

"Stick To Pima" Advice Given By English Cotton And Linen Expert

A few days ago The Republican printed a brief letter by James Kendall, an English cotton and linen expert, who was then visiting Phoenix, advising against the introduction into this valley of any other type of cotton than Pima, fabrics from which he handled extensively. Since leaving Phoenix Mr. Kendall, who now resides at Pasadena, has written The Republican at greater length on the same subject.

"By way of introduction, is it not strange that certain cotton growers in Arizona should be at variance regarding the long and short staple? How any cotton grower or any one for the matter of that can abandon a one variety system of cotton growing to experiment with is more than I can understand—in other words, making cotton growing a chance proposition—a mighty poor investment.

"Of course I am referring to the present controversy or dispute regarding the certain type of cotton to be grown in Arizona—whether it's more profitable to grow short staple or the long staple—the fundamental basis of the argument—pro or con. As it is well known the Pima cotton is the long staple and it measures from 1 1/2 to 1 3/4 inches, whiter in color than the Yuma, and has a beautiful silky finish, and its wearing qualities superior to any cotton, bar none. In fact, the Pima cotton long staple is in a class all its own.

"For my part I cannot understand how any cotton grower will persist in a purpose by way of an experiment of a cotton of an inferior type to displace Pima, the long staple which has been developed to its present high standing and for which a market is being steadily established. Look up official cotton standards of the United States for reference.

"Persons who have not had the pleasure of meeting Dr. T. H. Kearney or O. F. Cook or Mr. Parker, I just drifted into Phoenix guided by am now staying at the Santa Rita, Tucson. I am merely quoting by my own intelligence, my knowledge and my vast experience in handling finished goods made of Egyptian cotton and some Pima cotton long staple. My great experience and knowledge is indisputable.

"Many years ago in England vast shipments of finished goods would pass through my hands, consignments from Australia, India, New Zealand, South Africa, Canada, China and many other places too numerous to mention; all of these countries preferred Egyptian cotton, their first preference. In all of these places mentioned the writer resided to get data. Can you realize for one moment, can your brain grasp the magnitude of this great cotton industry? Can you realize the volume of business I transacted and samples counted by the glass, a gauge for counting shovels or number of threads to the square inch—and linen likewise.

"And why not Pima cotton, the long staple? Why not this wonderful outlet, especially now when the Egyptian cotton is in the state of deterioration and the number of bales has been reduced by many, many thousand, something like 500,000 bales or more. To the cotton growers of Arizona I would say, Oh you of little faith, take courage, and if you have at any time missed the breeds try and remember President Harding's ever-memorable address, 'It must never happen again!'

"I would like to write my impressions in full regarding the possibilities of Pima cotton, the long staple. The possible demand, and what wonderful climatic condition you have in Arizona to grow nothing but the undiluted long staple Pima cotton, and with your vast acreage and climate you have no real cause to switch off from a long staple to a short one. The possible demand for Pima long staple is untold. Let me suggest—propaganda.

"In place of a population of 300,000 people you would have millions. The writer can see the busy Lancashire mills turning out great quantities of Pima cotton, the long staple. I can picture thousands of bales being shipped by rail to all parts of the world. Can you see Galveston loading the ships to every clime, I can picture Phoenix, Tucson, with many new hotels, growing by leaps and bounds. Can you see better highways, greater wealth and greater happiness.

"How I wish I could devote my time for the few years I have to live to the cause of Pima cotton long staple. On every piece of finished goods I would have a label printed—Made of Pima Long Staple. Have it in every department store throughout this wonderful country. Have housewives demand it for their sheets and cases, for baby clothes, for their husbands and some shirts and for their own personal use. Because the Pima cotton long staple has a beautiful silky finish, its color is whiter and for its lasting quality no other brand can take its place, not even the Egyptian. 'It is a real pleasure to handle Pima cotton long staple,' said the salesman to his customers. I would have the words Pima Long Staple in every street car, on electric sign boards, on every screen in every theater. Why, Pima long staple would become a household name like Heinz's pickles—57 Varieties. You would think night have an established market for the Pima cotton long staple.

"Cannot the readers of this article grasp the possibilities? I can see China and India, the greatest of all markets, buying you out and even England although she is wedded to Egyptian cotton, demanding it. I can see the buyers of Europe and the

Colonies and the Orient coming here and spending their good money in your hotels to see where the Pima cotton long staple is grown. So get busy Mr. Cotton Grower and grow more acreage of the Pima cotton long staple to supply your future buyers with. Get your business and stop all this argument and decide for all time only one type of cotton known as the Pima cotton long staple. Who wants the short staple cotton? Who wants the short ends of flax? Did you ever hear the story of how the linen manufacturers experimented with the short ends (short staple) of the flax (linen) in Scotland, in England, in Ireland by making damask cloths that were always used for coarse toweling, etc. etc. into slightly looking table cloths. How they got busy and boiled and boiled the yarns—short ends of flax to make the yarn finer, spun it and made damask cloths and then bleached them in Scotland because the water, and for other reasons Scotland is more suitable as no linen can be truly bleached in England. Linen is also bleached in Belfast, Ireland, and there are many bleacheries in Ireland.

"Well, to make a long story shorter these slightly looking damask table cloths and napkins were graded up because of the cheaper prices than the good double damask made of long staple were. They were sent to the London market and I was one of the first buyers to place orders of this brand in immense quantities—an experiment. Result was a general kick from the British admiralty and the civil service to everyday housewife how poorly they did wear. Of course they didn't wear. They were perished before they were placed on the market. The yarn was perished in the boiling.

"This is a parallel case. The larger the staple the better it will wear and hence the greater demand for higher grade of cotton and linen. Don't commercialize your long staple Pima cotton. It is a dangerous experiment to spot your wonderful valley in Arizona with short staple. Please don't do it. And if there is no politics in the cotton game leave well enough alone—leave it to impartial experts who have your interests at heart.

"This cross-breeding, the all crosses, breeding and in-breeding, will produce inferior cotton and will be a drug in the market and no prices, and you will have no lasting market, while they will continue to go to Egypt for their finer grade.

"Many years ago I had a wonderful dog; it was certainly a beautiful creature. I decided to take it to Madison Square, New York, dog show, hoping to get the highest award. Instead I received the third award, James Mortimer the greatest living authority on dogs at that time was the judge. And, by the way, I was a guest of his in his beautiful Long Island home. He said, 'Mr. Kendall, the reason you didn't receive from me the highest award for your dog was because she is in-bred.'

"This is another parallel case regarding the long and short and mixing breeds staple. Don't go in for cross-breeding. You will receive the third award instead of the first. This argument about the dog and the cotton is the same thing, only a little different. The important difference between the Pima and the Yuma varieties are that the Pima long staple has a whiter color and a longer staple.

"In conclusion by way of parenthesis would say that in France they never cover their handkerchiefs and other soft materials of the finest Egyptian grown cotton—long staple of course. The fabric is so sheer in texture and so beautifully soft with a sheen that it is often mistaken for the pure sheer linen. The wealthy Americans and other nationalities not knowing the difference buy these handkerchiefs and soft materials, thinking

they are buying the genuine article, the pay from \$36 to \$75 per dozen for handkerchief including a very handsome monogram, the monogram being the attractive feature and everything to the handkerchief. The Parisian, the Londoner, the New Yorker will buy these handkerchiefs and these beautiful soft materials regardless of the cost. Then, why not have these handkerchiefs and soft materials made of Pima cotton long staple because of its silky finish? Make it an American home industry—home product and no duty attached, and why not?

"The question is, to be, or not to be, Pima long staple, or short staple of mixed breeds. Of course it's up to the Arizona cotton growers to solve their own problems."

LAST CHANCE TO RESERVE A TABLE

Only one day remains in which to make reservations for the Junior Guild bridge tea and bazaar. The grand bridge tea and bazaar will be held each day and but a few tables remain. These may be obtained by calling Mrs. C. H. Young, 2122.

Early Christmas shoppers will take

GIVE FOUR PERMITS FOR STOCK ISSUES

Four corporations were authorized to sell stock by the corporation commission yesterday. The Yellow Bird Silver Mining company was granted permission to issue and sell certain of its securities for unpatented mining claims in the Papago mining district in Pima county, 500,000 shares being authorized to be issued in exchange. The company was given a permit to sell 100,000 shares at 50 cents.

The Katherine Russell Mining company was authorized to issue 600,000 shares to W. C. Russell, George M. Keller, L. O. Tucker, Bryan C. Farrell and Raymond C. Wiley and to sell 100,000 shares at 65 cents a share.

FEAR GERMAN DUMPING

BRUSSELS.—Belgian business men are complaining of German dumping and are demanding preventive measures. German sales to Belgium, they say, have been increasing rapidly.

WAR MEMORIAL FALLS

PARIS.—A war memorial to the inhabitants of Thoux collapsed two days after it was unveiled. Two were killed and one was injured.

RADIO TO AUSTRALIA

MELBOURNE.—Prime Minister Hughes has submitted a proposal by which Australia will be able to communicate with England by wireless. Three intermediate stations, at Cairo, Karachi and Singapore, are proposed.

COLORED GLEE CLUB FORMED IN PHOENIX

The first colored glee club in Arizona was organized in Phoenix on Monday evening, November 21. The new musical organization has a membership of 14 and will be known as the "Capital City Glee Club." It is announced that it soon will be heard in public concert, singing folk songs, jubilee and classical and glee songs.

Mrs. M. White is the musical director, and the following are the officers: Charles Fish, president and assistant musical director; William Farlie, vice-president; Phil Green, treasurer; S. W. Ford, secretary; and J. R. Jackson, business and advertising manager.

More than 5 per cent of the inmates in English prisons are women.

WOOD ARIZONA FUEL CO. COAL

7th and Jackson Sts. Phone 4079

QUALITY IN MEN'S WEAR SINCE 1875

No More Thrills

Buying a suit of clothes was a serious matter in the early 80's. "Trading," as they called it then, was an all-day event and the price a man paid for his suit depended on his bargaining ability and endurance powers.

When Goldbergs went into business they marked all merchandise in plain figures for all to read and the price to one man was the price to another—no more, no less.

Now buying holds no thrills—quality and style may be taken for granted—and we still have but one price, marked low in the beginning.

This season we are showing wonderful values in men's suits—for all ages,

\$35, \$40, \$45

You'll do better at



No Exchanges
No Refunds
Shoe Fitters Wanted

If you come to our store in the morning we can give you Better Service.

Black Satin ... \$5.85
Black Satin ... \$4.85
Black Satin ... \$5.85

Lacy's First Shoe Sale
It's the Talk of the Town

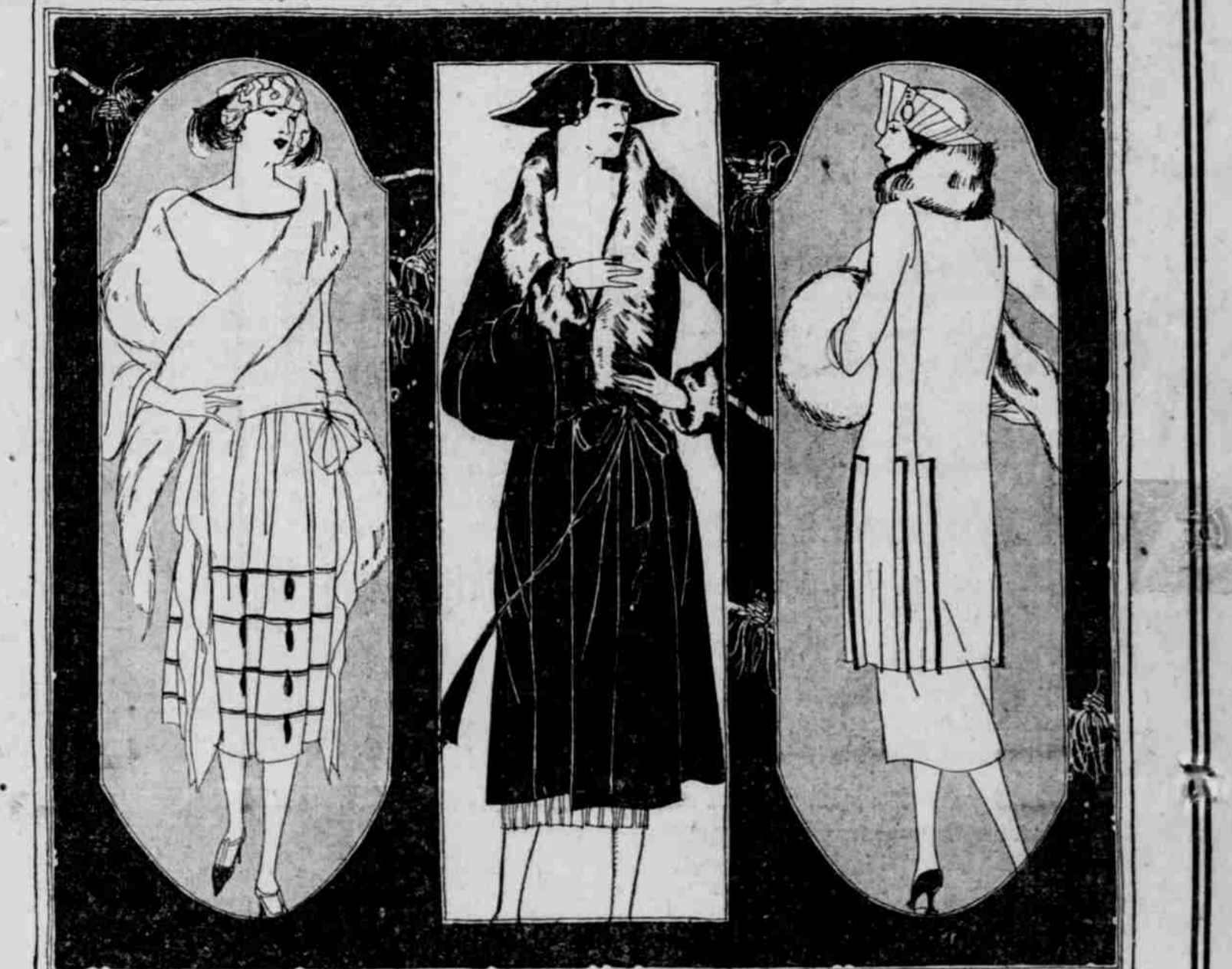
But let our Prices Speak. Read them carefully, then remember, "Not An Old Pair in Our Store." If you can find one we will give them to you.

Sale Commences Today, Dec. 2
THESE PRICES ARE FOR A FEW DAYS ONLY

Brown Calf or Black Kid Oxfords, Military Heels	\$3.85	Black and Brown Kid Boots, Louis or Military Heels	\$4.85
Brown Kid Oxfords, Military Heels	\$4.85	Growing Girls' Black Kid Boots, All Leather	\$3.85
All Black Satin Strap Pumps, Louis or Junior Heels	\$5.85	Boudoir Slippers, Leather Sole and Heel; all Colors	\$1.45
Black Satin Tongue Pumps, Louis Heels	\$4.85	Special assortment of White Trimmed Oxfords and Pumps	\$1.00

MANY OTHER SHOES ON SALE LOOK AT OUR WINDOWS

LACY'S SHOE STORE
134 NORTH FIRST AVENUE



**In New And Favored Styles
Thousands Of Garments Are In This
Great Sale of Apparel**

\$20 Coats .. \$15	\$35 Coats .. \$25	\$50 Coats .. \$38	\$70 Coats .. \$48
\$25 Coats .. \$15	\$40 Coats .. \$25	\$55 Coats .. \$38	\$75 Coats .. \$48
\$30 Coats .. \$15	\$45 Coats .. \$25	\$60 Coats .. \$38	\$80 Coats .. \$48
\$35 Coats .. \$15	\$50 Coats .. \$25	\$65 Coats .. \$38	\$85 Coats .. \$48

Here are the kind of coats you have been looking for at dollars less than you would ordinarily have to pay. Snappy styles for youthful figures and conservative types for women of mature years.

Smart and jaunty sports models with becoming fur collars that lend piquancy to a youthful face. Each model is roomily cut, belted all around and finished with large patch pockets.

Clever designing and careful tailoring show in the long and slender lines of these lovely coats. Every coat is planned for comfort and service, developed of warm, rich materials.

There is a wonderful surprise in store for women today who are interested in coats. Nothing worth while has been omitted from this extraordinary collection of high grade winter coats.

Wool Velour—Mixed Tweeds—Broadcloth—Fur Fabrics

Wool Velour—Bolivia—Chamoistyne—Heavy Coating

Wool Velour—De Laine—Wool Velour—Chamoistyne—Meeleon Cord

Among the styles will be found the new flare back and loose fitting or belted models—pleated backs and straightline coats—some are trimmed with embroidery, and collars of Fur or Plush.

The assortment also includes full length coats—altogether attractive and charming in style, coloring and trimming that no one would believe the cost was but TWENTY-FIVE DOLLARS.

Colors: Black, Navy, Brown, Tan Mixtures—Burgundy.

Colors: Brown, Navy, Black, Oxford, Copen

Every conceivable new style for women and misses is shown in this collection—loose flare backs, yoke backs, belted models and sport coats with large shawl collars of fur.

Many delightful new trimmings and a good range of colors.

There are flare and belted models; shirred yoke effects; box pleated and side pleated styles, showing exquisite trimming touches of embroidery, fur collars, buttons and self trims. Navy, Black, Rust Brown, Reindeer, Beaver

New Fall And Winter DRESSES

\$25 Dresses \$15
\$30 Dresses \$15
\$35 Dresses \$15
\$40 Dresses \$15

Canton Crepe, Poiret Twill, Tricotine, Charmeuse, Serge, Velvet, Mignonne, Crepe Satin and Crepe de Chine.

An exceptional variety of charming street and afternoon frocks at the exceedingly low price of \$15. Women and young women have been well provided for—youthful and conservative styles, including every new Fashion whim brought out for Fall and Winter.

Plain and Fur Trimmed SUITS

Many Less Than Half Price

\$40 Suits ... \$25
\$55 Suits ... \$25
\$60 Suits ... \$25

Soft Wool Velours in jaunty youthful styles and semi-tailored suits of fine worsteds. Some are fur-trimmed.

\$70 Suits ... \$37
\$75 Suits ... \$37
\$80 Suits ... \$37

Moussine, Duvet de Laine, Velour and Yalama, trimmed with Squirrel, Australian Opossum and Nutria.

\$95 Suits ... \$47.50
\$100 Suits ... \$47.50
\$125 Suits ... \$47.50

Fur trimmed and richly embroidered Suits of Moussine, Yalama, Duvet de Laine and Velour.

Ratner's
22 East Washington Street
Successor to THE FRENCH SHOP