

GOODS AND PRICES COUNT MOST, BUT COOPERATION HELPS TRADE

A MOVEMENT is under way to increase the business of El Paso wholesalers with firms outside of El Paso by means of cooperation to advance each other's interests.

If an El Pasoan selling hardware meets an Arizona groceryman, he should be able to say: "The best coffee I ever drank is a 25 cent brand John Smith's, of El Paso. He's having a good business with it."

Talk like that has to be sincere if it is to be any good, but if it is sincere, it makes the merchant think. Genuine endorsement of a moderate priced coffee by a disinterested person who ought to know good coffee and who surely is a judge of selling qualities strikes the merchant forcefully.

Trade growth has to depend on the fundamentals of good goods, fair prices and liberal credit. Without them, a business cannot be built up by cooperation or any other way so that it will stay built up and keep growing.

This fact is recognized very thoroughly by a number of El Paso retailers. They specialize on dependable goods and low prices. They can make low prices because of economical business methods such as careful buying from producers, and because they are satisfied with very small margins of profit.

The wholesalers ought to have some advertising plan also. Their traveling men meet that need partly, and there are some 400 traveling men on the road for El Paso firms, counting the individuals who go out on the road for their own small businesses.

Arizona's Candidates Plentiful

IT LOOKS now as though there will be enough candidates for governor of Arizona at the next state primaries to fill most of the elective state offices if distributed around. Democratic aspirants are particularly plentiful.

On the Republican side, there is no strong candidate in evidence, unless former Gov. Thomas E. Campbell enters the lists. He is not known about it unless Gov. Hunt changes his mind and gets into the race or unless Hunt tries to dominate the election by picking the Democratic candidate.

In his next word to Germany, president Wilson might inform the Hohenzollerns that we have billions for defense but not one cent for tribute.

Those 10,000 Russians the Germans have "captured" in their renewed drive are a liability, not an asset. Their capture is nothing to brag about.

The allies are awaiting the actual beginning of that great German offensive. Surely Germany doesn't expect to scare them to death by mere bragging.

El Paso grocers complain some of their customers take offense at the 50-50 flour ratio, thinking it is some dodge on the grocer's part to sell extra products along with the wheat.

Isn't It About Time? - - - By Hal Coffman



FACTS ABOUT OUR NAVY The Warship's Jacking Engine.

Men who write and men who make speeches must have material for their performances. Sometimes it's astonishing how little they can get along with.

Sound and whirr but only succeed at the titanic action within. Again the question, "How's she got?"

But the man only wheezed like a human engine overworked and asked, "Well, how's she go?"

Little Interviews Sanitary Rules Are Not Observed, Says Health Officer

A NUMBER of sanitary regulations are not being observed, among them the rules against spitting in street cars, says county health officer Dr. Will Rogers.

But if a good road were constructed it would be possible to make the trip by car in two days easily. Such a road would be an immense aid to travel.

AND HE DID

THE SHOW HAS COVERED THE ICEY SIDEWALK SO I GUESS I'LL WALK TO BUSINESS TODAY.

Abie Martin

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TODAY Editorial Comment By Arthur Brisbane

ASSUMING that the Prussians beat the European allies, they will not beat them—how do you think Prussia, with her collection of legions, armies, armies human beings, would feel if the Kaiser said: "We've had a nice time for five or six years. Now we are going to cross the ocean and begin all over again."

How interesting and important it true, William the Conqueror was illegitimate, and now he has an exception the greatest artist of all time.

Short Snatches From Everywhere

Russia has discovered that it isn't friendship Germany wants, but control—Detroit Free Press.

Uncle Walt's Denatured Poem.

War's Lessons WERE learning something every day, of how to sidestep wanton waste; we drink less milk, we smoke less hay, we husband hair oil, shave and paste.

OUR ANTIDILUVIAN ANCESTORS.



KINNY HANER'S TRIP

WELL KNOWN SAYINGS ILLUSTRATED BY SHERIDAN

GOAT GRABBERS

CY LENT, THE GINK WHO JUST SITS AROUND AND NEVER OPENS HIS MOUTH.

Answer to Yesterdays and then

WHAT IS THE DIFFERENCE BETWEEN A BLIND MAN AND A SAILOR IN PRISON? ONE CAN'T SEE TO GO AND THE OTHER CAN'T GO TO SEA.

Answer to Yesterdays and then

FROM BID FOX—SAYSIDE, U.S.A. WHY IS THE GERMAN DEFEAT LIKE A TIN CAN TIED TO A LOG'S TAIL? ANSWER, MONDAY.

Public Wants to Read War Books and the Authors Supply the Demand

An English officer, commenting on the impression made by American troops in Europe, emphasized their marked seriousness of expression, as if to say: "We must not play. We are not out for a lark. We came to stay."

That same seriousness has manifested itself in the choice of reading matter of the American public, for, in place of the usual spring call for new fiction the public wants war and more war books, and the publishers, feeling the public pulse, have responded to that demand not so much with diplomatic journals and war correspondents' diaries, as in other ways, but with the output of men and women who are doing their bit either on the firing line or in relief work.

Such a portrayal is one by Sergeant Hold. He is a "G.I." and a "G.I."-numbered, their trenches levelled by the furious cannonade, a hurricane of shot and shell sweeping over them, yet the defence did not yield and the world was saved, for the Princess Fata and "G.I." were "holding the Line" and the story of how near the allies were to defeat, has lost none in the telling.

Another war book, straight from the trenches, written by a trained novelist, is Ian Hay's "The First Hundred Thousand," whose humor, vivacity and human interest is contained in its successor, "All in It. K.L. Carles On."

LETTERS TO THE HERALD

DETECTIVE DEFICIENCY. Editor El Paso Herald: During the night of February 9, 1918, I was awakened by a knock on my door and a man in a dark suit and a hat entered my room.

LIQUOR AND VOTING. Editor El Paso Herald: Does the constitution of the state of Texas or any other provision of the Texas legislature from passing upon the question of prohibition at an election?

APPEALS FOR U. S. EMPLOYEES. Editor El Paso Herald: Your editorial of February 13 with reference to the unionizing of post-office employees was so eminently just and fair that I am glad to submit for your consideration the case of the other classes of government employees.

EL PASO HERALD

DEDICATED TO THE SERVICE OF THE PEOPLE. THAT IS GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED. H. D. Slater, editor and controlling owner, has directed The Herald for 26 years.