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Subscribe for the News.

Holbrook News Notes

W. Hugh Fletcher, E. L. Story, George D. Gadd have been spending several days in visiting the Holbrook Area.

Dr. Daniel A. Poling and wife of New York City are the guests of Dr. and Mrs. S. Earl Taylor. Dr. Poling was reported by the Associated Press as having met with a serious automobile accident and is in Holbrook for the purpose of convalescing, and incidentally looking over the oil field.

Many an otherwise idle moment has been happily employed this week discussing what to take on the coming hunting trip.

Bert Potter and Joe Woods left Wednesday for a leisurely trip through the southern part of the county, incidentally they plan to be on deck when the open season on deer and turkey is declared.

Many of the Holbrook people have made one or two trips to Woodruff during the week to legitimately acquire one or two watermelons. The season is just about over.

Anton Barth, Representing The Cudahy Packing Co., Los Angeles, has been in town this week trying to buy lambs.

Arthur Miller, manager Clear Creek Cattle Co. of Winslow was in town on business Monday.

Wallace Bailey of the Cedar Springs trading post visited town last Saturday.

ARTHUR T. LAPRADE
 Attorney and Counselor at Law
 Arizona Fire and Insurance Building
 PHOENIX ARIZ.



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Dr. OSCAR S. BROWN
 Santa Fe Hospital, Winslow, Arizona

Banners observed on passing automobiles. Nashville, Tenn., Ft. Worth, Texas, Washington, D. C., Miami, Fla., Calgary, Alta., Houston, Me., Minneapolis, Minn. in fact it seems that the whole world and his wife are touring. Little do they realize the golden opportunity they overlook when they give Holbrook that superior smile.

G. H. Bearrup and Joe Skinner of Albuquerque have been in town for several days. This interest in the purchase of lambs we hope, means a better market.

Mr. Tom Ortega had planned to take his family to Heber on Monday, then he saw three lamb buyers and decided to wait a while.

The man who is constantly in argument with his guests overlooks one of the first principles of hospitality.

Miss Loa Cross, efficient government employee, has returned from her vacation to Colton, California. Miss Cross had a splendid time and is somewhat smitten with the coast country.

"Davy" Thompson, whom everyone likes, arrived in Holbrook Tuesday evening on business. We may prevail upon Davy to stay with us.

Conversation overheard, "If you birds are leading me to a white mule, I'm with you."

W. H. Chamberlin, councilman, resigned at the last meeting of the council. His resignation, however, has not as yet been accepted.

It would seem that the East keeps an unlimited supply of tourists on tap.

W. W. Franklin, the Overland man, made a business trip to Winslow Wednesday.

G. C. Hall, president of the Hall Lumber Co., paid the Holbrook branch a visit the first of the week.

Ed. Howell of Adamana and J. W. Richards of Chevelon had a lengthy conversation on Tuesday. Wonder if they were planning an attack on the whites?

The Udall Transportation Company put another Overland into service last week. Two people in Winslow purchased new Overlands from Franklin; we were unable to get their manes.

Mr. Bartholomew, the Arizona representative of The General Gigar Co. is agreeably surprised at the general spirit of optimism which he meets in Northern Arizona. Speaking of his business along the main line of the Santa Fe, Mr. Bartholomew found Williams and Flagstaff good, Winslow only fair as the merchants and railwaymen are undecided what effect the strike vote will have, and Holbrook is in much better financial condition than on his last trip.

District manager Wm. Rogers of the Vulcanite Roofing Co. called on the trade in the territory during the week. Babbitt Bros. was made headquarters as they handle this line with great success.

We cannot help but remark on the generally bright spirit which seems to have made it's home in Holbrook this week. Welcome, and don't hurry away.

NEED GLASSES? See Dr. Schell of Tucson on his regular visit, at The Holbrook Hotel, on Sat. and Sun. Oct. 8 and 9th. Special attention to children's eyes.

Mr. Tom Pavatea, the Indian Trader at Polacca spent part of the week in town. Tom is one of the best known traders on the Northern Reservation. His reputation for hard work and acumen are refutation of the cynical theory that the native American is a poor citizen.

PEOPLE OF OUR TOWN



The Easy Talker is all warmed up and is going so good that he has forgotten all about the speaker of the evening, whom he is introducing. Every town has a Self-Made Orator who can go to the Mat with the Dictionary on short notice and Comes in Handy when the Regular Speaker can't get there.

PEOPLE OF OUR TOWN



If the Farmer ever Tucked his Pants in his Boots, said "Gosh all Hemlock!" and Worried about the Mortgage, that was when Hector was a Pup. Now he is a Live Business Man who drives to Town in his Sports Model Speedboy, amputates a few Liberty Bond coupons and Pays for this Paper Two Years in Advance.

Is Your House Next?
 Better See Lloyd C. Henning at Once and Insure for Sure.

Summons

In the Superior Court of the State of Arizona and for the County of Navajo.

Action brought in the Superior Court of the State of Arizona, in and for the County of Navajo, and the complaint filed in Said County Navajo, in the office of the Clerk of said Superior Court.

The State of Arizona, Plaintiff, vs. P. T. Coleman, and Verna Coleman, his wife, Woodruff Irrigation Company, a corporation, Jones Grigsby, Holbrook State Bank, a corporation, A. & B. Schuster Company, a corporation, and the Standard Oil Company, Defendants.

In the name of the State of Arizona, to P. T. Coleman and Verna Coleman, his wife, Defendants, GREETING:

You are Hereby Summoned and required to appear in action brought against you by the above named plaintiff in the Superior Court of the State of Arizona, in and for the County of Navajo, and answer the Complaint filed therein with the Clerk of this said Court, at Holbrook, in said County, within twenty days after the service upon you of this Summons, if served in this said county, or in all other cases within thirty days thereafter, the times above mentioned being exclusive of the day of service, or judgment by default will be taken against you.

Given under my hand and the Seal of the Superior Court of the state of Arizona, in and for the County of Navajo, this 29th day of Sept., 1921.

(Seal) LLOYD C. HENNING,
 Clerk of the Superior Court
 By OLIVE CLARKE, Deputy Clerk.

Banking By Mail

A GREAT MANY OF OUR MOST VALUED DEPOSITORS WHO HAVE BEEN CUSTOMERS OF THIS BANK FOR YEARS SEND THEIR DEPOSITS TO US BY MAIL FOR WHICH WE MAIL RECEIPTS. AT THE END OF EACH MONTH WE MAIL STATEMENTS ON ALL ACCOUNTS THAT HAVE BEEN ACTIVE DURING THAT MONTH. IN FACT THE DEPOSITOR WHO LIVES AT A DISTANCE FROM THE BANK AND SELDOM OR NEVER COMES IN TO BANK, ENJOYS THE BENEFITS OF OUR MODERN BANKING SERVICE JUST THE SAME AS IF HE WERE BRINGING HIS DEPOSITS TO THE BANK IN PERSON. WE PRIDE OURSELVES ON BOTH THE QUANTITY AND QUALITY OF OUR DEPOSITORS AND OUR STANDING AT HOME AND ELSEWHERE AS A STRONG CONSERVATIVE FINANCIAL INSTITUTION. WE INVITE YOUR DEPOSIT LARGE OR SMALL EITHER IN PERSON OR BY MAIL.

We pay Five per cent interest on time certificates and savings accounts

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Merchants & Stock Growers Bank
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ANNOUNCEMENT

I understand, and it is very likely true, that an effort is being made to buy Adamana stock for a less price than it will be worth. It is strongly urged that every Adamana stockholder hold on to his stock at this time in particular and wait developments before selling at any price.

C. W. Cook
 Managing Director
Adamana Oil & Land Co.

Notice of Sale

The Hall Lumber Company, a corporation, Plaintiff, vs. Juan Marquez and Felix Marquez, Defendants.

Under and by virtue of a special execution issued by the Superior Court of Navajo County, State of Arizona, in an action wherein The Hall Lumber Co., a corporation, is plaintiff and Juan Marquez and Felix Marquez, are defendants upon a judgement issued in favor of said plaintiff and against said defendants, for the sum of Two Hundred Seventy (\$270.00) Dollars, with interests, attorney fees and costs of suit, and to me directed and delivered, which execution was duly attested the 28th day of Sept. A. D. 1921.

I have levied on all of the right, title, claim and interests of said defendants in and to the following described property, to-wit:
 All of Lot No. 31 of block No. 33 of the Clark Addition to the town of Holbrook, county of Navajo, State of Arizona, according to the official plat thereof, together with all improvements thereon.
 Notice is hereby given that on the 22nd day of Oct. A. D. 1921, at Holbrook, Navajo County, Arizona, I will sell the above described property, or so much thereof, as may be necessary to satisfy plaintiff's claim, besides costs and interest, and accruing costs at Public Auction, to the highest bidder for cash. Dated this 23th day of Sept. A. D. 1921.

R. L. NEWMAN, Sheriff

WHY WE ARE GOING TO MAKE ANOTHER REDUCTION AT THIS TIME

At the beginning of every year every successful business establishment will formulate plans upon which it expects to operate during that year. These plans are worked out after a careful study of the previous years record and experience. No haphazard method or guesswork can be used. Only concrete facts and correct figures are considered. If a careful accounting of all items of insurance, taxes, depreciation, interest, salaries, advertising, bad accounts, sales, etc., for the previous year has been recorded, then an accurate budget for the new year, based on previous experience, may be arrived at. That is just exactly how the Hall Lumber Company perfected its plans for the current year-1921. We estimated our expenses of every nature; we knew that last year it cost us a little less than one percent of each dollars sales for advertising; we knew positively that our sales were \$77,000.00; we knew also to the cent our cost of doing business, and our net profit. Our excellent system of accounting made all this possible. While it cost us considerable money to tabulate all these records, we are now going to show you how they helped us, and how they are going to save you money. At the expiration of this month when the year is but three-fourths spent—these records show us that by using the newspapers throughout our territory to tell our customers what we had to sell and what it was sold for, our sales have exceeded our every expectation, and have now almost reached the figure we anticipated for the entire twelve months. In other words, we anticipated sales aggregating \$100,000.00 for the entire year, 1921, and based our selling price above our cost so that by selling that amount we would secure a fair profit on our investment. Our records show further that while our advertising to date is considerably in excess of last year's total amount for that period, yet our sales have shown such a decided increase that it is costing us but **THREE-FOURTHS OF ONE PERCENT** of our sales. These same records show further that this company, by its wonderful increase in business has been enabled to operate at a figure below that anticipated at the beginning of the year. That means that we have by increasing our sales, both made and saved money. So during the balance of this year we are going to share whatever saving we may make with our customers. **AND BEGINNING WITH OCTOBER FIRST A SUBSTANTIAL REDUCTION WILL BE MADE ON MANY ITEMS CARRIED BY US AT OUR DIFFERENT YARDS WHICH WILL MATERIALLY AFFECT ANY BILL WE HAVE AN OPPORTUNITY TO FIGURE FOR YOU.**

Several other things have come about that have some bearing on this splendid showing which enable us to make a reduction at this time. The purchase of the two yards at Winslow in November and December of last year turned out to be a far better investment than we ever hoped for. The addition to our business of a wholesale department, which was inaugurated some sixty days ago, is another splendid asset, for now we are enabled to purchase many items, such as cement, patent plaster, doors, roofing, etc., in large quantities, and thus make a big saving for our retail department. We have also added many new lines to our business, such as plumbing supplies, corrugated iron, etc., that have greatly assisted in increasing our sales without increasing our sales force.

In our efforts to conduct our business in a careful, conservative manner, and realizing the hazard connected with the contracting business, we have steadily refused to enter into that branch of the building line, and have therefore suffered no loss from that source, and at the same time retained the good will of the carpenters and contractors who are regular customers at our different yards. We also expect a good business from our coal department, as we have recently completed at Holbrook a spacious coal bin, with new scales, and this bin will always contain a sufficient amount of good clean Diamond lump coal to take care of our Holbrook customers.

The successful operation of the two yards purchased at Winslow last year, and the splendid results obtained were sufficiently encouraging as to cause us to purchase outright a fourth yard during the past ten days, and now this company, that started in business a little over two years ago with one small shed, now owns and operates four lumber yards, and is planning for further expansion within the next thirty days. We have more to say about this contemplated expansion next week. Watch for it.

The Hall Lumber Company