

THE IGNACIO CHIEFTAIN

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AND BAYFIELD BLADE

ONLY INDEPENDENT, INDIVIDUALLY OWNED NEWSPAPER IN LA PLATA COUNTY, THAT WILL HEW TO THE LINE, REGARDLESS OF WHERE THE CHIPS FALL

VOL. 25.

IGNACIO, LA PLATA COUNTY, COLORADO, FRIDAY, SEPTEMBER 21, 1934

NO. 4

Ignacio Boy Succumbs in Foul Air Shaft

Arthur Helton, 25, Proves Himself a Hero in Last Act of His Life

Arthur Helton, 25, met death in a bad air shaft in a mine near Silver City, N. M., sometime during Monday, Sept. 17, inst., while making an attempt to rescue a fellow-miner named Metcalf from the death chamber.

Mr. and Mrs. A. M. Helton, father and mother of Arthur, who reside on Route 1 a short distance north of Ignacio, received a telegram late Monday afternoon from Mrs. O. B. Metcalfe, of Silver City, saying:

"My boy fell into a shaft of bad air, and Art, your son, who was with him, must have gone down after him in an effort to save him. We got them out, but too late—both were dead."

"Mrs. Helton, your son was a noble boy, and the rest of my

life I will think of him as a hero. I have had the body embalmed, and will hold it here until I hear from you."

Arthur Helton was very well known in the Ignacio community, and better known at Durango, where he spent his boyhood days and acquired an education in the public schools of that town.

After finishing high school he engaged in mining and followed that avocation up until the time of his tragic death.

Arthur Helton left Ignacio about two years' ago and located at Silver City. He never married. He was the youngest of three children. Besides the mother and father he is survived by a brother, Vernon Helton, of Ignacio, and a sister, Mrs. Goldie Harper, of Denver.

GRADEN MERCANTILE CO.

The Graden Mercantile Co., at 777 Main ave., in Durango, is the largest and most complete department store in the basin, and is a store that is built upon service, offering prompt and courteous attention and full value for your money. Their store is one of the best equipped and most modern in the San Juan Basin. The people of this part of Colorado should be proud of the fact that they have a store which is offer-

ing to them steadily each year many new patrons. It is a satisfaction to show their patrons that they are not asked to pay more for their merchandise, because they purchased it in this large, fine store, and also to sell merchandise of a better quality at a competitive price.

First, the Graden store insists that their service be dependable. You know that you are going to get value received and courteous treatment when you trade at the Graden store, because past experience has taught you that they are personally interested in you and your trade; next, they leave nothing undone in their effort to provide for you the very best that can be had for the money. In dealing here you'll have the advantage of dealing with neighbors interested in you and your welfare.

New Subscribers and Renewals

For the week ending today:
Star indicates new subscriber.

*Albert Larsen, Tiffany, Colo.
*F. M. DeVorss, " "
*Neil Campbell, Ganado, Ariz.
Mrs. Susie Turner, Ignacio.
Dr. E. H. Steinhardt, Pueblo.

Safety Equipment

The Ignacio State Bank, this week, installed the most modern safety deposit box equipment that is manufactured, and anyone interested in safeguarding their valuables are invited to call at the bank and inspect them and get information about this new service for Pine River Valley folk. The entire unit is absolutely fire-resisting, and is installed inside of a fire and burglar-proof vault.

Fair Contender



Lurlene Griffith of Chicago, first entrant in the All-American Amateur dancing contest, the finals of which will be held at the free Lagoon theater at the new World's Fair in Chicago, Sept. 29. The All-American Arts Contests is conducting the effort to find national dance champions.

Seeks School Berth

Bertha M. Painter, who resides on a ranch in the Animas Valley, north of Durango, and who formerly resided and taught in the public schools in this section of the county, has an advertise-

DR. T. E. CHILDRESS
OSTEOPATH

Dr. T. E. Childress, Osteopath physician with offices in the Century building in Durango, is well known in a large territory.

In this edition it gives us pleasure to refer Chieftain readers to Dr. Childress and inform them that at his office they will receive the best professional treatment, and urge them to remember him when in need of anything of this character.

You will find him courteous and accomodating at all times. The general satisfaction expressed by many patients, people of high standing in this community, is well merited tribute to his efficient and conscientious methods.

The Doctor has had much experience in this territory, always giving the best of professional treatments. Osteopathy is based on tissues and structural integrity for proper bodily functioning. It requires the most intimate knowledge of all medical subjects. As an art, it demands the highest degree of manipulative skill. The course of study is a very comprehensive one, requiring from 4 to 6 years of study of 9 months each before granting the degree of Doctor of Osteopathy. So the Doctor is fitted both by education and experience in the work in which he now engages.

Dr. Childress is candidate for reelection for Representative from this district. His past record should be highly appreciated by the people he so ably represents. He is a hard worker, as shown by the many committees he served. He was chairman of committee on medical affairs and public health; member of committees on live stock, public lands, forest reserve, mines and mining and the federal relations committee. Such leaders should be recognized and maintained in office. Today as never in the history of our government we need real men, men fearless and unafraid to take a step forward along the course to progress, and

PINE RIVER VALLEY
School News

(The Chieftain invites every school in the valley to use this department. Be brief and write plainly, printing odd names. Copy must be in The Chieftain office not later than Tuesday a. m.)

IGNACIO—DISRICT 21

The Ignacio High School organized the Study Body, with Jack Rivas president; Alice Campbell, vice president; Marie Rivas, secretary, and Tommy Peterson treasurer. Each of the officers made a speech outlining their intentions while serving.

The new officers of the senior class are as follows:—H a r o l d Stauffer, pres.; Morris Peterson, vice pres.; Ethel Campbell, sec.; John Rivas, treasurer; Superintendent Edwin A. Zabel class sponsor; class motto, "Live and Let Live"; colors, blue and gold.

The sophmores have perfected their organization:—Tommy Peterson, pres.; Ruby Waller, vice pres.; Alice Campbell, sec-treas.; Kenneth Hiner, sergeant-at-arms; class colors, purple and gold; Ellis D. Barnes, sponsor. Juniors organized, with Katie Sauer, pres.; Marie Rivas, vice pres.; Ben Rodriguez, sec-treas.; Donna Maxine Smith, sponsor.

Juniors organized, with Katie Sauer, pres.; Marie Rivas, vice pres.; Ben Rodriguez, sec-treas.; Donna Maxine Smith, sponsor.

The Freshmen organized with Barbara Poulsom, pres.; Clarence Hoskins, sec.; Elizabeth Nehr, treas; Miss Margaret McDermott, sponsor. Freshmen are planning a picnic and also working on a class song.

SAFEGUARD YOUR VALUABLES!

partment store in the basin, and is a store that is built upon service, offering prompt and courteous attention and full value for your money. Their store is one of the best equiped and most modern in the San Juan Basin. The people of this part of Colorado should be proud of the fact that they have a store which is offering metropolitan stock at all times.

A complete and well selected stock of dry goods, ladies' ready-to-wear and men's and boys' clothing, shoes for the family, shelf goods, white goods, house furnishing, etc., is carried. In the selection of merchandise, which is offered, this store never loses sight of the fact that their customers come to look upon the Graden label as the fullest guarantee of quality, a dependability which must prevail, whether the merchandise is offered at special sale or in regular course of business. They are constantly reminded of your appreciation of their unceasing efforts to search the style markets in order to show you the new things first. Their connection with the foremost houses enables them to give you the latest styles as soon as they are released.

The service of price has bro-

dise of a better quality at a com- stalled inside of a fire and burglar-proof vault.

SAFEGUARD YOUR VALUABLES!

Our new Safety Deposit Boxes which we have just installed offer you the most up to date form of deposit box protection at moderate cost.

We invite you to call and inspect this new equipment.

The Ignacio State Bank

BERTHA M. PAINTER

CANDIDATE FOR COUNTY SUPERINTENDENT OF SCHOOLS for La Plata County, respectfully solicits your vote and support in the General Elections, Tuesday, November 6, 1934.

I live on a farm and am sure I understand the problems the farmer faces; have taught in county 14 years; have always been active in P.T.A. and other community work for betterment of a community, home environment and school life.

The service of price has bro-

Bertha M. Painter, who resides on a ranch in the Animas Valley, north of Durango, and who formerly resided and taught in the public schools in this section of the county, has an advertisement in this week's Chieftain in which she solicits votes and support for herself in the General Elections, Nov. 6, for the office of County Superintendent of Schools.

Mrs. Painter is a highly educated woman, and besides having taught in La Plata County over a period of 14 years she has taught in the Montana public schools, the state whose public schools rank highest in the United States.

Mrs. Painter is the nominee of La Plata County's Republican organization, but she is making the try for the office more upon a feeling of confidence in herself as an educator of long experience to fill the position in a manner that would meet with the approval of every parent in the county who have children in the schools.

A meeting of the local Parent-Teacher Association will be held in the auditorium of the school building from 7:30 to 9:00 p.m., Thursday, Sept. 27, opening with group singing, business session to follow. Supt. Edwin A. Zabel will deliver an address, followed by a musical number. The social hour will be used to extend a welcome to the members of the faculty.

Neil Campbell, a former resident of Ignacio, now residing at Ganado, Ariz., where he is connected with the U.S. Indian irrigation service, is here on vacation and visiting among his legion of friends. He will be joined here by several government attaches from Albuquerque soon and the party will go up on the Pine in quest of trout. Mr. Campbell reports the finest hospital in Arizona is located at Ganado. He called at The Chieftain office Tuesday. He express the belief that we will "eventually succeed in building up a real good newspaper for the Pine River Valley."

FOR SALE

or will trade for automobile, one two horse power gasoline engine, in firstclass condition.

THE IGNACIO CHIEFTAIN

mittees on live stock, publiclands, forest reserve, mines and mining and the federal relations committee. Such leaders should be recognized and maintained in office. Today as never in the history of our government we need real men, men fearless and unafraid to take a step forward along the course to progress and prosperity.

It is a salvage picnic and promises great sport for everyone.

The Freshmen organized with Barbara Poulson, pres.; Clarence Hoskins, sec.; Elizabeth Nehr, treas; Miss Margaret McDermott, sponsor. Freshmen are planning a picnic and also working on a class song.

Freshmen Notes

BY ELIZABETH NEHR

The Freshman Class this year consists of 15 pupils. The class enjoyed the picnic the sophomore's gave at Buckskin Charlie's Friday, Sept. 14.

Most of the Freshmen are taking General Science, Algebra, Spanish, English, Dramatics and Glee Club. A few are taking band.

When the General Science Class went on a hike Tuesday, Sept. 11, the first unusual discovery was a Black Widow spider, under a rock near the river,

Painting School Houses

TIFFANY—DISTRICT 28

All five of the school buildings in District No. 28 are being painted. The Federal Government is furnishing the labor and the district the paint. The repainting is adding greatly to the appearance of each building and will prolong the life of the wood.

School District No. 28 is one of the best managed school districts in the State—owns outright five properties, namely: Tiffany, Holder, Pink, Mason and Lower Spring Creek, each equiped with a helpful library.

The district can call its soul its own—everything paid for in full, no bonded indebtedness, no outstanding warrants, and a cash balance on hand Aug. 24, ult., of \$1,583.52.

The school board, Wheeler Chambers, president; Louis E. Campbell, treasurer, and Maurice Levey, secretary, are naturally very proud of the good that has come of their labors, and of course the tax payers and the fathers and mothers who reside in District 28 just know that the school board is the best school board in Colorado.

Two Jumps in Thirty Years!

Change of style is a business trick—a profitable trick for the merchant, a costly trick for the consumer.

Why do the style makers constantly change the fashions of women's clothing? Because changes of style forces millions of women to buy new garments long before their old ones show signs of wear.

These changes of style put millions of dollars into the pockets of merchants. In like manner, a slight change in style—a sensational talking point with little or no utility value—is a business trick of many automobile manufacturers. A new fad! A sensation! Something to talk about! Won't this make neighbor Jones jealous? Thousands of fish dart at the bait—and, are hooked.

Directly opposed to this idea of merchandising is another method of selling. This method strives to avoid changes of style.

strives to avoid forcing people to buy something new merely to keep in style. It endeavors to give an honest and a lasting value with a beautiful simplicity of design that remains in style year after year.

This latter method is the one that has sold twenty millions of Ford automobiles, that has made the Ford America's fastest selling and most popular automobile—the car without a price class. No merchandising tricks! Just sound and lasting values! Just beautiful simplicity of style that remains in style year after year!

The Model T remained in style until 1927. The Model A remained in style until 1932. The V-8 has been in style ever since.

Ford, always in style, passed from the old to the new in two jumps; two jumps in thirty years; one jump from the Model T to the Model A; and one jump from the Model A to the V-8.

Southwestern Motor Company

SALES-SERVICE

Second Avenue at Seventh Street

Phone 47

DURANGO, COLORADO

THE IGNACIO CHIEFTAIN

and Bayfield Blade.

IGNACIO, COLORADO

JACK STEVENS.....Editor, Publisher and Owner
ROSEMARY KATHRYN STEVENS.....Local News Reporter

An Independent newspaper devoted to promotion of the welfare of all mankind. "The right; nor courting favor, nor fearing condemnation."

One Year in La Plata County.....	\$1.50
Six Months in La Plata County.....	1.00
One Year Outside of La Plata County.....	2.00
Six Months Outside La Plata County.....	1.25

HARRY AYRES--Sheriff.

In a review of this character, telling about the social, business and industrial progress of this part of Colorado, and particularly LaPlata County, we want to call your attention to those people who are giving their best in the conduct of responsible positions. Mr. Ayres, our present sheriff, has conducted his department with a minimum of expense to the taxpayers, yet with the greatest of efficiency.

He has used rare tact and good judgment in the conduct of this, one of the most responsible positions in the county. These are very trying times, indeed, and it is very fortunate that we have such men as these to entrust the affairs of our local government. Mr. Ayres' experience makes him eminently fitted for the position he now so ably fills for the general good of the community.

No duties are more exacting than are required of the men holding the position of county sheriff. This is especially true in a territory as large and as busy as LaPlata county. As the chief law enforcement officer of the county, the sheriff has a wide range of responsibility. His office handles criminal and civil papers is-

Basin Truck and Implement Company

The Basin Truck and Implement Co., formerly Peters Garage at 801 2nd Ave., in Durango, feature International Trucks, McCormick-Deering Implements, cream separators, and have a complete auto repair department.

In handling the famous International trucks, they can give you complete information as to first cost, cost of maintenance and the general results obtained. This truck has proven that it is ideally adapted to the needs of the people of this part of Colorado.

A modern repair shop is a very essential thing to any community and

The farmer and rancher of today who wishes the maximum return from his labor and land must keep pace with the latest inventions in implements and farm machinery, and machinery in good shape makes good farming a sure thing.

This is a concern maintained for the benefit of the farmer and rancher and is one of the firms that is thoroughly abreast of the times. Realizing the necessity of bringing to the very door of the people of this part of the state the most scientific implements, The Basin Truck and Implement Co. is handling machinery which

Rensch Out, Graden In

Cy Graden is the new chairman of La Plata County Democratic Central Committee, succeeding Dr. O. B. Rensch, and Ed. Reiley is the new secretary, succeeding Ross Nixon. Mrs. Emma Jenkins of Bayfield is the new vice chairman. The designations were made at a committee meeting held Wednesday evening in Durango. Out of 48 votes 24 were present. Mr. and Mrs. James Gray were the members from Ignacio attending. It is doubtful if better chairmanship material than Mr. Graden could have been found in the county.

CARD OF THANKS

We take this means of expressing our gratitude to the many friends for their help and sympathy in the loss of our little son and brother.

MR. AND MRS. ALBERT LARSEN AND FAMILY.

Lost, galvanized oil barrel between C. V. Dannels and Mrs. Shelhamer's places on Spring Creek road. Reward for finder. Walter Carlson, Ignacio.

Durango Welding Shop

152 Sixth St., Durango, Colo.

Night Phone 437-J—Day Phone 777

M. H. McLaughlin, Prop.

Electric and Acetylene Welding

Automobile Blocks—Water Backs

Stelliting, Aluminum and Fly

Wheels a Specialty.—Largest stock

of Batteries and Welding Supplies

in the Basin at

WHOLESALE and RETAIL

You ARE INVITED

to call at The Chieftain of

the day and night

SCHOOL DAYS are HERE
Get your glasses and optical REPAIRING OF
ERWIN F. BURNETT
OP-TOM-E-TRIST
Graden Block, Durango, Colorado

Church Services

The Church of Jesus Christ of Latter Day Saints. Odd Fellows Hall, Ignacio, Sunday School,..... 10:00 A. M.
Preaching,..... 11:30 A. M.

WILLARD'S are the best buy for the money; they are guaranteed, too, at Wright's Electric Shop, Ignacio.

COAL

Order now and save money.
We deliver the best fuel.

Three scheduled trips each week to Durango — Mondays, Wednesdays and Fridays. We sell coal also.

Ignacio Transfer
Telephone 35-R4

QUIT being a nuisance to the neighbor by borrowing their Chieftain—be an enterprising citizen—subscribe. \$1.50 a yr.

Why Wait

When a small down payment will get you the furniture you need? Good wool suit—two pair pants—only \$4.00, at

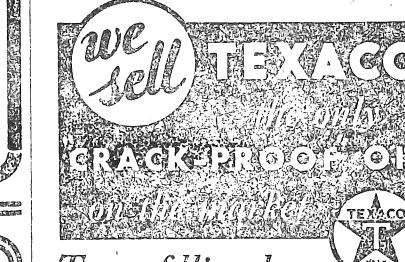
**JAKE'S
SECOND HAND
STORE**
IGNACIO, COLO.

HONEY!

Pure extracted HONEY, 5lb Pail, 40c; 10lb Pail, 75c
FIVE GALLON CAN, \$3.00

BRYAN'S IGNACIO COLORADO

THE ELECTRIC LIGHT BILL OF THE AVERAGE FAMILY IS BUT SEVEN-TENTHS OF 1 PER CENT OF THE HOUSEHOLD EXPENSE!



Try a filling here

Bob Carrick, Distributor

Ignacio, Colorado.

Pine River Power Co.

BAYFIELD, COLORADO

GET our prices and inspect the quality of merchandise we handle before you buy.

In handling the famous International trucks, they can give you complete information as to first cost, cost of maintenance and the general results obtained. This truck has proven that it is ideally adapted to the needs of the people of this part of Colorado.

A modern repair shop is a very essential thing to any community and The Basin Truck and Implement Co., is one of the best equipped and most complete shops to be found in this section.

Much has been done to aid in giving this community a commercial prestige in the business world by the activities of this well known firm.

Therefore the reputation of The Basin Truck and Implement Co. has established to quality products and straightforward dealings has brought much money to this community that would otherwise be spent in other localities were it not centered in our midst.

CANTON CAFE

It makes no difference if we eat to live or live to eat—we must have the proper kind of food to be healthy and enjoy life.

When we eat at home a meal is what we make it, but away from home it is usually what we get except at the Canton Cafe in Durango at 945 Main Ave. where you can choose what food you wish—as much as you wish—with a great variety from which to select. They have both American and Chinese dishes.

The food is prepared in such a way that to the uninitiated the thought at once comes that there never was such a good place to eat. Poor cafes and restaurants are not the exception by any means and it is a pleasure to have such a modern and up-to-date place as this to refer the stranger as well as the local people.

Cleanliness is one of the outstanding features of this modern cafe, and it is not confined to the tables and silverware that is brought to the attention of everyone, but it extends to the kitchen, where dishes are all sterilized and those places frequented by the management and assistants.

Food is served by high class ambitious people whose desire is to make your visit to this cafe such that you

This is a concern maintained for the benefit of the farmer and rancher and is one of the firms that is thoroughly abreast of the times. Realizing the necessity of bringing to the very door of the people of this part of the state the most scientific implements, The Basin Truck and Implement Co. is handling machinery which is designed to work material increase in the food of the country, while at the same time bringing the farmers larger returns from their acreage and affording the most advantageous means of marketing.

Therefore the reputation of The Basin Truck and Implement Co. has established to quality products and straightforward dealings has brought much money to this community that would otherwise be spent in other localities were it not centered in our midst.

You ARE INVITED

to call at The Chieftain office and select your Christmas Greeting Cards.

Come in any time and look them over—you will enjoy

THEIR BEAUTY!

Haircut
25 CENTS

SHAVE, 15 CENTS

BATH, 25c

We make you feel and look just as good FOR LESS MONEY than others charge

WISE, 1017 Main, Durango

Highest Cash Price Paid

FOR
Wheat

We exchange 50 pounds of flour for 100 pounds of Wheat. Ignacio and Bayfield mills now open for business.

BLACK'S FLOUR MILLS

Pies like you used to get
at home!

Eat Rollie's Home-made Bread!

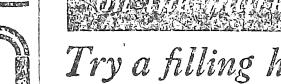
ROLLIE RIVAS & SON

Bakery and Restaurant, Ignacio

THE CHIEFTAIN and THE PATHFINDER
both one year to any address in La Plata County

\$1.75--a bargain

Subscribe now and begin reading the new serial
murder story starting next week.



BAYFIELD, COLORADO

Try a filling here

Bob Carrick, Distributor

Ignacio, Colorado.

NOTE NEW LOCATION

E. W. TRAINER

WATCH AND
JEWELRY
REPAIRING

AT
REASONABLE
PRICES!

All Work Fully Guaranteed!

915 MAIN STREET
DURANGO, COLORADO

GET our prices and inspect the quality of merchandise we handle before you buy.

We sell the standard brands of staple and fancy groceries at prices you can afford to pay.

L. M. Salazar

General Merchandise, Ignacio, Colorado.

SPECIAL

3-pound Cotton Batts, 72x90

59 CENTS

ECONOMY STORE IGNACIO
COLORADO

THE BASIN
Freight &
Coal Co.

Offer you choice of the best Coal in the basin at most reasonable prices. Order a winter supply NOW and SAVE money. Let us do your hauling.

HERMAN PETERSON
LICENSED and INSURED TRUCKER
IGNACIO, COLORADO

See the New Stainless Steel Disc Cream Separator-- It's McCormick-Deering!

H. C. BIGGS & CO.

IGNACIO, COLO.

PHONE 17-R4

When in Ignacio

Feel at home at

THE
COMMERCIAL
HOTEL

Special Turkey and Chicken
Sunday Dinners, 50 Cents.

Fresh Meats!

And Vegetables. choice cuts of Steaks and Chops. Complete line of Fresh Vegetables.

Leonard Market

Ignacio, Colorado.