## One Half Million Liters of Pulque Consumed Daily in Mexico City.

are at present in the City of Mexico 1,025 pulque joints, the total sale of which amounts to over 545,000 liters of pulque per day, or, in round numbers, 2,300,000,-000 liters per year.

This enormous consumption is effected exclusively by the lower classes, as pulque is very seldom, if ever, tasted by people belonging to the middle class, and never by the higher

classes.

Pulque began to be taken as a beverage many years before the discovery of America, when the Toltees occupled this land. According to tradition, the discovery of pulque was made during the reign of Tecpancaltzin. Exactly on the tenth anniversary of his reign there came to his palace a very beautiful Indian maiden Xochitl, with her father Papantzin, bringing an enormous earthen pot containing a sweet liquor which she had extracted from the maguey plants of her garden. This, according to Toltee legends, must have occurred about the year 1050.

Tecpancaltzin was so delighted with the beverage that he married Xochitl and proclaimed her queen of the empire, to show her his gratitude.

After Queen Xochitl went to live at the king's palace, she did nothing but prepare the famous beverage for her lord, in which work she trained all the ladies of the court.

Xochitl had a son who, by a special decree of the king was called Meconcizin, which means "son of the maguey plant."

But Queen Xochitl did not extract pulque from the maguey plant, nor

sink them into the barrels to fill them pire, to show her his gratitude.

After Queen Xochiti went to live at the king's palace, she did nothing but propare the famous beverage of her lord, in which work she trained all the Xochiti had a seen who, by a special decree of the king was called Meconetzin, which means 'son of the maguey plant,' But Queen Xochiti did not extract pulque from the maguey plant, to her ground the maguey plant, as weet and refreshing beverage which, or account of its non-intoxicating qualities, is not appreciated nowadays.

Pulque is prepared from aguamiel by the addition of other substances and Service of the called 'the national beverage of Mexico,' but this is a wrong designation, because pulque is consumed exclusively in the federal district, the states of Mexico, Puebla, Hidgigo, Veracruz and Taxcala, Residents of the republic dripulque,' but it is not the pulque of Mexico City, the aguamiel which Queen Xochitil perpared for King Teopancaltzin, sweet, refreshing, non-intoxicating, and good for the heave of the capublic they have a beverage which they call "pulque," but if is not the pulque of Mexico City, the aguamiel which Queen Xochitil prepared for King Teopancaltzin, sweet, refreshing, non-intoxicating, and good for the heave of the capublic they have a beverage which they call "pulque," but if is not the pulque of Mexico City, the aguamiel which Queen Xochitil prepared for King Teopancaltzin, sweet, refreshing, non-intoxicating, and good for the heave of the capublic they have a beverage which they call the great race into a mass or sturned the great race into a mass o

where it is consumed.

Every morning, by 5 o'clock, there arrive in the city four trainloads of pulque—one over the Central, another over the National, another over the Ilidalgo, and another over the Interoceanic. The announcement of the arrival of these trains is made by long whistles, which continue from 10 to 15 minutes. The owners or "encargados" of pulque shops then repair at the different stations to receive their merchandise, and, it is said, that pulque drinkers, upon hearing the whistle, kneel down to thank God for the happy arrival of their beloved beverage.

Errorn the railroad stations nature of the Snow Ball, and another "La Verdadern Hig de la Verdadera Bola verdadera Bola

the happy arrival of their beloved beverago.

From the railroad stations pulque is taken to the different shops on enormous wagons dragged by a team of mules so lean and small that they rather look like church rats.

At the door of each pulque shop one can see every morning at about 7 o'clock how the barrels are emptied into dirty skins, which are then poured into the barrels of the shops.

THE SALE OF PULQUE. When selling pulque, the clerks of the shops simply take the glasses and sink them into the barrels to fill them up. Whatever is left by consumers is poured back into the barrels. There are different denominations for the different sizes of the glasses asked

"Mi Casa, (My Holle,) La Tripa decorption of pulque," (The Devil's Bowels), and so forth.

Sometimes, when competition starts up among owners of pulque shops in the same district, very funny things occur in regard to names of the shops. A short time ago there was a shop called "La Bola de Nieve," (The Snow Ball) which won fame for the quality of its pulque. The owner of another shop nearby named his shop "La Hija de la Bola de Nieve," (The Daughter of the Snow Ball,) and another "La Verdadera Hija de la Verdadera Bola de Nieve," (The true Daughter of the True Snow Ball.) Then the city inspector of signs caused all the names changed, leaving only "La Bola de Nieve."

changed, leaving only La Bola de Nieve."

In addition to their funny names, pulque shops are decorated and painted in a very strange way. Paper flags of all colors, paintings on the inside and outside walls showing warriors, charros, battles, and even cemeteries can be seen everywhere.

A short time ago the temperance society submitted to the government of the federal district a project to the effect that all pulque shops were painted in white, both inside and outside, and that all names were suppressed, giving them progressive numbers instead of names. So far the government has decided nothing on the matter.

bers Instead of names. So far the government has decided nothing on the matter.

In the northern part of the republic, as previously stated, they do not know the pulque of the valley, but the aguamiel prepared by Queen Xochitl. Every day men are seen at 11 o'clock in the morning and shortly before dusk, with enormous earthen jars selling aguamiel. In the morning this beverage is taken instead of lemonade, and in the afternoon with "semitas" or "pambazos" instead of customary merienda.

Aguamiel is as good as the "chicha" or the "garapina" sold in Mexico City, which are made of the juice of fruits, and is recommended by physicians for many stomach troubles, as well as for diseases of the bladder and the kidneys.

In Mexico City aguamiel is also sold, but it has very little consumption, on account of its bad quality and, what is considered worse, because it is not intoxicating like pulque. The aguamiel is prepared in the same way like pulque, but it is not allowed to ferment nor is it mixed with other substances,—it is the pure juice of the maguey plant.—Mexican Herald.

GAMBLING

Your life against 25 cents is just exactly what you are doing if you neglect a cough or cold on the chest instead of treating it with Ballard's Horehound Syrup. A 25 cent bottle of this splendid remedy will cure an ordinary cough heal the lungs and act as a tonic for your entire system. For sale by Z. C. M. I. Drug Co., 112 and 114 South Main Street.

#### PRESIDENT ROOSEVELT'S HUNTING PLANS.

London is to have a hand in the

at Worplesdon, in Surrey. Although approaching 80, he is still devoted to sport of various kinds. On Saturday, for instance, he was taking part in a village cricket match, showing as much eagerness in chasing the ball as he did in bygone days in chasing elephants.

did in bygone days in chasing elephants.

Three years ago, when Mr. Selous was visiting in the United States, the President wired to him to come and stay with him at the White House. There Mr. Roosevelt entertained him with tales of his early ranching days in Dakota; and Mr. Selous, in no less enthusiastic terms, spoke of his elephant hunts in Africa.

Whether Mr. Selous on that occasion unconsciously implanted in the president a yearning for similar experiences in Africa can be only a matter of conjecture; but it is significant that many months ago, when, apparently, he had put aside all thoughts of a third term of offlice, Mr. Roosevelt wrote to Mr. Selous telling him of his desire to hunt big game in Africa, and asking his advice on the important question of the route he should take. Mr. Selous was naturally glad to give the president the benefit of his large experience, and his reply led to further correspondence.

Now, as a Daily Chronicle represen-

his reply led to further correspondence.

Now, as a Daily Chronicle representative gathered from a brief conversation with Mr. Selous, the president has definitely formed his plans. He proposees to leave New York, accompanied by his son, in April. They will proceed to Mombasa, on the coast of British East Africa, and will thence make their way into Uganda. In this region, with its vast swamps, dense forests and snow-capped mountains is to be found a remarkable variety of climates. The rainfall in some parts is as much as 100 inches a year; while in certain districts no rain may fall for two years at a time. After touring Uganda the president will follow the course of the Nile.

Although his eyesight is by no means good, Mr. Roosevelt is one of the most accurate shots in America. His most successful hunt took place one winter about seven years ago. On that occasion he killed over a dozen mountain lions. Some of them he dispatched in almost hand-to-hand struggles, using his long knife.

It is related that one day during the hunt the president's hounds tracked a female cougar to her rocky lair. After a desperate fight with the dogs she escaped and found refuge in a tree. Here for some time she vented her anger, and then, anxious for revenge, she dropped unexpectedly among the dogs, mauling them horribly.

When President Roosevelt came on the scene she instantly flew at him. Fortunately one of the dogs fastened on to her hind leg and impeded her movements. With a stroke of her paw the cougar killed the dog, but when she turned again the president was ready with his rifle.—London Chronicle. Now, as a Daily Chronicle represen-

HOPPITY HOP.

Are you just barely getting around by the aid of crutches or a came? Unless you have lost a limb or have a deformity—if your trouble is rheumatism, lumbago, sprain, stiff points, or anything of like nature use Ballard's Snow Liniment and in no time you can throw away your crutches and be as well as anyone, Price, 25c, 50c and \$1.00. For sale by Z. C. M. I. Drug Co., 112 and 114 South Main St.

INVENTION OF THE COLLAR.

It is now authenticated beyond a doubt that Mrs. Hanna Lord Montague was the inventor of the detachable linen collar, Hanna Lord was born in Canaan, Columbia county, December 14, 1794, a daughter of William A. Lord, a Revolutionary officer, President Rooseveit will undertake in Africa when he leaves office next March. Only a few days ago the President wrote to a friend in England asking him to make arrangements to obtain his outfit in this country.

The friend is F. C. Selous, who, after many years spent in the jungles of Central Africa, now enjoys rural life

product.

be used with one shirt.

Mr. Montague was delighted with the idea and was proud of the new acquisition, which he displayed to his friends. Almost immediately requests came to Mrs. Montague from friends and neighbors to make separate collars for them, and, as she afterward related, "the available material in the patch bag was soon exhausted, and I actually invested in a yard of linen."

In 1829 Rev. Ebenezer Brown a re-In 1829 Rev. Ebenezer Brown a re-

ness—and in those days, before the invention of the sewing machine and when there were no public laundries, the making and washing and ironing of his shirts was no small item in the work of the household. Not unlike many housewives of those days, Mrs. Montague was resourceful, and in casting about for devices to lighten her household duties, she hit upon the idea of a detached collar, which might be fastened to a neckband of her husband's shirts, and washed and ironed separately. When the collar was solled the shirt had to be washed, but by this device two or three collars might be used with one shirt.

Mr. Montague was delighted with

Ghirardelli's

Ground Chocolate

is a food drink for young and old that

pleases the palate-strengthens the body

-builds up the nerves-quickens the

mind. It instills qualities in young and old which produce perfect contentment and perfect health and allows one to give

A Smile All the While

Ghirardelli's Cocoa is a standard combination of the cocoa bean. It is made with painstaking care and after 50 years of manufacture stands to-day a perfect

30 cups of a delicious drink 25c

are indisputable. Without it every man must be content to express himself in his own tongue; and every man who needs to know what has been said upon the subject in which he is specially interested must of necessity master half dozen other languages. And this is the disadvantage of the individual only; even more far-reaching and significant, are the disadvantages

of the several communities each of which has only the speech of its own stock. In the absence of a common tongue they may fall to understand one another and misunderstandings may lead to bickerings, and bickerings may bring them to open strife. When we see how much easier it is for the British and the Americans to understand each other than it is for the French and the Germans' we perceive at once how much the existence of a world-language would make for peace.—Brander Mathews in the Century.

Dreads the fire. The dread is wholesome, but not the burn; that can be healed and instantly relieved by applying Ballard's Snow Liniment. Be prepared for accidents by keeping a bottle always in the house. Best for sprains, bruises, cuts, scalds, rheumatism, neuralgia, bunions—any and all aches and pains. Price, 25c. 50c and \$1.00. For sale by Z. C. M. I. Drug Co., 113 and 114 South Main Street.

# JALOA, "The California of Mexico

BIRDSEYE VIEW OF SINALOA'S GREAT SEAPORT.

California in Mexico-the State of Sinaloa? That its resemblance to our California in the United States is so marked in many respects that visitors exclaim, "This is the California of Mexico!" A promised land, a garden of Eden whose fallowed fields of centuries lie oper and waiting, yearning to be cultivated, such is the great State of Sinaloa.

WONDERFUL SOIL. When we come to the newly plowed lands we stop in very amazement and get down from the saddle to actually feel and inspect the earth. Talk about the Valley of the Nile! There cannot be richer, mellower soil on earth than this. It is the rich alluvial deposit of centuries, of a depth incalculable, and a productiveness unsurpassed. We inquire the depth and are assured that 40 feet is the minimum depth of this wonderful soil. We take a piece of it in our hands and examine its texture, its feel, its weight. We examine the plow and find it scours perfectly. No adobe, not an ounce of it, Simply alluvium, the deposits of centuries from

shrubs, and in the wild olive and fig

Here is no walting for the spring to unlock the grim chills and rigor of a hard winter. Winter here simply means temperate days averaging a tempera- fornia we know.

the Fuerte river at flood time. The deep rich soil is covered with a luxuriant growth of vegetation, wild 62 cents per day, Moxican money (31 pieces gather honey from the flowering cents per day in gold). No worry, no trees bright-plumaged birds sing.

growth, of harvest and planting, since January and February are always planting months here as well as June and July. Always two crops a year, sometimes three of some products. And quite frequently two kinds of crops being produced on the same acre at the same time. And a market for all crops at prices much higher in gold than in the United States, and an investment of practically only a fraction of what is usual in the United States. Labor of good character obtainable at frost, no hail, no tornadoes, no dormant seasons, no snow. What a country! It is in very deed and truth "the California of Mexico," but with infinitely more possibilities than in Cali-

## Extracts From Report on State of Sinaloa By Louis Kaiser, United States Consul, Mazatlan, Sinalos, Mexico.

"Sinaloa is 350 miles long by 80 miles | wide. Along the entire coast, from the seashore to the foothills, runs a belt of varying width, from 20 to 60 miles wide, over which lies the deepest richest soil known at any point in Mexico or the United States, its depth averaging 40 feet, and by analysis and actual production, being one of the

most fertile and productive of soils. "Back of this coast belt lies a strip of foothill lands from 20 to 30 miles wide, containing immense quantities of the finest hardwoods, such as ebony, rosewood, mahogany, cedar, lignum vitae, Brazil (dye wood), etc. This foothill belt has plenty of running water and many charming little valleys, which will make ideal home spots, and for a combination of farming and ranch-

ing is unexcelled. "Back of this on the eastern border of the state, lie the mountains, at an elevation of 4,000 to 7,000 feet, containing immense forests of finest oak and pine, the latter tree frequently measuring from three to five feet in diameter, and standing from 60 to 90 feet in the clear to the first limb.

"Mineral deposits, gold, silver and copper, of enormous value, have been discovered in this belt, and are producing incomes for their owners in several cases as high as \$1,000,000 per

"Sinaloa has rich soils, plenty of wa ter, vast forests, mines of incalculable richness, great water power, deposits of cement rock, lime, etc., and, in fact, is a literal storehouse of nature's

VARIETY OF PRODUCTS.

"The topography and climate of this state, running from sea level to mountain ranges, and from the tropics at the southern end of the state to the subtropical, nearly temperate zone at its northern end, permit the growing of practically all of the crops and fruits of the temperate, the sub-tropical and the tropical zones, from wheat, barley and alfalfa to the orange, pineapple and fig, all in profusion and of fine quality and generous yield.

"The state only averages about 80 miles in width. It is crossed from east to west by large flowing rivers, people here are brought 600 miles which title has been secured by the for babies. It produces 14 times as fruit in good order,

ture of 75 degrees Fahrenheit, warm many of them carrying tremendous nearer to Kansas City and all and sunny days, days of great crop quantities of water, sufficient to irrigate the fertile lands all over the state at comparatively little expense. The northernmost river, the Fuerte, on Nov. 10, was at a given point, 2,100 feet wide and 30 feet deep, with a very fast current, and was estimated to carry sufficient water past a given point in 24 hours to irrigate 100,000 acres of land for an entire year.

> "The River Fuerte is about 300 miles long, and flows into the Gulf of California, and is navigable for boats for a distance of 80 miles from the coast. Next to the Rio Grande it is the largest river in Mexico, and is the largest wholly within the boundaries of the country. You have heard about it, but as you have seen no rivers here to compare it by, you have perhaps formed the idea in your mind that it is like some of the streams in the western part of the United States that are locally dignified by the name of "rivers." but which degenerate into dry bottoms or insignificant trickles of muddy fluid that, for lack of a better name, is called water. But no such disappointment awaits the one who for the first time views the grand and superb stream bearing the appelation of "fuerte." which in Spanish means "strong."

"A fine state government, presided over by an absolutely honest and capable executive, Gov. Francisco Canedo, and a remarkable public spirit in its legislature, have combined to give Sinaloa a splendid government. Life and property are absolutely safe throughout the state, and a strict observance and enforcement of law is maintained. Furthermore, American and foreign capital is cordially welcomed, and is given every advantage and protection that is desired."

More railroad building has been done

### TRANSPORTATION.

in the last two years in the State of Sinaloa than has been done in any other state in Mexico in the past 10 years. Sinaloa now has easy and cheap transportation to all markets, both by rail and sea, and has an unlimited market for all products raised, at good prices. With the completion of the Kansas City, Mexico and Orient railroad

Francisco, which gives one a distinct advantage in the matter of transporta-

Topolobampo bay is one of the finest deep water harbors on the Pacific coast. The District of Fuerte has just one logical entrance from the sea or gulf. and that is the magnificent deep bay of Topolobampo. Plans are being made by the government, for the construction of docks and other harbor improvements at Topolobampo. It is understood it is the intention of the government to expend several million dollars on the improvements.

#### AN INVESTMENT OPPORTUNITY.

The Sinaloa Land and Fruit Company has recently been incorporated with a paid up capital of \$250,000, with some of our representative business men as its incorporators and stockholders.

The company has been particularly fortunate in securing possession of one of the finest tracts for a tropical fruit plantation in the Republic of Mexico. Favorably located on the Fuerte vi-

er near the towns of Los Mochis and Mochicahui, in the State of Sinaloa, near the junction of two railroads (the Southern Pacific, and the Kansas City, Mexico & Orient,) and but a few minutes ride from Topolobampo Ba with an alluvial soil rich as the lands of the river Nile, with a perfect climate, abundance of water and cheap available labor, the conditions are ideal for the raising of tropleal and subtropical fruits. Oranges, bananas, olives, dates, fiber plants, pineapples, lemons and other citrous fruits grow there to perfection, and according to the authoritative statement of men of actual experience, the profits from their cultivation are immense.

There are some good things which b reason of their magnitude, must be shared with the investing public-this is one of them.

### THEIR PLAN.

The plantation above mentioned to

Sinaloa Land and Fruit company, contains 4,338 acres, and is, we repeat

very choice and splendidly located. The purpose of the company is to follow a plan of development which, in its ultimate results, will mean much o the investor.

The company proposes to set aside in the most suitable section of the tract, bordering on the K. C. Mex. & O. railway, a thousand acres for a townsite and for home building purposes which in connection with the garden and small farm intensely cultivated, will form a veritable paradise.

1,600 ACRES TO BANANAS. There has also been set aside 1,000 acres to be planted to bananas, part of which, at least, will be sold as cultivated acreage planted and cared for by the company as provided in its contract. Thus the investor may share in

the profits of a banana plantation

without the necessity of going there to

The company expect also to plant and cultivate oranges, olives, dates, fiber plants and other fruits and products heretofore mentioned and, if found desirable, will sell a part interest on the harvest share plan. The company has the utmost faith in its own proposition and expect on their own account, to retain as large a proprietary share of the cultivated plantation as they are financially able. Lack of funds for development purposes is the only reason

for sharing any interest at all, BANANA A FRUIT WONDER.

The banana is the fruit wonder of the world, the golden fruit of the tropics. Stick a sprout in the ground and nature does the rest. It grows wild, lives forever, yields prodigiously, and furnishes food for man, beast and fowl. It can be planted at any time, cultivated but little, and the harvest does not hurry. It is the easiest to peel, the easiest to eat, and one of the easiest to digest of all fruits. It has no hull to erack, no bones to be picked out, no seeds to be in the way. It is the most compactly built, best arranged bunch of goodness of its cire in the world. It is eaten in the field, on the road, or in the home, three times a day and between meals, raw or cooked, in every conceivable manner. It is converted into flour for export, into a beverage for home consumption and into gruel

much as wheat, and contains many is the dependence of the shiftless, the support of the poor, and the source of wealth for the thrifty. It yields more profit with the least expenditure of cost and energy than any other fruit or vegetables. In short, there appears to be nothing that a well-bred banana sprout will not do for a man if given a fair chance in an open field. In every way the banana is a wonder. It is easily planted, its cultivation costs but little, and yet it yields more profit per acre than any other thing in the fruit or vegetable kingdom.

Good mother nature not only builds the banana into the most compact and desirable sized bundle, but she caters still further to man's convenience by putting a handle on the end of each bunch.

The banana is not a tree, but a huge herbaceous plant. The stalk grows rapidly to the height of 15 or 30 feet and out of the top produces the fruit As the bunch increases in size and weight, the stalk gradually bends toward the ground, as though desiring to make the work of harvesting less difficult. Even unto death this remarkable plant seems true to its inclination to meet man more than half way, for as the time approaches for the husbandman to claim his reward it bends its neck, and quietly awaits the pleasure of the executioner, who, with one stroke of his cutlass severs the head from the body. One of the most remarkable characteristics of the banana is its immunity from disease and insect pests. This is all the more surprising because of the fact that nearly every thing in the animal kingdom is fond of

fruit. The immense yield of the banana is another of its extraordinary qualities. Each mature plant will produce a perfect bunch of fruit in less than a year. weighing from 50 to 100 pounds and containing from 125 to 200 bananas. An acre will accommodate 300 plants, which will produce 20,000 to 25,000 pounds of fruit, or, as some one has estimated, enough to furnish sustenance for 60 people.

And there is another peculiarity of the banana-it keeps everlastingly at it. It knows no seasons, and therefore a well-cultivated field has fruit ready for the knife all the time. A 500-acre plantation will load a steamer every

two weeks. This fruit, unlike almost every other, may be cut so green that it is almost "as hard as stone," and yet it will ripen with perfect flavor. This is another valuable and very commendable trait, for it makes it possible to ship the fruit to distant markets, about 30 days are allowed between cutting and consumption; it takes about five days for steamers to run from Topolobampo Bay to San Francisco, so there is a fair margin of time for marketing the

UTAH CAPITAL and ENTERPRISE IN THIS "LAND of PROMISE."

### HABITS' AND CULTURE.

much as potatoes, and 130 times as I The banana flourishes throughout the tropical belt of the earth, but as only a small portion of that belt is land, and a large portion of that is either rocky heights or waterless deserts, there is comparatively small area suited to the production of this fruit, for it requires a good soil, and a great deal of moisture, as well as high temperature. The principal source of supply for the United States has been the West India Islands and the coast of Central America but recently the attention of the trade has been attracted to the low, moist lands of tropical Mexico, where all the conditions are found to be perfect for the production of this most valuable

and profitable fruit.

SUPPLY AND CONSUMPTION OF BANANAS.

The demand for bananas is increasing every year on account of the growing population.

The Pacific coast at present consumes about 125,000 bunches of bananas every month. Of these, about 100,000 bunches come from Central America by way of steamer to New Orleans and then by rail across the continent. This is a very expensive way of shipping. The geographical advantage of Sinaloa's access

to market is strikingly apparent. The entire Pacific coast and middle west is being supplied with bananas from Central America, which are greatly inferior to the Mexican banana and very expensive when transported to this coast. There are no others to take their place and will not be until Mexican bananas are produced in much larger quantities, which the Sinaloa Land &

Fruit Company expect to supply. The Mexican banana is far superior to the Central American variety and far more salable, and could easily be shipped to the middle states and sold below the Central American bana-

The banana knows no season, as it produces all the year round. It is the only fruit that ripens better off the trees or plants than on them, and it may be kept for thirty days after cut-

ting. The reader may be interested to know that the Sinaloa Land & Fruit Company, before referred to, is made up largely of representative Utah people, who are to be congratulated on sccuring so substantial a foothold in beautiful Sinaloa, appropriately called the "California of Mexico."

An investment having the security of real estate, the certainty of agriculture. and the earning capacity of a rich mine, is what the investing public is looking

Intending colonists, investors and friends interested would do well to communicate with them at their general office, recently opened at 504-5-6 Security & Trust Building (opposite Z. C. M. I.), where additional information may be secured.