#### RIO GRANDE VALLEY LANDS

Further Report on Projects to Which Nebraskans Are Invited.

ACTUAL CONDITIONS THAT EXIST

Difficulties of Irrigation, Uncertainty as to Tenure and Title, and Disantisfaction of Nebrankans Who Are There.

By G. E. CONDRA.

valley. This statement is made in fulfillment of that promise

sales of foreign land in this state. It is a duty of this department to prevent land frauds, that is to protect Nebraskans. in doing this the business of some honest operators may be affected temporarily by this publicity, but that is not our pri-

In conducting our investigations we take into consideration three points. First, we examine the credit or financial sponsibility of the persons or companies making the sales. We do this to determine whether or not they can and will make good on their contracts, to find out whether or not a customer can recover n case of fraud. Second, we study the nature of the project and compare our findings with the representations made y operators in securing sales. In this way evidences of fraud are detected. Third, we examine the title and interest conveyed to purchasers.

This report is a statement in regard to the lower Rio Grande valley of Texas. et the reader bear in mind that it reates to only a very small part of Texas that statements made here may have sautely no application in other parts of that state. Too often in land deals, purchasers fall to distinguish between the characteristics of different regions and projects therein

Not Snap Judgments.

cited were secured not only from field for this. observations, but to a considerable exrrigation projects. We report as follows: erior. The relative humidity is low.

# FACE A SIGHT WITH ERUPTION

Itched and Burned Until Resinol Brought Relief at Once.

Philadelphia, Pa., Dec. 5, 1913; "I and as it would spread water would move river sediment. come from it and every place the waand cintments that were recommended, but none helped, until I tried Resinol Soap and Resinol Ointment, which relieved me at once, and after using it about two weeks, my face was entirely clear. I cannot praise Resinol enough." (Signed), Mrs. Resinol enough." Rose Miller, 1313 Snyder Ave.

for nineteen years and every druggist sells Resinol Soap (25c), and Resinol Ointment (50c and \$1). Don't be de ceived by the useless "substitutes" which a few unscrupulous dealers offer. For a free trial, write Dept. 6-R, Resinol, Baltimore, Md.

Duplication in

Advertising

How to Avoid

Grande river, and cisterns for cutobing 125 and perhaps 150 acres per second foot. promising. quality. The supply from the irrigation gate and has not perfected a system. canals may become polluted and hence unsafe. Water from the river is about the same as from the average stream of This matter of an adequate and healthand the homeseeker should give it careful consideration.

3. The soils have been surveyed by Two weeks ago I described a typical the federal government, part in detail nomescekers' excursion to Texas. The and the rest more generally. The variromise was then made that another ous types have been determined and article would soon be published giving mapped more or less accurately. In its my findings in the lower Rio Grande native state the land is covered with mesquite and prickly pear, these varying The work of the Nebraska Conserva- quite is a locust-like tree growth and astion and Soil survey under the blue-sky sociated with it are several similar law requires the praparation and publi- growths. There are many kinds of brushration of this and similar reports. That like plants. Spanish bayonet is scattered law requires the preparation and publi- throughout the region. The presence of mesquite indicates a fertile soil.

The soil types vary from clay to sandy loams. Much soil of the lower lying and destruction. After conferring with state is, it has considerable clay. Types on the higher ground are more sandy. A than can be generally expected in the that some of them are frank and straightgood deal of the low land floods and irrigation season. This, granting that one forward and that others plainly exagmuch damage is done to crops at times in this way. This is directing present development more towards lands not subject to overflows. On the whole, the soils are fertile, easily cultivated, and well being offered for sale for irrigation 466,785 buyer, while others appear to come from suited to agriculture.

Crops that Are Raised.

4. Agricultural development has progressed most around the towns. Among sugar cane, a number of vegetables and citrus fruits. The region is new, consequently its agriculture is in the making. The making the ion type standardized. At first great stress of the irrigation companies, considerably agriculture. was laid on the growing of cabbage. At present the price of cabbage is about \$28 or \$30 per ton. Undoubtedly the region is well suited to the raising of many kinds of vegetables. The growers are now perfecting a co-operative marketing system that should produce good results.

The production of cotton is on the decline. The boll weevil is a drawback and the farmers know better how to raise My recent visit to the valley of the Rio other crops. The raising of sugar cane Grande was by no means my first, and is also on the decline, principally because these statements are not snap judgments of frosts, although some claim that the made on one hurried trip. The facts re- reduction of tariff is partly responsible

Corn can be raised successfully, one tent are the result of checking with fed- good crop and one poorer one each year. eral experts, state authorities and a num- The grain, however, is soon damaged by old Spanish grants of about 1787 were ber of persons connected with Rio Grande | the weevil. This can be checked by spe- made on both sides of the river. At that cial treatment and by feeding soon after time Spain gave both land and water 1. The climate of this district on the harvest. Alfalfa is grown at a number grants, or more accurately, the land whole is healthful. The rainfall is low, of places and apparently with good sucgrants included the right to use the tecreasing from the gulf toward the in- cess, yet it has not fully passed the ex- water. The tracts included in these grants perimental stage. As many as seven or extended back some fourteen miles on Winds are quite high at certain periods eight cuttings per year are obtained, but either side of the river and lay at right f the year. Some of the claims of en- weeds interfere with the stand after angles, or nearly so, to the course of husiastic land agents concerning the cli- about three years. A price of \$15 to \$29 the stream. These grants or porciones nate are overdrawn, yet generally they per ton is obtained on a ready market. are riparian, and land outside may be Of citrus fruits there are many indica-

> fruit. Strawberries, grapes, figs. and many other fruits appear to do well. Irrigation Facilities. Rio Grande river. The first lift at the to the old grants or porciones.

valley. The water is carried onto the land department. This department at one time are sure to return broke but wiser. through canals, varying from two or three refused to allow the water to be used Many of our people are in serious diffiface, and it kept getting larger and The larger projects have reservoirs which users were instructed on two points, as would have made it impossible for

ter would touch, another sore would the grade or slope of the country because This shows that the water is used only form. It itched and burned and my the tracts to be irrigated extend back through suffrance so far as the federal face was a sight. I used several salves from the river across land of different government is concerned. elevations. Hence the water must be

to fill with sand and silt. Physicians have prescribed Resinol to meet the expense of installation, and can side is over 60,000 acres of which an operation charge varying in amount fully 300,000 is irrigable. With present with the number of irrigations.

course advertising is repeti-

tion, but when you get be-

yond a certain amount of

duplication advertising is

waste. The problem is to

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, (Box 82, Buffalo, N. Y.)

rainfail. The well water is only of tair The valley is just learning how to irri-

It is evident that future irrigation here porciones. Their attorneys claim that will require a larger plan, one in which they have equal rights with all others the water will be diverted farther up to the water of the river. Many are of its size, containing more or less sediment. stream and carried onto the land through the opinion that they do not. We are a gravity system of canals. This will now considering this point with this com- LITHUANIANS TO CELEBRATE ful water supply is an important one, necessitate a large expenditure for a pany diversion dam and for new canals following the grade or slope of the land, is not seriously objectionable, for we but at the same time it will reduce know it is difficult to determine land operating expenses.

Reliability of Water Supply.

not be used for irrigation under the pres- men admit that the price is too high. ent system. It is instead a source of Grande is an international stream and we the valley has been marred by: of the irrigation companies, considerably agriculture.

(c) Fallure on the part of land men to adjust cases in which the land proved to be non-irrigable, though sold as irrigable onions and other similar crops. Both fa- It is evident, therefore, that there is a

water is conserved

Water Rights Complicated. In the matter of water rights and titles some companies do not positively guarantee protection to the purchaser. In at least one case the company purports to convey definite rights and titles, but certain clauses in their papers practically nullify this purport. Among the exceptions are those of interference by gov ernment, falling waters in the river, etc. Purchasers should receive a good water title insofar as it can be obtained.

Water rights are very complicated. The called nonriparian. Later, in our treaty tions of success with oranges and grape with Mexico, these porciones and the 5. Irrigation water is pumped from the the right to use much of its water belongs

The irrigation canals do not all follow this right may be revoked at any time.

Future Not Promising. lifted each time higher ground is reached. In its present aspect the situation is The canals have low grades, usually less about as follows: The old Spanish grants than one foot per mile. This causes them are respected and so far as the supply goes the porciones apear to have prior The cost of irrigation is relatively high. right to the use of the water. But the There is a flat rate of about \$2 per acre total area of riparian land on the Amerimethods, this area appears to be too large The scepage loss is quite high. The to be covered by our half of the river amount of this, however, has not been unless we are permitted to use water By using Bucklen's Arnica Salve on all definitely determined. The duty of water, that of right should go to Mexico. Texas. wounds, bruises, sores, scalds, sait rheum, that is, the number of acres that can be as a state, has no authority in this etc.; prompt relief for piles. 25c. Ali irrigated per second foot, is not definitely matter. At least one company is now druggists .- Advertisement

known. I am convinced that at present carrying water to land outside the old 2. The domestic water supply is derived the duty is not much more than fifty grants. The matter of their right to do om four sources, namely, wells ranging acres per second foot, because of waste, this may be raised in the near future. from ten to eighty or ninety feet in By a more conservative use of the water From these facts. If true, future irrigation lepth, the irrigation canals, the Rio in the future the duty may be raised to on nonriparian land does not look very

are selling land near Edinburg outside the

7. The price at which this land is sold values in a developing region. The methods used to secure sales are very costly and the realty agents are put to large 6. The amount of water available for expenses. It is not our duty to say much irrigation is a very vital point in con- as to the price at which land is sold, nection with the future development of except in cases where the price is based in density on the various soil types. Mes- the valley. One of the discharges of the on misrepresentations tending toward Rio Grande in recent years was 910 sec- fraud. It is a fact that in locations where ond feet. The discharge has been lower the people are dissatisfied cleared land than this. The river awells to the flood can be bought at considerably less than stage at periods and then carries a vast | the price at which companies are selling volume of water, but this, of course, can- the land in the brush. Some of the land

Statements that Deceive. 8. In the matter of fraud most commore poorly drained land is heavy, that and federal authorities I conclude that an panies assure us that they are dealing allowance of 3,500 second feet is more fairly with their patrons. It can be seen second foot will cover 125 acres, would gerate and overestimate. Some of these cover 437,500 acres. On the basis of 150 exaggerated statements seem to be willacres per second foot it would cover fully made for the purpose of securing 525,000 acres. There has been sold or is sales, regardless of consequences to the acres on the American side of the river the convictions of optimistic salesmen. alone, and other outlying districts may Evidence secured from many purchasers seek water from the river. The Rio of land indicates that the development in

At present the price of cabbage is about be irrigated from the river, and that pres(d) There are cases where the land coment plans exceed that limit unless flood

(d) There are cases where the land company failed to clear the land, failed to sow alfaifa and failed to plow the land, though paid for doing so.

(e) Much land was sold in one locality upon the representation that an interurban line was soon to be built. The interurban was not constructed. (f) Some purchasers have received war-ranty deeds to mortgaged land. One going through the lower Rio

Grande valley can easily see the results of fraud and bad business. On projects where some of the above practices ob tained, there is discontent, failure and abandoned land. Where the farmers have been well treated there are many evidences of good feeling and success.

The following land companies show up quite well so far as square dealing is concerned: The International Land com-American and Rio Grande Land and Irrigation company and the J. C. Engleman Land company.

Of the former Nebraskans in the Rio Grande valley some are pleased. At and near San Juan, Pharr and Edinburg are many who are far from pleased with their results. Among them are William Nutly of Kearney, Joe Kraka, Staplewater rights therewith were recognized hurst; Joseph Jakl, Ulyases; A. V. Snitely, It seems, therefore, that although the Rio Seward; Joe Maily, Ulysses: Frank Grande is now an international stream. Krska, Staplehurst, and we name also been able to finance campaigns in Rus-Shonka, Slyskal, Bayus, Billenbenner, river varies in height with the stage of Though the Rio Grande is now an in- these people are satisfied with their in- ment. It was only ten years ago that the river. The maximum lift here is ternational stream there is no interna- vestments, and many would like to get they realized the results of their efforts about thirty-two feet. Centrifugal pumps tional board or commission to control it out the best they can. Persons wishing For forty years, they say, the Lithuanian are used, each throwing from 12,000 to for Mexico and the United States. The to investigate conditions should corre-literature was suppressed and they were 80,000 gallons per minute. There are interests of the United States in this spond with them. These are only a few forbidden under severe penalty to print some eighteen irrigation projects in the stream are under the control of the War of our former Nebraskans, some of whom sell or read any publication in their own

to twenty miles in length. Some projects for irrigation. This action was later culty. We should have extended to them rescinded, but at the same time the water the kind offices of our state in such a way larger. It had spread over one cheek, serve principally as settling basins to re- namely, that our country has the right them to have come to such a condition. to use only one-half the water, and that Some of the Nebraska subagents, who induced the Nebraskans to purchase from sure. Some of them feel badly, even speaker to South Omaha. The speaker is fraudulent operators, are not without censhameful, about their connection with the editor of a Lithuanian newspaper at Chiold Standard Land company. It is not cago. to the credit of Nebraska that Nebraskans were officers in that company. I did not day and conduct the parade, which will find an agent of the Standard who will be formed at Twenty-fourth and N defend that company. It is claimed by present operators that the Standard did parade will be south on Twenty-fourth to much to discredit the Lower Rio Grande. Q street, west on Q street to Thirty-sixth This company put many mortgages on and then south on Thirty-sixth to Set-Nebraska farms, and took the hard earn- tier's hall.

ings of many Nebraskans. Avoid Blood Poison

## News from the Insurance Field

First Methodist Church Begins Week of Dedicatory Services.

Will Rejoice Over Ten Years of Freedom at Hands of Russian Government-Saloun Men to Furnish Bonds.

The First Methodist Episcopal church vill begin a week of dedicatory services n their new church just completed at the orner of Twenty-fifth and E streets with an address on Monday night by Rev. C. N. Dawson, D. D., of Omaha. former pastor. Following the address the adies' Aid society will entertain at an informal reception. On Tuesday evening Rev. F. M. Stason.

D. D., of Fremont will deliver an address on "The Conservative Christ." On Wednesday evening former Pastor Rev M. Bothwell, D. D., of Columbus will give an address on "The Gathering of the llans." On Thursday evening Rev. Titus Lowe, D. D., pastor of the First Methodist Episcopal church, Omaha, will de liver his address on "The Paramount Work of the Church."

On Friday evening Rev. T. C. Hift, D. D., of Denver, who is to dedicate the church, will give a lecture on "The Sun avside of Soldiers' Life with the Boys of '61-'65 by One of Them." There will be a 25-cent charge for admission to this lecture. The entire proceeds are for the benefit of the church

On Sunday, April 26, the dedication of be church will take place. Dr. Hiff of Denver will be in charge. The choir is preparing a special program of music for all the services.

Sunday afternoon there will be a good fellowship meeting, at which the neighboring pastors will bring the greetings of their respective churches to this church. At night Rev. Edward Histop of

Omaha will preach. The dedication week will be followed by two or three weeks of special revival meetings in charge of Evangelist W. M. Ranyan of Baldwin, Kan.

Lithuanians to Celebrate. All Lithuanian orders and societies have

banded themselves together to celebrate April 26. A parade will be formed at Twenty-fourth and N streets and the line of march will be to Settler's hall at Thirty-sixth and U streets, where an interesting program will be given. Local talent pany, the La Feria Land syndicate, the will be represented on the program, but Mercedes company, the Mission project, the especial feature will be P. Grigaitis of Chicago, a speaker well known throughout the country.

The occasion for this celebration is ten years of freedom for the Lithuanian people in the use of their own language and literature allowed in Russia. Local leaders assert that by the welcome which the Lithuanian people have received in the United States and the prosperity which they have enjoyed here they have sia to free their literature from the ban Basta, Runnel, etc. Practically none of placed upon it by the Russian governlanguage; hence the national celebration

Mayor Hoctor will open the program and take part in the parade. Rev. George Jonaitis will be one of the speakers Chief of Police John Briggs, Peter Jacobs and Andrew Ekelis are the reception committee and will escort the

Joseph Uvick will be marshal of the streets at 2 o'clock p. m. The route of the

The program of the afternoon will be followed by a social time in the evening.

Catholic Paster Protests. Police Commissioner W. P. Donahue esterday received by registered mail from Rev. George Jounitis, Catholic pastor of the Lithuanian church, a protest signed by 250 or 300 residents in the southwest section of the city who are opposed to the number of saloons doing business there. The communication speaks for itself:

to the number of saloons doing business there. The communication speaks for itself:

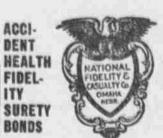
To the Honorable, the Fire and Police Board of South Omaha, Neb.—Gentlemen: We, your humble petitioners, respectfully present to your honorably body a condition which affects us as individuals, as fathers and mothers, as husbands and wives and as citizens of South Omaha. It is our desire to live honorable and upright lives, to teach our children to honor, respect and obey the laws of our city, state and country, but this is impossible when our public officials refuse to respect the laws and fall in their sworn duties to enforce the laws. We refer, gentlemen, to your failure to enforce those laws designed to regulate the liquor traffic. We are not prohibition, but as citizens we believe that the laws should be enforced, and we appeal to your honorable body to exercise your authority and see to it that the saloons shall be closed after hours and on Sundays.

We live in the district west of the Q street visaduct and south of Q street, which district comprises an area of about 150 acres; in that district there is one cemetery covering about fifty acres; there are three schools. If we churches and twenty saloons. All our people, when employed, work in the packing houses and earn hardly enough to support themselves and families if the money were used solely for that purpose, but the facts are that most of the money is used to support the saloon, and the greater percent of the saloon paronage is received after 8 o'clock in the evening and on Sundays. The licenses alone of these saloons amount turn around without bumping into a saloon, which is permitted to be open Sundays and all hours of the day and night. The conditions in our part of the city are deplorable. Every day and especially on Sundays are children gosoing to and from home, compelled to pass saloons and many drunkards. These children will be your future clitizens. What kind of citizens will they be? It is for you to answer.

We respectfully petition your honorable body to r

Deal for Saloon Bonds.

Surety bonds for liquor dealers South Omaha, which could not be had a week ago, may now be had for the ask. ing, according to advices in the possession of Mayor Thomas Hoctor. The easiness in the surety bond market brings with it what may turn out to be a brewers' fight of the very bitterest character. It marks the entrance of the Leisy Brewing company into South Omaha, the assumption of the Popal-Giller interests South Omahs, it is asserted, and the made and that at least ten saloons which loss of ten saloons by browing companies formerly handled beer from Jetter, Stors noon



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The Bankers Reserve Life Company OMAHA, NEBRASKA.

ciates and is full protection to the family.

B. H. Robison, Pres. R. L. Robison, Vice-Pres. R. C. Wagner, Sec'y. W. G. Preston, Treas.

There are three things which a man ought to know when dying. He ought to know that he is at peace with God. He ough to have the satisfaction of knowing that he has accomplished something for humanity. He ought to know that his loved ones are provided for to

TOM S. KELLY, "The Insurance Man,"

THE FOLLOWING COMPANIES GUARANTEE SAFETY IN

Home Insurance Company. Phoenix Insurance Company. Continental Insurance Company. Springfield Fire & Marine Insurance Company. New Hampshire Insurance Company. Liverpool and London and Globe Insurance Company. Franklin Insurance Com-

pany. Western Assurance Company. Foster-Barker Company Brandeis Bldg. Phone Doug. 29

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BURGLARY, HEALTH and ACCIDENT. ALFRED C. KENNEDY 209 First National Bank Ruilding. Phone Douglas 722.

It is rumored that of the ten which have been taken over by the Leisy Brewing company, five were formerly Jetter saloons, three were Storz saloons and two were Schitts saloons. The cause of the reported switch is said to have been a N deal whereby the Leisy Brewing company, whose local agent is Walter Moise of Omaha, has assumed the local interests of the Popal-Giller Brewing company. It

bonding company which will specialize in saloon bonds. "Of course, I know nothing officially about this," said Mayor Hoctor yesterday evening. "I was told by a wellknown saloonman that the deal had been

of the new company," Magie City Gossip. Mrs. John Wincier, 316 North Twenty-third street, is reported to be seriously ill at her home.

Office space for rent in Bee affice, 2215 No street. Terms reasonable, Well known location. Tel. South 27.

Fine 8-year-old bay horse, weighe 1,150. Excellent family driver, for sale, 225 North 24th St. Phone South 35.

The Optima club will meet at the home.

and Schlitz had agreed to handle the beer

of the Popal-Giller Brewing company. It is further asserted both these companies of Mrs. Thomas White, Twenty-fourth together hold a controlling interest in a and F streets, tomorrow evening.

A concert is to be given at St. Lake's Latheran church the evening of April 23 by the choir assisted by local talent. The airdome at Twenty-fifth and O streets is rapidly nearing completion. It will be opened to the public on May 2. Mrs. Perry Clark of Albright under-went a surgical operation at the South Omaha hospital last Wednesday, after-

#### All of which is true within certain limitations. Of

chase."

ing is nothing but repetition,

you know. It is the itera-

tion and reiteration of the

selling arguments behind a

product which gradually

make a favorable impression

on the human mind and will

finally result in creating a

new want or desire and this

finally results in a pur-

Much has been said and know how much duplication written about "duplication" an advertiser should pay for. in advertising. The maga-All this of course refers zine representative will tell more directly to national adyou how to avoid duplivertising, and yet the same eation. His clientele is peproblem confronts the local culiar. The subscribers do merchant in the town where not read any other publicathere are several newspation. They can only be pers published. At least reached through his meditwo of these papers go into um. Along comes another nearly every home and hence magazine representative who there is duplication - but knows that advertising in this sort of duplication is his medium means duplivaluable to the local mercation. You are already chant, for his appeal is conreaching his readers through fined to the locality in which many mediums and he knows it. He therefore he does business and the oftener he can talk to his own talks to you about the value of duplication. "Advertispeople in his own home the

> But even the local merchant can waste a lot of money in useless repetition. If you are in the two leading papers in a city you have solved the problem of duplication Both the national advertiser and the local merchant can stand behind this proposition and resist all advertising schemes of every

greater his possibility of

profits.

description. In the newspaper he is reaching the largest possible percentage of possible purchasers. He can say to all representatives of all other forms of advertising, "I am reaching the persons you can reach every day in the year in a medium that goes into the family circle, that is a part of the familv life, that sustains peculiar, intimate relations with the home, and hence when the advertising is properly written it is far more effective than the mediums which you propose to go into. Your program, your book, your catalogue, your directory, your magazine, would be useless duplication."

Thus the newspaper advertiser is fortified against all comers when he knows he is covering the field. No one can offer anything that covers his locality so intensely and completely because no one medium reaches so many purchasers in a given town. Even though the advertiser is building up a national trade-mark asset through national magazines he realizes the necessity for cashing in on that asset by ers in the cities where the goods are for sale-and this he can do only in the news-The waste in national ad-

going directly to the consum-

vertising is appalling. And this waste comes almost entirely from the blanket style of advertising - spreading an appropriation over a vast territory without any reference to distribution or selling plans. If a man spends a hundred thousand dollars in a national campaign and it happens that he has no distribution in half the territory covered, he is practically wasting fifty thousand dollars. He had far better reduce the appropriation to fifty thousand dollars and spend it in concentrated, localized advertising, using the mediums which have the maximum effect in the localities where his goods are for sale. He should not only localize his appeal to suit the varying conditions in the different towns and cities, but also in order to secure the largest and fullest dealer co-operation.

Truman A. De Weese.