THE WESTERN LIBERAL

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MINES AND MINING

Will Begin Work At Bonney

Before another week has passed things will be humming at the Bonney mine which has been financed by a group of well known capitalists and mining men of Silver City and Santa Rita, N. M.

It is the intention of the new operators to cross cut from the third level of the No. 3 shaft through to No. 2 and No. 1 shafts. New pumps will be installed in the mine and a large force of men put to work the first of the week.

H. A. Thorne, one of the best mining engineers in the southwest, will be general manager of the Bonney and J. A. Foster will continue in the capacity of secretary and treasurer.

Robert F. Fitz, president of the El Centro Mining and Milling Company, operators of the Last Chance mine at Pyramid, was a visitor here the early part of the week. Mr. Fitz just returned from a trip into the interior of old Mexico and is now en route to his home in Los Angeles to spend the Christmas holidays.

May Buy Phone Companies

A representative of the Mountain States Telephone & Telegraph Company is in the city at the present time with J. E. Allen, checking over the equipment of the local telephone company with a view of purchasing both the local and the Duncan, Arizona, systems.

The deal has not been completed but there is a strong possibility that the Mountain States Co., will come to the terms of the owner.

CHRISTMAS PAGE

In commemoration with the Christmas season, the Western Liberal this week contains a beautiful Christmas page—a work of art of the Western Newspaper Union. Page two is worth giving the once over.

The big Christmas and Mining edition of the Western Liberal will be issued on schedule time next Thursday. Put in your requests now if you want extra copies. The edition will be the biggest thing ever gotten out in southern Grant county. It is not too late to get in your advertisements as the forms will not close until next Wednesday evening.

PUBLIC SCHOOL NOTES

All arrangements are complete for a game with San Simon on their court, Saturday, December 18. We are hoping the weather will not interfere and spoil our first out-of-town game. There is a reduced rate for a party of fifteen, and we would be glad to have any number of rooters accompany the team.

The committee for drawing up the constitution of the Patrons' Society of Lordsburg, consists of A. W. Morningstar, J. H. McClure, Mrs. Marshal Lewis, Mrs. D. W. Briel and Miss Lucille Veach. The place and time of meeting will be published in a later issue.

All the schol children are practicing earnestly and with great spirit, for this part of the community Christmas.

Are you, too, gladly doing your share to give every soul in Lordsburg a very merry Christmas?

The schools close on Friday, December 17, 1915 for the Christmas holidays of two weeks' duration. Everyone will be benefited by the rest, as the first half of the school term has been one of strenuous and earnest work.

An epidemic of la grippe has swept through the schools, taking almost everyone, student and teacher, before it. Happily, there have been few serious cases and all are recovered or at least on their way.

The program of the Christmas entertainment will be ready for the next issue of the Liberal. Watch for it.

Master Earle Scarborough of Lordsburg who came here to attend high school left for his home at Globe, Arizona, Friday. He hopes to soon come back and resume his studies at school here.

In appreciation of the successful cake sale held at the Roberts & Leahy Mercantile Company store for the Christian church, the ladies of the church served an elegant lunch to all members of the store on Saturday afternoon. It was very much appreciated.

Will Hold Evangelistic Services

Beginning Sunday, January 2, there will be a series of revival meetings at the Methodist church of this city. Rev. G. H. Froman, a well known evangelist, will have charge of the services.

INCORPORATION IS NEARING REALIZATION

Committee Secures the Necessary Funds to Guarantee Expense; Census and Survey Will be Made at Once.

Lordsburg will no doubt be incorporated by the first of the new year. On Tuesday of this week the incorporation committee secured the funds ($100.00) necessary to guarantee the board of county commissioners that all expenses of taking the census and making the plat of the proposed town will be cared for.

Several months ago a petition containing a list of a majority of the legal qualified voters was presented the county commissioners. They instructed that the petition be filed and accepted awaiting the census taking by Constable Oscar Allen and the making of a town survey by County Engineer F. L. Cox. This has all been arranged for now and as soon as the commissioners order this work Lordsburg will know definitely whether she is incorporated or not.

The petitions for incorporation will be compared with the census and if a majority of the legal voters have signed the petition the election of a town council will take place immediately.

During the past week many more names have been added to the petitions for incorporation and those who advocate town organization are more than confident that they will win out against the opposition.

All that can be done toward making Lordsburg an incorporated town is now completed and the citizens await the action of the board of commissioners.

Among those who guaranteed the expense of incorporation were:

L. J. Morris	$20.00
Eagle Drug Merc.	20.00
W. F. Ritter	20.00
F. R. Coon	10.00
Olney & McAllister	10.00
Dr. M. M. Crocker	10.00
Mrs. Stevens	5.00
D. W. Briel	5.00
A. W. Morningstar	5.00
Mrs. McGrath	5.00

DEMING CHAMBER OF COMMERCE BANQUET

The annual banquet of the Deming Chamber of Commerce (commonly known as the best bunch of boosters who ever boosted) was held at the Harvey House at Deming Tuesday evening. There were 86 persons present but there should have been at least 89. Willard E. Holt, Mayor Corbett and Ralph C. Ely, were conspicuous by their absence.

The menu was of the usual Harvey House quality and par excellence in cuisine. The toasts following the banquet were alive with the Deming characteristic booster spirit.

Lordsburg was second to be called upon by the toastmaster. It was altogether too sudden. Between coughs and dabblings at our perpetual motioned nose, brought by a recent attack of la grippe, the Liberal in as few words as possible gave Deming Lordsburg's greetings and best wishes, stating that we were following close in the footsteps of our sister city as regards sterling boosterism. The Liberal was unprepared to make a speech, but did not have to apoligize—that speech was overburdened with all those requirements.

However, the banquet was a grand success in every way and more fully demonstrated Deming's thorough way of doing things.

DIED

B. J. McGeein, father of Mrs. J. A. Leahy died in El Paso at the residence of his son-in-law, W. D. Gilland, on last Sunday. The funeral services were held in El Paso, and burial made in Evergreen cemetery. Mr. McGeein is survived by his wife, three daughters, and two sons. He was 70 years of age, and came to this country from Canada.

Mrs. Josepia Lurch, mother of Mrs. John Robson, was buried in this city Saturday, the remains having been brought here from Douglas, Ariz., on Saturday morning. Mrs. Lurch was born in Albuquerque, N. M., sixty years ago and has raised a large family of children. She died in Douglas on Thursday and services were held over the body at the Catholic church of that city. Rev. Hile of the Christian church pronounced last rites over the body at the home of Mrs. Robson here.

Suits made to measure, $15 and up. All woolen cloth. See J. A. Floyd, the clothes doctor.

CORRESPONDENCE

WALNUT WELLS

W. D. Krebaum and wife, are off on a trip to the Black Range this week. They expect to spend several days visiting and looking the country over.

Mrs. Reginald Keith accompanied Miss Mabel Keith on a visit to the home folks at Alamogordo on the 30th ultimo; they will spend several days in the Pass City, en route.

Edmond W. Richardson, Jesse M. Taylor and Charles Conover, all of Town 34 S., Range 14, were before U. S. Commissioner Massey on the 1st inst. to make application for homesteads of 320 acres each.

Mr. Fay Adams now making his home at Frank Stidhaus, had the misfortune of seriously cutting his foot with an axe, on the 1st inst., and has since been confined to his room.

Mrs. W. D. Krebaum is now the proud owner of a brand new Ford, having given their Studebaker to their son Shiloh. No more high priced, new fangled cars for her.

Mr. Benton, who was squeezed out by the Victorio Land and Cattle Co. has taken his cattle to a ranch near Las Cruces.

Our mail route to Hachita has been changed from a round trip Mondays, Tuesdays, Thursdays and Fridays, to make the round trip Tuesdays and Fridays, beginning December 7, which is of much benefit to the carrier.

December one was a busy day for Commissioner Massey, when he wrote up three applications for homestead entries, three reduction for acreage, two notice to make proof, one application for relief on desert land entry and eleven affidavits.

John T. Lard, for several years a resident of this community, has moved to Douglas, Ariz., on account of his health.

We are planning a "Jack Rabbit" drive and a big dinner for Christmas with a purse to the one who brings down the greatest number of jacks.

PLAYAS ITEMS

Rev. J. A. Crawn and his mother-in-law, Mrs. Sophie Storm, both of Portland, Penn., are among the new arrivals at Playas. They each take homesteads in the Playas valley and will become permanent residents of Playas.

Mrs. Hattie Gavin of Ladysmith, Wisconsin, arrived at Playas Thursday, December 8, looking for a homestead in Playas valley. She is the "advance guard" of a number of Wisconsin people who are coming to the Playas valley to become permanent residents.

The members of "Service First" Sunday school at Playas are making arrangements to have a Christmas tree for the benefit of the young people of the neighborhood. They aim to make it an occasion of special interest to every boy and girl in the community.

DIED

Willard Hill Arnold was born at Belton, Texas, December 23, 1892 came to Animas, New Mexico, with his parents, Mr. and Mrs. I. H. Arnold, April 1909, and became a permanent resident. He died in Bisbee, Arizona, of injuries sustained in a mine blast, December 4, 1915. He was at time of his death 24 year of age. He was one of the most useful and helpful young men in the Animas valley. was universally beloved and his death has cast a gloom over the entire neighborhood. The remains were interred in the new cemetery at Animas station, December 7, 1915, Rev. J. A. Crawson officiating.

STEINS ITEMS

The "Thimble Club" met at the home of Mrs. Doyle last Saturday Delicious refreshments of salad. sandwiches and coffee were served.

Mr. Hyle, a pastor of Lordsburg came to Steins Thursday, December 16, and held services that night in the school house.

FRIDAY NIGHT "THE FIGHT"

The Friday night's attraction at the Star theater this week will be "The Fight" presenting Margaret Wycherly and John E. Kellard in the New York theatrical success. The story is centered in the city, where a woman fights corrupt politics and decides to "clean up" the town. How the political bosses try to ruin her character and how she comes out victorious is a clever story that the Lordsburg moviegoers should all see.

For Saturday and Sunday night Manager D. W. Briel has engaged some extraordinary film productions that should take with Lordsburg audiences.

Do Your Christmas Shopping Early

By J. A. COLEMAN

The above slogan in the hands of an astute business man changed the whole practice of Christmas shopping and stimulated holiday business as nothing else could have done. This man, with the nerve of a Barnum and the judgment of a Wanamaker, grabbed the thought from the public mind and put it into big black type, where "He who runs may read,"—in the newspaper! He backed a popular conviction with his coin and advertised the universal belief that it would be better for everyone concerned if the inevitable Christmas purchases were made at once while stocks were fresh and new and the choice was wide and ample.

The result not only paid the advertiser, as it always does—but the whole country profited beside.

This slogan has since slipped into practical use in every corner of commercial America. Excepting perhaps its fellow slogan, "Safety First," which reduced the accident death rate enormously, it has done more good in the world than any other business phrase ever coined. It has been the means of discontinuing the time honored practice among large metropolitan department and specialty stores of keeping open in the evenings for a week or two preceding Christmas eve. It has enabled manufacturers to prepare their goods and fill orders far enough in advance to insure clear store rooms long before Yuletide candles were lighted. It prevented the disappointment of millions of Christmas shoppers who were wont in times past to wait for the more attractive novelties which turned up at the last moment. And not the least important, it saves the heartaches of neglected ones who leant upon the broken reed of mere man's thoughtlessness.

That phrase, "Do your Christmas shopping early," was instantly taken up and flashed before the eyes of the world through the medium of its newspaper. Just as every other thing worth while is told this nation of readers by the ever present, constant, reliable, all-knowing, morning, evening, weekly or Sunday newspaper. Nothing in the world is done without its knowledge, nothing you want the world to know can be made known without its aid. Almost any national manufacturer will tell you that most of his fame and profit were the product of newspaper advertising. No newspaper advertiser who kept it up wisely ever lost money.

The newspaper pays this advertiser. The latter merely invests in business publicity. The cost of advertising is like a phantom Zeppelin—it never lights anywhere. It is a bugaboo made of thin air and a yellow streak. The common supposition that advertising expense is levied on the customer is likewise fallacy. The fact of the matter is that the non-advertiser pays for it out of the business he loses to competitors who do advertise.

Advertising doubles output, halves overhead, divides selling cost, and by making two customers buy where only one bought before, it creates a hundred per cent increase in profit—out of which any business man can well afford to pay for his own advertising.

MORAL FOR MERCHANTS—Advertise in The Western Liberal and do your Christmas business early.

DO YOU OWN OR CLAIM ANY PUBLIC LANDS?

Are you acquainted with the new laws and regulations governing homesteads and desert land claims? If not, here are some important items of interest to you. Read the following list:

320-acre Homesteads—If you have filed and not made final proof or if you contemplate filing a homestead and the land in question is too rough or cultivation is a poor possibility, you may have it designted as enlarged homestead land by presenting the General Land Office an especially prepared petition and application. If you now have a patent to, or if you have not proved up (either instance) your chances are excellent for 320 acres instead of 160. The fees are the same as in a 160-acre filing.

Buy 160 acres at $1.25 per acre—If you have a valid homestead title or hold a homestead entry to land, you may obtain 160 acres more adjoining you if it has been open to entry for two years and is too rough for cultivation, at $1.25 an acre under a proviso to the Isolated Tract Law. Investigate the land adjoining you. A small fee will give you 160 acres more.

call at the office of

FARIS V. BUSH, United States Commissioner
Lordsburg, New Mexico

Purchase, enlarged selection, or desert relief guaranteed or no fees accepted.

The Eagle Drug Mercantile Co.

Lordsburg's Largest Department Store

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We Offer For Your Consideration Our Line Of Gift Books Including Calendars, Suede and Ooze, as well as the Popular Copyrights and Sellers.

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SHOP EARLY

ONLY ONE WEEK TILL XMAS

If You See It In Our Ad It Is So

We Close At 6 O'clock P. M.

Gifts for Family and Friends

OUR new Christmas line of Toys, Novelties and useful Gifts has arrived and is now on display. Something in stock for old and young. Prices are right and they will make it worth your while to trade at home.

Call and look over our
Big Holiday Lines in all Departments

Roberts & Leahy

MERCANTILE COMPANY