

EXHIBITS AT NORTHERN ARIZONA STATE FAIR TO SURPASS OTHER YEARS

Elaborate plans are well under way for the holding of the Seventh Annual Northern Arizona State Fair, at Prescott, October 16-17-18. The exhibits this year will far surpass those of former fairs. From Mohave County, an excellent mining display has been collected by Commissioner MacDuffee. Exhibits in the agricultural hall will be made by Apache, Coconino, Navajo and Yavapai. Yavapai will also have a splendid exhibit in the mining hall. In the women's department, the displays will contain many new and interesting culinary and needle work specimens. Special demonstrations of an educational value will be made in all departments. The poultry show will be the official American Poultry Association show for the State of Arizona for the year 1918-1919 and ribbons of that association will be awarded. Many entries from all parts of the State, including the Salt River Valley, have been made in this department. Entries in the Poultry Department will close Oct. 13.

The Art Department will feature one of the finest art collections produced in America. The paintings have been secured through the Ten Painters Club of California. This collection won all honors at the California State Fair, recently held at Sacramento.

While the Northern Arizona State Fair is an educational fair, yet at the same time the management has followed since the inception of the Fair, the plan of giving the visitors to the Northern Arizona State Fair, good clean entertainment during the days of the Fair. At the 1919 fair there will be many special attractions which will appeal to all. Thrilling airplane exhibitions will be given during the three days of the Fair. Band concerts will be rendered by a twenty-piece band, at the grounds during the Fair program and on the Plaza both mornings and evenings of the three days festival. One of the best fair track programs ever staged in Northern Arizona will be under the direction of Lester Ruffner. Captain Grant, of Whipple Barracks, is arranging a special sports program to be given by the men from Whipple. New and sensational thrills will be introduced at the grounds. Each evening of the Fair, there will be dances held under the auspices of the American Legion, Earnest Love Post. Plenty of sports will be offered the children and younger boys and girls. Hundreds of dollars have been added to the prizes which will be awarded in the various departments. A carnival with entertaining features will play during the days of the fair. The first day of the Northern Arizona State Fair has been dedicated to the American Legion and all members thereof will be admitted free to the fair. Thursday October 16th, American Legion and Mohave-Coconino Day. Friday, October 17th, Navajo-Apache Day, Saturday, October 18th, Yavapai County and children's day. The following races to be run each day of the fair, will govern the program: Half mile free for all, total purse, \$150 daily. First prize \$100; second \$50. Quarter mile free for all, one money, \$100 daily. One mile race free for all, total purse, \$250. First prize, \$150; second \$100 daily. Excursion rates will be in effect from all points in Northern Arizona and including Maricopa County.

MELANCHOLY DAYS

Oh, the sighing winds of autumn
And the sere, the yellow leaf
Only fill me with forebodings
Of a not far-distant grief.

For they solemnly remind me—
'Tis a thought to chill my soul—
That ere long I may be paying
Half my income out for coal.

"TURNOVER"

(From "Through the Meshes")
The big problem before all big business is to educate the public to understand that large earnings are not in the size of the individual profits on each sale, but rather in the number of profits on many sales.

That it is not, for instance, the amount of the profit per pound of meat the packers sell, but rather the aggregate of the fractional profit on the number of pounds.

It is what the average merchant calls "turnover".

It is a gigantic task to get the public to understand this, particularly when it is considered that even the average merchant does not understand this principle.

But an unprejudiced understanding can, and must be, accomplished. It will require time, persistency and primer-like illustration.

Here is one illustration:
The most profitable item in a 5 and 10-cent store is the one on which there is the smallest percentage of profit.

This is candy.
They only make 4% net, but they sell—turn-over—their stock complete every week, 52 times a year.

Now 52 times 4% is 208% on the investment; yet the customers of these establishments purchase their candy with a profit of 4 cents on the dollar to the dealer, 2 cents on 50 cents, or less than one-half cent on 10 cents.

It is all in the number of profits—not in the size of the individual profit.

Another illustration:
Some years ago, the late Cora Dow, Cincinnati, owner of a group of cut-rate drug stores, was sued by her retail competitors (a group of manufacturers) for selling certain items below a fixed price.

She testified at the trial that there was more money in selling Hood's sarsaparilla at 75 cents than at a dollar a bottle.

The judge, jury, the lawyers—no one in the court room knew what she meant.

On further direct examination she explained that Hood's Sarsaparilla cost her 50 cents a bottle wholesale.

That in one of her stores she sold 20 bottles to five bottles sold by her competitors.

They made only \$2.50 on five bottles in approximately the same length of time that she made \$5.00 on 20 bottles—twice as much as her competitors' profit, and all the while the public was obtaining its supply 25 cents cheaper per bottle.

An understanding by the people of this principle of turn-over is the large question before big business and all business today.

NEEDS AUXILIARY PLANT

The Water Users association of the Salt River Valley have at last realized the necessity of an auxiliary power plant to tide the people of the valley over the low water period at Roosevelt dam. During certain parts of the year the water in Roosevelt lake has to be conserved and as a result the problem of improving the power for uses of mining and other companies has become acute. The Ray people use an enormous amount of power, which during the wet season is readily met, but as the water is lowered in the lake some other unit must furnish the lack of Hydro-electric power. To fill this gap the association has provided \$600,000 for a steam plant and the work of building the big plant will soon be under way. The inspiration people, at Miami, have had to operate their own plant for some time, but are willing to pay a higher rate than that set for hydro-electric power if they are assured of a constant service.

Some time ago the Miner called attention to the fact that under any condition an emergency plant would have to be maintained even if hydro-electric power was possible from the Colorado river. Even in Los Angeles, plants have to be maintained to guard against accidents to the big power lines that are carried in there from Kern and Bishop Creek.

CENSUS FACTS, FIGURES NOTHING TO DO WITH PROPERTY VALUATION

Washington, October 11:—"That the facts and figures gathered by the enumerators, supervisors and special agents of the Fourteenth Decennial Census will have absolutely nothing to do with valuation of property for taxation purposes is a point I desire to emphasize with all possible vigor," said Director of the Census Sam L. Rogers today in speaking of the forthcoming 1920 enumeration.

"Some difficulty has been experienced in the past," continued Mr. Rogers, "in getting absolutely accurate values of land and other property because of a certain amount of confusion over this point. Many people were erroneously inclined to connect the Census with taxation. We hope to avoid any such confusion this time."

The act of Congress which, under the Constitution, provides for the taking of the Fourteenth Decennial Census makes it unlawful for any enumerator, special agent, supervisor or other employee of the Census Bureau to divulge any information whatsoever concerning the census returns. A heavy fine and possible imprisonment, or both is the penalty prescribed for violation of this provision of the law.

The proper tabulated figures of the Census are given out nowhere but here in Washington and then only upon the express authority of the Director of the Census Bureau.

Actual work by the enumerators in the various census districts will begin on January 2, 1920. It is expected that the population statistics of all cities and towns will be gathered in approximately two weeks. Final figures for rural districts, however, can hardly be gathered in less than a month.

Magnets Save Iron From Rubbish

(From the Indianapolis News)
Magnetic separators are now being used for the recovery of scrap iron from many kinds of waste material rubbish. By the aid of such apparatus a great deal of refuse commonly discarded in the neighborhood of steel and iron works can be made to yield a considerable amount of iron—as much as 50 per cent being obtained from refuse from steel works in some cases.

It Didn't Work

"I see where a man claimed he kissed a maid because she happened to be wearing one of his wife's hats."
"The idea being, of course, that he mistook the maid for his wife."
"Exactly. But he overplayed his hand, though."
"How was that?"
"His wife says he quit kissing her seven years ago."—Birmingham Age-Herald.

Unavoidable

Hub—Oh, don't worry about the cook's crankiness. Don't take any notice of her.
Wife—I have to; she's just given it.
—Boston Transcript.

VAN MARTER
Undertaking
Parlors
Funeral Directors
and Embalmers
Orders Taken for
Cut Flowers, Wreaths, Etc.
Agent for
Granite and Marble
Monuments
PHONE BLUE 81

TEST RUN MADE BY CHEVROLET CAR

"Four-Ninety" Chevrolet covered 32.2 miles on a measured gallon of gasoline.

This test was held at Walla Walla, Washington by a representative of the Walla Walla Union, who drove the car until the measured gallon of gasoline was exhausted. At no time was the motor stopped until the entire amount of fuel had been consumed.

THE TUCSON CITIZEN ISSUES ANNUAL EDITION

The Ninth Annual Tucson Citizen BOOST AND BUILD edition was issued September 30th. The edition is bigger and better than ever this year, covering the entire state, including northern Arizona, mines, agriculture, education, stock raising and the San Carlos project. There are more illustrations than ever before and all the articles have been written by a staff of trained writers. The edition this year was prepared by Allan B. Jaynes, publisher of The Citizen, and A. H. Lyon, managing editor. It is a pictorial review of the progress of Arizona for the past year.

Immune

"I am delighted to meet you," said the father of one of last year's Fresh medics, shaking hands with the Doctor, "my son took physiology under you last year, you know."
"Pardon me," said the doctor, "he was exposed to it, but he did not take it."

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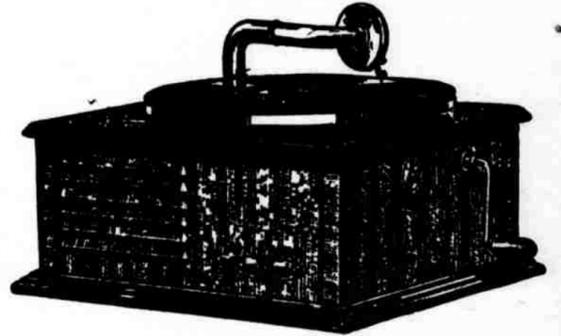
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The MAG-NI-PHONE is elegantly finished in mahogany and will compare favorably with talking machines that are sold from \$40.00 to \$50.00 in Department, Furniture and Music Stores. It is 16 inches long by 14 inches wide and 11 inches high from the bottom of base to the top of tone arm. All visible parts are nickel plated. The turn table is 12 inches in diameter.

The MAG-NI-PHONE tone arm can be easily adjusted so that either Victor, Columbia, Pathe, Edison, Emerson or any standard record can be played.

The MAG-NI-PHONE in the home, will entertain you the year around. We are featuring a "MAG-NI-PHONE OUTFIT" for a SHORT TIME ONLY. We will ship to your address the above described Phonograph with a careful selection consisting of 24 pieces of the latest music, all 10 inch double disc records.

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Don't you want to see the World?

ROMANCE is calling to you! Strange and smiling foreign lands are beckoning to you. Shove off and see the world!

Learn to "parley-voo" in gay Patee. See the bull-fights in Panama. See surf-riding on the beach of Waikiki.

Learn the lure, that comes with the swish and swirl of the good salt sea. Eat well—free; dress well—free; sleep clean—free; and look 'em all straight in the eye—British, French, Chinese, Japanese, Spaniards, Egyptians, Algerians and all manner of people.

Come! Be a real man of the world. See the world. See it with

the red-blooded, hard-working, hard-playing men of the U. S. Navy.

Pay begins the day you join. On board ship a man is always learning. Trade schools develop skill, industry and business ability. Thirty days care-free holiday each year with full pay. The food is good. First uniform outfit is furnished free. Promotion is unlimited for men of brains. You can enlist for two years and come out broader, stronger and abler.

Shove off—Join the U. S. Navy. If you're between 17 and 35 go to the nearest recruiting station for all the details. If you don't know where it is ask your postmaster.

These Chilly Mornings Whet Your Appetite

BUT your tastes on foodstuff can be readily satisfied here. Our grocery department is replete with staple as well as fancy lines, and in our meat market products

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Shove off! -Join the U. S. Navy