

QUEEN OF PROJECT AND COST REVIEW BOARD CAPTURE GADSDEN

(By B. F. Fly)

The local board of cost review, consisting of Chairman B. P. Fleming and Official Stenographer Clark, and "The Queen of Yuma Project," with her official escort and staff writer, invaded Gadsden yesterday and took that thriving little town by storm.

Everybody in that section was there to appear before the board and to honor the "Queen Ruby." If there were any absentees they will always be sorry, for that was the one chance of a lifetime to get in a real moving picture, a picture that is destined to make Yuma the most talked of place in the United States.

Chairman Fleming, in calling the hearing to order, explained Dr. Elwood Mead's unavoidable absence and proceeded with the taking of testimony along the same general lines that were pursued at the Yuma hearings. There wasn't a ripple of discontent, nor a word of disapproval of the public hearings.

To my astonishment, however, one of the witnesses—regarded as one of the best posted men in the lower valley—insisted, under oath, that I am here in the official capacity of "assistant secretary of the interior"! Now, if that would not "pull your cork under and keep it a bobbin," then I don't know what would. During my very pleasant residence here since last spring, I have been called almost everything in the category of crime, mainly by the learned city attorney and my aldermanic friends who enacted "Ordinance No. 4," but not until yesterday had it ever been charged that I am assistant secretary to Hon. Franklin K. Lane! But, if the Honorable Secretary of the Interior can stand it, why, I guess I will have to make the best of it myself.

This only goes to show, however, that my friend who "let the cat out of the bag," thinks that I know what I am talking about when it comes to dealing with reclamation matters of Yuma project. But he's mistaken; Editor-Owner Shorey of the Yuma Daily Examiner wouldn't keep an assistant secretary of the interior on his staff half an hour. This with all due respect to Secretary Lane.

Most of the time that the hearing was in progress, I was with "Queen Ruby" and Official Escort Kirkpatrick picturing Gadsden and vicinity for the movies just as the Queen saw it. We went to the extreme end of the U. S. R. S. railroad, and there at the very end of the rock revetment of the old Colorado river and but 400 feet from Mexico, we were pictured in a scene that for panoramic beauty will be hard to duplicate anywhere in the world.

I wanted very much to picture Capt. Murphy, Co. D, U. S. A., and a squad of his trusted men sinking pipe for a well, but he said "Nothing doing without an order from the Secretary of War," and we had to pass up that inspiring patriotic scene, for "the boys in blue" (khaki) are down there now guarding our frontier from vandals and Villaistas, now that our government has recognized Carranza.

From there we returned to Gadsden and through the courtesy of Wm. Kryger we feasted at dinner, after which we were taken on a tour of inspection by one of the real live wires of Gadsden—Mr. Johanssen. We got three splendid pictures of Jim Fuquay's 160-acre farm, showing the finest field of Kaffir corn in the state—70 acres—that is estimated to yield 2½ tons of seed and 8 tons of forage to the acre. Two pictures of this were taken, one at short range and the other from the bank of the canal.

Another picture on the same farm was taken of a field of Soudan grass, a grass that at a distance looks like the hated "Johnson grass," but is no kin to that noxious plant. The Soudan is a new forage second to the succulent alfalfa.

We then made a flying trip to E. A. Lott's fine field of milo maize—forty acres that will go three tons of seed to the acre and make as much forage as Fuquay's Kaffir corn.

The camera was turned to the outside of the fence and we gazed on wild land just as rich as Mr. Lott's, but, for lack of energy on somebody's part, it remains just as it was a hundred years ago.

That wound up the picture taking for the day, except that we got a good movie of "Queen Ruby" and her retinue, together with Chairman Fleming, Project Manager Lawson, and many others just as we boarded the U. S. R. S. motor car for Gadsden.

Today was spent in the valley, where I confidently expect a lot of very fine pictures. But, of these I will have more to say in tomorrow's issue.

On Wednesday, Chairman Fleming leaves for Berkeley, while the "Queen of the Yuma Project" will go to the Laguna dam.

FRENCH TEACHERS ON THE FIRING LINE

Since the beginning of the European war, 2,000 French public school teachers have been killed in the battlefield, and 8,000 have been put out of service, according to statistics given out by the ministry of public instruction.

The number of mobilized teachers is 30,000. There have been 700 of them cited in army orders.

"NOT ADVERTISED!"

Some merchants consider it a good plan to placard some of the offerings in their store as "Not Advertised."

It is not a general practice, happily.

The idea intended, to be conveyed—or that is conveyed—being that these offerings were either too limited to advertised, or that they are special bargains for those who do not rely upon the store's advertising for their information about its offerings.

In the cases where such offerings really are too limited to permit of advertising, such placards are perhaps justifiable.

patrons of the store who do not read the store's advertising, but who do make occasional visits to the store, are at an advantage over those who are attracted to the store through and because of advertised offerings, is a great mistake.

"But," the merchant responds, "if it is mistake, who does such a successful store as Macey's, in New York, practice it?"

It has been aptly said that it is easy to imitate the makes of a successful man. Anybody can do that. It is harder to imitate the successful man in the things he does which are the real factors of his success.

The reader of a newspaper expects to find, in the news of a store, all of that store's message which is worth printing.

The merchant who publishes but a fragment of his store news is failing to full serve his own interests.

The advertised things are what make a store interesting to the great majority of its patrons—not the "Not Advertised" things. The readers of the Examiner assume that your day-by-day store message is in full.

Your store's prosperity depends upon your making this true, always.

Earnest hope for the success of the Allies was expressed by former Premier Venizelos of Greece when he was asked by the Athens correspondent of the Paris Martin to express his opinion of the refusal of the new Greek government to send an army to the assistance of Serbia.

"It was because I foresaw the new government would take this attitude that I made the speech I did in the chamber on the 12th. I have nothing to add to it, but none hopes more ardently than I for an early and decisive success for the allies. I am more deeply convinced today than I was yesterday for their final triumph."

The organization of the Yuma branch of the Arizona Children's Home association, was completed yesterday afternoon when Miss C. Louise Boehringer was elected president and Mrs. J. Homer Smith was elected secretary-treasurer. The organization is a very worthy one.

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WHAT BOYS THINK OF PIGS

In traveling over certain parts of the state last week I was surprised when walking down the street to be stopped and asked the following question by a small boy, who was a member of the Arizona Boys' and Girls' Pig Club:

"Are you not Mr. Barnes, from the University? Well, I should like to tell you about my pig. I have five of them and the best one will be sent to the fair. I find it is very easy for boys to handle pigs, and it is far better than growing vegetables or other crops, as the work can be done at morning and evening, during our spare moments, without interfering with my school work. And when I have my pig large enough, all that will be necessary will be to take him down and market him all at once; need not market ten cents worth today and perhaps five tomorrow. You can be sure that I do not keep my pig in a wet and muddy pen, because a pig does not like to eat and sleep in the mud. The way I am making my pig grow is to give him plenty of pasture and all the feed he will eat. He is very healthy and strong."

If live stock men in general, and hog raisers in particular, would take as much interest in their stock as this boy they would find that it pays to know the individual and just what he will return in dollars and cents. All brood sows do not bring in the same returns, for many sows will not bring two litters a year, and when this condition exists in brood sows they should be weeded out.

The U. of A. Agricultural Extension Service is ready and willing to give you definite information regarding the keeping of livestock records, for sows as well as for dairy cows.

G. W. BARNES,
Agricultural Extension Service, of the U. of A.

ENGLAND ORGANIZES DEFENSE AGAINST ZEPPELINS

Premier Asquith's faith in the ability of Rear Admiral Sir Percy Scott, in charge of London aerial defenses to counter the raiding attempts of Zeppelins, based presumably on knowledge of preparations now making, is evidenced by the answer in the parliamentary papers to an inquirer who was anxious regarding the safety of Westminster Abbey, St. Paul's Cathedral and other landmarks.

"It is hoped," says the premier, "that the service presided over by Sir Percy Scott will deal effectively with any further attempts at indiscriminate destruction of property."

THE WEATHER REPORT

At 5 p. m., Tuesday, Oct. 19, 1915, the temperature stood at 88 degrees, with a relative humidity of 21 per cent.