

Your editor was able to learn about a business found on a QSL card Tag Line. The card was filled out by Steve Fordyce W5UIX of Easton NM, and mailed in 1953. - Naturally I was going to check the Tag Line out for my own curiosity. "When In Las Vegas, NM, eat at the Home Café."

Mr. Self and Catherine Counce - Owners of Home Café in Las Vegas, NM - Self (1897-1958) born in Arkansas - the family made their way out to New Mexico and went into business in 1930.

There was a full page ad in the Daily Optic on the eve (2 August 1930) of opening the new Home Café business. Here was a sample of the congratulatory messages printed.

Self and Catherine possess the spirit which made this tiny new enterprise possible. May the years bring good fortune in abundance and he receive ample reward for his service to this town. They had used all local contractors and food/produce dealers.

We learned Self expired in New Mexico at age 60, January of 1958. The Counce's had a son Jim. (Don't get upset with the emblem below "Eat with Us" it means different things in different cultures. It was also used as art borders in lithograph before it was bastardized.

I haven't been able to contact Jim Counce and no further info is available on the business. QSL via K8CX Collection. What relationship Counce had with Steve Fordyce W5UIX is unknown. W8SU 2013

