

# Rosenwald's Daily Store News

## Wishing You All a Happy New Year



### For the Old Year

**R**osenwald Brothers wish to extend to the people of Albuquerque in these closing hours of the old year, a simple, old-fashioned expression of thanks, sincere and whole-hearted, for your patronage during 1915. Frankly and to the best of our ability we have been making a "bid" for that patronage. We have sought to make this store an institution of real service; a useful store; a store of economy and sound values and satisfaction; and into this effort we have put every bit of energy and every resource of ingenuity at our command.

The response to this effort during the past twelve months has been such that we know we have achieved an important measure of success. With every passing month since we established here the largest retail establishment in the southwestern states we have had the satisfaction of seeing this business grow; but at no stage of our records and in no other year has the growth in patronage and volume of business been so great, so substantial and so satisfactory as has been our portion during 1915.

Therefore, it is with the most sincere feeling of appreciation that we extend to you on this New Year's Eve thanks for your response to our efforts; thanks for the material evidence you have given us that you appreciate this store and the resources it places at your command; thanks for the business accorded us during the past twelve months. We hope the old year has been as satisfactory for you as it has been for us and we trust that the business relations which have been so notably satisfactory to us have been equally so to you.

Happy New Year,

**Rosenwald Brothers**

### For the New Year

**A**S THE NEW YEAR opens we wish to say a word to the people of Albuquerque and New Mexico about the policy of this store; the policy that has guided its relations with the public during 1915 and that will guide those relations during 1916.

We have assembled here under our one roof some forty departments; each one complete in itself and for its own particular line; thoroughly stocked with reliable merchandise; a store in itself. Our policy has been to make this a real department store, not only in name, but in the actual reality of the service it is prepared to extend. In this we know we have succeeded. By close comparison and merciless, critical observation of our own equipment we know that we have reached the point where this store will stand comparison with the best department stores of the country. Where the methods of other department stores have become standard or have grown effective; we have not hesitated to copy those methods. Where our own ideas and methods have seemed most practical we have not hesitated to depart from the routine system of department store management. We have tried consistently and will continue to try constantly to make this store one of the utmost efficiency; one of close adaptation to local needs and conditions; a store for all the people; a store for service.

As has been the case in 1915 so it will be in 1916 in trading with Rosenwald's. You will find in this store solid values; prices that are as low as any for which sound merchandise can be sold anywhere in this nation. Without anything of boastfulness, and as a simple statement of fact we may say that our buying power is far larger than that of the ordinary one, two or three department store. We are able to buy at the right time, and in volumes which enable us to secure unusual prices. We employ the best buyers in the country and they are always in the markets. Thus our stocks are always complete; always fresh; always up to the minute; and always available at the lowest possible retail prices. We command extensive service in our buying and are able to give you the benefit thereof in practical, substantial savings.

You will find in this store courtesy, you will find fair dealing. You will find every mistake of ours readily and gladly corrected. You will find that satisfaction for every customer, no matter how large or how small the purchase, is a rule to which every one connected with this store must adhere.

We assert with confidence that in 1916, as in the past, you will find this store a store of service, a store that will stand the test of every-day business relations and that contact will make your relations with us steadily firmer and more cordial.

We wish you all a happy New Year and a prosperous one. We expect in course of the year ahead to be able to contribute to your prosperity, your comfort and your happiness and we respectfully invite you to give us the opportunity.

With all good wishes,

**Rosenwald Brothers**



### HOLDS STATE IS IN LINE FOR AN EARLY OIL BOOM

**Robert J. Lunsford, Expert in Fuel Development, States in Report That Prospects Are Fine.**

Santa Fe, N. M., Dec. 31.—That New Mexico is, or ought to be, next in line for development as an oil and gas producing state, is the chief statement in a report by Robert J. Lunsford, received yesterday by the state land office. Mr. Lunsford is a resident of Cleveland, Ohio, and for eight years was special oil and gas agent of Oklahoma.

In part, Mr. Lunsford says: "New Mexico, with her great area of 125,000 square miles, in my judgment is fortunately situated with regard to the trend of development for oil and gas, and should be the next state to enjoy prosperity from the discovery and development of her oil and gas resources.

"Looking at a map of the United States it will be seen that, beginning with the eastern fields and following the trend through New York, Pennsylvania, West Virginia, Ohio, Indiana, Kentucky, Illinois, Kansas and Oklahoma, an extension of development should pass through New Mexico. Also beginning in the northern fields, it will be easy to see that an extension of development from Wyoming, Montana and Colorado will pass through New Mexico. Likewise, an extension of the Pacific coast fields bids fair to reach at least a portion of the state. So, from either or all angles of view, our land is in a position to be developed for oil and gas.

"Any extended treatment of this subject would be too lengthy for a brief publication. Suffice it is to say that the writer has made a number of trips by automobile through portions of New Mexico scouting for oil formations. During the months of October and November of this year I traveled nearly 2,000 miles in the state for that purpose, found numerous localities where the structures were almost ideal for oil and gas, and located sections which show the association of oil. Much of the finer formations are, however, remote from transportation facilities, and immense sums of money will be required to carry on extensive prospecting and development work.

"However, no boom of greater consequence could reach the people of New Mexico than the development of her oil and gas. Gas would be a cheap, clean and convenient fuel for use in manufacturing and domestic uses, while oil would add a great volume of money annually to what now finds its way into the state. The oil and gas in Oklahoma sold for

\$20,000,000 last year; this year it will reach \$1,300,000. Aside from the direct result, a literally hundreds of millions of dollars have been invested in Oklahoma because of the superior advantages offered by reason of these great national resources. New Mexico offers formations as prolific as her hills and mountains, that await the coming of capital for their development, and some day soon, in my opinion, the oil fields of New Mexico will be attracting world-wide attention, and towns will be built in a day, cities in a year, and what will really constitute an empire in a decade, as the result of the opening up of commercial oil and gas fields in various portions of the state."

### GOLF INSTRUCTOR IS SENT TO PENITENTIARY

Raton, N. M., Dec. 31.—Prisoners sentenced by Judge Letts at the close of the last term of court here recently were taken to the penitentiary to commence their sentences. Among them was James Reid, golf instructor here and at Dawson last summer, who faces a term of eighteen months for forgery.

Others sentenced were: H. S. Dugan, assault with a deadly weapon, from one to two years; Alexander Wallace, larceny, from one to one and a half years; Frank Tobich, robbery, from one to one and a half years.

### IMPROVING ROAD TO PINE LODGE DISTRICT

Roswell, N. M., Dec. 31.—Word has been received here from Pine Lodge that a force of men has been at work on the improvement of the road to the lodge, commencing at the Phillips ranch, since October 16.

### MANY EVIDENCES OF PROSPERITY IN TAOS

Taos, N. M., Dec. 31.—There are many evidences that 1915 has been a year of prosperity in Taos, but the most striking one is the fact that in one day of the Christmas holidays the postoffice business exceeded the entire holiday business of last year.

### BEAVEN DISTRIBUTES BEAUTIFUL CALENDARS

The New Year's distribution of calendars in Albuquerque this year has been unusually generous and many very attractive ones have found their way into offices and homes. Some of the most attractive ever seen here are those given to his friends and customers by John S. Beaven, retail coal dealer. Mr. Beaven secured four or five copyright photographs of scenes in the higher Rocky mountain regions of Colorado and Utah, canyons and mountain scenes made famous by railroad advertising, and these in magnificent color prints form the setting for the Beaven 1916 calendar.

### TRY A HERALD WANT AD.

### CONSTRUCTION BEGUN AT EL PORVENIR RESORT

East Las Vegas, N. M., Dec. 31.—Construction and repair of new and old buildings at El Porvenir, the resort recently leased by Margarita Romero to Kansas City people, near here, has commenced. The new holders plan to build forty new bungalows there this year.

### ROSWELL MILITARY STUDENTS IN TOILS

Roswell, N. M., Dec. 31.—The Evening News of this city is responsible for the story that two cadets from the state military institute have been arrested, charged with violation of the city ordinance which prohibits students of schools or state institutions from entering saloons. The men, it is said, registered at a hotel under assumed names and avoided themselves of the bar privileges.

### WILL VOTE UPON A COUNTY HIGH SCHOOL IN VALENCIA COUNTY

Bellevue, N. M., Dec. 31.—An election will be held January 11 upon the question of issuing \$14,000 worth of bonds for the building of a county high school in District No. 2, this county. The election has been called by the county commissioners and notice duly given.

### CONSTRUCTION OF NEW BUNGALOWS COMMENCED

Silver City, N. M., Dec. 31.—Work has been commenced on the dozen new bungalows to be erected here by the Real Estate and Improvement Co.

### Want Train Facilities.

Santa Fe, N. M., Dec. 31.—A number of residents of Socorro county have asked the state corporation commission to use its good offices to secure the stopping of trains at and between Bernardo, on the Santa Fe line through that county. They also ask that Sabanalito be made a flag stop.

### Accused Man Gets Hearing.

Vaughn, N. M., Dec. 31.—Rodolfo Munoz, accused of killing Juan Sandoval here ten days ago, is to have a hearing today before Justice of the Peace H. Clark. The killing is said to have followed a brawl in a saloon.

### Fellowship Class Banquets.

Santa Fe, N. M., Dec. 31.—The Fellowship class, Judge William H. Pope's organization, will hold its annual banquet tomorrow evening at the De Vargas hotel. There are between fifty and sixty members of the class.

### BROOM CORN CROP AND BEANS WILL PROVIDE MANY AUTOMOBILES

W. H. Adams, who lives six miles north of town, says the House Pioneer News was in Saturday and he reports that he has threshed close to 20,000 pounds of beans this year, which will net him between \$200 and \$300, besides several hundred dollars' worth of feed stuff, and has also raised his own meat, and all in all, is thoroughly satisfied.

N. W. Jeter, one of the Curry community's prosperous stock farmers, was in Saturday on business, and he reports that he has just marketed his broom corn crop, which brought him nearly \$200, and he has plenty of feed to winter his considerable bunch of livestock.

### GREAT INFLUX OF HOMESEEEKERS FOR CAPITAN DISTRICT

Capitan, N. M., Dec. 31.—If the number of inquiries received by the local postoffice and real estate men forming any index, the number of homeseekers who will come here early in the coming year to make their residence in the future will be great.

### Cattle Company Files Papers.

Santa Fe, N. M., Dec. 31.—The Northern Cattle company, with headquarters at Lumberton, Rio Arriba county, filed articles of incorporation yesterday. The capital stock is \$1,000,000, of which \$200,000 is paid in. Edward Pester of Lumberton is the statutory agent.

### Weather Bulletin Out.

Santa Fe, N. M., Dec. 31.—The local weather bureau yesterday issued a bulletin on climatological conditions during November. Temperatures ranging from 14 to 91 were recorded.

### GOLDEN RULE DRY GOODS CO.

Closed All Day Tomorrow New Year,

Opening Monday, 9 a. m., With Our Great Sale of LADIES' COATS, SUITS

DRESSES, SKIRTS, FURS, Etc.

For Details See Tomorrow's Evening Herald.

### PRISONERS APPLY TO HAVE PAROLES GRANTED

Santa Fe, N. M., Dec. 31.—The following notice of applications for parole has been issued by the state penitentiary: New Mexico State Penitentiary, Santa Fe, Dec. 29.

The following prisoners have made application for parole. Action on same will be taken at a meeting of the board of penitentiary commissioners on January 5, 1916: Fred Anderson, Santa Fe county; Mary L. Goodin, Union county.

JOHN B. McMANUS, Superintendent.

### PAXTON IS GIVEN STIRRING SEND-OFF BY MEMBERS OF BAR

Las Cruces, N. M., Dec. 31.—The members of the bar resident in Las Cruces gave James H. Paxton, recently appointed to an important post in Central America, the following letter on his departure from this city:

"The undersigned members of the bar of Dona Ana county, having learned that you are about to assume the position of diplomatic representative for the government in Nicaragua, take this means of conveying to you their hearty congratulations. Our associations and relations with you as a member of the bar of this district have always been exceedingly pleasant. Your knowledge of the law and deep academic learning have made you a position of high standing in the community as a citizen, a scholar, and an able lawyer. We trust that your new position will be agreeable, and we tender to you our best wishes and hope of your success in your new field, and look forward to your return to this community. We sincerely hope that your new duties will not require you to relinquish your citizenship with us."

The letter was signed by Judge G. L. Medler, E. L. Young, president of the county bar association, and ten other local attorneys.

Mr. Paxton now is in Lexington, Va., his former home. Later he and Mrs. Paxton will visit Washington for a short time and in May will leave for Central America.

### MANY EXPERIMENTS BEING MADE IN THE CULTURE OF BEETS

State College, N. M., Dec. 31.—The New Mexico agricultural experiment station is now planning an experiment with sugar beets, something on the following lines: First, in order to ascertain the best kind of soil for this plant, there will be one-half acre planted on adobe soil, one-half acre on loam and one-half acre on sandy soil. These three half-acres will be planted after the ground has been thoroughly plowed and submitted, harrowed and leveled, and as early as possible. The idea in the growing of these half-acre plots will be to grow the beets on a commercial scale. The cost of the labor in growing them will

be given special emphasis, in order to obtain some reliable figures on the cost of production on the different types of soil.

Another feature of the experiment will be to get half a dozen or more farmers over the valley to co-operate in this work. They will each plant one-fourth to one-half acre. Instructions will be given them as to the method of growing sugar beets. The station agronomist will visit these farmers from time to time during the season and give them all the personal instruction possible.

Through the chemical laboratory analysis of the beets will be made at different stages of development, and also from the different types of soil, in order to get some definite and reliable information as to the percentage of sugar in the beets at different stages of growth, and from the different types of soil.

Aside from the larger feature of the experiment smaller plots will be planted on the station farm at different times, in order to ascertain, if possible, the best date for planting the seed. Information on the November, December, January, February, March, April and May plantings will be secured. In the chemical laboratory analyses will be made of the beets at different stages of growth, from all of these different plantings. At the end of the season a report or a bulletin will be prepared on the subject.

This is the outline of the sugar beet work that the station intends to carry out during the season of 1915. The data obtained by the end of the season should indicate the possibilities along this line.

### NORMAL BASKETBALL SQUAD IS ORGANIZED

Silver City, N. M., Dec. 31.—The basketball squad of the normal school here now is fully organized and has settled down to hard training. The team last year captured the state championship and hopes to repeat the performance in the current season.

Three of last year's squad, Dunlop, Gilbert and Lashara, are playing again, and there is every prospect of turning out a fast and heady team. The new material is very promising.

The normal basketball season opens here January 12, when the Texas School of Mines team plays. On January 23, the State College five will meet the Normal here. The second week in February the Normal team will go for a tour, which will include games with the State School of Mines at Socorro; the Normal University at East Las Vegas, and the Albuquerque business college.

Roswell Gets Factory. Roswell, N. M., Dec. 31.—A factory to make an anti-dandruff medication invented by a local barber, C. M. Arnold, soon will be located here.

### READJUSTMENT OF CLASS RATES IN STATE IS LIKELY

Corporation Commission to Hold Many Hearings at Which Interested Persons Will Be Asked for Views.

Santa Fe, N. M., Dec. 31.—A general readjustment of local class rates on intrastate freight shipments appears likely. The state corporation commission, through its chairman, M. S. Groves, announced in a letter which is reaching officials and others today that the commission will hold a series of hearings throughout the state at which interested persons will be asked to give their views. The announcement follows:

This commission now has under consideration the question of readjustment of class rates locally within the state of New Mexico, and it has been decided to arrange for conferences at certain points in this state for the purpose of discussing the situation with jobbers, dealers and others interested, in order to enable this commission to secure full information in connection with the proposed rates as affecting certain communities and conferences have accordingly been arranged as follows:

- Santa Fe—Tuesday, Jan. 15.
- Albuquerque—Wednesday, Jan. 15.
- Deming—Thursday, Jan. 15.
- Silver City—Friday, Jan. 21.
- Las Cruces—Monday, Jan. 21.
- Las Vegas—Thursday, Jan. 27.
- Raton—Friday, Jan. 28.
- Clayton—Saturday, Jan. 29.
- Tucuman—Monday, Jan. 31.
- Clovis—Tuesday, Feb. 1.
- Huswell—Wednesday, Feb. 2, and Thursday, Feb. 3.
- Carlsbad—Friday, Feb. 5.

Dates for Alamogordo and Gallup to be announced later. These meetings will be informal, and it is desirable of having as large an attendance as possible. An invitation is therefore extended to you to be present at the nearest point at which the meeting will be held, if you are interested and find it convenient to attend on the date indicated.

### LINCOLN TEACHERS TO MEET IN CAPITAN

Capitan, N. M., Dec. 31.—Announcement was made by Mrs. W. L. Gunn, county superintendent of schools, while here this week, that the County Teachers' association will meet here late in February. Several of the leading educators of the state have been secured to make addresses at this meeting.