

Three Weeks Ago

Three weeks have elapsed since the massacre of 18 Chihuahuas by Mexican bandits at Santa Ysabel near Chihuahua. Three weeks have elapsed since the people of the United States were stirred by the frightful news, and since the Mexican authorities took cognizance of the fact that they had been remiss in their official conduct. Three weeks, almost, have elapsed since speech-makers in both houses of congress declared that "something must be done"—since solemn senators implored solemn senators to lay politics aside and "stand by the president." Almost three weeks have gone by since Carranza and his higher subordinate officers gave positive assurances that every possible step would be taken to run down the assassins and mete out due punishment.

As The Herald predicted at the time, and several times since, nothing has been done by either government. The Washington government announced that it would rely on the Carranza government to do what was necessary. The Carranza government gave assurances that it would act promptly and vigorously. With that exchange of compliments, both governments rested, and they have rested ever since.

So far as anybody knows, up to this moment not a single member or leader of the band that massacred the 18 Americans has been captured or punished. The band was reported to number all the way from 80 members to 700. From the average of the various reports it may be fair to conclude that 200 men or more were concerned in the raid, and that several of the leaders were identified and are well known. The only report that has ever been made to the Washington government by Carranza authorities, so far as the public knows, is the dispatch from Gen. Trevino stating that the band had scattered.

Not only does the Carranza government make no effort to capture the Santa Ysabel assassins, but it seems afraid to pursue Villa.

If all these Arizona floods could have been turned into power and crops!

The Great Chance

European society, human society, not only the fashionable top but the whole fabric of human living, will have to be made over if the war ever ends. Death has so broken up families and business firms, arts, colleges, and all other human combinations of every sort for every purpose, that human society is destroyed down to the ground as a house burns to the ground and must be rebuilt, refurnished, repopled, reanimated with hopes and ambitions.

In this complete change of human society there are bound to be great changes; art will be different, schools and colleges will be different, politics will be different, business will be different, everything human will follow new lines. Much of the old will not be wanted again at first. New ideas, new plans, new schemes will lead in human affairs. Being burnt to the ground is very discouraging to the old ideas.

But in a short time much of the newest will be found wanting, and the old ideas will be brought forward again and will seem new, and human society will find its spirit, health, and inspiration along much the same lines that it has always found to lead to health, prosperity, and happiness.

But the war will give a chance for all the new plans of human living to be tried out, and will help the world along to wider ideas, to a new prosperity and happiness; for experiment is life.

El Paso had a perfect autumn, just one jewel-bright, lovely, crisp day after another, which lengthened into winter as perfect, and hardly any colder. With the telegraphed news of blizzards and snows everywhere else, El Paso has had only an hour or so of nipping wind or a blustery night with an occasional heavy frost.

It is highly probable that every one of the Santa Ysabel assassins will sooner or later accept amnesty and come to El Paso to make his home.

Gladstone said: "The first duty of the statesman is care for the public health."

A Whole City's Responsibility

An industrial and social survey was made by investigators sent to East Youngstown, Ohio, to see why the riots and burning came to be there, and to place the fault if possible, while suggesting general help against such terrors in the future. The survey report declared that wages were so low, housing conditions so wretched, so lacking in ordinary comfort and decency, and opportunities for decent ideas and joys were so few in East Youngstown that no matter how blameable the men who started the fires and fought their fellows like brutes, the city itself by indifference to the 10,000 bodies and souls of East Youngstown, and the employers who grew rich by their work and did not care, must not escape equal blame for the wrongs done.

The lesson to all cities is that any crowded district where living conditions are not decent, where education is not freely and abundantly offered, where wages are below living possibility, and where there is no legitimate fun going on, where the death rate is high and life is dirty and hopeless, is as surely a sore and danger to the city and to every comfortably fixed citizen, as cancer or tuberculosis under his own skin is dangerous to his body.

A high death rate in any city, or in any part of a city ought to be a sign immediately to the city government that the whole city is in peril, for the high death rate shows wrong living conditions, and wrong living conditions breed contagious diseases of the body and contagious crimes of the soul.

The question of woman's rights is a perpetual one, and became so the moment woman awoke to the fact she had an 18th at all. Lately there has been a dispute cropping up in one place after another as to how much, if any, right a woman has to savings from the house-keeping money. The other day a New Jersey judge decided that a woman has the right to half what she saves from her husband's earnings handed over to her for housekeeping expenses. The husband in the case discovered that his wife had a big bank account from housekeeping savings, and when she refused to turn it over to him he carried the dispute to the courts. A wise judge took the case medium.

The Wiles Of Advertising

Trade journals often have interesting bits of reading for the lay reader, although trade does not care much for the lullaby to discover just how artistically and scientifically and efficiently trade goes after the shopper and converts him to buying. But the truth is that the pressure of several continents, the arguments of master minds, the lure of great artists, all may be concentrated on so making an article and so displaying it that the woman in Kalamazoo who has saved a little on butter and coal and wants to go shopping, and every other woman in the United States, will find it difficult to get by the counter on which reposes an aluminum percolator or a new kind of dust rag.

The shopper, man or woman, seldom realizes how the trade is hammering him with whatever it wants to sell. In spite of himself he reads the advertisement, and before he is aware of it the idea of some particular breakfast food or soap or clothing with a certain sign on it, or a percolator with a new kind of top, will be so stamped on his mind that he asks for it in the shops if he does not find it bumping into him as he pushes past the swinging glass doors.

But the net result of all the selling effort is to bring about improved products, lower prices, better service, greater content, and diffused prosperity. Advertising is a tremendous public service.

While it is true that all the world loves a lover, it is also true that all the world loves to laugh at lovers, and when Battling Nelson, a former champion pugilist, seeks a divorce on account of his wife "beating him up," the joke does seem to be on Cupid.

This is no time for the United States to make elaborate commitments of international policy; better wait till things quiet down a bit.

The feeding steer, the dairy cow, and the fattening hog are the best manufacturers for this section; they ought to be encouraged to come here in greater numbers.

The year 1916 carries brighter promise for El Paso than any year in all her history ever carried.

Short Snatches From Everywhere.

Unless they get what they are after some people will insist they didn't get any consideration—Abilene Globe.

They're calling Charlie Fairbanks an artful dodger, but it's long odds he won't have to dodge very hard—Milwaukee Journal.

Carranza's announcement that any one may kill the bandits on sight may be convenient for Mexican feudists.—New York Mail.

If a man can prove that his neighbor is wrong, he is not greatly concerned about proving himself to be right.—Houston Post.

If Carranza has been a student of recent international affairs he will hasten a dissolution of those borders in Mexico.—Fallon (Ore.) Democrat.

"Two Gentlemen of Verona" when observed nowadays, are apt to be discussing the possibility of an aerial raid by the Austrians.—Birmingham (Ala.) Age-Herald.

The Carranza authorities are dealing out swift death to criminals. In the course of time they will disappear the models of American below the border.—Albuquerque Journal.

General "Axe" of Ohio now wants to be a United States senator. All the rest of the "Army of Unemployed" that he sent led to Washington seems to have got jobs long since.—Tucson (Ariz.) Star.

It begins to appear that congress may spill about as much fervid and purposeless hot air in debating the Mexican policy as the administration can spill in notes to Carranza.—Austin Statesman.

According to a New York judge, a man's home is where his wife is. From which it appears that the average man resides at card parties, society luncheons and dry goods stores.—Kansas City Journal.

If King Constantine gets anything by complaining to the government of the United States, will he kindly send his formula to the residents of the 17 Americans who were massacred in Mexico?—New York Mail.

In the Ozark mountains of Arkansas a human skull was unearthed that measured 2 1/2 inches in circumference at the neck and one-half inch thick. Probably that of the original hominid.—New Orleans States.

If Carranza can only manage to put a little speed into the pursuit of Villa we will soon hear the last of intervention. Incidentally, we might also hear of a little progress in Mexico.—San Francisco Chronicle.

Conceit Is Popular Form Of Gas, Very Cheap Usually Produced With Small Overhead Expense

By HOWARD L. RANN.

CONCEIT is a popular form of gas which is used to inflate the human megaphone. It is the cheapest form of gas in use, and several thousand feet of it can be produced with small overhead expense. Conceit is caused by nursing a bunch of self-esteem to the point where it can sit up and grow. A small bump of self-esteem is a good thing, but when it becomes so robust that it can't be held in with kicking straps it gets to be a burden to all who have to listen to its conversation. Some of the largest bumps of self-esteem on record were possessed by people who started out in life without any, but who became proud and haughty after learning how to eat with a fork. This teaches us that it is better to remain modest and eat with a knife in one's ear and noisy manner than to become swollen with pride and refrain from tipping the soup bowl.



One of the worst forms of conceit is the ingrowing kind which is looked up with a shudder by those who have started to relate how he escaped from Libby prison by overpowering nine guards and a cluster of bloodhounds, only to be reminded by some skeptical listener that he was three years of age when the war broke out. Some of the most thrilling tales of adventure ever related have been uttered by the little children of the part of Libby who are particular about dates. Fishermen carry a very pleasant kind of conceit which enables them to convert a scrappy four inches long into a Roman-nosed picker weighing six pounds and eight ounces. Nobody objects to this form of conceit, for after a man has stood out in a rock-strewn cove all day in his bare feet and blouses without catching anything but scrotal rheumatism he is not responsible for anything he may say. Women love less conceit than men, owing to the fact that they see so much of it at home. It is a mistake to think that a man who talks about how much money he is making, as it sets a bad example before his wife and encourages her to reduce the surplus with a light heart. Conceit in women matters is a dangerous thing to exhibit to a wife who is hesitating between a fine suit and a big topcoat. We are all more or less conceited, but we should drive with a wife bit and sit tight in the driveway—protected by The Adams Newspaper Service.

Bedtime Story For the Little Ones

"Uncle Wiggly and the Squirrel's Sled." By HOWARD E. GARIS.

"COME on, Billie! Oh, come on, on, Billie! Hurry up! Hurry up!" Johnnie Bushytail, the little boy squirrel, who lived in a hollow tree house in the woods, was calling to his brother Billie. "Come on! Come on! Get out before it's all gone!" chattered Johnnie making his big, bushy tail go on and down like a dusting brush at the piano. "Why, what's all the fuss about?" asked Uncle Wiggly Longears, the rabbit gentleman, who was staying on a little visit at the squirrel's house. "What's going to be all gone, Johnnie?" The squirrel hopped on the marsh-mallow taffy. "Neither one, Uncle Wiggly," answered Johnnie, "but just what Billie is to hurry out before all the snow is gone." "Where is the snow going?" asked the nice old uncle, making his nose twinkle like a star on a frosty night. "It is going to be melting pictures." "It is going to melt and run away," said what it is going to do, "and you see the sun is so warm that the snow is melting, and when it melts off the hill there will be no more snowing. That's why I want Billie to hurry, and so we can slide down our sleds on our snow." "Billie," called Johnnie again, "tracking a nut with his strong, white teeth." "I'll go find out what is keeping him," said Uncle Wiggly, who had looked from the front window to see why Johnnie was calling so loudly. The sled was in the room of the hollow tree house, looking for Billie. He found the little squirrel boy in the kitchen, eating some hickory nut bread with cabbage jam on them. "Johnnie wants you to hurry out and slide down hill before all the snow melts," said Uncle Wiggly. "I'm coming right away," chattered Billie, licking some little crumbs of jam off his jaws with his red tongue. "And I'll come, too, to watch you," said Uncle Wiggly. "Will you coast a little with me?" asked Billie. "Maybe," answered the bunny uncle. "Oh, you had better not," said Nurse Jane Pussy Wuzzy, the musical lady housekeeper, who was alone on a visit with Uncle Wiggly. "I think the cold will be bad for your rheumatism." "Oh, I hope not," said Uncle Wiggly, whistling a dancing tune through his pink nose. "It is not very cold out today or the snow would not melt so fast." "I'll come along, little boy, and I'll come too," said Uncle Wiggly. "Pretty soon the two squirrel chaps and Uncle Wiggly were at the coasting hill. And, just as Johnnie had said, the snow was melting and running down the hill in streams of water. But still there was enough snow left for a little slide. Johnnie and Billie sat on the sled, and so did Uncle Wiggly. Down the hill they went, as slippery as a banana peeling on the sidewalk. "Hurrah!" chattered Billie. "This is fun," chattered Billie. "I'll have another coast," Uncle Wiggly said. "I like it." "Oh, what a fine entry I am to have to tell it, but when next the squirrel chaps and the rabbit gentleman tried to slide down hill the sled only went half way and then it stuck. For the snow was nearly all gone now and there was only bare ground. And you know a sled cannot slide on bare ground any more, that's why it's stuck. Two pieces of the carpenter's sandpaper together. "Oh, dear!" cried Billie. "What shall we do? The coasting is all spoiled!" "The sled won't go at all," said his brother. "Why didn't you come out sooner, Billie, and we could have had more time before the snow was away?" "Never mind," said Uncle Wiggly, kindly. "Perhaps I can find a way



added Johnnie. "Just you wait and see," laughed Uncle Wiggly, putting his paw on one side of his neck, twirling his nose sort of knowing-like and cute. The rabbit gentleman hurried back to the hollow tree house. Up to the room where Billie and Johnnie kept their play-toys he went with a bright-hop. "I found what he wanted and hurried back to the hill, which now had only a very little snow on its patches here and there like the spotted

ABE MARTIN



Merit allus wins unless you're runnin' for office. Next 'n' ben's teeth their hair's nothin' as scarce as coarsets in a gypsy camp. (Quoted by Adams Newspaper Service.)

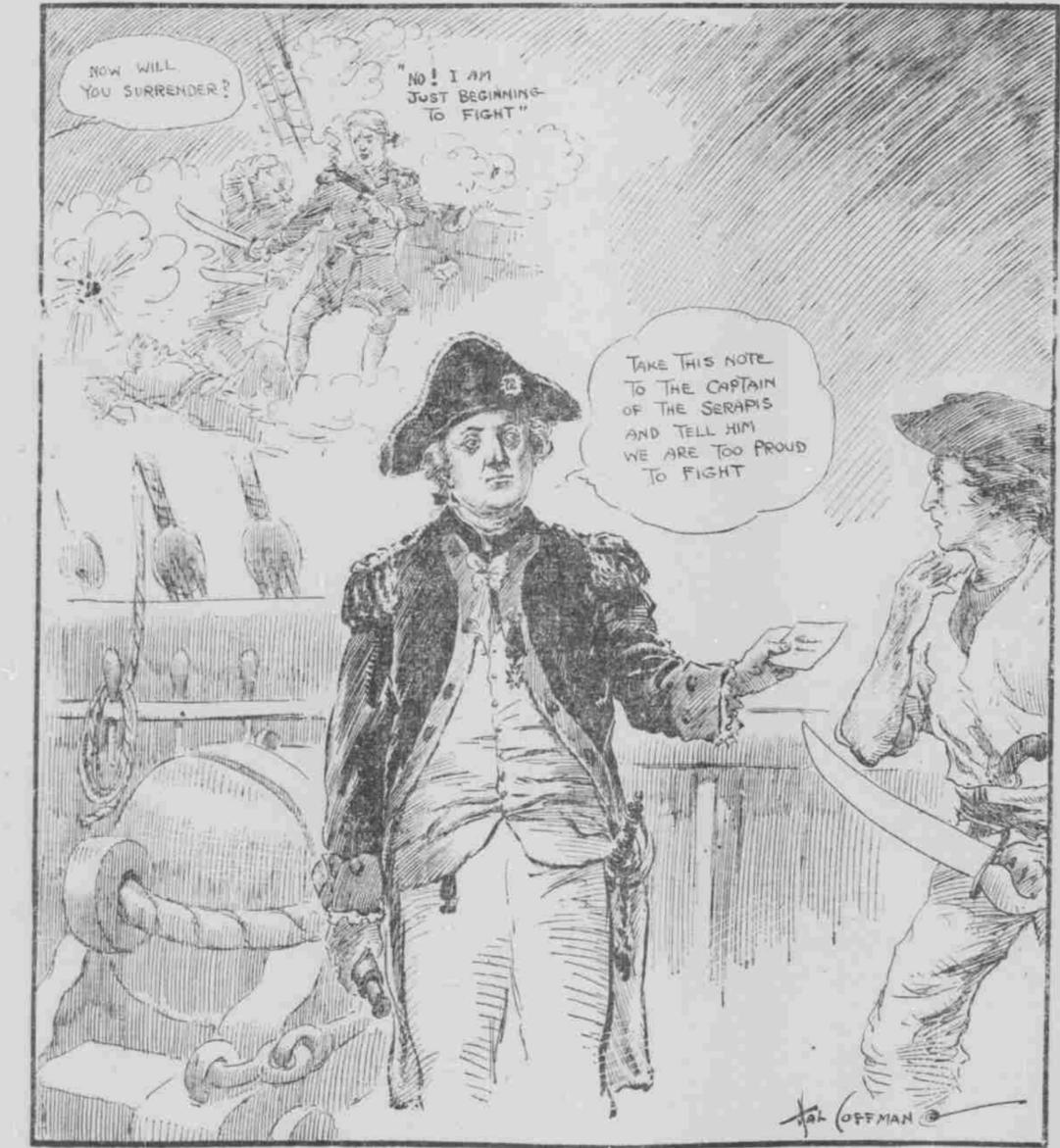
El Paso Is Going After Panhandle Meeting; Excursion To Go To Albuquerque In March

"W" E made a success of the National Live Stock association convention and now we want the Panhandle and Southwestern Stockmen's association and convention in 1917," said P. E. Orendorf, president of the chamber of commerce. "It is our intention to send a large delegation to the Albuquerque meeting, March 6, 7 and 8, and to host for El Paso. I have no doubt that you will secure the convention as the center of this country have generally expressed themselves as feeling El Paso to be the center of the cattle industry for the southwest. We will ask the Santa Fe to give us a low rate for our excursion up to Albuquerque, N. M., and hope to make the round trip for not more than \$12.25, though there is a chance of securing a \$14 rate. This matter will be left to the excursion committee, composed of W. H. Shelton, E. M. Hurd and E. P. Kepler. The work of getting up the delegation and planning the campaign will be in the hands of Herman Andrea, chairman of the convention committee, who will be assisted by his committee, W. H. Shelton and H. T. Howie. I expect to call a meeting in a few days at which the gentlemen of El Paso will be asked to attend and there perfect our arrangements for the friendly invasion of New Mexico. We don't want to seem selfish in going after the convention. We simply know round stony wheels. And while Billie and Johnnie looked on in surprise, Uncle Wiggly tied the roller skates to the runners of the sled so the wheels would go around. "There, now," cried the rabbit gentleman. "I guess the sled will roll

down the bare hill. If it won't slide, try it, boys." Billie and Johnnie Bushytail took their sled to the top of the hill, which now had no snow on it, and then to the edge. They sat on the sled and Uncle Wiggly pushed them off. Down they went as nicely as you please, the roller skates wheels rolling over the bare ground. Right down to the bottom of the hill they went, almost as fast as when they had coasted on the snow. They skated for another side on the roller skates sled.

whether or not El Paso would adopt the dinner and tea which it has had now that the gentlemen have come and gone we know that they will," said P. E. Orendorf. "We have had such success with the dinner dainties each evening that it is our intention to hold them every evening during the remainder of the winter season." "The advance in the price of leather and the fact that the lines have not been the most prosperous in America for the past several years has caused millions of dollars to be saved to the American people by repairing shoes and garments that under ordinary circumstances might have been thrown away," said Charles Bokahr. "So after all we can be thankful that the war from the European and Mexican wars has brought a certain lasting thrift into the life of this country." "I must say that I did not really appreciate the position of the border people in the way of news from the States until I came here," said John H. Cameron, of Houston. "Much of what we get in the way of news from the States here is regarded as sensational journalism by the northern people and there is little knowledge of the true situation or of what your border people have had to contend with. It has certainly been an eye opener to me to talk with the border people here and get their side of the story."

IF PAUL JONES HAD "WATCHFULLY WAITED" - BY COFFMAN.



NOW WILL YOU SURRENDER?" "NO! I AM JUST BEGINNING TO FIGHT"

TAKE THIS NOTE TO THE CAPTAIN AND TELL HIM WE ARE TOO PROUD TO FIGHT

14 YEARS AGO TODAY

With reports from but a few of the committees sent out to raise money for the public playground fund received, it is announced that \$300 has already been raised and that the success of the movement is assured. An apparatus is received from the manufacturers, the order will be placed and the first ground will be equipped. Mrs. Abram Molina returned from California last night. Alderman George Look left for Mexico this morning to treat a big land deal. He will be gone for several weeks. Arthur Kewich, who was recently appointed assistant to W. A. Hawkins, of the E. & N. E., is the city engineer at Alamo, on business. Formal connection of the railroad lines of the El Paso and Northeastern through afternoon at Santa Rosa, N. M. Quite a number of El Pasoans will go north to participate in the connection ceremonies. A movement which has been agitated for several months will crystallize within the next 10 days in the pooling of the interests of three big concerns in the King and the El Paso with a capital of \$200,000 each, and the Two Republic. Each of these companies has a well at Beaumont. At a meeting of the city council it was decided to select Buckler square as the site for the proposed new Carnegie library, work on which will be inaugurated within a short time. The request of John P. Ramsey and others for a franchise to operate an electric street railway line from El Paso to Juarez was referred to the street and grade committee, with orders to report. The movement to secure the next convention of the Cattle Growers' association is crystallizing and it is likely that a delegation will accompany T. M. Winters who expects to go to San Antonio at his own expense. President H. L. Stark, of the carnival committee, is expected to return from Dallas and a caucus here in time, a meeting of the committee will be held tomorrow afternoon. REV. PERRY J. RICE SPEAKS TO NEGROES ON "PROGRESS" The El Paso branch of the National Association for the Advancement of Colored people, which was organized here two years ago for the purpose of uplifting the negroes in El Paso, is having a series of lectures from white men of the city. The second address of the series was delivered yesterday, January 20, in the Second Baptist church, by Rev. Perry J. Rice, pastor of the First Christian church. He speaks on the four essentials of progress.

Epidemic LIFE is a sad and painful trip for people who are aging. An epidemic of the grip o'er all the land is raging. The young men sneeze a while and laugh, and cough a while and sneeze; the old men break themselves in half when coughing, and grow sicker. The young recover when they take of medicine a spoonful, the old men doze and still they ache, and life is grim and puneful. The young lay off a half a day, when grip has sprung its warning, and they are back, serene and gay, to work, tomorrow morning. The old must sit around the stove for weeks—which isn't funny—until the doc, a downy-cust and powder, and mustard plasters wear, and eat denatured soups and chowders. I hate to hear a young man brag about the way he suffers; he has no right to chew the rag among us ancient sufferers! (Protected by the Adams Newspaper Service.) WALT MASON.

EL PASO HERALD DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT TRUTH SHALL NOT THRIVE UNOPPOSED. H. D. Slater, editor and controlling owner, has directed The Herald for 18 years; J. C. Wilmeth is Manager and G. A. Martin is News Editor. AN INDEPENDENT DAILY NEWSPAPER—The El Paso Herald was established in 1878. The El Paso Herald includes also, by absorption and acquisition, The Daily News, The Telegram, The Tribune, The Graphic, The Sun, The Advertiser, The Independent, The Journal, The Republican, The Bulletin. Entered at the Postoffice in El Paso, Texas, as Second-Class Matter. MEMBER ASSOCIATED PRESS, AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, AND AUDIT BUREAU OF CIRCULATION. TERMS OF SUBSCRIPTION—Daily Herald, per month, 50c; per year, \$7.00. Wednesday and Week-End issues will be mailed for \$1.00 per year. THE SIXTH YEAR OF PUBLICATION—Superior exclusive features and complete news report by Associated Press, United Wire and Special Correspondents covering Arizona, New Mexico, west Texas, Mexico, Washington, D. C., and New York.