

# THE HOLBROOK NEWS

Official Paper of Navajo County and the Holbrook Oil Field

SINGLE COPIES TEN CENTS

HOLBROOK, NAVAJO COUNTY, ARIZONA AUGUST 26, 1921

Vol. 13, No. 19

## PENNSYLVANIA RAILROAD EXECUTIVE SEES SNAKE DANCE

George B. Dixon, vice president of the Pennsylvania Railroad System and Alex. Van Rensselaer of the Pennsylvania System are guests of Mr. Schweitzer of Albuquerque, came to Holbrook in a Pennsylvania private car last week to visit the Moqui Indian Reservation and incidentally visited the snake dance on the 25th.

This weird and primitive dance brings more notables to our state each year. And we are glad that they come. We have a wonderful but undeveloped state that we want all America to see that they may understand better why we make such persistent claims of greatness.

## FARM TENANTS IN THE WEST

Percentage of increase in farm tenants in Arizona from 1910 to 1920, is 18.1 per cent, against 12.1 per cent for New Mexico; 23 per cent for Colorado; 10.9 per cent for Utah; 9.4 per cent for Nevada; 21.4 per cent for California; 18.8 per cent for Oregon; 18.7 per cent for Washington; 15.9 per cent for Idaho; 11.3 per cent for Montana, and 12.5 per cent for Wyoming.

These figures are given for what is commonly called the west.

Though the tide of tenancy stands higher today than any other time in American history, there is apparent a very marked falling off in the rate of increase.

## THE WILD EAST

If the west expects to maintain her reputation of olden days for "wild and woolly" ways, though we don't believe she does, then she must begin looking to her laurels. A new race of James boys and Younger brothers will have to be produced, or the west will find herself so cultured and refined, as compared with her sister states east of the Mississippi, that she will henceforth be classed as a section fitted only for moving picture people and bathing beauties.

The staging of a thrilling train holdup east of Pittsburgh, as well as the almost weekly assassination of a New York gunman, opens a fertile field for the authors of our Alkali Ike type of literature, and shifts the location of such stories a little closer to the homes of those who read and enjoy them. Coupled with such incidents, the daily payroll robbery in the eastern states, and the rapidly increasing number of sure-shooting wives who have been deserted, furnish all the "atmosphere" the producer of dime novels and yellow serials could hope for.

But the west has gone to work, and her citizens are content to let their old title to wildness pass to sections inhabited by young men who consider a blister on the hand deserving of reproach. Insofar as Holbrook citizens are concerned, we believe they are a unit in agreeing that if the east is satisfied to have a type of citizens who seek to get at the payroll with an automatic pistol instead of a pick or shovel, then the east is at liberty to go ahead and furnish such fellows a place of residence.

A whole lot of us Holbrook fellows are going to be right in style when fashion decrees that men shall wear a heelless sock.

## LABOR DAY AUTO RACES AT ST. JOHNS

One of the big events scheduled for Labor Day, Sept. 5th at St. Johns is an automobile race of 50 miles. The entries and expected entries guarantee the importance of this race. Gallup will have two cars, a Cadillac and a Hudson Super-Six; Holbrook will have one or two entries, name of cars not yet known; St. Johns will have at least four cars, and Winslow, Concho and Springerville will have entries.

The race course is in excellent condition, and is believed to be the best in Northern Arizona, therefore, fast time is assured.

Entrance fees and gate receipts will be divided among winners as agreed, probably 5 and 5. St. Johns usually has large crowds, and the races are expected to bring out the people from all parts of the country. Everything is being done to make the event a decided success. It is expected that match races will also be run.

Information will promptly be given by W. B. Parks, St. Johns, L. M. Smyers, Gallup, New Mex. and Chas. Jennings, Holbrook.

## THE JILTED GIRL

It's hard to determine whether the Chicago girl who shot and killed the fourth man who had jilted her is to be commended or condemned. We can only believe that there is a point where patience ceases to be a virtue, and that she reached that point. Insofar as the male sex is concerned, being jilted creates a wound which very quickly heals. More than one Holbrook man knows that from personal experience. But with a girl it is different. A jilted girl carries a scar. She can't believe, once she is jilted, that "there are other good fish in the sea." It is easy for a man to mope around a couple of days, and then start courting a girl who soon makes him forget the old love. With a girl, she may find a new beau, but she never entirely forgets the first one. But, returning to the case of the Chicago girl, it does seem strange that a young lady attractive enough to become engaged four times should not be charming enough to hold at least one of her lovers.

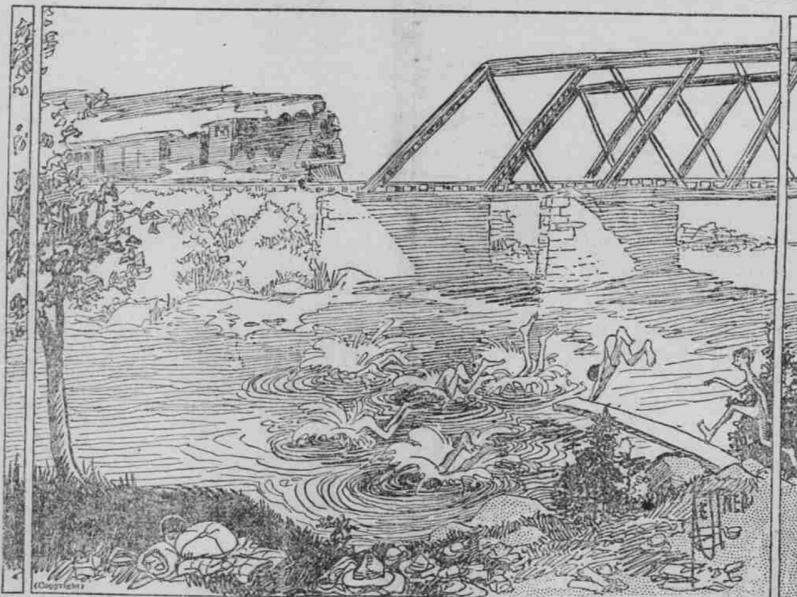
## KEEP YOUR SIGN UP

Robinson Crusoe was one of the most persistent advertisers in the history of success. He knew what he wanted—a ship—and he put up an ad for one. He flung a shirt on a pole at the top of the island, and that was an advertisement in the language of the sea. The circulation was small—there was no other medium—but Crusoe kept at it despite the fact that he got no inquiries for a long time. He changed his copy—as one garment after another was worn out—and in the end he got what he wanted.

Suppose Crusoe had taken down that sign after a time and declared "Advertising doesn't pay." Where would he and his story be now? Put up your sign Mr. Holbrook merchant—and keep it there. Crusoe advertised under very discouraging circumstances, but you've got a sure thing. It is only necessary to have the patience, persistence and pluck of Robinson Crusoe—and the good ship "Better Business" will soon be tied up at your pier.

Live and let live nowadays means that the let live class has to scramble for its share or starve to death.

## Duck!! Here Comes the Forty-Eight



## A PRIVATE HOUSECLEANING

All financial newspapers in the country and many other publications recently ran a story telling how Henry Ford solved the difficulties of the Ford Motor Company in its readjustment from a war to a peace basis.

In brief, Mr. Ford did what every good business man has been doing. He cut down his inventories by using up all material on hand reduced his prices and distributed his product to his various agents. He pushed his collections, both foreign and domestic, sold what Liberty Bonds were necessary, and reduced his obligations to a minimum.

"Then," says Mr. Ford, "We went through the offices and cut out a lot of jobs created during the war. We literally took out and sold a train load of desks. We told the men who occupied these desks that back in the shop there were many good jobs at good pay, if they wanted them. Most of them did. We cut the office forces from 1,074 persons to 528. Telephone extensions were cut about sixty per cent. Interesting but useless statistical systems were abolished.

"We went through the shops the same way. During the war we had a foreman for about every three to five men. Too many foremen sat at desks looking on. We sold all the desks and put most of the former foreman working. We now have a foreman for about every twenty men. Everybody and everything not producing was put in a position where it could produce, or was eliminated.

"Our difficulties were like those of every other great plant, a heritage of the war. We knew as the country settled back to peace conditions some stern readjustments would be necessary."

Compare the house cleaning in the Ford plant to the helpless position of the railroads which are still bound by the heritage of war regulations and working conditions but are helpless to make needed changes due to political supervision under which they operate.

Think what a blessing it would be to the people of this nation if a house cleaning such as Ford gave his plant, could be given to the various branches of our national government and weed out the dead timber and useless jobs which will be a hangover from the war and

## ELECTRIFIED GRAIN

That science isn't loafing on the job as far as agriculture is concerned is evidenced by reports from Alberta, where grain growers have been watching for several months the result of experiment with "electrified seed." According to latest reports the harvest from seed treated by this new discovery promises to be of sufficient proportions to attract immediate interest of farmers in all sections of the United States, and we feel sure rural residents in the neighborhood of Holbrook will want to learn all they can about the subject.

The process consists in placing the seed in a bath containing metallic salt, such as calcium or sodium chloride, and weak electrifying the liquid. After the electric current has played over the grain to be planted a certain fixed time, the solution is drained off and the seed dried. The object of the salt, it is said, is not only to decrease the resistance of the seed coat but to maintain conductivity during the germination. Calcium and sodium chloride in the correct proportions, it is declared, stimulate growth and give strength to the new roots.

The new process has created wide-spread interest among farmers of southwest Canada, and many of the largest wheat growers of that section have sowed hundreds of acres this last year with electrified seed. They claim the result is wonderful, and that equal success could be had in sowing corn or other grain so treated.

a burden to the taxpayers for years to come.

Politics and business do not mix. If the Ford plant was under political supervision the price of Ford cars would be double or treble their present cost.

Some speed fiends can go pretty fast, but every Holbrook man knows that a broken \$10 bill can go faster.

Another very cheap way to take a vacation is to put on a bathing suit and have your picture made at home.

Just from reading the newspapers a fellow would conclude that it's pretty hard to fire a gun in Mexico without hitting a chief.

## Petrificado's Note Book

The high board fences, vacant houses and bill boards here in Holt are all covered with flaming posters announcing the fact that California will celebrate Admission Day in Stockton Sept. 9th. Although it has not ever been definitely settled just what they admitted, unless it was the fact that they thought every other state was inferior to their own. I have forgotten what their state motto is in Latin but I think that De gus ti-bus non est dis pu tan dum would be a good substitute. In addition to the printed matter, these posters have the pictures of bears all over them which gives them the appearance of a one ring circus poster. While in Arizona we often wondered why the fore fathers (or were there five of them) of California, should ever choose the bear as a symbol of their beloved California. The bear is very clumsy, not very fleet of foot (I think I could out run one) He surly, is not handsome in the face, and he is so awfully fond of hugging he is not fit to be around where the women folks are. So the only reason I am able to discover for the motto is that everybody here seems to be as cross as a bear because they are not living in Northern Arizona.

Our hired girl is constantly receiving letters from her third cousin in Arizona, which relate in terms of great agony a description of the floods in that state, the latter stating that Gallup, Bibo and Flagstaff were all under water. I hardly think they have cause to be alarmed about what little water could crowd in between the banks of the Rio Puerco. I was looking out west from the Golden Gate at San Francisco the other day and saw more water than the Rio Puerco and Carrizo wash would hold put together; and there were great swarms of people around everywhere and no one seemed to be alarmed.

A Chinese neighbor of ours by the name of Gee-Jen Sen is complaining bitterly about the chaff off of the wild oats getting in his chickens eyes. This old chop stick juggler should have thought of that when he was sowing his wild oats. And besides there is no law in California compelling him to acquire and keep a "Chicken."

## HOLBROOK OIL CO. SEEMS CERTAIN TO WIN!

Good news from the Holbrook Oil Co's well should be gratifying to all. It now seems almost an assured fact that water has been shut off in the well, a thing that has caused so many weeks of speculation. The bailer has been working for sometime and the water has been going down constantly, giving the best evidence possible that the result the company has been after is on the brink of realization. Fred Crain, Sec'y. of the Company is in an optimistic frame of mind.

This is the best piece of oil news that has come out of the field in what seems like an age. The Holbrook people have an excellent hole, well drilled, straight and eight inches at the bottom. Their depth is approximately 2600 ft. They have a fine standard rig that will easily go 4000 ft., if need be.

Indications are so good for oil in paying quantities in this well that we should feel that at last we are on top of production and production that will blazon us to the world of oil and oil finance.

Production in the field, especially where the Holbrook well is located, will make valuable every inch of oil leased land in part of the field, as well as proving up the field.

Mr. G. Martinez, a near neighbor of ours, has completely cured himself of indigestion by taking the Litery Digest once a week for six months.

During our sojourn in Arizona a very near and dear neighbor of ours upon learning of our intention of emigrating to California and settling among the Hindus, exacted a solemn promise from us to acquaint him with the tenets and dogmas of the Hindu religion. The Teja Singh of whom I made inquiries in regard to this religion requested that I should send him replies to the News in order that every one might know of this beautiful religion of the Orient. I will now attempt to give the readers of the News a few facts about this most ancient religion, I asked the Singh as to the antiquity of his religion. He said it was at the very zenith of force and power when our Adam was just entering his third grade (Not Adam Hana) The Singh stated further no Hindu was allowed more than two wives in India. (and none in America) None of the men are allowed to shave or shingle their hair, and all of the men folks must arise at four o'clock in the morning and take a cold bath, after which they must sit on a bench wrapped only thought, and repeat the following supplication with the tip of the tongue, keeping the lips closed: Wah-Guru-Wah-Guru-Wah-Guru, carry the syllable Wah with each inhalation of the breath and bring the syllable Guru with each exhalation of the breath, this will enable the disciple to get in rhythmic accord with the great Jodh Guru Nanak, which we suppose is very much to be desired. For further information Address Pacific Coast Khalsa Diwan Society, 1930-76 Grant Street, Stockton, California. A card will do.

W. O Morgan

Our sympathy goes out to the Holbrook man who starts with his wife for an auto ride, gets nine miles in the country, runs into a rain storm and then has to admit that he didn't put the windows down.

## BIG ADVERTISING MAN SEES PRIMITIVE DANCE

J. W. Young of Chicago, vice president of the J. Walter Thompson Advertising Company of New York City, stopped in Holbrook for a day before continuing on to Keams Canyon. Mr. Young is the guest of Mr. Joseph Schmedding and witnessed the snake dance on the 25th. He will take in other points of interests in Northern Arizona before returning to Chicago. He is very favorably impressed with both New Mexico and Arizona.

## LITTLE COLORADO AGAIN SASSY

The Little Colorado river began a steady rise Saturday last, due to heavy rains all over this section of the state and extending east. Unusually heavy rains have been falling along the Little Colorado and its tributaries, as well.

Property along the river is being threatened. A part of Judge Crosby's town property is in imminent danger of slipping into the river, because of the inroads the rushing waters are making in the north banks adjacent to the property. The Judge worked hard Sunday in an effort to prevent the water from cutting away more of his land.

It would be an excellent idea to have sufficient "rip-rap" constructed to better protect the banks on the north side—and on the south, if necessary. However, the damage being done and likely to be done is on the north side. The river has been widening for quite some time and it seems opportune for something to be done to protect the property along its course in Holbrook. And it is only a question of time until two spans will have to be added to the traffic bridge.

The Apache Railroad Company have found it necessary to do a lot of new work on their railway crossing bridge just below the traffic bridge.

## ADAMANA WILL CASE OFF WATER

The Adamana Oil and Land Company will shortly introduce heavy 5 5/8 inch casing into Adamana No. 1; this thought to be the proper thing to do. Other and cheaper methods have been tried, chief among them being the swaging method. The casing bulged in at the 1800 ft. line quite some time ago, and strenuous efforts were made to swage out the bulge. However, results were deemed not sufficiently satisfactory.

Every effort was and is being made to save this splendid well. Some criticism has been directed by outsiders toward the management for taking such pains to shut off the water, the critics thinking it would be much cheaper to start a new hole. The Adamana people know what they are doing—and knew what they have already, sufficient at least to cause them to bend every effort to save what they know they now have.

The Adamana people are holding their own against the water, and with the introduction of new and heavy casing will be able to prove that their expenditure of time and money was based on fore-sight and good judgement.

## SNAKE DANCE EVEN GREATER THIS YEAR

Those who saw the Moqui Indian snake dance this year claim it to be even greater than any former dance.

The dance claimed its usual large attendance of Arizona people, and an even greater outside attendance this year than in many years. Everything moved off nicely and seekers after the real and natural were given a splendid exhibition of this primitive dance, which is of nation wide interest.