

September 2, 2020

MOMENTS IN HISTORY

THE SATURDAY EVENING POST

An Illustrated Weekly
Founded April 1878 by Benj. Franklin



THE EMPIRE BUILDERS — By Mary Roberts Rinehart

PROCLAMATION
\$5,000⁰⁰

REWARD



FRANCISCO (PANCHO) VILLA

ALSO \$1,000. REWARD FOR ARREST OF
CANDELARIO CERVANTES, PABLO LOPEZ,
FRANCISCO BELTRAN, MARTIN LOPEZ

ANY INFORMATION LEADING TO HIS APPREHENSION WILL
BE REWARDED
CHIEF OF POLICE
Columbus
New Mexico

MARCH 9, 1916



The year was 1916. President Wilson announces that "the business of neutrality is over" as war fever rages. Eighteen young mining engineers are taken off a train in Mexico and shot by General Francisco "Pancho" Villa. General Villa also leads a raid into New Mexico and kills 17 Americans. U.S. Troops led by General John J. Pershing invade Mexico in search of Pancho Villa. President Wilson mobilizes 100,000 National Guardsmen for duty on the Mexican border. Jeanette Rankin of Montana becomes the first woman elected to Congress. The *Chicago Herald* describes a new form of music as "Jazz". U.S. Marines land in Santo Domingo to restore order (the occupation will last for 8 years). The United States purchases the Virgin Islands for \$25 million. Norman Rockwell illustrates the cover of *The Saturday Evening Post* for the first time. The American Federation of Catholic Societies denounces the motion pictures for "foisting upon our women and children immoral films and insidious attacks on Christianity." Mass production reduces the price of a Model T Ford from \$440 to \$360. More next week...