

THE HOLBROOK NEWS

Published Every Friday By

The Holbrook News Company
Sims Ely, Editor

Entered at the postoffice at Holbrook, May 14, 1909, as second-class matter.

Subscription Rates—One year \$3.00, six months \$1.50, three months \$1.00. No subscription less than 3 months. Advertising Rates—25c column inch on contract. Readers 10c per line. Transient adv. 50c per inch.

OUR STANDARD—Right, Truth, Justice in all our dealings with the public; political, social and industrial; a sense of responsibility to our constituency and our loyalty to the interests of Holbrook and Navajo county.

Trusting To Luck

Do you believe in luck? When you hear a Holbrook man say of another who has had a streak of success: "Oh he was born lucky," do you side in with him, or do you feel that something more than luck entered in? Personally, we've never yet seen a successful man who earned success by trusting wholly to luck. For it isn't one of the foundations of making good. There must be some brain work, some physical energy exerted and a lot of sweat spilled if you win out in this world, even when you have luck with you. Give the man who makes good credit for it—don't detract from his efforts by giving the credit to luck. It is true that it sometimes places men in good positions, but it is also true that something other than luck is required to hold that position, and to get it down to a point where you can do the work required as well or even better than anybody else.

Who Pays?

Did you know that intelligent and judicious advertising doesn't cost the man who pays the bill a cent? Well then, who DOES pay for the advertising if the merchant himself doesn't? The unwise patron of the store that does NOT advertise is the one who pays for advertising. By advertising, a merchant increases his turnovers and sells four or five times as much merchandise as he would if he did not advertise. The real cost of selling that merchandise is reduced with each turnover. Thus, the amount he invested in advertising comes back to him and he is enabled to do business on a closer margin of profit on each turnover than the merchant who doesn't use advertising to increase the volume of business. So, after all, the merchant who advertises doesn't pay for his advertisements, neither does his customers. It's the patrons of the UNADVERTISED store who pay for them.

The Day of Small Change

Most Holbrook people are careless with small coins, and show little respect for or count as valuable the nickel, dime or even the two-bit piece. Altogether they are rated as "small change," easily disposed of and seldom counted. Yet some important houses are founded on business that is handled with these small coins. The Woolworth tower in New York, the world's tallest building, was built from the profit of stores in which no article was sold for more than ten cents.

A firm that deals in articles selling for 25 cents has but recently paid 2,000,000 for a new business home in the shopping district of Boston. Its ability to purchase that home and maintain it did not come from sales that ran into many dollars to a customer, but from many thousands and buying with nickels, dimes and quarters. It is a monument to the value of small change, and shows what can be done when the public need of small things is capitalized and the need met.

It is a pretty good idea to remember these things, and to put more value on small coins. It is also well to remember, whether you are spending small coin or selling something for small coin, that while the profit is not great there is good money in it when many thousands are buying. Some of the biggest and richest concerns in the world have become so through being satisfied with small profits on many sales. And it is still possible for the business man of today to start on the same principle and work up the same way the successful ones bid.

It's Different Now

While you are reading this there is moving across the U. S. one of the strangest caravans that has ever figured in history. Autos sufficient in numbers to carry 130 families, or 600 people, are enroute from Brooklyn, N. Y., to a chosen spot in Idaho, where they will colonize, having already purchased an immense tract of farming land which will be divided into 130 farms.

To older Holbrook citizens this caravan is of interest because it shows the great advancement made in transportation facilities since the days of the old "prairie schooner." Then travel was slow, dangers great and hardships many. Today these pilgrims travel over paved roads in machines that easily make 40 miles per hour; they sleep at night on comfortable mattresses in excellent hotels, and dine off the fat of the land. There is no need in blazing a trail through territory that had seldom if ever known the footsteps of a white man, as there was in the old days when our forefathers were planting the wilderness and so populating it as to make it possible in still later years to construct railroads.

The Brooklyn families will never know, except by hearsay, how much more comfortably they are making this pilgrimage than those brave little bands experienced in covering the same route fifty and seventy-five years ago. And in their new homes they will never realize the perils that others had to pass through when the west was a new and unexplored land; perils overcome by brave men and women who sacrificed much for the generations that were to follow them.

STOCKMEN ARE WAKING UP TO THE POSSIBILITIES OF PRACTICAL CO-OPERATION

In recent prosperous years careless of the exactions levied upon them by commission men and buyers, the pinch of hard times is awakening the stockmen to the need of co-operative marketing of their products. The extortionists and the possibilities of thwarting them formed the chief topic of the group conversations during the convention, and while not given unusual prominence in the proceedings is reflected in Resolution 3, epitomized below.

Others who stand between the stockmen and the consumer are grabbing 50 to 80 percent of the revenue derived from the consumer; the producers themselves getting the pittance left, losing money and facing ruin and the destruction of their great industry.

But they begin to realize that by co-operation, by standing together, they can both reduce the price to the consumer and increase their own share of the profits—assuring to both consumer and producer protection from the intermediate and, in the last analysis, in many instances unnecessary profiteers.

They are beginning to understand their potential power and how simple it all is, meaning as it does merely protective business organization of a few hundred of the larger producers who, if they will, may wield as great an influence over the markets and prices as they do over the ranges.

Tariff, freight rates, grazing fees, cost of supplies—all these are factors influencing cost of production and marketing. But more vastly important in its bearing on revenue to the producer and saving to the consumer is the elimination—or, at least, strong regulation—of the commission men and packers now batten on both.

1. As three Arizona bankers are to be appointed to place loans in this state from the \$50,000,000 livestock pool and it is necessary to the livestock industry of the state, requested that one be from the southern part of state, one from central and one from northern.
2. Request adjournment of congress be postponed until the recent measures affecting livestock industry are acted upon.
3. Authorizing the presidents of the two associations and the committee appointed at the cattle growers meeting last winter to study into co-operative marketing possibilities and to formulate such marketing systems within this state as may be found practical and encourage the counties each to organize smaller units along similar or other lines that may be beneficial in the marketing of products.
4. As prices of livestock on foot have declined approximately 60 per cent in 12 months, consumers of the state are to be asked through chambers of commerce and other civic bodies to demand a corresponding reduction in retail prices of meat and meat products and to insist that Arizona products, all things being equal, be given preference so that the industry will benefit and the money be kept in circulation in the state.
5. Asks our congressmen to use every effort to have present tariff bill changed to afford protection to hides, pelts, dressed meats and wools.
6. Urges upon the county boards of supervisors all possible economies in the coming year and that expenditures not immediately necessary be deferred until times are better.
7. Asks Arizona Tax commission meeting at Nogales this month to reduce tax valuations of livestock at least 50 per cent and on grazing lands 25 per cent, and that in future the commission meet more centrally to make it easier for taxpayers to attend.
8. Urging the state loan board to replace at earliest possible date the \$692,932.60 received as interest on deferred payments of state land sales and recently reported by the state land commissioner to have been improperly segregated and loaned along with the money received as payments on principal.
9. Thanks the railroads in the state for timely relief last spring by reduction of rates and for excellent service given the livestock men during the emergency.
10. As it is necessary for livestock men to know freight rates in advance so that contracts may be made and there is a great amount of stock to be moved this fall, requests present emergency rates be extended to November 15.
11. Freight rates on livestock unreasonable and prohibitive, and action of American National Live Stock association in instituting hearings before the interstate commerce commission to revoke the last 35 per cent increase in freight on livestock in the western group and of 25 per cent in the Mountain Pacific group is heartily endorsed.
12. Greatly detrimental to ranges north of Colorado River to permit Utah sheep and cattle to graze there and asks state legislature to prohibit or regulate.
13. Endorses French-Copper "Truth in Fabrics" bill.
14. Asks department of agriculture and congress to appropriate the amount requested by U. S. biological survey for carrying on work of destruction of predatory animals and rodents.
15. Thanks citizens of Flagstaff, committee on entertainment, management of Orpheum theatre, musicians and Rebekahs for helpful courtesies during convention.
16. Thanks state livestock agent of the A. T. & S. F. railway for his years of invaluable service to state livestock interests.
17. National forest ranges are in deplorable condition because of continued drought, lack of food and water, causing numerous losses of livestock, and the forester is requested to reduce grazing fees on all classes of livestock in Arizona for 1921 and extend time of payment of grazing fees for 1921 season from Sept. 1 to Dec. 1, 1921.
18. Assumption by interstate commerce commission of jurisdiction over intra-state as well as interstate rates unwarranted and unconstitutional encroachment upon rights and powers of the states and likely to handicap industries and commerce; and asks that the transportation act of 1920 be at once amended to assure to the individual states absolute control over intra-state rates.

WIDE SCOPE OF INTERESTS SHOWN BY BABBITT BROS.

The wide scope of operation of the Babbitt Bros. interests, recently reorganized as the Babbitt Bros. Lands Inc., is revealed by a permit which has just been issued by the Arizona corporation commission, allowing the new organization to issue and sell certain of its securities.

Permission was asked to issue \$1,500,000, par value, of capital stock to David Babbitt and C. J. Babbitt or their nominees of the following described property:

A total of 175,575 acres of pasture lands, which lands in conjunction with state leases, forest reserve permits and ownership of water rights control in excess of 2,000,000 acres.

Farm lands in northern Arizona and the Salt river valley aggregating 4,286 acres.

City and town property of an income producing nature used by the Babbitt Bros. Trading Co.

Property in California near Los Angeles and Owensmouth.

The company was authorized to issue this stock on the condition that satisfactory evidence be furnished the commission that the property in question is properly conveyed and assigned to the corporation.

The company was also further authorized to issue and sell at \$100 per share one share of stock to each of the five organizers and incorporators.

It was further ordered that the new company be allowed to issue and sell to Hunter, Dulin & Co., and Blyth, Witter & Co., California corporations, \$1,500,000 par value of its first mortgage serial sinking fund eight per cent gold bonds at a price which shall net the corporation 92 per cent of the par value thereof.

The commission has also issued a permit authorizing the El Capitán been developed.

Copper and Silver Mining Co., operating in Gila county, to issue 100,000 shares of its treasury stock at 25 cents per share, to M. A. Williams, a commission of 25 per cent being allowed.

CATTLE INSPECTORS' SALARIES TO BE CUT

Frank P. Moore, of Douglas, a member of the state livestock sanitary board, said that the board had decided to cut the salaries of its inspectors 20 per cent. This is the second time salaries have been reduced in the last few months. In December, salaries were reduced and the force was cut down by the dismissal of 20 men.

Mr. Moore said that the reduction was made necessary because the fees received by the board had been reduced to a very small figure because of the few shipments of cattle being made. He said that there are now 65 inspectors employed by the board at salaries ranging from \$100 to \$150 a month, except in a few cases in the more isolated districts where salaries were smaller.

WANT STATE FISH HATCHERY NEAR SPRINGVILLE

The first meeting of the Arizona Fish and Game association was held from July 1 to 4 at Sheepspringing, near Springerville, in the White mountains and near the headwaters of the Little Colorado river.

It was an appropriate meeting place in which to take the first steps toward the organization of this most important association, whose purpose is to increase the supply of fish and game in this state, as there, where the feeders of the San Francisco, Gila, Back and White Rivers, and the Gila and Salt rivers flowing to the south and of the Little Colorado river, flowing to the north have their common source, would be the most appropriate location for a trout hatchery.

Among the prominent sportsmen who were appointed to temporary offices were Gustave Becker of Springerville, the temporary chairman; Fred Sutter, Senator Fred T. Colter, L. D. Clark, general manager of the Bisbee Review; George W. Davis, superintendent of the Apache Indian reservation; and J. E. Thompson, of New York, a sportsman who has several hunting lodges in the Adirondacks and in the mountains of Arizona.

GATES TIRES

Made in the West by American Workmen

A Real Test—

It is our firm opinion that the Gates Super-Tread Tire will outlast any other tire on the road, but you can prove this to your own satisfaction.

Put one on your car opposite any other tire and you will then see what it means when we say that the Super-Tread Tire is made for Western roads.

After all it's only reasonable that the wider and thicker tread will give you more miles, and it will.

Jennings Auto Co.

HOLBROOK - WINSLOW



Prince Albert's a new note in the joys of rolling 'em!

Talking about rolling your own cigarettes, we'll tell you right here that Prince Albert tobacco has 'em all lashed to the mast!

You've got a handful of happiness coming your direction when you pal it with P. A. and the makin's papers! For Prince Albert is not only delightful to your taste and pleasing in its refreshing aroma, but our exclusive patented process frees it from bite and parch!

And, for a fact, rolling up Prince Albert is mighty easy! P. A. is crimp cut and stays put and you whisk it into shape before you can count three! And, the next instant you're puffing away to beat the band!

Prince Albert is so good that it has led four men to smoke jimmy pipes where one was smoked before! It's the greatest old buddy-smoke that ever found its way into a pipe or cigarette!

Prince Albert is sold in tippy and heavy, fully red time, handsome pound and half pound tin tins and in the round crystal glass tins and in the sponge mister top.



Copyright 1921 by H. J. Reynolds Tobacco Co. Winston-Salem, N.C.

PRINCE ALBERT

the national joy smoke

SAVING

Saving is the basis of affluence and independence. Be free from worry; have a tidy sum laid aside for the rainy day—they always come, and with them regrets and difficulties because of lack of forethought, if you have not saved.

Our Certificate of Time Deposit offers a splendid method of saving with a nice interest added. Come in and let us talk it over.

Merchants & Stock Growers Bank

NOTICE TO CONTRACTORS

Sealed proposals will be received by the Navajo County Highway Commission until 11 o'clock A. M. July 18th, 1921 for the following work on the Holbrook-Keams Canyon road.

The work consists of approximately the following: Erection of one 4 panel pile bridge across wash about 1 mile north of bridge across Cotton wood wash. Contractor to furnish all materials. Specifications may be obtained from W. J. Hookway, Secretary. Each bid must be accompanied by a certified check for 5 per cent of the total amount bid. Proposals shall be addressed to W. J. Hookway, Secretary, and plainly marked on outside of envelope "Proposals for construction of Bridge Project 8." The Commission reserves the right to reject any and all bids.

W. J. HOOKWAY
Secretary Highway Commission

MURPHY STUDIO

WINSLOW, ARIZONA
Kodak Finishing every day.
You put it on the Film—
We will put it on the Print
AND IT WILL STAY PUT

Palace of Sweet's
—ICE CREAM—

SOLD AT
Holbrook Drug Company

Take a pint or quart home. It's Delicious.