

Second Week of The Economist "Clearance Sale"

COMMENCING MONDAY JULY 12th

For This Week Our "Ready to Wear" Department Will Continue to Offer Extraordinary Bargains, and the Entire Week Shall Be Devoted to a Special Clearance of All Dresses.

| Dress Values | Dress Values | Dress Values | Dress Values | Dress Values |
|--|---|---|---|--|
| 98c | \$1.98 | \$4.98 | \$7.48 | \$9.98 |
| A large assortment of Gingham, Chambray and Percale House Dresses. | Lawn, Batiste and Crepe Street Dresses, a big range of colors and styles. Values to \$6.00. | Silk, Pongee, Crepe, Ratine, Voile and Serge Dresses, in plain white or fancy colors, all sizes and pretty, desirable styles. VALUES TO \$11.50 | Many Silk and Crepe Dresses are included in this lot, that are right up to the minute in style and workmanship. VALUES TO \$15.00 | Fifty Dresses for your selection, in Silks, Velvets, Corduroys and Wash Materials. VALUES TO \$19.50 |
| VALUES TO \$2.00 | SEE WINDOW DISPLAY | | | |

All Other Dresses For This Week's Clearance At A Great Reduction

See Window Display

THE ECONOMIST

See Window Display

SANTA FE SOCIETY

(Continued From Page Two.)

and his daughter, as well as Allen Trice, the Denver artist, and his bride who were in the party but drove their own automobile. Dr. A. Eugene Bartlett of New York's literary and wife who drives and paints, were also bound for Taos, as will be ex-Mayor Carter Harrison and the painter, Walter S. Uffer, of Chicago in a few days. Dr. and Mrs. Camfield of Chicago returned from Taos and the cliff dwellings on Thursday evening. Taos, next to Santa Fe, is blossoming out as the art and literary center of the southwest. Next to Taos, it is the Valley Ranch that is attracting writers, painters, scientists and quite a notable coterie of these has been summering there and incidentally gathering material for pictures, essays, novels and scientific publications.

Truly, New Mexico is coming into her own, and the region from Santa Fe north to Taos and east to the Pecos, is being recognized as a summerland superior to any other mountain region of North America, as far as climate, scenic and historic attractions are concerned. All records of tourist travel into Santa Fe, were broken the past ten days, when through the Old Palace alone passed more than 1,800 different visitors from outside points. In fact, there was one day, when the visitors numbered 500, and another when they reached 300, if only one-third of that ratio is maintained for the year, it means more than 20,000 tourists, and that is doing mighty well for a town of less than 8,000 people.

TWO EVENTS SLATED.

Cards are out for a bridge luncheon by Mrs. Julius W. Johnson and Mrs. C. Gilmore Mardorf on Wednesday. It is rather a new thing in Santa Fe to play bridge in the forenoon, but the game is called for 10 a. m.

Friday evening, A. J. Teate by the way of contrast, will entertain at his home on Hickox street, the Men's Bible class of the First Presbyterian church, which is making a bit with its out-of-door sessions, under the beautiful trees that surround the church. The evening meetings, once a month, bring out big crowds, more than sixty having attended the last evening social and more being expected on next Friday evening.

ON WITH THE DANCE.

The dance given by the Fraternal Union on Monday evening at the National Guard armory drew an unusually large crowd. The music was by the Ramirez orchestra. The mine host at El Ortiz, the quaint and cozy Harvey house at Lamé, has extended a general invitation to Santa Feans to utilize the hotel for dances, the only condition being that each party bring with it some phonographic records for dance music.

A big dance is planned for the near future at the Valley Ranch to which quite a number of Santa Feans and Albuquerqueans are to be invited.

THE RETAILERS WERE PLEASED.

Even though the delegates to the state convention of the Retailers' association, came only in tens and scores, when they were expected by the hundreds, that did not detract from the perfectly good time that hosts as well as guests had the first three days of the week. Most of the delegates brought their families, so that the convention meant 200 visitors in the city who were pleased and delighted. More time was given to frolic than to business and yet an astonishing amount of business was transacted. The two main social events were a picnic in the Santa Fe canyon with barbecue attachment and the ball in the National Guard armory on Wednesday evening. Albuquerque business men will have to go some to show the convention a better social time next year. The weather was perfect, clear skies, cool days and cooler nights, while the rest of the world was sweltering. The automobile ride over the first link of the scenic highway up Santa Fe canyon was a revelation to the 200 and more who attended the barbecue at Monument Rock, as it was a nine-mile drive from the Plaza along the beautiful Rio de Santa Fe, and under the shadows of the murmuring pines, into the very heart of the "Blood of Christ" range within sight of snow-banks still thirty feet deep on peaks within six miles of Monument Rock. A barbecue has become a novelty and a variety in this neck of the woods and was therefore enjoyed the more. The meat was done to a brown turn, rich and juicy, while the coffee that went with it, as well as the biscuits, were a delight to the epicures in the party.

The same evening Santa Fe's chivalry and beauty turned out to the dance in honor of the visitors. The spacious floor of the National Guard armory was crowded into the morning hours. In the adjoining library hall, the Woman's Board of Trade served a tempting midnight lunch from tables that were aglow with blossoms. The decorations were artistic and the service perfect. There were lesser social events in honor of the merchants and their families, automobile parties, teas and card parties and many homes were filled with house guests. For a change, quite a number of Santa Fe society ladies attended the prize fight on Monday evening which followed a free picture show earlier in the evening and horse and motorcycle racing in the afternoon. While everybody worked to make the convention a success, it is especially due to W. N. Townsend, chairman of the entertainment committee, and N. Salmon, the new state president, that there was something doing every minute, whether it was an Indian dance, or a livestock show, a picnic or a sight-seeing tour. Tuesday evening's session at the Elks' club was of a social nature, despite a program of speeches with formidable titles.

SURPRISED.

Mrs. Solomon Luna, now a resident of Long Beach, was surprised when her nephew, Oscar Leonard Otis, announced his marriage to Miss Catherine Blair of Long Beach.

AT DINNER.

Mrs. Harry Clancy gave a dinner on Thursday in honor of Mrs. E. Andrews, the additional guests being United States Senator T. R. Catron, Attorney General and Mrs. Frank W. Clancy, Mr. and Mrs. Clancy, E. S. Andrews and Vincent Clancy.

PICNIC.

The Sunday school of the Church of the Holy Faith had a jolly time at the Indian school grounds on Wednesday. Superintendent and Mrs. Snyder extended to the Episcopals the same courtesies as they had the week before to the Presbyterians. The grounds with their spacious lawns,

their hundreds of shade trees, their swimming pond, their gymnasium, kitchen and every facility for games and sport, make an ideal picnic ground within short distance of the Plaza.

The ladies of the Eastern Star enjoyed a picnic yesterday on the ranch of Senator Benjamin F. Parker, 20 miles south of Santa Fe. On this ranch are located the San Cristobal pueblo and other ruins and picturesque and its thousands of acres with the commodious and comfortable ranch home, make it an ideal mecca for an outing.

Santa Fe Camp of the American Yeoman, expects to picnic in Santa

Fe canyon today. In fact, there is not a day that does not see a picnic party or two making its way up the scenic highway to Monument Rock or the Rangers' cabin.

OTHER EVENTS.

Mrs. Frank Andrews will on Friday afternoon entertain the Woman's Aid society of the First Presbyterian church. The meeting will be of a social nature and an attractive program has been arranged.

Mrs. R. J. Palen on Friday afternoon entertained in honor of Mrs. G. D. Kirkpatrick, a former resident of Santa Fe, where her husband was employed in the federal land office.

During her residence in Santa Fe she was a member of the Episcopal church choir.

COMING AND GOING.

Mrs. McDonald has returned from a visit to her daughter at Hermosa Beach near Los Angeles, on which she went the beginning of May, right after the dedication of the New Mexican building at San Diego. She witnessed many of the pageants and other spectacular events in the City of the Angels but missed the premier production of "Fairland," the \$10,000 prize opera, in fact, the crush to see the opera was so great that (Continued on Page Four.)

How, and Why,

—the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use *Pneumatic* Tires.

Each car will wear out and replace, on average, about one set of Four Tires per year.

Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the *price of Tires* to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

—1st—Automobile Manufacturers, as a class.
—2d—Automobile Dealers, as a class.
—3d—Garage Owners, as a class.
—4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others.

Because,—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

EVERY mile that each Automobile runs, means an automatic sale of Tires to replace that mileage with new Tires.

But, all the Salesmanship, and all the Advertising, under the Sun, could not increase, by a single Tire, the total sales of Tires beyond the number of Cars owned by Consumers, and the number of Miles each Consumer runs his Car yearly.

The Market for Tires is therefore limited inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than *markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.*

Just as we recognize that the only legitimate expansion in the Tire Industry, as a whole, would be due to the Sale more Automobiles each year to Consumers, with a greater mileage USE, per year, of each Car by each Owner.

That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

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THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers.

We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

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BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

Made as always—

- The same reliable Construction.
- The same dependable Service.
- Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/4 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion. The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see! Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.