

The Tucumcari News
AND TUCUMCARI TIMES

Entered as Second-class Mail Matter at the Post-office at Tucumcari, New Mexico, under Act of March 3, 1879.

H. WYATT
Editor and Business Manager

WEDNESDAY, JAN. 7, 1914

THE SENSATIONAL
IN ECONOMICS

The News to Act as a Clearing House for Facts Gained in Business and on the Farm and Range—Public Asked to Help

REAL NEWS TO BE THE SLOGAN

Every newspaper has a policy, a guiding line which it aims to follow.

The News has its policy as a matter of course.

That policy is purely and simply one of construction—of building for its readers and for our county and city. It is not a political organ but is independent in its work of lending a helping hand toward the upbuilding of the section from which it draws its living.

We shall endeavor first to instruct, using the pages for the clearance of practical matter dealing with the development of the section, problems being solved both by the merchant and "man on the claim;" then we shall consider the pure entertainment and amusement of the reader covering items of daily movement that tends toward the life of the community.

As far as possible we shall follow the idea of Melville E. Stone, manager of the associated press, as outlined in a recent lecture before the Pulitzer school of journalism. He says:

"I believe that the newspaper to perfectly fulfill its mission should first furnish the information upon which the citizen may form a judgment for his guidance in his business relations; second, it should be an intelligent presentation and discussion of public questions and fairly lead the citizens in the path of business and civic righteousness; third, it may very properly contribute to the healthy entertainment of the reader."

Mr. Stone believes that real news is that which helps to shape the future of the country, that the newspaper should be a helpful friend as well as a passing source of entertainment. He says that the better class of newspaper has taken the field of the review and to a large part of the magazine, leaving the latter mostly fiction.

Speaking of the sensational, as applied to news, recognizing that it is the sensational that attracts attention, he says:

"I use the word 'sensational' with what I conceive to be its correct meaning. It is the unusual, the startling quality of any information which makes it news."

The scandalous has no place in a legitimate newspaper especially when it bears no direct influence on the advancement of the section.

He speaks of the moral influence of the paper and quotes instances where newspaper publicity brought about justice through public opinion.

We believe that the public will find us keeping tolerably close to this outline of purpose and would request that the public assist us in developing the news of economic interest by giving us the results of practical work on the farm and in business.

If you have discovered farm facts, write us and we will give them to the others. Let the ladies give us economic

facts of the household. Now you know our policy. The support given us will show how we have grasped the public need.

TO SEE OURSELVES
AS OTHERS SEE US

Mr. Bade has established an office here for the handling of insurance and real estate.

Mr. Baltzer has located here to pursue his business as civil engineer and also as plumber.

Both believe in the future prominence of Tucumcari.

They have been studying Tucumcari from a distance and locate here after mature deliberation.

Why? Because distance lends a true perspective and distance showed to these experienced minds that Tucumcari is well placed, geographically and physiographically.

It showed them that Tucumcari of necessity must grow to become the important city between Kansas City and El Paso.

And, since they saw from a distance and their eyes had not become blind with a familiarity that breeds contempt they locate here.

THE LITTLE CITY
OF TUCUMCARI

Live Work of Tucumcarians Attract Favorable Attention from Larger City

To illustrate how we are advertised best by our good works and how the "Little City of Tucumcari" gradually becomes known to the outside world as a mighty husky "little city" thus attracting attention and wealth to our county, read what the Albuquerque Evening Herald has to say regarding a trip of certain business men from this city to inspect a site for a proposed crossing over the Plaza Largo at Revuelto, as reported in the Tucumcari News of last week:

"A bunch of business men of the little city of Tucumcari went out the other day and inspected the site of a road crossing at the Revuelto, perfecting plans for a handsome concrete crossing, to cost several thousand dollars. That is how important the business men of Tucumcari regard the Panhandle-Pacific highway, which is to run from Amarillo to Albuquerque and furnish an artery for all the business of the great plains country and western Texas to come in to Albuquerque.

As has been modestly stated a number of times, this road will be of vastly more benefit to Albuquerque than to any other town along the route. So far, however, Albuquerque's activities have been chiefly confined to tacit approval of what the other towns are doing—and, like Tucumcari, they are all doing something.

The road in the course of the next few months is going to be finished as far as Albuquerque's district—which includes the rocky barrier at the mouth of Tijeras canyon.

How would it look for Albuquerque to bestir herself a little and begin to think about doing her part on this project?"

Albuquerque is a live city and although possibly not so "little" as Tucumcari, recognizes in us a good example to emulate. And at that the little generally teaches the big, when it comes to big problems.

But the point is this, momentum once gained, will carry us along to bigger things, like energy being expended. Why not gain that momentum now by continued live work.

NOTICE OF SHERIFF'S SALE

In pursuance of judgment of the District Court, Eighth Judicial District, State of New Mexico, county of Quay, in the case of H. B. Jones Receiver of International Bank of Commerce of Tucumcari, New Mexico, vs. Herman Gerhardt and Emma R. Gerhardt, No. 1257 dated the 26th day of July, 1913, where by plaintiff obtained judgment against defendants for the sum of \$9,402.80 and \$9.05, costs, on account of a promissory note of defendants, and whereas, on the 3rd day of November, A. D. 1913, there remained due and unpaid on said judgment the sum of \$6,052.80, with interest at ten per cent per annum from and after said last mentioned date, and whereas, execution issued on said judgment for the sum last mentioned and interest and costs, and whereas, said execution has been duly levied upon the property hereinafter described:

Now, Therefore, Notice is Hereby Given, that the undersigned, J. F. Ward Sheriff of Quay county, New Mexico, pursuant to said judgment and execution of the above styled court in said cause, will sell at public auction for cash to the highest bidder, on the 2nd day of February, A. D. 1914, at the front door of the County Court House at Tucumcari, Quay County, New Mexico, at the hour of ten o'clock in the forenoon of said day, the following real and personal property of defendants, to-wit:

All those lots, pieces and parcels of land and real estate lying and being in Quay county, New Mexico, particularly described as follows, to-wit:

Lots 1, 2, 3, and 4, in block 11, Daubs First Addition to Tucumcari, New Mexico.

Lots 13, 14, 15, and 16, in block 10, Daubs First Addition to Tucumcari, New Mexico.

Lots 16, 17, 21, and 22, block 2, Daubs First Addition to Tucumcari, New Mexico.

Lot 17, block 2, Original Townsite of Tucumcari, New Mexico.

Lot 22, block 35, Original Townsite of Tucumcari, New Mexico, subject to mortgage of \$2800.00 and interest.

Lot 2, block 31, McGee Addition to Tucumcari, New Mexico.

Lots 7, 8, 9, and 10, block 12, Barnes Addition to Tucumcari, New Mexico.

Lots 43, 44, and 46, Cooper View Addition to Tucumcari, New Mexico.

Lots 9 and 10, block 8, Russell Addition to Tucumcari, New Mexico.

Lots 11 and 12, block 15, Russell Addition to Tucumcari, New Mexico, and subject homestead of defendants, and subject to mortgage of \$1000.00 more or less.

All of said lots and blocks shown by plats thereof on file in the office of the County Clerk of Quay County, New Mexico.

Lots 1 and 2, and 8 1/2 of NE 1/4 of Sec 3, Twp 11N, Rng 30E, N M P M.

Lots 3 and 4, Section 3, Lot 1, Sec. 4, T. 11N, and the SE 1/4 of SW 1/4 Sec 34 Twp 12N, Rng 30E, N M P M.

And also twenty-five shares of stock of the San Jon Townsite Company, of the par value of \$100.00

Three shares of stock of San Jon Mercantile Company of the par value of \$100.00 and one share of stock of Quay County Land Company, of par value of \$100.00, subject to mortgage of \$200.00 and

One share of stock of Elks' Home Company, of the par value of \$100.00 and 220 shares of stock of Occidental Fire Insurance Company, of the par value of \$1.00, subject to loan of \$250.

I will apply the proceeds of said sale to the satisfaction of said judgment and costs of sale.

J. F. WARD,
Sheriff of Quay County,
New Mexico

HARRY H. McELROY,
Attorney for plaintiff
Tucumcari, New Mexico 1-7-14

NOTICE OF MORTGAGEE'S SALE

NOTICE IS HEREBY GIVEN, That under the provisions of Chattel mortgage made by Coral Mae Neis into First National Bank of Tucumcari, New Mexico, dated Nov. 8th, 1912, to secure note for \$175, and recorded in Book 10 Chattel Mortgage Records of Quay county, New Mexico, page 63, the undersigned agent for said bank will on the 15th day of January, A. D. 1914, at ten o'clock, a. m., at the front door of the Court House, Tucumcari, N. M., sell the following property to satisfy said debt to the highest bidder for cash: All fittings, furnishings, instruments and supplies heretofore contained in Studio of Coral Mae Neis in Herring building, of Tucumcari, N. M., including four cameras.

HARRY H. McELROY
Agent for First National Bank of Tucumcari, New Mexico. 4t

EYES—Itching, aversion to study and stupidity are sure signs of eye trouble in children. Do not neglect the child's eyes. See Dr. Manney and have them examined and properly fitted with good glasses.

See the list of contestants secure coupons and vote for \$400 piano to be given away, also other valuable prizes.



Be a Well-Dressed Man at Moderate Cost.

Never was it possible to be so stylishly and comfortably dressed at moderate cost as it is today.

Expert designing and tailoring at prices that do not make heavy demands upon the purse are features strongly displayed in clothes made by

Goldman, Beckman & Co.

Spring weaves and styles for every man.

Prices:

M. B. Goldenberg Co.

YOU NEED A FIT.

To secure a real FIT you need a tryon. It's the secret of Tailoring as well as workmanship. We are in a position to give the perfection of Tailor-Made Clothes. An investigation will convince you at the City Cleaning & Hat Works. Phone 346.

FOR SALE

One 2-room house close in east front. Two lots, desirable location one nice corner lot close in. Terms on house and lots to suit purchaser.
One bay horse, gentle for any child to ride or drive.
Some gentle, well broke burros for children. Prices right.
One 4 room house, corner lot. \$900.00
One 5-room house, 2 blocks from Main street. \$900.00
See Dr. Manney. 4t

FOR SALE

Forty dairy cows, highest bred stock, also four full blood Red Poll bull calves, and twenty-eight head of horses for cash or on time.
H. WYATT,
Tucumcari News

"Satisfaction Must be Yours"
J. REECE FORBES
Watches, Clocks and Jewelry neatly repaired. Work done at Eastern Prices
Cor. Main and Second Sts.

TUCUMCARI LIVERY
Brand New Rigs. Prices reasonable.
W. M. HOWE, Manager

E. W. BOWEN,
Real Estate, Renting and Fire Insurance. Collections a specialty.
Cor. First and Main St. Phone 25

WELLS' CAFE
J. R. WELLS, Prop
Excellent service, short orders a specialty. We serve only pure foods. Only the best ranch eggs served.
EAST MAIN STREET

PHILLIP SHAHAN
City Scavenger
Orders taken for general work, plowing and fertilizing gardens. Service prompt when called on
PHONE 270

E. A. CORBIN, M. D. C.
Veterinary Surgeon and Dentist
4 years with U. S. Government, New Mexico State Representative
at Elk Drug Store Tucumcari, N. M.

T. A. WAYNE, Livery
ALL KINDS OF FEED FOR SALE
Main Street Phone 35

DR. W. LEMING
Practice Limited to the Eye, Ear, Nose and Throat.
Office Hours: 9 to 10 a. m., 2 to 4 p. m., 7 Sunday by Appointment
Office, Rector Bldg., Main St.

All Work Guaranteed. Work Called for and Delivered. Phone 349
LANE CLEANING WORKS
The best French Dry and Steam Cleaning in the city. We do Alterations and Repair Work. 210 E. Main

CITY BARBER SHOP
FOR THE BEST HAIR CUTS AND SMOOTHEST SHAVE
N. W. MOSELY, Prop. Tucumcari

Vote your coupon for the \$400 piano that is to be given away.



Just Think of It?
The FREE Sewing Machine is insured for five years against accident, breakage, war, fire, tornado, lightning and water. This shows our faith in

FREE Sewing Machine
Think what it means!
It means—that if you break the whole machine or any part (feet, belt, or attachment, etc.) it will be replaced to you without cost.

For Sale by
The American Furniture Co.
TUCUMCARI, N. M.

Plan Early Your Trip to

California

Plan to go this Winter to the land of warmth and roses—away from the cold and snows.

The Best Way
via

Rock Island Lines

Choice of three routes—via El Paso and New Mexico—the direct route of lowest altitudes—in connection with the E. P. & S. W. and Southern Pacific; via Colorado Scenic Route to Salt Lake City—thence Western Pacific through Feather River Canyon; via Colorado Scenic Route to Salt Lake City and Ogden—thence Southern Pacific.

Let me quote fares and help you plan a delightful trip.
U. S. DEVOR, Agent

CHICHESTER'S PILLS

DIAMOND BRAND
Beware of Counterfeits. Refuse all Substitutes.
LADIES! Ask your Druggist for CHICHESTER'S DIAMOND BRAND PILLS. They are Gold-encased, tasteless, and give you the Ribbon. TAKE NO OTHER. They are Druggists and ask for CHICHESTER'S DIAMOND BRAND PILLS. Twenty-five years regarded as Best, Strongest, and Reliable.
SOLD BY ALL DRUGGISTS
TIME EVERYWHERE

I. W. HARPER KENTUCKY WHISKEY
for Gentlemen who cherish Quality.

RECEIVERS NOTICE
I am now prepared to accept bids on the following described property owned by the International Bank of Commerce Tucumcari, N. M.

SE 1/4 SW 1/4 NW 1/4 Sec 13, and NW 1/4 NE 1/4, Sec. 24, Twp 10N, Rng 30 E, containing 160 acres, Quay county, New Mexico.

SE 1/4 NW 1/4 and SW 1/4 NE 1/4 and lots 2 and 3 Sec 4 Twp 10N Rng 31 E, containing 150 61-100 acres, Quay county, N. M.

Lots C. D. and E. of Lamar's Subdiv. of lots 1, 2, 3 and 4 of Block 19, original townsite Tucumcari, lots D, E and F Chenault's Sub-Div. of lots 8, 9, 10, 11, 12 of Block 18 OT Tucumcari.

Lot 5 Block 13 OT Tucumcari, N. M. Lot 5 in Block 8 of Gamble addition to Tucumcari.

H. B. JONES, Receiver
International Bank of Commerce
Tucumcari, N. M.

NOTICE!

All parties securing credit by arrangement from the undersigned must arrange to meet payments within thirty days, and those not paying within that time will be denied further credit.

We appreciate the liberal patronage of the public during the past year and desire to add to our list of patrons this year, but this rule of payment cash, or in no instance over 30 days, will be adhered to. On all past due accounts we ask settlement at once.

BERRY & HOOVER
Confectioners

Be sure to see the
New Disappering Front McDougall

This new Disappearing Front is the latest and greatest convenience ever devised for kitchen cabinets. It takes the place of swinging doors and can be opened or closed without moving anything from the tabletop. Closes the cabinet up tight—keeps everything clean and sanitary. Easy to operate and most attractive in appearance. Instantly approved by every housewife who sees it.

Order now while selection is large—we'll deliver Christmas

BARNES & RANKIN