

THE CREDIT MAN DROPS IN FROM MARS

"You see we run a newspaper along lines entirely different to the sordid methods employed in any other business," said the editor when the Credit Man from Mars dropped in to find out if it would be wise to introduce the profession of journalism in the other planet.

"Take for example our system of obtaining profits, which now and then becomes part of the functioning of the profession," said the editor. "The unenlightened manufacturer of necessary commodities finds out what it costs him to produce his wares. To this he adds the cost of placing and selling them, taking into consideration all elements of expense involved. When he has learned the total, he fixes a price that if obtained will provide his profit."

"You can readily see what a cumbersome system this is. It involves all sorts of bothersome research work, work that is costly. True the manufacturer takes all of this cost into consideration when he is fixing his final price, but the whole plan is crude in the extreme. Certainly it never could be entertained by men of sufficient mentality to conduct great journals of information."

"What is your system?" asked the Credit Man from Mars.

The editor smiled. It was all so simple, all so stripped of commercial technique.

"My dear sir," he said, "our system stands as the apotheosis of intelligent simplicity. We make no surveys. We do not care anything about the cost of the product. We do not bother about the selling expense. We learn definitely that when we sell our papers we sell them at a loss—and there you are. Nothing complicated about it at all."

"But how do you continue to live?" asked the Credit Man from Mars.

"Ah, that's the secret," replied the editor. "Many of us don't. Some of us exist. In spite of this, however, it is still a fact, which I must admit, that some of the newspapers are living and thriving."

"From selling newspapers?"

"Not at all. Any simpleton could make money by selling his product at a profit. You must remember the newspaper publisher is a genius. He could never follow the laws of economics. His trick is to sell his newspaper at a loss and yet make money."

"But how does he do it?"

"Why by selling to the advertiser, of course. Don't you see the point? The publisher engages in a profession, and finding that a profession is unprofitable, he then engages in a business so that the money he makes from his business can meet the losses he sustains in his profession. Now then he has a little bit left over. That's what he calls profit."

"What does he do when the profit from his business is not sufficient to equalize the losses of his profession?" asked the puzzled man from Mars.

"Why, he reduces salaries, of course," replied the editor. "Really, it is a fascinating system when you get acquainted with it."

The man from Mars stopped questioning long enough to think—a habit, of course, rather foreign to the editor, but one which he excused because he realized customs might be different on other planets.

"For whom is a newspaper published?" asked the visitor.

"For the reader—the one who buys it," replied the editor.

"Then why don't you make him pay a legitimate price for it?"

"We do."

The Credit Man looked puzzled.

"What would your editorial writers say if a public institution were ruined because the directors sold their product at a loss?"

"We would denounce the officers, of course. That would be outrageous inefficiency."

"Why isn't it outrageous inefficiency in the publishing industry?"

"Ah," smiled the editor, "you are talking now about a newspaper and the same rules don't apply. Common sense is employed in the conduct of commercial business. In the newspaper nothing less than editorial genius will suffice."

"Still," persisted the Credit Man, "I cannot see why the person who wants a commodity should not pay for that commodity a price that covers the cost of its production."

"I suppose not," replied the editor. "Probably your mind is warped. You do not reason as a publisher, which, necessarily, means you do not reason correctly. Moreover, there is one other very good reason why the newspaper is not sold at the price of cost production."

"And what is that?"

"The people would not buy it."

"And why not?"

"Ah, that is one of the mysteries that has not been solved."

"Perhaps it is not worth the price."

Whereupon the editor wondered if he really produced a paper that the people could not do without if he could not get the price for it.—American Press.

BOYS CAMP MEETING

The thirty-fourth annual camp meeting gathering at the Boys Camp Meeting Grounds will be held this year, commencing Tuesday evening, August 7 and closing Tuesday morning, August 14.

Great preparations are being made by the different denominations participating for this event.

The four denominations cooperating are the Presbyterians, Baptists, Methodists and disciples of Christ. The four ministers engaged for this year's meeting are: Rev. S. J. Porter, one of the foremost Baptist preachers of the Southwest, whose home is Oklahoma City; Rev. W. B. Hogg, Methodist minister of El Paso and probably the ablest minister in that city; Dr. J. H. Burns, of Waxahachie, popular and able Presbyterian minister, who is president of Trinity University at that place. Last month fifty young ladies and gentlemen graduated from the institution.

Rev. L. D. Anderson of Fort Worth, prominent minister of the Disciples church, the membership of the church in Fort Worth of which he is pastor reaching well over the 2,000 mark.

The meetings are held by the Boys Camp Meeting Association and are creating a more wide-spread interest each year.

Succeeding the famous Cowboy Meetings held out at these grounds, 17 miles west of Fort Davis, almost under the shadow of Mt. Livermore, which rises to an altitude of nearly 9,000 feet above sea level, in an early day, the Boys camp meetings have attracted people each year from all over the Southwest and the grounds and camp equipment are among the most picturesque and complete in Texas.

Reports have reached us that these grounds and surroundings were never more attractive than at this time.

Free camp sites, free wood and free water for all who pitch their tents on these historic grounds are offered. Everybody will be welcome.—Fort Davis Post.

A spectacular swimming contest, will be staged at the Christoval encampment during August by Coach Y. P. Kuhn of the Simmons College (Abilene) athletic department. He will be assisted in management of the water events by Jerry Bell, a student of Simmons. Mr. Bell and Coach Kuhn won first and second places in both the fancy diving and speed contests which were put on at the West Texas Chamber of Commerce meet in San Angelo this year. Contestants entered the meet from all over the state. Mr. Kuhn has staged water carnivals in various West Texas towns during the summer.

ROBS CALOMEL OF NAUSEA AND DANGER

Medicinal Virtues Retained and Improved — Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotabs."

The latest triumph of modern science is a "de-nauseated" calomel tablet known to the drug trade as "Calotabs." Calomel, the most generally useful of all medicines thus enters upon a wider field of popularity,—purified and refined from those objectionable qualities which have heretofore limited its use.

In biliousness, constipation, headaches and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system, and a big appetite. Eat what you please. No danger.

Calotabs are sold only in original, sealed packages, price thirty-five cents for the large, family package; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs.—Adv.

During the calendar year 1922 the amount of Federal funds spent on highways by the United States Department of Agriculture totalled \$5,603,100 which constructed 2,420 miles of forest roads and 4,190 miles of forest trails. An additional \$950,000 was secured for this construction work from State and county authorities. During this same year 4,550 miles of roads and 19,600 miles of trails were maintained at a cost of \$500,000.

A REMEDY FOR WORLD WOES
He who knows not, and knows not that he knows not, is a fool—shun him.
He who knows not, and knows that he knows not, is dull—teach him.
He who knows, and knows not that he knows, is asleep—wake him.
He who knows, and knows that he knows, is wise—follow him.
—A Persian Proverb.

Sell it with a classified ad.

Tutt's Pills

The first dose astonishes the invalid, giving immediate relief, regulating bowels and digestive organs, inducing

GOOD DIGESTION

TRADE

Undivided half interest in corner lot and whole of adjoining lot across south from court house on Main Street, Pecos, for large truck, auto or diamonds. What have you? Make offer.

Mrs. D. E. DUES
Organ, New Mexico

NOTICE OF TRUSTEES SALE

The State of Texas, County of Reeves: WHEREAS, on the 10th of November A. D. 1922 J. C. Hunt of Taylor County, Texas, executed a deed of trust to George L. Paxton trustee, to secure a note payable to the Citizens National Bank of Abilene, Texas, in the principal sum of \$444.50 due thirty days after date with interest from maturity at the rate of ten per cent. Said deed of trust also securing all renewals of said note. Said deed of trust being recorded in Vol. 22, pages 394 and 395, Real Estate Mortgages of Reeves County, Texas, to which reference is here made. Said deed of trust providing for sale in case of default in payment, and also providing for an appointment of substitute trustee in event said Geo. L. Paxton fail or refuse to act as such trustee; and

WHEREAS, said note and indebtedness is past due and unpaid and the said Geo. L. Paxton has failed and refused to further act as trustee, and the Citizens National Bank, by virtue of the power vested in it in said deed of trust has appointed the undersigned as substitute trustee, with all the powers of the said Geo. L. Paxton trustee for the purpose of securing the above mentioned indebtedness, and covering certain land in Reeves County, Texas, fully described in said deed of trust and hereinafter more particularly described in this notice; and

WHEREFORE, the Citizens National Bank of Abilene, Texas, is the holder and owner of the above described note and indebtedness, and the said J. C. Hunt has made default in payment of the same and the same is now past due and unpaid in the principal sum of \$444.50 with interest thereon from the 30th of March 1923, at the rate of ten per cent per annum; and

WHEREAS, the Citizens National Bank has requested me to enforce said trust, I will offer for sale between the hours of 10:00 A. M. and 4:00 P. M. at Public Auction to the highest bidder on the first Tuesday in August A. D. 1923, same being the 7th day of said month, at the Court-house door in the town of Pecos, in Reeves County, Texas, the following described property, to-wit:

All that certain tract or parcel of land, lying and being situated in the County of

Reeves and State of Texas, and being the North 1/4 of Section 20, Block No. 55, Twp 7, Certificate No. 5120-5332, and being the same land conveyed to J. C. Hunt by Elmo Wall and wife Lillie C. Wall by deed dated April 6th, 1921, and recorded in Vol. 51 page 444-5 Deed Records of Reeves County, Texas, to which instrument and the record thereof reference is here made for a more particular description of said land and is made a part hereof. And being the same land

described in said deed of trust. With all and singular the rights, members and appurtenances thereto in any wise belonging, same to be sold for the purpose of applying the proceeds thereof to the payment of the above mentioned indebtedness to the said Citizens National Bank of Abilene, Texas.

Witness my hand this 5th day of July A. D. 1923.

T. H. BEAUCHAMP,
Substitute Trustee.

Free TUBES Free

HONEST-TO-GOODNESS SALE

The famous Barney Oldfield—"most trustworthy tire built". Brand new stock, fully guaranteed.

| | |
|--|---------|
| 30x3 "999" and Free Tube..... | \$ 9.62 |
| 30x3 1/2 "999" and Free Tube..... | 10.89 |
| 30x3 1/2 Regular Fabric and Free Tube..... | 11.86 |
| 30x3 1/2 Extra Size Cord and Free Tube..... | 14.18 |
| 32x4 Extra Size Cord and Free Tube..... | 22.20 |
| 33x4 Extra Size Cord and Free Tube..... | 22.84 |
| 34x4 1/2 Extra Size Cord with Free Tube..... | 30.09 |

For a short time prices on other sizes in proportion.

Leader Grocery Co.



VOTE FOR

B. A. TOLIVER

FOR

MAYOR

Of the Town of Pecos City

ELECTION JULY 28TH

Editorial

Opportunity Never Hides From nor Goes in Search of Man

The Unit Rule

By Daniel F. Cahalan, Supreme Court Justice, State of New York.

Attention has been called to the two-thirds rule by which a junta of bosses representing the worst forces of organized machine politics are able to exercise a veto power on the activities of the Democratic National Convention. Through that rule a small clique of men can defeat public opinion. They can wear down the majority of the delegates and compel them in despair to take the candidate of the bosses. However, there is another device of bossism that must be examined before the palm is given to this as the chief evil. And that is the unit rule.

This is the means by which a great minority of a delegation—any number short of one-half—can be made effectively non-existent. It is the weapon dearest to the heart of the boss because through it that opposition which is closest to him—which comes from his own State—which knows his weaknesses and his failings—can be silenced.

There have been times in the New York delegation, for instance, when forty of the representative men of the party from the State, have been made through the unit rule simply the tools of a party boss whom they despised, and the assets of a system of control against which their judgment revolted. Yet because the boss had a majority—it may be only of one vote in the delegation—he has assumed the right to vote the entire delegation and has been permitted to do so by the Convention.

No man named by such a body represents anything but the will of the bosses—which is another way of saying he has been chosen only by the masters of the bosses. The unit rule is a relic of the stone age in politics and it should be discarded.



Daniel F. Cahalan

Citrus Advertising a Success

The Florida Citrus Exchange is making an appeal to the growers of grape fruit to co-operate instead of compete in the marketing of their product, and states that the keynote of its success up to date has been found in newspaper advertising. Ten years ago, the exchange says, it started to educate the American housewives to the food and health values of grape fruit. Today, as a result of newspaper advertising, one-fourth of the American people eat grape fruit. There remain, however, three-fourths of the people yet to be reached.

The potential market for the canned grape fruit alone is staggering to contemplate. The canning of grape fruit now has been perfected.

All that remains is to have the people told about it. The citrus exchange is to be complimented on its vision in seeing that only newspaper advertising can accomplish such mutually beneficial education. The housewives of every small town in the country will learn through advertising in their local newspapers all about grape fruit. Then everybody will profit.

Editorial

Frank Exposition of Truth is the Only Safeguard to Human Welfare and Liberty

Justice Needs a New Dress

We are prone to criticize the metropolitan press for its sensationalism, which in the light of our peaceful lives and environment seems strange and is abhorrent to us. Perhaps we are so far removed from the spectacular in life that we have come to regard actual news records as colorful imaginative writing. We should, however, be thankful for the imagination shown in some of the metropolitan comments on the news of the cities, for it may serve to arouse the people to a deeper sense of old-fashioned American justice.

Commenting on the trivial sentence given to two New Yorkers who stole \$6,000,000 from their gullible customers, Arthur Brisbane sets down the following motto: "If you want to steal in the United States be a wholesaler: this is no place for a retail thief."

Some persons may regard this as rabid literature. Actually, however, it seeks to drive home the fact that the sooner Dame Justice puts on togs more in keeping with the times, the less reason will there be to worry about the spreading of unrest. Nothing can be more helpful to the nation than sharply calling to public attention any indication that there is one law for the rich and another for the poor.

The public mind is rapidly reaching the boiling point. With political leaders responsible for the appointing and electing of our judges, and the exhibition of justice we experience as a result, no wonder party lines are breaking down.

Who Pays the War Piper?

Just as the majority of rich men escaped great sacrifice during the war, so are they now escaping paying the cost of war. Government moves in a mysterious way its wonders to perform.

Take the case of honest John Smith, who has spent \$100,000 in building his business. John gives work to 50 men. He pays his village and county taxes and perhaps a personal property tax. On his business property he pays a school tax though he has no children. He pays his share for county road improvements and maintenance, but he is too busy to use the roads. Also he pays a state and corporation tax. Then he turns around and pays an income tax on any profit he makes and a surtax if he makes much profit. He had a hard time keeping his business alive while he was away at the front.

Tom Jones, who kept the home fire burning during the war, is rowing in quite a different boat. His children go to school. He drives his motor car along the county roads. He enjoys the fire and police protection that John helps pay for, and he benefits by all local improvements. Tom invested \$100,000, too. But Tom was wise in his generation. He put his money into tax exempt securities.

Tom, being successful, with quite a bank roll, often is heard criticizing John because John does not spend another \$100,000 to enlarge his business, and the Washington wiseacres, our national experts on taxation, wonder why it is that all the John Smiths don't expand, and why all the Tom Jones decline to go into business, and also why lots of the rich men have no money to lend for business expansion.

Punchettes



CRADLE OF RED

The Reds are all evolutionists. Evolution has given them their program and method. They got their incentive of practical evolution from Karl Marx, who got it from Haepkel, who got it from Spinoza, who got it from the Greek philosophers, who got it from the Egyptian priestcraft, who got it from the Babylonian priestcraft, who taught the transmigration of souls and the transmutation of specie.

The Reds believe—that all who preach and teach evolution are working for the world wide cause of the Reds. They laugh at the rich and watch them pay. They know if evolution, and collectivism are taught in all grades of our schools that the masses will become Reds and will rise up and take possession of all property and natural resources. The end of a road tells you where it ends.

Whenever you proclaim that the state is everything and the individual is nothing you have determined on a program of confiscation.

When you say that man's work in the lower elements of life, you thereby repudiate the sovereignty of God and His creative hand, and you have licensed the world to do as it pleases. If man is not the creature of the creative hand of Almighty God, then responsibility and accountability are gone. If you destroy man's accountability to God, you destroy discipline in government, wreck society, and perpetuate an orgy of crime and death.

The rationalist in the city and the red radical in the country—world are twin brothers. They had their origin in the same bed of infamous paganism and their common destiny is hell.

Punchettes



PARLOR BOLSHEVIKS

We are perfectly willing to denounce in unmeasured terms the man who manufactures the bomb, who occupies the soap box, and who breathes out his anathemas against the government. We don't seem to understand that those characters are the effects of a cause and of a condition.

The colleges that teach collectivism, socialism, syndicalism, which are all synonymous terms, are the producers of the bomb maker and the red mouth, soap box agitator.

Respectable people who open their parlors to the agents of Russia are the creators of the bolshevism that is moving in the highest circles. There are many rich, fashionable women in the different cities of the country who throw open the doors of their palatial homes for drawing-room meetings at which there are addresses given by designing agents. Such women encourage lawlessness. They are laying the foundations for attacks on this government. They are enemies of the government, and their parlors are the halls of conspiracy against righteousness and representative government. The parlor bolshevik is another name for Satan.

Some of the rich who have come into their possessions and whose intellectual ability and moral stamina and constitutional morality have not advanced with the same degree with which their riches have increased are the easy prey of the enemies of the government who enter their parlors to teach the infamous doctrines that are today menacing the whole of our land.

Awake, awake, idle rich who encourage the parlor bolshevik in his attack on our government! No man, no woman has a constitutional right to open his or her home to one who speaks against the principles of our great representative republican form of government.

Such men and women are traitors to our system of government.

On the Second Every Second



Human wants are constant and continuous. Food, clothing, shelter, and their infinite subdivisions are daily needs.

There is not a clock tick that does not register a million human desires.

The newspaper is the closest thing in the world to the people's daily wants. It is an expression of the ever-pressing desire for news.

The advertiser who uses the weekly newspaper reaches people with his message at exactly the right moment.

Somewhere, with some person wanting something, newspaper advertising registers every second of the day.

It brings buyers and sellers together because it brings the right message at the right time.

There is no advertising medium so close to the people as the newspaper.



The Pecos ENTERPRISE IS A GOOD PAPER

