

THE IGNACIO CHIEFTAIN

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



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, NOVEMBER 9, 1934

NO. 11

NEW DEAL WINS OUT!

McDevitt Carries La Plata County by 59 Votes

GIFFORD BEATS BARNEY

Mason Defeats Mrs. Graham for Treasurer--Owen Loses to McGregor

Marshall and Ayres Lead Ticket

Heaviest Vote in History for Off-year Is Polled Thruout Nation

Overwhelming majorities from an avalanche of 32 millions of votes cast in Tuesday's off-year general elections, sounded the final funeral note for the complete burial of the old line Republican Party, and emphasized the masses confidence in the New Deal and its Founder and Pilot—President Franklin D. Roosevelt. His home State—New York—gave him and his humanitarian policies tremendous evidences of confidence and approval.

The voters in all of the States by their ballots conferred even greater powers upon the President, and for the first time since the Republican Party was launched before the Civil War, the Democratic Party (which henceforth should be known as THE GREAT

SPREADING OUT!

Beach Bros., at Bayfield, are going to assemble a mammoth hardware stock in the former A. R. Pierce building, now owned by them, and will install a modern meat department in their original store.

Strayed or Stolen—Bay mare colt; 18 mo. old; white stripe on face; hind feet white; branded —X on right shoulder. Report to Chieftain office. 1tp.

IF YOU CAN'T BE A RED MAN, BE A DEMOCRAT!

According to Supt. D. H. Wattson of the Southern Ute Indian Agency, the Federal Government has bought, in Colorado, for resale to the Utes on the reservation here, 428 head of registered Hereford and Short-horn cows. The purchasers are to pay the government in offspring at the rate of one calf a year for three years, after that the cows belong to the Indians, as well as their increases. It is the sure thing to be an Indian. The next best thing—be a 1934 model FDR Democrat.

Several carloads of the cattle have been received here and delivered to the buyers.

Dr. Carl Lofforge reports the

for the moisture from last week's storm, it was not enough to be of very much benefit.

Mrs. Manley Hott spent several days visiting on Florida Mesa and in Durango, last week.

Mr. and Mrs. Jack Stevens, and Miss Rosemary Stevens, called on various friends in the Tiffany section, Sunday.

SETS THE PACE!

M. H. McLaughlin, owner of the Durango Welding Shop, is demonstrating his faith in the ability of the American people to down depression and restore prosperity. He is having a five-room modern home erected on his property in North Durango, of an entirely new design as compared with any type of architecture seen in this section up to the present time. And (get this!) Mr. McLaughlin is the only citizen of Durango who has had the nerve thus far this year to let a fine new home contract.

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.*)

The children of the primary department were delightfully entertained at a Halloween party, Wednesday afternoon, Oct. 31.

played the game at the University of Idaho, Reed College, Portland, Ore., and at Brigham Young University, Provo, Utah. He studied under G. Ott Rom-

ney.

month for each town. Both of the towns should be lighted and it is to be hoped the powers that be, here and at Bayfield, will take the matter up with Mr. Soens and get these essential conveniences. The Pine River power Co., is a home institution, and should be given every encouragement possible,—and besides, both towns should have street lights.

KIVA

DURANGO, COLO.

SUN.-MON.

NOV. 11-12

Continuous Each Day
2:00 to 11:00 P. M.



SHIRLEY

Now that the election is out of

and its Founder and Pilot—President Franklin D. Roosevelt. His home State—New York—gave him and his humanitarian policies tremendous evidences of confidence and approval.

The voters in all of the States by their ballots conferred even greater powers upon the President, and for the first time since the Republican Party was launched before the Civil War, the Democratic Party (which henceforth should be known as THE GREAT AMERICAN PARTY) will have a two-third majority in the Senate; and slightly increased power in the lower branch of the National Congress—composed of several hundred (mostly) Willy-Nillys)—that should be outlawed under the New Deal.

|||||

Four hundred and twenty-six ballots were cast at the Ignacio box, reputed to be the heaviest vote ever polled in this precinct. The full voting strength in the Ignacio precinct is estimated at between 600 and 700.

The precinct, with seven exceptions, went Democratic. McDevitt received 221 votes here to Taylor's 193, and La Plata County gave McDevitt 2392 to Taylor's 2333, a majority of 59 in favor of McDevitt. It was the first and only time in 28 years that this precinct or La Plata County ever voted against Taylor.

The other Republicans who carried the Ignacio box, are: Armstrong, for State Treasurer, 206 to Appel's 186; Edith C. Kiel, no opponent, 268; William Springer, for Sheriff, 206 to 195 for Harry T. Ayres, but in the County Ayres received 2471 votes to 1991 for Springer, Ayres having a majority of 480 voter over Springer; and a plurality of 176 votes polled by both of his opponents. Thomas Mason received 204 votes here to 195 cast for his Democratic opponent, Mrs. Lena B. Graham, he defeating Mrs. Graham in the County by 128 votes receiving 2471 votes to Mrs. Graham's 2304. W. I. Gifford, Republican County Commissioner from District No. 1, (Hesperus) defeated L. L. Barney here by 68 votes, and by 383 in the county. Their totals were: Gifford, 2548; Barney, 2165.

Mrs. Celia F. Marshall, Democratic candidate for reelection to the office of County Superintendent of Schools, topped the ticket with a mountain of 3552 votes, to Mrs. Bertha M. Painter's 1264, defeating her opponent by 1288 votes.

Practically the whole State Democratic ticket was elected. Gov. Ed. C. Johnson's majority over his Republican opponent, Nate C. Warren, will be over 75,000, it is estimated.

Dr. T. E. Childress, candidate for Representative (reelection) for La Plata and San Juan Counties, defeated his Republican opponent, S. B. "Dad" Wonder, in the district. Dr. Childress received 214 votes here to Wonder's 192; and in La Plata County the vote was: Childress, 2788; Wonder, 2086.

Locally, Bradshaw and Boggs were reelected peace justice and constable, respectively; and at Bayfield Fred Jephcott and Ed. Dodson were reelected peace justice and constable.

Now that the battle has been fought, and won decisively by the New Dealers, let's all cooperate with President Roosevelt in his efforts to help us pull ourselves out of the bog we were plunged into by the Harding-Coolidge-Hoover combination, aided and abetted by a Congress that has for more than $\frac{1}{2}$ of a century been wholly indifferent to every interest save that of Wall Street!

is the sure thing to be an Indian. The next best thing—be a 1934 model FDR Democrat.

Several carloads of the cattle have been received here and delivered to the buyers.

Dr. Carl Lefforge reports the arrival of a girl baby in the home of Mr. and Mrs. Filberto Gonzales, near Arboles, Colo., born at 6:00 p. m., Saturday, Nov. 3.

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.

Tiffany News

BY MRS. J. F. HANKINS

Mr. and Mrs. Ed Pargin of the Piedra section visited relatives and attended to business affairs here last Monday.

Mr. and Mrs. Fred Hill drove to Bayfield for the Durango-Bayfield football game Saturday afternoon. Harry Hill, one of the Demons' players, came home with them for a visit.

Mr. and Mrs. E. E. Martin and children, Carl Berens and Ursa Hankins, of Durango, were guests at the Hankins home, Sunday.

Miss Carolyn Forster, of the Tiffany School, and Miss Kitty Yarbrough, of the Mason School, treated their pupils to a delightful Halloween party, Wednesday afternoon.

Turkey producers have received notices of shipments to be made from Allison November 14, which means a busy week ahead.

The Tiffany P.-T. A. will meet in regular session, at the Holder School, Friday evening, Nov. 9. Miss Evelyn Jones is preparing a program of entertainment.

Mr. Youngblood, of Pearsall, Tex., was here with a big truck, to pick up a load of extracted honey, last week. He found producers sold out and drove over to Falfa and Durango to get a load.

While farmers are thankful

(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.)

The children of the primary department were delightfully entertained at a Halloween party, Wednesday afternoon, Oct. 31.

Thirty-one children of the primary department received Kiva Theater tickets for perfect attendance last month.

Glow Light of San Rey has been set for Friday, Nov. 24, at 8:30 p. m. Through the courtesy of Frank M. Smith, principal of the Southern Ute Indian School, the Ignacio High School, Dramatic Club will present this play in the Indian School Auditorium, and the teachers and students appreciate this courtesy.

Theresa Lucero is extended congratulations from Miss Donna Mae Smith and the entire Glow Light of San Key, due to her enforced absence from school two weeks because of her mother's illness, and making it necessary to assign her part in the play to another student. Theresa demonstrated that she is a "good sport" by the pleasant manner in which she accepted giving up the part she had mastered.

Interested in Marionette shaves? The English 1 Class will soon have a very interesting announcement to make on the subject. Watch for it!

Supt. and Coach Zabel held a chalk talk on basketball fundamentals at the High School-bldg. Monday. The boys are very much interested in learning the game. Most of the boys are small, but eager to learn. Supt. Zabel contends that winning games is not the prime importance of basketball or any athletic sport; but that athletics should develop manhood, good sportsmanship, fairness, honesty, alertness, cooperation and virtues of social groups, at the same time, in so doing learn the game as a science and skill, and, incidentally, win some games.

Supt. Zabel has coached basketball in Montana, Washington and Nevada. He studied and

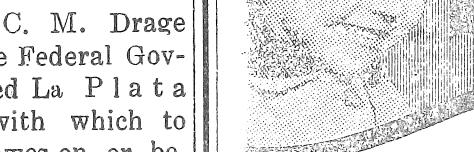
County Agent C. M. Drage announces that the Federal Government has allotted La Plata County \$14,478 with which to pay for 4,000 old ewes on or before Nov. 15, inst.

Now that the election is out of the way, The Chieftain plans to make a thorough subscription-get-acquainted canvass that will include every household in the Pine River Valley. We are going to the homes primarily to get subscribers, to get acquainted with the people. The Chieftain serves, to study their problems, and to gather news of interest to the public generally and the Pine River folk particularly. We are going to start out on route 2 and finish it before taking on other territory. Chain up vicious dogs and place our name in the pot for most any day.

Cars occupied by Charlie and Marion Davis, brothers of Bayfield, and a Mexican named Chavez, of Durango, met head-on at the old Hammer place 4 miles west of Bayfield on the Durango-Bayfield highway at 7:00 a. m., Tuesday morning. Both of the machines were wrecked but none of their occupants was injured.

Paul Jones and family have moved over from Bayfield and are domiciled at the Mills apartments.

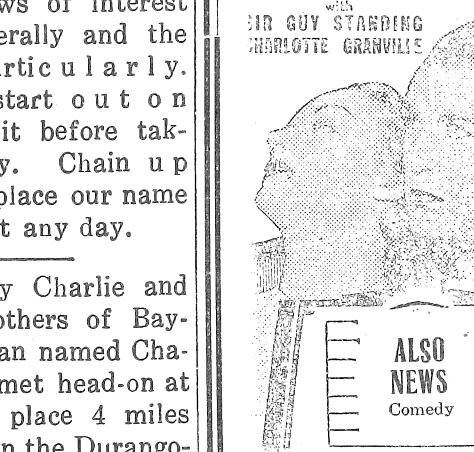
Manager Wm. Soens of The Pine River Power Co., has arrived at a plan that would make it possible for both Bayfield and Ignacio to maintain street lights at a cost of about \$17.50 per



PARAMOUNT
PICTURE

SHIRLEY TEMPLE
GARY COOPER
CAROLE LOMBARD

NOW AND FOREVER
with
SIR GUY STANDING
CHARLOTTE GRANVILLE



ALSO
NEWS
Comedy

Rottenest and Meanest Coal!

DELIVERED ANYWHERE
ANY TIME!
Charlie Yingling, Bayfield

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

Chieftain and Pathfinder 13 months, \$1.75!

THE IGNACIO CHIEFTAIN

Local Items

L. Beach, 84, died at Hot Springs, N. M., Oct. 30, ult., and the body was sent by express to Hennessy, Okla., where the funeral and interment services were conducted, Sunday, Nov. 4, inst. The late Mr. Beach is survived by three sons, Harry Beach and Bert Beach of Bayfield, the third son residing in Oklahoma, and a daughter at Hot Springs. Returning from Oklahoma the Beach brothers drove from Oklahoma City to Bayfield, 760 miles, between 8:00 a. m., Tuesday and Wednesday morning. They report evidences of business recovery very noticeable in Oklahoma City, and fine wheat crops in the Cleaver State.

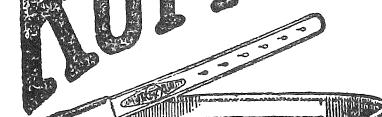
COAL

Hay Gulch Coal, delivered, any place in Ignacio, \$5.25 per ton for two or more tons for the rest of November.

Three scheduled trips each week to Durango — Mondays, Wednesdays and Fridays.

IGNACIO TRANSFER, Phone 35-R4

RUPTURE



NON-SKID Spot Pad Trusses

The Perfect Rupture Holders! CONSULTATION and ADVICE

ADJUSTING BANKING TO CHANGING NEEDS

By ROBERT V. FLEMING
Vice President American Bankers Association

BANKERS recognize that changing conditions require new methods of doing business. However it is their responsibility to retain those essential and sound financial principles upon which this country was founded and has grown to be what is still the richest nation in the world.

Many of our difficulties have arisen from lack of confidence and from misunderstanding. Therefore it behoves the banker to bend every effort to create a better public understanding of sound banking and thereby bring about that united effort and cooperative spirit which will hasten the day of national recovery and restore to the banker the confidence of the public to which he is entitled.

As an approach to the realization of this ideal, bankers should carefully scrutinize every application for a loan to see if it is bankable and, if it is not in bankable form, then make further examination to see if the loan can be made so, in order that the uses of credit may be stimulated.

Explaining Loan Factors to Customers
We must not expect our customers to be bankers and understand all the factors which we must consider before granting a loan. If we find that a loan is not, and cannot be made, bankable, then I think we should take pains to explain to the applicant the reasons why it cannot be granted.

There are other measures which I think it important for the banker to undertake in order to eliminate the misunderstandings which have arisen and overcome the sentiment which exists. Under present conditions we have to operate under many laws and regulations, and also watch what further legislation is being proposed which affects our methods of operation and may not be in the best interest of the communities we serve. Nowadays it seems at times we must sit with a law book in one hand and a book of regulations in the other in order to make certain we are discharging our daily duties and functioning strictly in accordance with the law. All of this is very trying, yet I think in the end we shall become better bankers.

I believe it is the duty of every banker today to endeavor to understand the public he serves. In addition to the time, money, and energy they are

Notice of Sale

Notice is hereby given that the undersigned, The Ignacio State Bank, will on the 19th day of November, 1934, commencing at the hour of 10:00 o'clock A. M., offer for sale and sell at public auction in the lobby of said bank at Ignacio, Colorado, the following described notes and security, without recourse, to the highest and best bidder for cash in hand, to-wit:

The following described notes, made, executed and delivered by Paris G. Engler, payable to the order of Cassie Scofield and Gracia W. Howe:

One note for the sum of One Hundred Fifty (\$150.00) Dollars, dated April 6th, 1932, payable December 31st, 1932.

One note for the sum of One Hundred Fifty (\$150.00) Dollars, dated April 16th, 1932, payable December 31st, 1933.

One note for the sum of Two Hundred Fifty (\$250.00) Dollars, dated April 6th, 1932, payable December 31st, 1934.

One note for the sum of Two Hundred Fifty (\$250.00) Dollars, dated April 5th, 1932, payable December 31st, 1935.

Also Deed of Trust, dated April 6th, 1932, made, executed and delivered by Paris Engler to the Public Trustee of La Plata County, Colorado, to secure the payment of the above described notes; which Trust Deed was filed for record April 7th, 1932, and is recorded in Book 211 at Page 55 of the Records of La Plata County, Colorado.

The above described notes and Trust Deed will be sold for the purpose of paying, satisfying and discharging balance of note given by the said Gracia W. Howe and Cassie Scofield to the undersigned bank, for the sum of Three Hundred Seventy-Five (\$375.00) Dollars, dated June 30th, 1933, payable December 1st, 1933, upon which note there is now due and unpaid the sum of Two Hundred Fifty (\$250.00) Dollars, with interest at the rate of ten (10) per cent. per annum from December 1st, 1933, and for the purpose of paying the costs and expenses of said sale, including costs of advertisement, and an attorney's fee of Twenty-Five Dollars.

The right is reserved of rejecting any and all bids!

The above described notes and Trust Deed, may be examined at the place of business of the undersigned bank, at any reasonable time before the sale.

Dated at Ignacio, Colorado, this the 2nd day of November, 1934.

THE IGNACIO STATE BANK,
By M. E. TURNER, CASHIER,
(Published in The Ignacio Chieftain November 2-9-16, 1934).

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

Buccaneer Origin
Buccaneers were originally men who preserved beef and pork by "drying" it over a smoky fire. This meat was called boucan. It kept in this state for several weeks.

Must Sail 30 Miles

Ocean steamers reaching Wilmington, N. C., must sail 30 miles up the Cape Fear river, although the city is only ten miles from the Atlantic as the crow flies.

Magic of Education

Prone always to believe in magic, the tendency for mankind is to believe in the magic of education to effect wonderful transformations of natures.

The Biggest Job

"Dis world was created in seven days," said Uncle Eben, "but it is takin' millions of years foh us humans to decide what to do wif it."

We have been appointed

R. C. A. RADITRON
AGENTS FOR IGNACIO
and have a good stock of the new type tubes as well as the old ones,

We test tubes FREE.

Wright's Electric Shop
Ignacio, Colorado

BUY BASIN IF POSSIBLE

Get your glasses
and optical
REPAIRING
OF

ERWIN F. BURNETT
OP-TOM-E-TRIST
Graden Block, Durango, Colorado

CRACK-PROOF oils are
LONGER-LASTING oils

we sell TEXACO
the only
CRACK-PROOF OIL
on the market

TEXACO
Try a filling here

Bob Carrick, Distributor
Ignacio, Colorado.

Chieftain and Pathfinder \$1.75 a year.

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

The Chieftain and The Pathfinder one year for \$1.75.—two bargains.

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
Globe Batteries and Welding Supplies

HONEY!

Pure extracted HONEY, 5lb Pail, 40c; 10lb Pail, 75c
FIVE GALLON CAN, \$3.50

BRYAN'S IGNACIO COLORADO

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

Pine River Power Co.
BAYFIELD, COLORADO

GET our prices and inspect the quality of merchandise we



NON-SKID
Spot Pad Trusses
The Perfect Rupture Holders!
CONSULTATION and ADVICE
"FREE OF CHARGE."
SEE OUR FITTER NOW!
We have a SPECIAL TYPE for
YOUR Rupture!

WALL DRUG COMPANY
PHONE 57-J
DURANGO, COLORADO

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

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!

Python's Capacity
The python, because of the great expansiveness of its jaws, is able to swallow animals many times its own diameter. It is perfectly possible for a large python to swallow a 100-pound pig.

Use of Word "Transpire"
Transpire means to become known; as "In spite of their efforts at concealment, the secret transpired." It is both affected and incorrect to use the word in the sense of occur.

Farming to Music
All farming in the Philippine islands is done to music, the musicians trailing after the workers and playing for them as they plant, cultivate or harvest.

SHAVE, TO SELL
BATH, 25C
We make you feel and look just as good FOR LESS MONEY than others charge

WISE, 1017 Main, Durango

I believe it is the duty of every banker today to endeavor to understand the public he serves. In addition to his daily duties, trying as they are, he should participate in the activities of his community, so that, with the fund of information available to him, he may be as helpful as possible in all public and civic matters.

**COMPTROLLER COMMENDS
INSTITUTE OF BANKING**

WASHINGTON, D. C.—The American Institute of Banking, said to be the most successful project of its kind in the field of applied adult education, has performed a valuable function in training bank clerks for "sound public service as well as personal success." J. F. T. O'Connor, Comptroller of the Currency of the United States, said here in a recent radio address. The institute is a section of the American Bankers Association.

"While imparting useful knowledge, it has improved the morale of banking personnel and has stimulated in its members an intelligent interest in national and international monetary problems," Mr. O'Connor said. "Its courses cover a wide field in banking. Among the subjects, one finds Bank Organization and Operation, Commercial Law, Negotiable Instruments Law, and Economics, in the Pre-Standard Division; followed by such subjects as Money and Banking, Credit Management, Financial Statement Analysis and Bank Management, in the Standard Division.

"Each and every subject is one which is necessary to a knowledge of banking. However, the institute does not stop here, but encourages graduate study in Corporation Finance, Trust Service, Farm Credit Administration and Business Forecasting. Again it emphasizes in special courses the importance of the less technical but highly beneficial study of Constructive Customer Relations, Banking Fundamentals and Public Speaking. No comment is necessary on these courses: their value is at once apparent."

BOOKLET ON FARM CREDIT

A booklet has been published by the Agricultural Commission, American Bankers Association, on "Factors Affecting Farm Credit," for the purpose of furthering on a national scale the taking of farm inventories and the making of credit statements as sponsored by the commission in cooperation with the state colleges of agriculture and the U. S. Department of Agriculture. The goal is better relationships between farmers and their banks.

The booklet is devoted to the types of loans generally required by farmers, the need for farm credit, how it can be obtained, when it is safe to borrow, what principles to follow to establish credit in advance of needs, and how both the lender and borrower are interested in sound, productive farm credit.

CRACK-PROOF OIL
on the market


Try a filling here

Bob Carrick, Distributor
Ignacio, Colorado.

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.

**Pies like you used to get
at home!**

Eat Rollie's Home-made Bread!

ROLLIE RIVAS & SON
Bakery and Restaurant, Ignacio

**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!

The Chieftain and The Pathfinder one year for only \$1.75. A real bargain.

PINE RIVER POWER CO.
BAYFIELD, COLORADO

Pine River Power Co.

BAYFIELD, 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

H. C. BIGGS & CO.
LUMBER AND BUILDING MATERIAL

(See us for information on FHAL LOANS)

HARDWARE

IGNACIO, COLO.

PHONE 17-R4

Fresh Meats!

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

Leonard Market

Ignacio, Colorado.