseball bat and always put them there himself as soon as he reached home. Suppose my lady of leisure took care of her own belongings. Wouldn't this help? Then perhaps the older folks would realize that they were not as careful as they might be and would try to do better.

Today's birthday record reads:

Manette Watson, 13.	Ruby Wells, 12.
Gertrude Roberts, 17.	Mildred Jones, 17.
Edna Simon, 9.	Eugene Donahue, 12.
Russell Hayden, 14.	Sara Hadley, 12.
Harrell Putnam, 17.	Jane D. Gregory, 14.
Ruth Carson, 15.	George Carter, 9.
Eva Rascan, 11.	Park Pitman, 10.
	Louis Sleiskall, 8.

"Miss Birthday" has a ticket to the Bijou for each one of the young folks listed above.

What Pinkey Found On the Floor

AFTER Fluff and the two bunnies, Sniffle and Snuffle, had waited what seemed a fearfully long time for something to happen, they went up very cautiously and looked in the front door. Then they went very softly to the kitche ndoor, where Pinkeyes was with the thing that they had heard fall on the floor, and there—they saw just what you see in the picture.

Pinkeyes, the chief bunny of Tabbyland, holding Betty the doll on his lap in a big chair! The very same Betty that they had hunted for in the woods, the very same dolly who had run away the day before!

Fluff ran to her at once, but Pinkeyes held her off. "Not until she is rested," he said. "She must not tell a word until she has been sewed up; she is very weak from loss of sawdust, and not until she has had something to eat. Get something—doesn't matter what it is."

Fluff kissed Betty, who smiled very weakly and begged for some one to get a needle and thread. There was great excitement, and Sniffle and Snuffle hurried about, getting in every one's way, and acting so very strangely that even Fluff almost lost her temper. They would hurry around after Fluff and Pinkeyes as if they were getting something for Betty, too; then they would stop very suddenly, sit down on their hind legs and scratch their noses. Of course, whoever was in a hurry, too, would stumble over them, and they were constantly falling over each other.

Long after Betty was sewed up and feeling better they still wandered around, carrying empty dishes back and forth and asking each other questions. Pinkeyes was so glad to have found Betty at last that he did not seem to mind them, and Fluff was too happy to care what they did. But she did think once o rtwice that they acted queerly.

"Now," said Pinkeyes, stretching himself out in a chair and crossing his legs, "we will all take off our aprons and hear Betty's story." He glanced around the room. Fluff had already sat down near Betty and the other two Bunnies, after nearly smothering themselves to death, managed to get their aprons off. Sniffle tried to help Snuffle get his off over his head and they had to both be untangled from it. Even then Pinkeyes had not lost his temper, which was very unusual.

Then Betty began:

"When I first started down the road," she smiled and brushed back her hair with a very scratched hand. "I meant to just tease Fluff. But after I had stepped into the woods, thinking that she would follow me and I would scare her, I lost my way almost immediately."

"That is not strange," put in Pinkeyes, "what business has a doll in the woods even in Tabbyland I'd like to know?" He wiggled in his chair, and happened to catch sight of Sniffle. "Leave off twitching that nose, or I'll—" Sniffle stopped until he loked away. "Pinkeyes is beginning to lose his temper," thought Fluff.

"Then of course," continued Betty, "I fell in a brier bush, lost my shoe, almost fell on my face, and tore an awful hole in my side. I don't see how I ever got home. Once something came near the brier bush, but it seemed so much more frightened than I"— Pinkeyes looked away for he was the something who was so frightened. Fluff made a motion with her hand to stop Betty from saying anything worse about the brier bush.

But it was too late, she went right on, "that I didn't want to scare it worse—" Pinkeyes jumped up from his chair with a terrible look on his face. Fluff and Betty clung to their chairs in terror, and Sniffle and Snuffle began to wallow on the ground. He got over to them in one hop. "What is the matter with your noses?" He grabbed Sniffle and dragged him over to the lamp. Betty and Fluff hid their faces and laughed. Poor Pinkeyes had too much pride to listen to how he acted in the brier bush, so he changed the subject by jumping on Sniffle.

But he did find something the matter after all.

"Catch Snuffle!" he yelled at Fluff. Betty and her story were forgotten. For poor Sniffle and Snuffle really had an excuse this time for being annoying.

They had sniffed so hard on the automobile ride that they had snuffled all sorts of little bugs and things up their poor noses, and they had been suffering worse than anyone else all evening.

For once in their lives they were important, and the whole household, with Betty back safe, went to sleep happy that night.

INDOOR SPORTS -:!:- LISTENING TO A VAUDEVILLE ACTOR

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