

Merchants Of Orient Learn Value Of Advertising Even To Making Use Of Space Outside Establishments

NEW YORK, April 24.—The American traveler in the Orient a number of years ago was confronted at every turn by signs and banners inscribed with characters quite beyond his comprehension; today he finds numerous posters and advertising signs in English.



Not Pure English. The English employed in these signs cannot always be taken in at a glance. One needs to possess a vocabulary, for example, before one can reach the conclusion that a poster reading "Key-hole bottles, warm as the love of God," indicates that the bottles are for sale in the little Korean shops.

back stairs." It is quite disappointing to find that the mysterious establishment is merely a ladies' tailor shop!

Were it not for the familiar red and white stripes with which a certain Japanese barber has decorated his door trim, one would scarcely realize that the staring word "Babu" is intended to lure one in for a shave.

Plavtacking Details. Sometimes the signs are painstaking in detail, as in the case of Zee Fao Sung, a Japanese who proclaims himself an expert in "hair dressing, shampooing, coring, and hair cutting." Equally detailed but somewhat confusing is the sign of a curious little house in Okazawa, Japan, which reads: "Dentist Filling Agent, Official Eyes and Commission Agent."

Interesting Combination. An interesting combination of native and foreign advertising is found over the entrance to a bookstall on the Motomachi in Kobe. Long narrow strips of paper covered with the quaint brush strokes of the Japanese sign painter flutter in the wind, while above them a substantial signboard announces in bold, straightforward English letters: "Books, Magazines and Newspapers."

Moving Picture Posters. But there are some things in the Orient which speak plainly to the American mind, English or no English. Who would fail to recognize that long row of thrilling pictures of Japanese though they be in conception and execution, for moving picture posters? And then if it were not for the pictures, the groups of wistful children around the closed ticket window peering into the gloom of the doorway would surely remind any real American of similar groups at home.

A Man Here From New York Is Noted To Day. This is to certify that we will dye for you. We wish to announce that we have employed a textile chemist and expert dyer from Chicago who have dyed for a number of years in New York city, also in Los Angeles, Calif. We are in position to give El Paso the best work ever produced in dyeing and dry cleaning. A trial will convince you that we back our slogan, "El Paso's Finest Cleaners."

FROM THE FIRST DOSE Hood's Sarsaparilla Begins Its Recon-structive Work. First, it creates an appetite. Second, it aids digestion. Third, it perfects assimilation. Fourth, it carries 100 percent of the nourishment in the food you eat into the blood and the body, thereby exciting and vitalizing your blood, which in time renews your strength and builds up again your reserve strength and vitality.

If You Have Tuberculosis COME TO SILVER CITY, NEW MEXICO, FOR AN IDEAL SUMMER CLIMATE. Cool days and nights. No dust storms, no mosquitoes. Nice miles from the 125,000 U. S. Army Headquarters at Fort Huachuca. Scenic mountain scenery, good food, excellent camping and trout fishing in Gila National Forest.

THE NEW MEXICO COTTAGE SANATORIUM WAYNE MACVEIGH WILSON, Manager. For all stages of tuberculosis. Established 1905. Separate cottages. Resident physicians. Rates moderate. No extra fee ambulance called. Write for Free Illustrated Booklet.

THE WHITE CROSS SANATORIUM A home-like institution for a limited number of patients. Managed by Wally E. N. Superintendent. GRANT COUNTY CHAMBER OF COMMERCE, Silver City, N. M.

CLEFT-MINE PROVED ORES

Known in Clifton District And Had Oil Claims In New Mexico.

New ork, April 26.—After having made considerable money in the Clifton-Mosconi copper district of Arizona, Julius Leszynsky died here yesterday. Heart disease was the cause of death. He was 76 years old and survived by a son and daughter.

According to Samuel J. Presidential of this city, about 1905 he was not far from being convinced with Henry Leszynsky, discoverer of the mineral deposits of the Clifton-Mosconi district, that he had a leading part in developing mining operations in that district.

MUCH ACTIVITY IN THE PATAGONIA MINE DISTRICT

Among active operations in the Patagonia district in Santa Cruz county, Arizona, are: In the Mercury property shipments of first class manganese ore are being made and these are to be increased to 100 tons a month.

COPPER QUEEN COUNTRY DISCOVER LARGE ORE BODIES

One of the most stupendous mining operations, yet simple in the light of modern methods and with modern appliances is that at Sacramento Hill at Bisbee, Ariz., where the Copper Queen company of the Phelps-Dodge corporation has proven by systematic drilling operations that there are large bodies of one and a half percent copper ore.

OPERATE MANY MILLS. The McKeever Bros., New York, have given out that since February 22, 1919, they have had in operation 15 out of the 16 mills in the Silver Hill mining district in Pima county, Ariz.

SONORA MINE IMPROVED. The El Progresso silver company, Andrew McFarlane, manager, is reported as equipping its Progresso silver-ore mine in Sonora, Mexico, with a concentrating and cyaniding plant of 100 tons daily capacity.

INCREASE CAPITAL. The Texas Gulf Sulphur company operating in Matagorda county, Tex., is having its charter amended increasing its capital stock from \$3,000,000 to \$5,000,000.

WILL SINK SHAFT. With \$2,000,000 in silver values claimed as ascertained in the old Silver King mine at Superior, Arizona, and famous in the days of 1850 silver, the plans now laid out for that property are a 1000 foot shaft. It is said to be very probable that a ton concentrator will be added later.

THE COURTS. 41ST DISTRICT COURT. P. R. Price, presiding. Fred C. Knudsen vs. R. G. Tupper et al. trespass to try title.

34TH DISTRICT COURT. W. D. Howe, presiding. Frances Suarez vs. Luz Alvarez Suarez, divorce; filed.

COUNTY COURT AT LAW. W. P. Brady, presiding. William H. Linn vs. James A. Dink company, suit on account; filed. John S. Wiggins vs. J. H. Adams suit on account; filed.

COUNTY COURT. E. B. McCluskey, presiding. Texas vs. H. Leaman, H. Keller, David Lewkowicz and D. W. Hoffman, conducting a lottery; each fined \$100. Texas vs. Eugenio Martinez, theft under \$50; one day and costs of court.

JUSTICE COURT. A. J. Hall, presiding. Texas vs. John Joe Brock, Jack Frank, Will and Ned Dow, vagrancy; fined total of \$150. Texas vs. John Doe, alias Juan Rodriguez, vagrancy; fined \$15.00. Texas vs. G. W. Clark and P. L. Smith, both speeding; both fined \$15.00.

Tri-State Motor company vs. R. E. Connell, suit on note; filed. Former congresswoman Jeanette Rankin is one of the American delegates to the National Congress of Women which meets in Bern, Switzerland, next month.

At The WHITE HOUSE Monday

All Charges Monday, Tuesday and Wednesday Entered On May Accounts Payable June 1.

The Biggest Second Floor Event Of The Season

Sale of 1000 Suits Grouped In Four Special Lots At \$19.95, \$24.95, \$34.95, \$39.95



THIS GREAT AFTER-EASTER SALE OF NEW SPRING SUITS will prove to be the Greatest Event of the Kind which we have ever held. Think of it—EVERY SUIT IN STOCK—FROM THE CHEAPEST TO THE FINEST IN THIS SALE. This is the greatest array of Tailored Suits ever shown in El Paso. ONE THOUSAND from which to make your selections. Shown in every desirable material, fashionable style and favored color.

MATERIALS The materials include Serges, Gabardines, Peiret Twills, Tricotines, Scotch Mixtures, Velours, Worsted Checks, Silk Taffetas, Satins, Tricolettes, Paulette Silks, Fantasi and Fantasi Skirts with Velvet Coats. Also other pleasing combinations.

Table with 4 columns: Group 1, Group 2, Group 3, Group 4. Each column lists 'Up To' prices for suits on the 2nd floor: \$35.00, \$40.00, \$55.00, \$65.00. Below these are specific sale prices: \$19.95, \$24.95, \$34.95, \$39.95.

THE WHITE HOUSE

Mail Orders Filled Phone Orders Filled 'The House Of Courtesy' 'The Store Of Service' 'Little Plaza--Phone 4580'

TEXAS CONTROL

TO OUR OUT-OF-TOWN CLIENTS: We shall buy up to 5000 shares at the opening of the books of the TEXAS CONTROL Monday, which we shall reserve on wire orders on Monday from our clients in Arizona and New Mexico. Any shares that we have left Monday night we will offer on TUESDAY AT \$1.25. If your wire reaches us on Monday you can be reasonably sure of the \$1.00 price. Wire orders at our expense—we will confirm immediately at our expense.

TALBERT & CO. Brokers

Members of the El Paso Stock Exchange. (Basement) First National Bank Bldg. El Paso, Texas

TALK NO. 5

War Or Peace--The World Must Have Oil

THE average man or woman is wondering what effect the WORLD WAR will have on business. Almost everyone believes that when the colonial LIBERTY BOND issues turn back into American channels of commerce and industry business will be better than it has ever been before.

But WAR OR PEACE—GOOD TIMES OR BAD—THE WORLD IS CONSTANTLY CRYING FOR OIL. No age ever saw greater production than was made in American oil fields during 1917 and 1918, yet there has never been a surplus. Prices have gone steadily higher. Millions of motor-driven pleasure cars, trucks and taxi cabs have come into use. Hundreds of thousands more are being made every year.

Peace is here. What of the oil business? Do you know that in all European countries millions of private cars lie idle to conserve the oil supply for war needs? Do you know Germany before the war was one of the greatest importers of oil and gasoline and since the blockade has not received a gallon from America?

If you've any misgivings about the financial condition after the war, FORGET THEM. Money is going to be the cheapest thing there is. If you've wondered how WAR OR PEACE will affect the OIL BUSINESS, the answer is plain. Don't hesitate to invest NOW. Never was there a time more pregnant with possibilities for LIGANTIC PROFITS than in the OIL BUSINESS today.

It Is Your Solemn Duty To Invest In Victory Liberty Loan Bonds

Advertisement for Sharpnack & Co. Underwriters of Stocks and Bonds. 119 San Francisco St. Phone 1214. EL PASO, TEXAS

Notice to Oil Corporations:

Amounts appearing on Share Certificates if written with pen and ink or typewriter are easily altered as shown below:

Advertisement for Todd Protectograph Sales Co. One Share Fifty Shares. Sheldon Hotel Bldg. El Paso, Texas. Phone 4643.