

# THE IGNACIO CHIEFTAIN

Entered as second-class mail matter at the Post Office at Ignacio, Colorado, under the Act of March 3, 1879.



AND BAYFIELD BLADE

VOLUME 25

IGNACIO, (La Plata County) COLORADO, FRIDAY, DECEMBER, 14, 1934

NUMBER ■

## Chance for all Pine River Valley People to Make Front Page News

BEY that better impulse—subscribe now and insure your name for \$1.50 in the Feb. 1 edition of The Chieftain.

There are only two stories to offer:

1—A man went into a certain newspaper office and remarked that he had subscribed for the paper for 10 years and had never seen his name in print. He wanted his subscription cancelled.

2—A man (name next week) from Bayfield came into The Chieftain office last week and insisted on paying for a year's subscription in advance; altho his subscription was not quite due.

Put on your purple sox and a Christmas necktie and come right in. Never mind the snow wind, or the rain. There's always a fire in The Chieftain office, and when you feel that warm, comfortable bliss stealing over you—obey that better impulse—subscribe now.

The Chieftain's yours for \$1.50 a year. Twenty-five cents more and the Pathfinder will be sent.

What, no purple sox! Come anyway, telegraph, cable, radio—and we dare you—television your subscription.

Even if you have taken The Chieftain 25 years the publishers still will let you take it another year.

The latest news from week to week about your boy or girl

## Tiffany News Items

[By Mrs. J. F. Hawkins]

Mr. and Mrs. August Kettler received sad news of the death of a grandchild, the infant daughter of Mr. and Mrs. Herman Korans of Deerfield, Kas.

Fred Mason, who hurt a leg two weeks ago has been in a Durango hospital receiving treatment. He will return to his home here this week.

Frank McCoy is confined to his bed with an attack of dumbago.

Mrs. Ida Jones has been ill with flu. She is reported to be improving.

Mrs. George Waylynd is reported to be improving following an attack of flu. Mr. Wayland is ill. Nearly all members of the Larsen family are ill with flu.

Mrs. E. E. Hiatt is ill with a heart attack, suffered Saturday.

Mrs. John Sauer entertained a friends at a quilting party last Wednesday. Those present were Mesdames Hill, Drury, Carlson, Hiatt and Hawkins.

Snow and rain storms disrupted train service for a few days since last week and county roads were almost impassable as well, farmers, however, are rejoicing over prospects of sufficient water for irrigation purposes next season.

Bayfield Woman is Fox Fur Expert

## ADS. WILL TELL BANKERS' STORY

American Bankers Association President Announces Move to Stimulate Newspaper Advertising

NEW YORK.—Plans for stimulating wider use of informative newspaper advertising by banks in promoting public understanding and confidence in regard to existing banking conditions and methods have been announced by R. S. Hecht, President of the American Bankers Association, as a part of his organization's activities in aid of business recovery.

A general groundwork was prepared through a nationwide survey of advertising by banks relative to their willingness to extend justifiable loans to industry and trade. This, he said, revealed that a large number in all parts of the country are pursuing aggressive policies along this line and encouraging their customers to develop forward-looking business plans. "It is our aim to aid in fostering this constructive attitude wherever possible," he said.

The Theme of New Advertising

The association's Advertising Department, under the direct supervision of the general executive officers, has prepared, at the headquarters in New York City, an informative advertising series for the use of member banks in the association to aid them in developing in their own communities better general public understanding regarding banking, Mr. Hecht said.

"The underlying theme of this advertising is that sound banking is based on helpful human relations and that it has a unity of interest with the people of its community which binds them together with a common purpose," he said.

"We are confident that if a clear understanding of this is brought home to the people in all our banking communities, it will go far in restoring the public confidence which good banking deserves. A bank in which people deservedly believe is doubly safe, it is to the public interest for the people to have confidence in their banks."

The Place of Advertising

"We feel that bank advertising has a special public duty to perform in this

## Development and Conservation of Colorado's Water Resources Outstanding Activity Planned to Provide Relief Employment Next Spring

OFFICIALS of the state relief organization are busily engaged in gathering information and preparing suitable projects which will permit them to begin work as soon as a definite program has been approved in Washington.

Development and conservation of Colorado's water resources will, without doubt, be one of the outstanding activities for the coming spring and summer. This will include building of dams and reservoirs for the impounding of irrigation water so vital to all sections of the state.

## Would Retain Fish and Game Money as Separate Fund

Jack Moss, deputy game warden for southwestern Colorado, was in Ignacio Wednesday getting signers to a petition to the state legislature to retain R. G. Parvin as state fish and game commissioner and to keep the fish and game fund as a separate unit instead of putting it with the general fund.

Followers of gun and rod by purchasing licenses have made this department the only self-supporting department in the state.

Parvin became commissioner in 1919. Since then a fund of \$60,000 has grown to more than half a million. Instead of three hatcheries there are now 17 and there are nine spawning beds.

Mr. Moss reported that all Ignaciens he had called on so far had signed the petition.

## Agency and School

An extensive highway program is one of the major items to give employment to thousands of employables. Many projects of a minor nature also are being considered.

Colorado's work-relief program the past nine months has been of a varied nature.

Man-hours totaling 12,656,626 were consumed by more than 200,000 workers, who were paid in excess of six million dollars and about \$6,500,000 worth of materials were used. Its far-reaching benefits can better be appreciated when one realizes what has been done in La Plata county and surrounding counties.

Relief labor in Montezuma county is engaged in constructing a library building at Cortez. Improvement of the city cemetery at Durango will be a lasting reminder of the FERA. The grounds were cleared of heavy oak and sagebrush and a 3-foot wall erected along the road leading to the burial grounds.

Banks of the Rio de Las Animas [River of Lost Souls] near the stream gauging station in Durango have been faced with rock and old concrete sidewalk.

FERA student-help has completed a new ski course, 60x600

## Dance Dollars Into Fund for Crippled Children Jan. 30

By dancing at one of the birthday balls of President Franklin D. Roosevelt on Wednesday, January 30, every couple will be aiding in dancing dollars into a fund to be used for the benefit of children afflicted with infantile paralysis and other crippling maladies. Seventy percent of what is raised in La Plata County will remain in La Plata County to do as much good as possible for the children here.

Thirty percent of the proceeds will be delivered to the president and by him turned over to the commission engaged in research work to bring infantile paralysis under control.

There will be two dances in Durango, at the Community and Elks halls according to R. Susman, publicity manager.

Ignaciens can put a ring around the date on the wall calendar and order tickets from Morrill Turner, thus helping to ease the pain of some crippled child.

--and we dare you--television  
your subscription.

Even if you have taken The Chieftain 25 years the publishers still will let you take it another year.

The latest news from week to week and what can you buy at the stores? Read the ads.

This is special. Next week, Friday, Feb. 1 edition the names of all new subscribers and those who have renewed their subscriptions this last month will be published. Will your name be there?

A lot of wide-awake folks around the valley have already pleased and gratified the staff by subscribing. We have room for a lot more pleasure and gratification, however.

Through your help we can make The Chieftain the paper you want to read.

If you are really cold and aren't a subscriber, come in anyway.

## Few Couples Attend Dance Saturday Night

A few couples braved January's icy blast to attend the Odd Fellows dance at the local hall last Saturday night. When the Durango music failed to arrive, card tables were rounded up and bridge was in order, until a pianist was discovered.

Chicken sandwiches, pie, cake and coffee disappeared.

The floor is well waxed for the next dance.

The guest of honor was King (Police dog) Crigler.

## THE IGNACIO STATE BANK

IGNACIO, COLO.

CAPITAL AND SURPLUS . . . \$30,000.00

## VAULT BOXES FOR RENT

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

## Bayfield Woman is Fox Fur Expert

Mrs. Emma Jenkins of Bayfield, owner of the silver fox farm was called to New York to act in the capacity of judge of furs in a big auction market there.

Mrs. Jenkins has operated the fox farm near Bayfield for several years and has become recognized as an authority on furs. The opportunity to attend the New York fur market was in recognition of her ability along this line.

## Church Notice

The Church of Jesus Christ of Latter Day Saints. Odd Fellows Hall, Ignacio,

Sunday School, ..... 10:00 A. M.  
Preaching, ..... 11:30 A. M.

## Community Church

PAUL M. BOURNS, Minister.  
Bayfield—Sunday School, 10:00 a. m.; sermon, 11:00 a. m.; Junior Endeavor, 6:00 p. m.; Young People's Society, 7:15 p. m.

Ignacio—Sunday School, 10:00 a. m.; Church Service, 11:00 a. m.; beginning Jan. 25; Young People's Meeting, 7:30 p. m.

Allison—Sunday School, 10:00 a. m.; Church Service, 7:30 p. m. every other Sunday, beginning Jan. 20.

Florida Mesa—Services second and fourth Wednesday evenings.

the people in all our banking communities, it will go far in restoring the public confidence which good banking deserves. A bank in which people deservedly believe is doubly safe, it is to the public interest for the people to have confidence in their banks.

The Place of Advertising

"We feel that bank advertising has a special public duty to perform in this connection under existing conditions. The copy which will be supplied in the service we have developed will not only aid the individual bank in promoting the use of its own facilities but is also aimed to bring about with the aid of newspaper advertising a clearer public viewpoint regarding the essential part it occupies in the life of its community."

Mr. Hecht emphasized in regard to the new advertising facilities being offered to the members of the association that they are not a profit making venture and that there is no intention to disturb existing advertising arrangements, the idea being that these institutional services shall supplement rather than replace present plans, or that they will give assistance to member banks now lacking satisfactory arrangements.

## MANY BANKS LONG LIVED

In the United States—  
168 Banks over 100 years old.  
2,472 Banks over 50 years old.  
10,391 Banks over 25 years old.

There are in the United States 168 banks that have been in continuous existence for more than one hundred years. There are 2,472 banks over fifty years old, while 64% of all the banks in this country, or 10,391, are twenty-five years old or older.

In other words, practically two-thirds of the banks in this country have come through several successive periods of depression and panic, including 1907, 1914, 1920 and 1929-33.

The Oldest Bank  
The oldest bank in the country, which is in Boston, was chartered February 17, 1784.

In the 64% of banks that are twenty-five years old or older is lodged a major portion of the banking resources of the nation. In commenting recently upon the stability of a great majority of the banks in the United States, Dr. Harold Stonier, Educational Director of the American Bankers Association, said:

"The fact that we have so many banks that have been in existence a long period of years is an eloquent tribute to the genius of American managerial ability, for no other country has experienced such wild gambling eras and resultant periods of business stagnation as those through which our country has passed at frequent intervals during the past century."

are nine spawning beds.

Mr. Moss reported that all Ignacians he had called on so far had signed the petition.

## Agency and School

BY MELLIE P. DANIELS

Betty Floyd has been quite sick with bronchitis, but is now convalescing.

Mrs. Ida E. Bell is caring for the infant child of Mr. and Mrs. Leonard Larsen of Durango during Mrs. Larsen's illness.

Lee Jekyl of Towaoc was an Agency visitor Tuesday.

Mr. and Mrs. Elbert J. Floyd and Mrs. Elmer C. Hickman were Durango visitors Monday.

Mrs. W. L. Flack and Frances spent Saturday afternoon in Durango.

Miss Alice C. Finch was a Durango visitor Friday.

Mr. and Mrs. Lloyd Barnes and Mrs. A. M. Westhafer spent Friday afternoon in Durango.

Lois and Eugene Flint were guests of their mother, Mrs. Cora Flint, Sunday.

Miss Johnson of West Ignacio was the guest of Miss Frances Flack Saturday night.

Supt. and Mrs. D. H. Wattson attended the Elks' dance in Durango Saturday night.

Mr. and Mrs. Edgar W. Parrett

spent Saturday afternoon in Durango.

Elmer Floyd, Jr., suffered an

attack of flu for several days.

Mr. and Mrs. Andy Westhafer were Sunday dinner guests of the Misses Neoma James and Vivienne Hamilton.

Rev. and Mrs. L. P. Brink of Farmington took supper Monday with Miss Sadie Evans.

Dr. and Mrs. Murphy and Miss Vilenee Hamilton entertained the Employees' Bridge club Wednesday night at the Murphy home.

Dorothy Jean Bell is suffering with an attack of tonsilitis.

Mrs. Sue Turner, Miss Anna Hocker and Harold Turner motored to Durango Saturday afternoon returning Sunday morning.

Miss Marguerite Durrant spent Copeland.

ing to the burial grounds.

Banks of the Rio de Las Animas [River of Lost Souls] near the stream gauging station in Durango have been faced with rock and old concrete sidewalk.

FERA student-help has completed a new ski course, 60x600 feet, at Fort Lewis college.

Mancos was improved by graveling the streets and removing of a large number of dead cottonwood trees.

Dolores water system was improved by removal of an old wooden pipe and a new 8-inch steel pipe being installed.

Charles Yingling of Bayfield was in Ignacio Thursday on business.

Durango, at the Community and Elks halls according to R. Susman, publicity manager.

Ignacians can put a ring around the date on the wall calendar and order tickets from Morrill Turner, thus helping to ease the pain of some crippled child.

## SHORT LOCAL ITEMS

The management of the local hardware store has been busy the last two weeks doing some interior decorating.

The counter is now a highly polished, shiny green work of art. Brass kettles, ice skates, frying-pans, paring knives and glassware now while the nights away jiggling on the counter.

The jitney lunch served by the ladies of the Community church Thursday noon was well attended. The proceeds are to be used in helping pay off the debt on the manse.

Charles Spaeth returned from Denver Saturday evening and reported no snow in Denver and five feet of snow at Chama.

Mrs. W. L. Wiseman and Emery Forrest had their tonsils removed Thursday morning in Durango by Dr. J. C. Darling.

Orville Potter returned Thursday morning from California with a load of citrus fruit.

E. E. Hively stopped in Ignacio for lunch Thursday on his way to Durango.

Hans Aspaas left Wednesday for Gallup where he expects to spend a few days.

A. Leopold, blacksmith, spent a few days in Farmington this week.

Fern Stauffer and Donna M. Smith are now living at the Mills Apartments.

Virginia Leonard spent last week-end at home from her studies at Fort Lewis.

Barbara Turner is now entertaining the measles.

Ralph and Roy Burton were Ignacio Sunday afternoon.

Charles Yingling of Bayfield was in Ignacio Thursday on business.

## THE IGNACIO CHIEFTAIN

and Bayfield Blade.  
IGNACIO, COLORADO

FAY and CHARLOTTE JONES, Editors, Owners and Publishers

## SUBSCRIPTION RATES

One Year in La Plata County	\$1.50
Six Months in La Plata County	.75
One Year Outside of La Plata County	2.00
Six Months Outside La Plata County	1.25

## High School News

The Ignacio high school basket ball team will play the Aztec high school at the Agency gym. Saturday, Jan. 31. This should be a good game. However, the Ignacio boys are crippled in the loss of Cascimero Baker and possibly Henry Taylor. This means that Coach Zibel will have to rebuild the team. The boys are out to win, regardless.

The Ignacio high school team will play the Navajos in Burns Hall Tuesday night. The girls team will play also.

The second semester is now in full swing. Just one new course has been added to the curriculum. This is Salesmanship. It is being taught by Miss Mc Dermott.

Mr. Weatherman is bearing down on us, in the form of cold weather. Mr. Farmer and Mr. Businessman are smiling in anticipation of the good crops next summer, due to the snow and moisture now.

THIRD GRADE  
Half of the third grade class has been absent with colds and measles.

One afternoon the first, second and third grade children visited the snow igloo which Dr. Lefforge made. We had been studying about the Eskimos so were real interested in seeing one of their homes.

The Mother's Study Club meeting held in Miss Mac Naughton's room was an interesting one and

BUY BASIN  
IF POSSIBLE  
Get your glasses  
and optical  
REPAIRING  
OF

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

Chieftain and Pathfinder \$1.75 a year

## John's Cafe

Home of Good Eats

## Meals &amp; Lunches

at Regular Prices

MARSHALL JONES, PROP.

CRACK-PROOF oils are  
LONGER-LASTING oils



Bob Garrick, Distributor  
Ignacio, Colorado.

WANTED—Correspondent at Allison, Missouri Center and Oxford to write weekly news letter for The Ignacio Chieftain.

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

Give us your order.

THE BASIN

Freight &

Coal Co.

HERMAN PETERSON

IGNACIO, COLORADO

DITCH NOTICE

The annual meeting of the shareholders of the West Side Lateral

Ditch will be held at 11 o'clock

A. M., Saturday, February 16,

1935, in Ignacio, Colorado, for the

election of three(3) directors to

serve during the ensuing year.

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the snow, which Dr. Ellinger made. We had been studying about the Eskimos so were real interested in seeing one of their homes.

The Mother's Study Club meeting held in Miss Mae Naughton's room was an interesting one and we are hoping that more mothers will be present at the meeting in February. The program for the next meeting will be announced later.

#### FOURTH GRADE

Betty Floyd has to stay in bed for five days. She has to be in bed because she has the "flu".

We have three big pretty plants. One of our plants bloom pink and two of them bloom white.

We are now studying of North America. We have two color maps.

Fabian Carnenes and Albino Valdez drew the Northern Lights on blackboard and colored them.

We are preparing for the next meeting of the Mother's Study Club which will be held in our room February, 12 at 3 P.M.

#### FIFTH GRADE

Our attendance has been greatly decreased lately owing to illness.

We have a new "Ditto" English Workbook which we enjoy. The teacher makes copies for all the class, thus making one book do the work of twenty.

Joe and Delfin Anaya, Joe Martinez and Emma Rivas have decorated our room in appropriate January designs.

Luisa and Mary were the only ones with perfect attendance tickets last month.

#### SEVENTH & EIGHTH GRADES

Basketball seems to be the big attraction these days. We have

**DITCH NOTICE**  
The annual meeting of the shareholders of the West Side Lateral Ditch will be held at 11 o'clock A. M., Saturday, February 16, 1925, in Ignacio, Colorado, for the election of three(3) directors to serve during the ensuing year, the levying of required maintenance assessments and the transaction of such other business as may properly come before the meeting.

C. L. RUSSELL, Secretary.  
1st pub. 1-18-25. 4th pub. 2-8-25.

#### DITCH NOTICE

The annual meeting of the stockholders of The Spring Creek Extension Ditch Company, will be held in the Town of Ignacio Colorado, at ten o'clock A. M., Saturday, February 16, 1925, for the purpose of electing five(5) directors to serve during the ensuing year, the levying of the required maintenance assessments and the transaction of such other business as may properly come before the meeting.

C. L. RUSSELL, Secretary.

1st pub. 1-18-25. 4th pub. 2-8-25.

#### DITCH NOTICE

The annual meeting of the shareholders of the Bayfield Pine River Ditch Company, will be held at the Ute Creek school house, at two (2:00) o'clock P. M. Saturday, February 16, 1925, for the purpose of transacting of such business as may properly come before the meeting.

ALLISON EDWARDS

President  
1st pub. 1-18-25. 4th pub. 2-8-25

## Live Poultry Wanted

AT GRADEN'S OLD FLOUR MILL  
Durango, Colorado

Saturday, Jan. 26.

No. 1 colored hens, fat	10c
No. 1 colored hens, light	7c
Ducks and Geese	7c
Leghorn hens	7c
Young roosters, soft bone	8c
No. 1 Turkeys	12c
NO FULL CROPS	

BURTON MARKETING PRODUCE

## Coal Co.

HERMAN PETERSON  
IGNACIO, 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

#### Durango Welding Shop

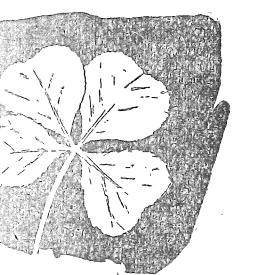
352 Sixth St., Durango, Colo.  
Night Phone 437-J—Day Phone 777

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  
Close Batteries and Welding Supplies



A Four-Leaf Clover  
is a sign of good luck  
but it often fails. ☺ ☺

A fire insurance policy  
in a strong stock  
company is a never-  
failing guarantee  
against bad luck in the  
shape of financial loss  
through fire. ☺ ☺ ☺

FOR ALL KINDS OF  
INSURANCE

See T. J. Bradshaw  
Notary Public

## STORE IGNACIO, COLO.

**NEW AND USED  
CLOTHING**  
**Furniture  
AND  
Hardware**

#### Good Bakery Products & GOOD MEALS

Eat Rollie's Home-  
made Bread!

**ROLLIE RIVAS & SON**  
Bakery and Restaurant, Ignacio

## COAL

Hay Gulch Coal, delivered,  
any place in Ignacio,

### \$6.00 PER TON

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

#### IGNACIO TRANSFER

When in Ignacio  
Feel at home at

THE  
COMMERCIAL  
HOTEL

Special Turkey and Chicken  
Sunday Dinners, 50 Cents.

20 LBS. SMOKED BACON WHILE IT LASTS

Clothes-Pins, Box of 20 3c

**BRYAN'S** IGNACIO COLORADO

## Fresh Meats!

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

: Leonard's Market :

## H. C. BIGGS & CO.

A COMPLETE LINE OF Hardware, I.H.C. Implements  
AND Building Material

IGNACIO, COLO.

PHONE 17-R4

## WE'RE LIKE THE DOCTOR

When you are sick, the doctor merely treats you.  
You do the getting well.

So with us. We merely provide the energy—service.  
You are the one that puts it to work.

Pine River Power Co.  
BAYFIELD, COLORADO

## Philco Radios

GENERAL  
MERCANDISE

ECONOMY STORE IGNACIO COLORADO