

THE IGNACIO CHIEFTAIN



Entered as second-class mail matter at the Post Office at Ignacio, Colorado, under the Act of March 8, 1879.

AND DAYFIELD 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, OCTOBER 26, 1934

NO. 9

Registration Books Will be Open Nov. 5!

Wallace H. Owen

REPUBLICAN CANDIDATE FOR
County Assessor

I will appreciate your vote and support in the General Election, Tuesday, November 6, 1934.

HARRY T. AYRES
DEMOCRATIC CANDIDATE FOR
SHERIFF

I take this method of thanking the sovereigns in advance for the same loyal support in the General Election on Tuesday, November 6, 1934, that they gave me generously in the recent primary election.

Dr. T. E. Childress

Democratic Candidate for State Representative, La Plata and San Juan Counties.

Elected to Legislature two years ago; served as Chairman Medical Affairs and Public Health Committee; also member of Livestock, Public Lands, Forest Reserve, Mines and Mining and Federal Relations Committee.

Your vote and support appreciated.

L. L. BARNEY

DEMOCRATIC CANDIDATE FOR
County Commissioner
FIRST DISTRICT

Your vote and support in the General Election on November 6th will be highly appreciated.

FORD DEALERS
GIVE YOU
VALUE IN
USED CARS

Many makes of USED CARS, taken in trade for the fast-selling New Ford V-8. Honest value for every dollar. Liberal guarantee. Small down payment and easy terms through local Dealers' Finance plan.

SOUTHWESTERN MOTOR CO.,

Phone 47



Durango, Colo.

Thomas Mason

REPUBLICAN CANDIDATE FOR

County Treasurer

In the General Election, Tuesday, Nov. 6, 1934.

Your support will be appreciated.

CELIA F. MARSHALL

DEMOCRATIC CANDIDATE FOR

The Office of County Superintendent of Schools

General Election, Tuesday, November 6, 1934.

EDITH C. KIEL

REPUBLICAN CANDIDATE FOR

County Clerk

In the General Election, Tuesday, Nov. 6, 1934.

Many, many thanks for past favors, and thanks in advance for your further consideration.

Native Boy Well Qualified for Tax Assessor

Elected to Legislature two years ago; served as Chairman Medical Affairs and Public Health Committee; also member of Livestock, Public Lands, Forest Reserve, Mines and Mining and Federal Relations Committee.
Your vote and support appreciated.

LENA GRAHAM
DEMOCRATIC CANDIDATE FOR
COUNTY TREASURER

In the General Election, Tuesday, Nov. 6, 1934.

I will appreciate your vote and support on election day.

W. I. GIFFORD
REPUBLICAN CANDIDATE FOR
County Commissioner, District No. 1

In the General Election, Tuesday, Nov. 6, 1934

Your vote and support in the election respectfully solicited.

HERBERT McGREGOR
DEMOCRATIC CANDIDATE FOR
COUNTY ASSESSOR

At the General Election, Tuesday, Nov. 6, 1934

I have had much experience handling tax matters, and in asking your vote and support I promise, after election, to render the tax-payers efficient, economical and equitable service. I thank you in advance for your support.

The Chieftain and The Pathfinder to any address in La Plata County for \$1.75! . . .

SOUTHWESTERN MOTOR CO.,
Phone 47  **Durango, Colo.**

La Plata Democrats
Proud of Candidate

La Plata county democracy may well be exceedingly proud of their choice of a candidate for county treasurer this year. Lena Graham will make one of the most efficient treasurers that have ever watched over the county coffers. Altho many years of her life have been ungrudgingly dedicated to the promotion of democratic principles, this is the first time she has ever sought an office, and certainly if a person ever deserved a position, not

alone on their complete ability to fill it, but, in a measure as a reward for their services, Mrs. Graham is that person. Efficient service, courteously rendered, will characterize her administration of the treasurer's office.—Durango News.

H. C. Schroder is in Durango under the care of a physician. His friends will be glad to know that he is able to be up and about.

Mrs. L. A. Hancock entered Ochsner Hospital for treatment, Monday.

26-inch Field Fence, 10-ROD ROLLS, \$4.90

Dishes—9-inch Porcelain dinner plates, 6 for-----	\$1.25
Mounted Grinding Stone, steel frame-----	\$8.00
Harness Oil, per gallon-----	\$1.68
Sweat Pads, "Old Gold," all sizes, 22-inch-----	55c
Steel Range, 18-inch oven-----	\$55.00
DeLaval Cream Separators-----	ONE THIRD OFF
Atwater-Kent Electric Table Radio-----	\$20.00
Block Salt, 50 lb.----69c No. 2 stock-meat salt 50lb---	78c
Hupmobile automobile, 4 new tires, in perfect condition—ready for a trip to New York—come in and look it over.	
We will save you money on all Hardware. Come in and see us, NOW.	

Prices REDUCED!
ON ALL HARDWARE
and many other articles in our large stock!

PIERCE'S
BAYFIELD, COLO.

for your further consideration.

Native Boy Well Qualified for Tax Assessor

X
Herbert McGregor, democratic candidate for the office of County Assessor, is well qualified by training and experience for the duties of that office. He is a native of La Plata county, born and reared in Durango, attended Durango schools, and graduated from Durango high school.

Since boyhood he has worked, earning a little after school and during vacation to help out with his schooling. After graduating from high school he worked for a couple of years at the local smelter and later in the construction department of the Standard Oil company. With earnings saved from his work, he went further with his education and managed to acquire two years of college and business training.

Mrs. Emmett Hott is due to be out of Ochsner Hospital in a few days and return to her home in Ignacio.

Since 1927 he has been employed as deputy assessor, and has thereby acquired a thorough knowledge not only of the routine work of the assessor's office but also of property values.

He understands the problems of the common man, for he knows what it is to struggle for a living. He is a man of honor and integrity, as anyone who has had dealings with him will

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.

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

LOCAL NEWS ITEMS

Agency and School

BY MELLIE P. DANIELS

Supt. D. H. Wattson left on Thursday morning for the eastern part of the state, on business connected with the Federal cattle-buying program.

Mr. and Mrs. Ira E. Bell, Mrs. Robert McVey, Dorothy Jean Bell, and Allen McVey left Friday morning for a visit with relatives in Albuquerque, returning Monday night.

John Burch returned Saturday afternoon from Denver.

Mrs. Susie Turner and Harold spent Sunday with Mr. and Mrs. Ralph Aspaas, at Breen.

The moving picture, "Christus," given at the School Auditorium Tuesday evening for the benefit of the Community Church, was well attended and much enjoyed.

Ray Copeland left Wednesday morning for Tuba City, Arizona, where he has employment.

La Plata County Women's Extension Club held an all-day meeting at the School Auditorium Saturday, with a very worthwhile program.

Frank M. Smith and David Daniels were Durango visitors, Wednesday morning.

F. H. Henry, of Cortez, visited his sister, Mrs. Elbert J. Floyd, Friday.

Mr. and Elmer C. Hickman were guests of Miss Rae Mills, Tuesday evening.

Mrs. Clara Noland, transferred from the Albuquerque Indian School, reported for duty as cook at the School, Thursday.

Mr. and Mrs. A. D. Jekyll, and Buddy, were Agency visitors, Friday.

Leo R. Chisholm, of Towaoc, paid a business call at the Agency office, Tuesday.

Edgar R. Copeland, Ray Copeland, Buddy Spaeth and Connard

CATCHPOLE BEAUTY

S H O P

128 E. 9th St. Phone 159

The oldest, and yet
Newest in modern
equipment, appreciates your patronage

FREE Permanent Wave a month with work and sales.

New Subscribers and Renewals

For the week ending today:
Star indicates new subscriber.

*T. J. Robertson, Ignacio.

*Mrs. Emma F. Jenkins, Bayfield, Colo.

*Fay Jones, Brighton, Colo.

This paper and Pathfinder a year, \$1.75

Edison Enjoyed Jokes

One of Thomas Edison's favorite diversions was to enter his own legal department and humbly apply for a job as an inventor. Another of his ideas of a good joke was to greet a dignified personage by saying, "Hullo gee, Johnnie, when did youse blow in?"

At other times, to get his mind off his heavy problems for a while, he would mimic the ultra-aristocratic snobs by drawing on an imaginary pair of gloves, carrying something that resembled a cane, and strutting across his office holding his head high, a self-satisfied smirk on his face—much to the enjoyment of his office force.

"Star of the First Water"

The limpidity and luster of a precious stone are sometimes referred to as "of the first water"; a diamond "of the first water" is one perfectly pure and transparent. By extension,

FINDS BANKS WILLING, BORROWERS CAUTIOUS

Prominent Writer Refutes Statements Bankers Are Refusing Sound Loans—Describes Reasons for Reduced Volume of Credit.

FIGURES supplied by typical, well-managed banks in different parts of the country show that a high proportion of all applications for loans have been granted in the past year or two, says Albert W. Atwood in a recent article in *The Saturday Evening Post* on "The Idle Dollar." Excerpts from Mr. Atwood's article follow:

"Frequently banks state that as high as 90 per cent of all such applications are granted and for from 60 to 75 per cent of the amount asked for. Allowing that the bankers make these figures as favorable to their own case as possible, it seems strange that we are told again and again that banks are not lending at all.

"If we take into account the whole class of regular bank borrowers, the plain fact is very few want to borrow yet. For the word 'borrow' is merely another name for the word 'debt,' and we face a great world-wide drive to get out of debt.

"An experienced small-city banker, asked if banks were lending freely enough, wisely replied: 'The really good borrower does not wish to borrow now. In fact, I think our customers are making a remarkably fine showing in paying off their loans, especially loans of long standing.'

The Shrinkage of Credit

"Or if we think of business concerns rather than of individuals, it is conservative to say that those able to maintain high credit ratings have been mostly the ones able to maintain ample cash resources and, therefore, least in need of credit. As prices and costs fell, many concerns found themselves with plenty of cash because of the shrinkage in operations. Cash resources were still further swollen by reduced dividends, and smaller inventories made bank borrowings still less necessary.

"Expressed in another way, banks cannot expand credit, they cannot make loans, unless there is a demand for the same. Fundamentally, the business transaction makes the loan, the loan does not make the transaction. It is a mistake to try to force upon business organizations funds which they do not need. Under the circumstances the 'idle dollar' is a natural and proper enough phenomenon. A demand for credit is difficult to create artificially, and there is always danger in so doing.

"Banks must be liquid enough at all times to pay depositors. The idea of a commercial loan is that it represents a self-liquidating process in business. If the banker makes only those advances that are inherently sound, and selects his maturities wisely, he will have in-

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.

Bayfield-Ignacio-Allison Community Churches.

PAUL M. BOURNS, MINISTER. October services:—10 a. m., Sunday School—11 a. m., Sermon, Bayfield and Allison alternating—this Sunday at Allison.

Vesper services at Ignacio each Sunday this month at 4 p. m.

11 a. m., Junior Endeavor at Bayfield. 7:15 p. m., Young People's Society at Bayfield and Ignacio.

Falfa Grange Church meets the Second and Fourth Wednesdays each month.

The Chieftain and The Pathfinder one year, \$1.75.

Let's all go over to Bayfield, Friday afternoon, Nov. 2, and root for the Bayfield eleven in their contest with the Durango Demons.

Pieslike you used to get at home!

Eat Rollie's Home-made Bread!

ROLLIE RIVAS & SON
Bakery and Restaurant, Ignacio

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

Pearson and the Wilmers of the Bayfield section shipt cattle to Denver Friday a week ago.

Mike Conroy of Durango and Al Clark have just completed a 5-room house for Jim Holt one mile south of Bayfield.

**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

COAL

Hay Gulch Coal, delivered, any place in Ignacio, \$5.25 per ton on orders of two or more tons for the rest of October. Also, see us about your grain and hay hauling. Three scheduled trips each week to Durango—Mondays, Wednesdays and Fridays.

IGNACIO TRANSFER, Phone 35-R4

**JAKE'S
SECOND HAND
STORE**

IGNACIO, COLO.

Furniture—Saddles as low as \$6.50—plows to do fall plowing—new and used clothing—men's good, all wool suit for only \$5.95, Separate wool suit coats as low as \$1.50. Visit Jake's Second Hand Store BEFORE BUYING!

We handle the Alamosa Creamery Company's
ICE CREAM

the Best in the West

Also a good assortment of FINE CANDIES, CIGARS, CIGARETTES, CHEWING TOBACCO and Smokers' articles.

Prompt Fountain Service Magazines and Rocky Mountain News. Laundry out Wednesdays. Pool and Billiard Tables.

IGNACIO BILLIARD HALL Thomas Mullen, Prop.

**The World's Most Interesting Magazine
EVERY WEEK FROM WASHINGTON
The Most Important Place in the World**

Local news—you get it in your favorite home paper. But you cannot be equally well informed on national and world affairs without Pathfinder. Think of all that is going on! New industrial developments! The all-important agricultural situation! Acts of Congress! Governmental orders and a thousand other things! But how will this affect you personally—**THAT'S WHAT YOU'VE GOT TO KNOW**.

The true inside story of what goes on at Washington; understandable and reliable information that is so hard to find; the maze of current happenings and fast changing conditions clearly analyzed and explained for you—that is exactly what the Pathfinder will give you. By all means order Pathfinder with this paper in the club which we have arranged for your benefit. ORDER NOW!



**THIS PAPER
AND
PATHFINDER**

BOTH ONE YEAR ONLY

\$1.75

and Buddy, were Agency visitors, Friday.

Leo R. Chisholm, of Towaoc, paid a business call at the Agency office, Tuesday.

Edgar R. Copeland, Ray Copeland, Buddy Spaeth and Connard Burks spent Saturday night and Sunday fishing at Columbine Lake; returning with plenty of fish to show for their time and (labor).

Mrs. Leonard Lasen, of Durango, accompanied by her son and daughter, came out on the truck with Leonard, Friday afternoon and visited Agency friends while the coal was unloaded.

Mr. and Mrs. W. L. Anderson and Dr. Carl Lefforge entertained the San Juan Basin Camp of United Spanish-American War Veterans and the women's Auxiliary, at the home of Mr. and Mrs. Anderson, Wednesday evening, Oct. 24. A fine dinner, prepared by Dr. Lefforge and Mrs. Anderson, served following the business session, was a big feature of the meeting.

Now that the Federal Government has suspended its relief program here, it should either suspend cash payments to the Ute Indians here or arrest the big shots in the bootlegging traffic here. The brazen contempt Ute Indian Reservation bootleggers show for Federal authority tends to create in the minds of men a contempt for all law. Coming here now and then and arresting a few Mexican bootleggers and leaving the big shots undisturbed is equivalent to placing the Federal Government in the attitude of being wholly indifferent as to what its charges—the Southern Ute Indians—do with the money they are given. The bubble will be punctured pretty soon, and when it does The Chieftain will print some news that is news.

Correspondents are reminded that communications received at The Chieftain office later than noon on Tuesday have practical no chance to appear in the Friday following issue.

Chieftain and Pathfinder \$1.75 a year.

his office holding his head high, a self-satisfied smirk on his face—much to the enjoyment of his office force.

"Star of the First Water"

The limpidity and luster of a precious stone are sometimes referred to as "of the first water"; a diamond "of the first water" is one perfectly pure and transparent. By extension, almost anything of the highest quality may be spoken of as "of the first water"—but the phrase seems less applicable to a star.

The Grasshopper Family

The grasshopper, often called the locust, is distinguished from the true locust by its short, peaked head, long, slender "feelers" reaching backward, as long or longer than the body, and their slender build. The three well-known species are the common meadow, the sword bearer and the lance-tailed.

An Extrovert, Introvert

An extrovert, in psychology, is a person whose emotions pass readily into external expressions and actions, the interest occupying itself upon external objects. An introvert is a person of a brooding, reflective type, tending to withdraw his psychic activity into himself.

Parochial Schools

Parochial schools in the United States date from the early Seventeenth century, the first schools having been founded at that time in Florida and New Mexico. Prior to 1770, 70 Roman Catholic school existed within the present confines of the United States.

"Not Worth the Candle"

The phrase, "not worth the candle" comes from an old English proverb, "The game is not worth the candle"—that is, sitting up late at night to finish a game is not worth the price of the light, in a day when candles were dear.

Odd Currency

Woodpecker scalps were used as currency by the Hupa Indians of California. Salt cakes still serve as money in Abyssinia. Necklaces of shell beads have monetary value in some parts of China, Java and Borneo.

Giant Bugs Kill Fish

Some species of water bugs found in tropical countries are as much as four inches long. These curious creatures inhabit warm, sluggish waters and live on small fish which they kill with their sharp beaks.

Straits of Magellan

The Straits of Magellan are more than 300 miles long; measured by the ship channel. Penguins are seen there in great numbers; seals and whales are plentiful and the albatross is sometimes encountered.

The Siamese Twins

The Siamese twins were born in Siam. These children, joined together from birth, were widely exhibited and the expression, Siamese twins, has now the meaning of children so united

enough phenomenon. A demand for credit is difficult to create artificially, and there is always danger in so doing.

"Banks must be liquid enough at all times to pay depositors. The idea of a commercial loan is that it represents a self-liquidating process in business. If the banker makes only those advances that are inherently sound, and selects his maturities wisely, he will have incoming funds to meet demands.

Government Lending

"As everybody knows, the Government has vast lending agencies, for home owners, farmers, and the like. These have nothing to do with the subject of this article, except that all such Government operations would be impossible if the banks did not lend the Government money for the purpose.

"No one can set a time when borrowing will be resumed. But it will come when men once more feel that conditions are sufficiently settled to warrant them in taking chances, in entering upon deals, and in trying to make money."

Mr. Atwood says that it may be that the banks are overcautious now, just as they were overconfident in 1929, but calls attention to the fact that until a little more than a year ago banks were failing "partly because they had loaned too freely, and were being criticized right and left for precisely that fault." He adds:

"Indeed, the banks which had been cautious in their lending policy came through the crisis safely. Under such conditions it is utterly useless to criticize banks for not making loans. After the experience they had for several years, especially in 1932 and 1933, it is only natural that they should relax their requirements very slowly and gradually.

"Unfortunately, many of the applications for loans are not from people who want temporary banking accommodation for three or six months and are quite able to meet their maturity dates, but are from those who really need permanent capital. They are busted and they want someone to stake them to a new start. What they really seek is a partner to furnish them with long-time capital. But depositors insist upon being paid on demand, and, therefore, it is a grave question whether banks should tie up their funds for any length of time."

HOW ONE FARMER HELPED HIMSELF

A farmer accustomed to keeping records found that it cost \$16.50 to produce an acre of corn. His average yield was 33 bushels, selling for 50 cents per bushel. On this basis he was producing without either profit or loss.

A study of his costs indicated means by which the yields might be increased without proportional expenses. By making use of facts discovered at the Experiment Stations, the farmer secured an increased yield of four and one-half bushels per acre (37½ bushels, instead of 33). By increasing the yield and holding down expenses, this farmer was able to make a profit of six cents per bushel.

BELIEVE THE CHIEFTAIN.

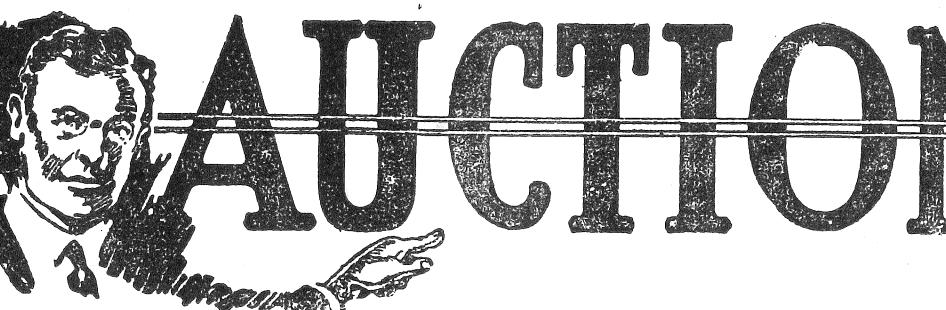
We exchange 50 pounds of flour for 100 pounds of Wheat. Ignacio and Bayfield mills now open for business.

BLACK'S FLOUR MILLS



THIS PAPER
AND
PATHFINDER
BOTH ONE YEAR ONLY

\$1.75



AUCTION!

at the Pine River Switch, 2 miles west and 1-4 mile north of the Indian Agency, at the old Miller place, on

Tuesday, October 30, 1934

beginning promptly at 1:00 o'clock In the afternoon,
I WILL SELL AT PUBLIC AUCTION THE FOLLOWING DESCRIBED PROPERTY:

8 Head of cattle

One Jersey cow, 11 years old, fresh soon
One Jersey-Durham heifer, 20 months old;
fresh in December
One Durham heifer, 18 months old, fresh in March
One Durham heifer, 2 yrs. old; giving milk
One roan Durham bull, 20 months old
Three heifer calves—2 6-mo. and 1 4-mo. old

HOGS

Seven head shoats weighing from 30 to 40 lbs
Two extra good Poland China brood sows

MISCELLANEOUS

One Deering mowing machine in good shape
One P, & O. breaking plow, riding
Two trailers—one 4-wheel, other 2-wheel
One Ford motor; some wheat; 2 stock saddles, bridles, blankets and spurs
Three sets harness; about 50 chickens; six young turkeys, 1 goose and many other articles too numerous to mention

5 HEAD HORSES

One bay team, 12 to 14 years old
One sorrel mare, 7 yrs. old; work or ride
One bay mare, 5 yrs. old; work or ride
One colt, 6 months old

Straw Stack, Pasture, Possession!

TERMS—Cash, or if arrangements can be made with the clerk before the sale, sixty days' time may be given on sums of \$25 or over on well secured note drawing 10 per cent. interest.

E. M. "Rocky" Fortney, Owner
John Perino
AUCTIONEER
Morrill Turner
CLERK