The Evening Herald.

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GOLDEN RULE SHOE SALE

FOR SATURDAY, MONDAY AND TUESDAY

Let These Values Speak for Themselves

Ladies' Shoes for $1.00
Ladies' High and Low Cut Shoes in a large assortment of odds and ends. In this sale your choice, per pair
$1.00

Ladies' Shoes for $1.50
Ladies' extra good Shoes, both high and low cut, values to $4.00. Your choice in this sale, per pair
$1.50

If We Have Your Size, Here's a Bargain
Broken lines of our very best Women's Shoes, values to $7.00 the pair, in this sale, choice
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Barefoot Sandals
A great lot of Sandals, in sizes from children's No. 5 to misses' No. 2, including our entire stock of Barefoot Sandals. Your choice in this sale **69 Cents**

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$3.50, $4.00, $4.50 and $5.00 Queen Quality and Red Cross Shoes, up-to-date styles and leathers. Your choice in this shoe clearance
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Better Grades of Shoes for $2.95
A fine assortment of the more expensive Women's Shoes, high and low cuts, worth from $4.00 to $6.00 the pair, will be sold during this clearance. Your choice
$2.95.

Shoes for Children
We have some very special bargains in Shoes for children which you must see to appreciate.

Our Main Entrance and Shoe Department are being remodeled—SHOE SALE on SPECIAL TABLES in OUR MEN'S DEPARTMENT

THE GOLDEN RULE DRY GOODS COMPANY

NEW MEXICO CATTLEMEN AWAKE.

THE New Mexico Cattle and Horse Growers' association has established a permanent headquarters in Albuquerque with a vigorous, able young secretary in charge and to be on the job every day in the year, pushing the work of the association, extending its membership, informing cattlemen of what it is doing and informing the whole state as well. New Mexico cattlemen have waked up. Since the beginning of cattle growing in this state the "cowmen," proud in their isolation, even haughty in their independence, have been going it alone, each one fighting his own battles, and, it may be said truthfully, fighting all the time for things that the individual should not be required to fight for at all, things that are his by right and that should be provided for him so that his whole attention can be devoted to the business of growing better cattle and more cattle. The stockmen of New Mexico are among the last to organize. The sheep growers have not yet reached a stage of efficient organization, but if they observe their fellow stock growers, the members of the New Mexico Cattle and Horse Growers' association, they will soon see that organization of the right kind, organization on a business basis, gets results that can be measured not only in freedom from petty cares and annoyances, but results to be measured in dollars and cents and more in dollars than in cents. Upon its present basis the New Mexico Cattle Growers' association becomes a permanent business institution, of value not only to its members and the livestock industry, but to the state as a whole.

DEMAND FOR NEW MEXICO LAND.

THE popular impression for the past year or more has been that demand for New Mexico land, and particularly for the public domain, has been waning and that the rush of homeseekers to this state is over. But the monthly reports of the various United States land offices for the first seven months of 1916 do not indicate any such condition. It is true that the crest of the homestead rush is past. Between 1907 and 1911 the cream of the public domain in this state was skimmed. Much of it passed into the hands of speculators and never-do-wells who have failed to cash their puny profits, and much of this land has been settled for the second and some even for the third time.

But out of the approximately 20,000,000 acres of public domain to become open to entry in New Mexico there are still large bodies of excellent land which may be farmed profitably in connection with livestock raising and feeding, and with the better knowledge now obtaining of what crops should be planted and as to how they should be tilled. The Santa Fe land office, one of six, shows that 14,[illegible] acres were filed on in the one district during the thirty days of June. This is fairly well up to the filing records of the busy years of the great homestead rush. The Santa Fe district generally the tail-ender in number and extent of filings, now is leading. This means that a more careful class of homeseekers are hunting out the scattered but quite desirable bodies of land in which the Santa Fe land district still abounds.

The homestead rush to New Mexico is over. But the steady march of real homeseekers to this state has just begun. It will continue for many years and there will be steady advancement in the character and equipment of the rank and file of the newcomers.

JAPANESE SOURCES OF PUBLIC REVENUE.

THE Japanese general budget for the fiscal year ending March 31, 1917, affords some interesting information as to sources of income of that government, some of which may be compared with profit to similar incomes of the United States government. This is especially true of the income tax provisions. The totals for ordinary and extraordinary revenues and expenditures for the year balance at $275,594,362.

In addition to the general budget, five supplementary budgets were passed on later dates. These, added to the general budget, give a grand total of $299,262,140 for revenues and $299,925,480 for expenditures, leaving a deficit of $663,340, which, according to a statement of the minister of finance, can be met with the money which the army and navy do not need.

The sinking fund was one of the chief problems of the diet during the last session. The government proposed an appropriation for the redemption of national loans of $14,940,000, the house of peers urged an increase of this appropriation to $24,000,000, the amount provided in the last budget, but as the government had made no provision for this, it declined to entertain the proposal. Finally a compromise was reached whereby the government secured the passage of a new law, which may be regarded as a supplement to the present law for the consolidation of outstanding loans, and which authorized it to float a loan at a higher rate of interest for the purpose of redeeming a foreign loan. The government then decided on raising a loan of $9,000,000 for purposes of redemption, in addition to the $14,940,000 previously voted by the diet.

Thirty per cent of Japan's revenue is derived from public undertakings including monopolies; 19 per cent from the liquor tax, 13 per cent from the land tax, 6 per cent from the income tax, and less than 6 per cent from customs. Forty-three per cent of the revenue from public undertakings represents the income of state monopolies—tobacco, salt and camphor. This amount should therefore not be regarded as the profit of productive undertakings, but as an indirect tax. The other principal sources of the receipts from public undertakings are posts, telegraphs, telephones, forestry, printing bureau, Senju woolen mill, naval colliery, the Tokyo and Osaka arsenals, Edamitsu iron works, prison labor and the interests from leasing state property. The profits of the railway bureau are not included in the general budget. The percentage of the revenue derived from the liquor tax is higher than in most European countries, but it is less than in the United States.

The rate of taxation of land is 2.5 per cent for residence land, 4.5 per cent for agricultural land and 5.5 per cent for other land. The rate for agricultural land, while apparently very high, is based on a valuation made over thirty years ago, which is at present from 5 to 20 per cent of the actual value. The total assessed value of agricultural land in Japan proper amounts to $605,821,091, residential land $324,462,081, and other land $26,176,274.

The rate for taxing incomes is also high and is levied on juridical persons as well as individuals. The rate for ordinary and limited partnerships ranges from 4 per cent for those with an income of over $100,000. For other corporations the rate is 6.25 per cent. For individuals having an income of less than $[illegible] the rate is 2.5 per cent, increasing to 22 per cent for those whose incomes exceed $50,000.

On the expenditure side the features of special interest are the large expenditures, relatively speaking, for the army and navy. These total over $[illegible], or 45 per cent of the total expenditure.

The army program is given under the heading of "Military enterprises completion." The amount appropriated for the present fiscal year is $[illegible]. Each succeeding year shows a gradual increase until a maximum of $4,282,450 is reached in the fiscal year 1920-21. The army extension program is projected to the end of the fiscal year 1924-25, the total amount appropriated being $[illegible].

The navy extension program, under the heading of "Replenishing of armaments," provides for an expenditure of $[illegible] during the present fiscal year, and a total of over $67,000,000 by the end of the year 1928-29.

SECOND-CLASS POSTAL RATES.

THERE is evidence of a determination among the leaders of congress to enact legislation creating a zone system of rates for second-class mail matter. The existing rates, it is declared, are not equitable but discriminate in favor of the big magazines against the newspapers which only circulate locally, and the patrons of the first-class service.

It seems that for many years representatives in congress feared tackling this problem because of threats of political annihilation. Now a situation seems to have developed where the newspaper publishers feel they should not be required to pay as much for sending their papers through the mails as do the national magazines. They base their claim on the fact that the average newspaper circulates almost entirely within a radius of two or three hundred miles of its seat of publication, while the national magazines are circulated more generally throughout the country.

The light made in the senate recently by the magazine publishers against the "zone law" system of the government shipping various machines on freight has only helped to aggravate the situation. During the debate in the senate several of the members suggested that a zone system of rates should be made applicable to parcels post matter.

Recently Representative Randall of California, a member of the house postal committee, introduced a bill providing the establishment of a zone system of rates for all second-class matter. The bill has created more than the usual amount of interest among members of congress and its author has received many letters of indorsement from publishers in various parts of the country. The members of the postal committees in both the senate and the house seem to be taking a keen interest in the matter. In the house side it is reported as almost a certainty that the committee will include a zone rate provision in the next regular postal appropriation bill along the line of the provisions contained in the Randall bill.

Commenting on his bill, Mr. Randall said: "My bill is designed to remove several gross evils of abuses from which the American people suffer in the administration of the postal affairs of the country, which are:

"An annual net loss of more than eight million dollars is occasioned by the one cent per pound rate on weekly and monthly publications of the magazine class.

"Nine cent drop letter postage in every town and city, and ultimate universal one-cent letter postage cannot be enjoyed by the people until this error has in the carriage of second-class matter at the expense of those who use it, has become a thing of the past.

"Prior to the passage of the parcels post bill in 1913, the postmaster-general issued several decisions and orders changed rulings in the value of $[illegible] of parcels, thereby the service according to the size of the packages instead of the postage upon each parcel, as provided by the parcels post law. This is an injustice. As a matter of fact, it costs no more to handle a large package than a small one. The collection of insurance and postage and handling charges.

"Publishers of local newspapers, daily and weekly, solicit contracts for advertising, circulars, etc., information in postal form—in form of postcards—of national character, rated at one hundred million times, and local items, and enjoying the same postal rate which the local papers pay in their own towns.

"The time has come when the postal service must be put on a business basis. The postmaster, among the men who make the 2-cent stamp and against the publisher of the newspapers in the small towns, and couple. The postal rate of 1 cent per pound which is granted as a postal subsidy to the national class has resulted in fabulous fortunes for private interests, and to which the postal department is giving a gratuitous contribution of more than eighty million dollars annually.

"To make this more palpable to the mind of the average, let me give a short illustration of the working of this mail subsidy, to have as applied to one magazine published in Philadelphia. This is regarded as one of the highest class women's publications in America, and has more than a million circulation, receiving more than $[illegible] per year paid from the postal service, which amounts to the subsidy. The June issue of this magazine contained 1[illegible] pounds of advertising for which the publisher received at the rate of $[illegible] per pound, $[illegible]. The June issue was [illegible] pounds, and the postal department received 1½ cents for delivering each copy, whether the newspaper lived in Maine or California. The total amount received by the government for delivering one million copies of the June issue was $12,[illegible], while the publisher gathered in $[illegible] for the advertising matter, to say nothing of subscriptions, making a net profit of $[illegible].

"On the other hand the government suffered a net loss on the handling of the magazine consisting of a cent for each pound, not including the cost of delivery by carriers at destination. Therefore the loss to the government on account of the June issue was $12,[illegible], while the publisher's profit was $197,[illegible]. During one year's time the profit of this publication, by reason of Uncle Sam's extreme liberality, amounts to $2,[illegible], while the government pockets a loss of $7[illegible] on account of its friendship.

"This is the application of our mail subsidy to only one publication. The same abnormal policy is pursued with thousands of like publications, and today, as has been said, the net loss to postal revenues is in excess of eighty million dollars annually.

"Can it be said that these publications would be deprived to a different and more business-like policy? Here again in this illustration is the proof of the falsity of that claim. Out of the net advertising revenues amounting to $2,[illegible], could not this publication pay its postage bill of $12,[illegible] and still be in a fully prosperous condition?"

The Campaign Captains

(From the Christian Science Monitor.)

William R. Willcox, lawyer, close friend of Charles Evans Hughes, former mayor of New York, chairman of the public service commission of that city up to 1913, a strong, thoroughly capable man, has been made chairman of the Republican national committee of the United States, which meets this week to nominate the Hughes and Fairbanks campaign. Vance McCormick, a Democrat, son of a former governor, and another man of extraordinary ability, popular among his own people and highly respected elsewhere, has already been chosen chairman of the Democratic national committee. These two are to supply the generalship of this for the personal parties. As a great deal will be heard of them and from them in November, it will be well to know them. It will be well known to know something about them in a more comprehensive way than the newspaper reports afford.

It is of the greatest importance that the campaign managers shall be acceptable to the head of the ticket, otherwise most disturbing complications might arise. President Wilson and Charles Evans Hughes, as the public understands the matter, are entirely pleased with the selection made by each of the national committees. President Wilson has the highest opinion of Mr. McCormick's abilities as a director of men. The highest respect for his judgment. Mr. Hughes is equally well pleased with Mr. Willcox. Each enters upon his duty assured that he has the full confidence of the party standard bearer.

Mr. Willcox has been in public affairs in New York for the last twenty-five years. Taking a great part of his time he has been a close personal friend of Mr. Hughes. The latter must have been impressed with his merits when he made him chairman of the first public service commission, a position in which the appointee acquitted himself with signal credit. Mr. Willcox took an active part in the Hughes campaign of 1908. It cannot be said, however, that the Hughes campaign manager is in any sense a "political manager." He is credited rather with having himself remained from the activities which in time serve to identify a politician as a "war horse," a leader, or a boss. He has stepped short that is of running with the machine. He is a practical politician with political ideals, and these do not include seeking or holding office for what there may be "in it" in an entirely material way. All opinions are agreed that, whether or not he shall wage a successful, William R. Willcox, at least, will conduct a clean campaign. And at the same time he should be left regarding the exact line the aggressiveness with which it will be prosecuted.

Vance McCormick is a man of the same stamp morally, but of a somewhat different type personally. While Mr. Willcox has built positions by appointment, Mr. McCormick has risen to the people for preferment. For example, he was elected mayor of Harrisburg in 1902, receiving 7,986 votes against 4,500 for his Republican opponent. The city gave normally a Republican majority of about 4,000 up to this time. He was the unsuccessful man ever chosen for the position. While he served only one term, in that time he did a great deal toward insuring better government for the community in the future. In 1914, when he ran as the Democratic and Progressive candidate for the governorship, he was defeated by Martin G. Brumbaugh, Republican. This was the year, it will be remembered, in which all the reactionary forces of the state were mustered by Senator Boies Penrose for the Republican ticket. The defeated candidate, considering the odds against him, came out of the contest with credit.

Mr. Willcox was a student of the University of Rochester in 1888, and has degrees from that college and from Columbia. Mr. McCormick is a graduate of Yale, class of 1892. He was a famous baseball player in his student years. He has many interests and is part owner of the Patriot, a Democratic newspaper of Harrisburg. This latter item is, of course, a mere detail, but when we are considering what manner of man a campaign manager may be, it is perhaps well to consider everything.

The Life Line

By Laura Kirkman

The Woman Who Thinks Us "Nigh"

She happens to drop in on us on the evening of the maid's day out, just as we are clearing off our table. "Oh, let me help you finish!" she insists, picking up a dish and starting for the kitchenette. The dish in her hand contains a small piece of cheese. "Shall I throw it away?" she asks us; "it's not worth keeping, is it?" We hesitate. To be sure, the piece is too small to go on the table again, yet it is big enough to give the slight cheese flavor that we love in a dish of baked macaroni. "No!" we answer, "I guess I'll have baked macaroni to-morrow so as to use up that piece of cheese. That's the way I manage, don't you—work the scraps into something else?" But, to our amazement, our friend only stares at us blankly. As she stares, her mouth twitches slightly. Then she recovers herself, and hastily answers: "Yes! Of course!" But we know that her answer is a lie. We know that we have shocked her with our economy—that she is of the sort that despises watchfulness of one's income. She doesn't see that economy is equally as important as gain—that there's no use in filling up a dipper if the dipper has a hole in it. She lacks reasoning powers. *She's still in her permanlator.*

Current Poetry

When The Circus Comes To Town

When the circus comes to town
Momma does her hedes down
"N says: "I do not care to go,
But, you children like it so."

Nurse says: "I am so tired,
But you know that I am hired.
And the children need me, too,
So I'll go along with you."

Sister looks so dignified
And as children off does chide,
Says she cares not for a show,
But she reckons she will go.

Daddy acts the part of ease,
Says: "Of course, one at my age
Does not care for all this noise
Like they did when they were boys."

Says: "I'm feeling awful weak,
Guess I had better rest a streak;
Humph, it's awful dull to-day,
Believe I'll go out to the play."

Then we children pass a grin,
For their talk is far too thin;
They are nearly dead to go,
But they hate to have us know!
—G. L. Moore, in *Farm and Home*.

Vest Pocket Essays

By George Fitch

NOVEMBER

NOVEMBER, a month which is now being introduced to the calendar for the fifteenth time in the hope of making it popular is a thirty-day sentence imposed by Nature on humanity and served out principally under an umbrella.

November is a month which would like to become winter, but which hasn't quite got the nerve. It is usually composed of ten rainy days, ten cloudy days and ten snowy days or freezing days with a pinch of sunshine between the various divisions. It is useful because it makes December seem pleasant in comparison.

In November the trees finish disrobing and as they wave their bare limbs against the sky, the wind converses through them. There is nothing more talkative than a November wind. Along about 10 p.m. on a bleak, damp night, a November wind likes nothing better than to come along and hang around the entire evening, reminding you that the rent is almost due, and that it is a long time until spring, and that Death by freezing is particularly sad, and that unless you pay your last winter's coal bill pretty soon, you will have to go to bed to keep warm. A November wind is more pessimistic than anything on earth, except a Wall Street operator during a spasm of public honesty.

November was invented by the Romans, who did so many terrible things in the early Christian era. It was so named because it was the ninth month at that time. The growth of business has compelled the addition of two more months since then, both of them being of much better quality.

In November automobiling, croquet and lawn socials begin their long winter's sleep, but football is very popular because it is easier to keep warm in a football game than it is in a house where the furnace is being repaired. Football in November is a game to decide whether the player will beat the ground or the ground will beat the player. The ground usually wins. Corn husking and riding to the polls in an opposition carriage are also two popular outdoor sports during this month.

There is nothing more talkative than a November wind.

There are three great uses for the month of November. It kills malaria, fairs and political campaigns. None of them are able to survive the climate of this month. If it were not for November political campaigns might go on right up to Christmas and entail vast suffering among the rich. Most of our public officials are elected in November, but we cannot justly blame the month for this.

November was first put prominently on the map by the Pilgrim fathers. About 1620, when they discovered that there were only a few days of the month left, they instituted a Thanksgiving festival, which has been observed ever since with increased gratitude and devotion as each November has worn away.

Special Service for Growers of Alfalfa

Santa Fe, N. M., July 14.—Charles S. Lyons, section director of the weather bureau, has inaugurated a service to all agriculturists, which, if it does pay to the district horticulturist, special weather service for alfalfa growers will be furnished by the same telegraphic weather forecasts.

It is the purpose of the weather bureau to issue special forecasts and frost warnings for the benefit of alfalfa growers. The method adopted is to extend the auto frost warning over the period of cutting and curing of alfalfa whenever the weather conditions are indicated for these days.

The announcement is part of a plan

"These will, when conditions warrant, be included in the usual morning telegram to farmers and market statistics and will appear on the fruit growers and gardeners section of the weather bureau offices at Santa Fe and Roswell, as well as in the same distribution by the United States weather service, Carlsbad and by the postmaster, Las Las Vegas. This will be available to all those interested by phone will upon your local exchange after 10 a. m. each day.

"I shall be pleased to have you give as wide publicity as possible to this new service, that all who are interested may take advantage of it to the fullest extent possible."

Otero Commissioners Refuse Saloon License

Alamogordo, N. M., July 14.—Bonds presented with a petition bearing 12 names, said to be a majority of the voters in La Luz, the Otero county commissioners have declined to grant a saloon license which was asked for that town. La Luz has been dry since its only saloon was closed voluntarily by the owner three years ago.

Curry Tax Receipts Increase.

Santa Fe, N. M., July 14.—The state treasury yesterday received Curry county's June tax remittance, $1,255, more than $200 more than the remittance for the same month last year.

Judge Medler Empties Otero County Prison

Alamogordo, N. M., July 14.—Judge E. L. Medler the other day held a session of court here at which inmates of the county jail were given an opportunity to plead guilty with the result that there are not now any prisoners in the county awaiting trial.

J. J. Dye pleaded guilty to larceny of stock and received a sentence of eighteen months in the penitentiary.

William Bell received a sentence of one year in Bernalillo county for contempt of the orphan Freemen's home at Tempe. He had been in jail one day.

There are so few cases awaiting trial that it is observed if the expense of holding a term of court this spring is avoided. It was in fact T. B. B. Smith presently will be tried on one of the twenty-odd indictments against him in connection with the failure of the First State bank at Las Cruces. He was acquitted on one of these indictments a short time ago, the case being brought back on a change of venue from Doña Ana county.

Aiker Dies from Hurts Received in Gallo Race

Clovis, N. M., July 14.—John Aiker, mounted which he won and another horse fell on him in a "gallop" race in Clayton July 4, died here Wednesday without having regained consciousness.

Raton Gets Fine Shower.

Raton, N. M., July 14.—Raton enjoyed a fine rain early this week, which effectually broke the drought in this section.

San Juan County Roll Received.

Santa Fe, N. M., July 14.—The tax roll for San Juan county was received by the state tax commission yesterday. It shows a total of $4,161,954.59.

Chaves County Lad Pardoned.

Santa Fe, N. M., July 14.—The governor has pardoned Martin Hughes, 12, sentenced to the reform school from Chaves county for a term of two and a half to three years.