

THE PORTALES HERALD

OFFICIAL ORGAN OF ROOSEVELT COUNTY, NEW MEXICO

Volume Ten

PORTALES, NEW MEXICO, THURSDAY, JULY 25, 1912

Number 33

Special For Trades Day
Five Per Cent Discount on All Merchandise
Bought on Trades Day For Cash Only

HUMPHREY & SLEDGE
HARDWARE

Special For Trades Day
Five Per Cent Discount on All Merchandise
Bought on Trades Day For Cash Only

PORTALES AND HER IRRIGATION PROJECT

Is The Undisputed Owner of The Largest Electrical Irrigation Project in The World, 3,000 Acres of Which is Being Cultivated This Year; Also a Practically Unlimited Scope For Extension of Plant

Alfalfa is Main Crop This Year

Fine Crops of Alfalfa Yield From Five to Eight Tons Per Acre Each Year And Net Good Profits

Alfalfa is the main crop that has been gathered this year, for the reason that five crops are cut during the season. The first crop of alfalfa was decidedly good but prices were not as high as usual owing to the fact that all over the west this crop was being cut at the same time and as the first cutting does not keep well the market was glutted. Since then a second crop has been gathered with better results. The yield was a little more than a ton to the acre in most places and the price received was about \$14.00 per ton. At this time the third crop is nearly ready for cutting and prices are holding up well. Alfalfa seems to be the principal crop as the farmers are more fully acquainted with the best methods of its cultivation than they are of the garden truck. Alfalfa is a safe crop as the farmer knows exactly how much he can raise during the season, and after the first planting is done, if a good stand is secured, there is no more planting for fifteen or twenty years. Of the three thousand acres under cultivation this year, fully half of this amount, if not more, is planted in alfalfa.

Past Developments

Knowing that a large part of the future development in the irrigation of the arid and semi-arid areas of the west would involve the use of pumps and pumping apparatus the Westinghouse Electrical Company began looking over the west for a location for a test plant, believing that water could be pumped at an advantage to the farmer. After very careful research by expert irrigators and soil and water experts this company decided that Portales was the place to install this plant. During the latter part of 1910 the construction of the plant was finished and farmers planted some alfalfa that fall.

During the year 1911 the plant was started in the spring and a good many of the farmers begun work on their places, but did not do so well as they were new to the methods of irrigation. A good number of acres of alfalfa was planted during this year and a good stand was generally gotten. Other crops did not do so well as alfalfa.

However, during the year 1912 farmers got busy in the spring and got their places ready for cultivation, and with better results than they expected.

This only includes what has been done under the project owned by the Portales Irrigation Co.

Cost of Raising Alfalfa

The annual cost of the labor and water for alfalfa per acre is about \$14.00 as taken from statistics compiled by one of the biggest irrigators under the project. If the prices average \$12.00 per ton each season and five tons to the acre is cut, he will receive \$60.00 gross. Take from the \$60.00 gross, the \$14.00 which pays for water, cutting, baling and all other incidental expenses and there is \$46.00 left which is clear profit. \$12.00 per ton per season is a low estimate of the price alfalfa brings and five tons per acre each season is less alfalfa than the poorest farmer raises. \$14.00 per acre is a high estimate for the cultivation of one acre. This is a very conservative estimate, and shows that \$46.00 per acre each year can be cleared on the land under the project.

Sweet Potatoes

Sweet potatoes is one of the best paying crops that has ever been grown here. About twenty-five acres are planted in potatoes this year which are expected to yield about 400 bushels to the acre. Last year as high as 800 bushels was raised on one acre, and were sold at prices ranging from fifty cents to one dollar per bushel. The difference in price was due to the time crop was sold.

It has only been recently that the people of Portales have had the pleasure of seeing a practical demonstration of the showing which can be made on the land where scientific methods are adopted. Proof of this statement is shown by a visit to the Farnham place west of town. The first impression one has on entering the Farnham place is that here is a real farmer, one who knows the value of work, no

power enough at the central plant to irrigate all of the ten thousand acres that have been subscribed and the plant is arranged so that it may be extended for a nominal sum as soon as enough of the land that is now being dry farmed is subscribed. The water is shallow and abundant in the whole of the Portales Valley and as soon as it is all under irrigation this will be one of the most valuable irrigated dis-



SCENES OF IRRIGATION DITCHES IN OPERATION.

matter how much water he may have and who knows also when, where and how to work. He has a splendid orchard and the driveway leading up to the house, which shows a beautifully and orderly sight, and his ability to grow an orchard without which no home is complete. The large and well planned barns and barn lot also demonstrates to the visitor that the place was built with a view of its being permanently located and expects to spend his reclining days on his farm.

Near his home is situated his irrigation well, the ditches from which lead to the orchard, alfalfa farm and truck patches; in fact, every acre of his farm can be irrigated at a minutes notice. The land is as level as the floor and as rich as that which can be found in any country; the climate cannot be excelled on the face of the earth; the water which by throwing on a switch can be turned loose in a stream of 1200 gallons per minute on any part of his farm.

In all of the various forms of investments that are now open for men of means in the United States there is none more pleasing and more sure of success than the irrigated lands of the Portales Valley at the prevailing low prices. Anyone who may purchase these lands, either as an investment for a home, at present low prices are sure to reap abundantly for their foresight and enterprise.

There is nothing speculative in connection with this irrigation project as it has passed its probationary stage and has been pronounced to be one of the best systems in the whole of the great Southwest by experts. There is

always absolutely certain as there will be no burning up for lack of water in the late summer. But the necessary amount of moisture will come rushing down the irrigation ditches under the guidance of the intelligent farmer to supply at exactly the right time the proper amount of water needed. There will be no washing away of terraces or sweeping away of crops as the farmer will supply the water and not nature. Farming in the Portales Valley is the safest and most profitable farming in the world because of the fact that irrigation has been reduced to an exact science which insures the farmer that his labor and money will not be wasted before he plants his crops.

Under this system it is but natural that the land in the Portales Valley should rapidly enhance in value and those who are thinking should hasten to buy before land sells at a greater price. The prevailing low prices can not prevail long as land is being sold every day to people from the old states and the present opportunities will soon pass away. Within five years land here will be out of reach of the moderate investor and if you expect to buy irrigated land here buy soon.

The future of the Portales Valley as a great farming center adds additional prosperity to Portales. With a prosperous agricultural people in and near town who will make this the center of their business transactions, Portales cannot help but to be the best town in the Sunshine State or in the great southwest.

Portales Has Very Bright Future

With Her Immense Irrigation Project She Has no Reason to Fear For The Outlook of Valley

The Portales Irrigation Project was one of the first of its kind that was ever launched in the west, but it is a success financially. Today it is recognized to be the best system of irrigation known. Any kind of crops yield well here and each year more acres are put under cultivation. Land is rapidly enhancing in value and within two years from this date, at the present rate of increase in acreage, the whole of the 10,000 acres under the project will be under active cultivation. The launching of this irrigation project meant that the land which was lying idle or farmed in a half hearted way would be as valuable as any irrigated land in the west. Tests have been made and the farmers are convinced that irrigation by pumping is better than the ditch system and much better than the natural rainfall, as water can be applied to any crop in large or small quantities, and whenever needed. The Portales Valley has the best of soil, the purest and most abundant supply of water, and people with faith and perseverance are rapidly making their homes in this, the Peoples Valley of the World.

Fruit Trees

Before the irrigation project was launched a number of farmers irrigated fruit trees, in small tracts, with wind mills. These trees have always done well, and caused the farmers to plant them on their irrigated places. Too, as fruit raising is one of the principle crops of the Pecos Valley, the farmers were of the belief that they would thrive here. Apples, pears, peaches, apricots and most every kind of trees have been planted on the farms. All fruit trees are doing well and it now looks as if a big crop of fruit will be gathered.

In other irrigation projects in New Mexico fruit has been known to net as much as \$200.00 per acre. The cost of cultivating under that project was more than the one here. The fruit crop is never a failure but the annual profit each year varies according to the amount of fruit raised in other places. Under irrigation, fruit is always a paying crop, as a complete failure never occurs.

Bean Crop

About forty acres were planted in beans this year and the yield has been good. Those farmers who had early beans shipped to points near this city and make good money for their trouble. Now all beans are ripening and will be sold for seed beans when they are completely dry.

Cantaloupe Crop

Under the irrigation project, the farmers have planted about 300 acres of cantaloupes this year. The vines look well and indication now point to the fact that about seventy five crates to the acre will be gathered. The first shipments will be by express and will be begun from August first to the tenth. About the fifteenth of August the yield is expected to be heavy enough to ship in carload lots. Crutchfield and Woolfork will handle the cantaloupes on consignment.

Sugar Beets

During the year 1911 sugar beets were experimented with by several farmers and it was found that the crop was very prolific. This year a few of the farmers have planted small patches for experimental purposes. They are growing nicely and if a sugar factory were closer sugar beet raising would be one of the principal crops grown here. The farmers are expecting to raise about fifteen tons of beets to the acre as that is the average yield in the west.

Onions

Last year the onion crop was one of the best paying things planted. Besides the yield being exceptionally large to the acre, the prices were good and farmers felt that they were fully repaid for their pains.



A VIEW OF A FIELD OF SUGAR BEETS AND IRRIGATION WELL.



A VIEW OF A LOAD OF PORTALES VALLEY ONIONS.

THE PORTALES HERALD

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DEMOCRATIC IN POLITICS



Bull Moose

In the current number of the Independent, Rev. Wm. J. Long gives a review of the character of the bull moose.

Several years ago Roosevelt placed Mr. Long on the list of the Anninians, and now Mr. Long has retaliated by comparing Roosevelt and the Bull Moose. We quote:

The bull moose lives on the public domain and is a very wasteful feeder. At the present time he is one of the luxuries of democracy. Which supports and protects him that he may minister to the vanity of a few sportsman, mostly of the tin-horn variety who think it a brave thing to follow him and to hang his grotesque head in their houses.

With such an emblem the new party may well inscribe "Thou shalt not steal" upon its standard. The bull moose never steals he simply takes what he wants. He has fed so long that he thinks it is rightfully his.

As T. Roosevelt writes, "the bull moose is never found in a great herd, but always alone or in small family parties." In these respects he is an excellent totem typifies the long expected politician who shall settle all affairs himself, or in select tennis cabinets taking no heed of courts or constitutions.

At times the bull moose rampages violently through the woods, exhaling his horn, brunting, squealing, stamping the earth with his hoofs and trashing the unoffending bushes with his antlers. Meeting him now you would think him a champion, a Hotspur, a very devil of an antagonist; but he is at heart an arrogant coward and braggart, without a spark of real—that is moral—courage. He will roar defiance at all rivals and at the universe itself; but snap a twig or bark like a small dog and all the rampant egotism oozes out of him.

Another noticeable characteristic of the bull moose is his inordinate selfishness. Whether roaming the woods in solitude, or tearing up the earth, or coming headlong to the call he is thinking first last and all the time of the safety of his own skin and the fullness of his own stomach. I never yet saw a bull moose do a thing for anyone but himself.

He cannot tolerate a rival, but flies into jealous rage at the first suggestion that there is any other bull moose in the universe. The bull moose is easily fascinated by too bright a light. Occasionally when I am studying the animals at night with a jack in the bow of my canoe I meet a bull moose that stares to long at the light much as a politician might look to long upon glory, and he ends by floundering head-

long into captivity. Our renowned authority is in error when he speaks of moose "galloping" away when alarmed. The bull moose often bolts, as he has a strong tendency in that direction, but he cannot "gallop". Note that the bull moose always makes a crooked trail, wandering about as if lost in the woods. Though he travels a great deal, he never makes any real progress but always swings around to a point not far from where he started. You shall never find him at the end of a straight course.

Business Man Turns Down Bright young Man

A few days ago a young man asked the manager of a big local concern for a job as office boy, and added, "I would like to study your Methods, learn book-keeping from your accountants, and grow up with the business. I'm willing to learn. I would start on a small salary."

"Now my young friend" said the manager, your ideas are all wrong. I know you're a fine boy I've known your father for years I would like to do something for and I believe that the best thing I can do is to give you sound advice. Our concern isn't a training school; we cannot accommodate those who want to learn our methods; our men haven't time to teach beginners the fundamental principles of bookkeeping, etc.; and besides there are a number of things that you ought to know that you would never learn here. We can't use boys who are willing to learn but we do need boys who have learned and are willing.

Now you go into some really good business college—not one of these business side shows—and take a full course in book-keeping and accountancy. Get all the attendant courses for you'll need them too. Then, when you finish your course, come back we won't ask you to start on a low salary. We're willing to pay but we must have young men who can do their duties.

As a school I can well recommend the Albuquerque Business College for we have employed some of its graduates and they are the most competent help I've been able to find I'm sending my own son there, and he is doing well.

"Good day." This would probably be good advice for YOU. A postal card will bring a free catalog from the Albuquerque Business College. A special school by specialists. Albuquerque, N. M.

Eastern Star.

Eastern Star Chapter No. 26 meets every second and fourth Thursday night at 7:30 p. m. all members are requested to attend.

MRS. J. B. PRIDDY, W. M.
 MRS. JEFF HIGHTOWER, Sec.

FELT BAD ALL THE TIME

Shellhorn Lady Suffered a Great Deal, But Is All Right Now.

Shellhorn, Ala.—In a letter from this place, Mrs. Carrie May says: "A short time ago, I commenced to have weak spells and headaches. I felt bad all the time, and soon grew so bad I couldn't stay up. I thought I would die."

At last my husband got me a bottle of Cardui, and it helped me; so he got some more. After I had taken the second bottle, I was entirely well.

I wish every lady, suffering from womanly trouble, would try Cardui. It is the best medicine I know of. It did me more good than anything I ever used."

Cardui is a woman's tonic—a strengthening medicine for women, made from ingredients that act specifically on the womanly organs, and thus help to build up the womanly constitution to glowing good health.

As a remedy for woman's ills, it has a successful record of over 50 years. You'll drugist sells it. Please try it. Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent to you free, on request.

TIMES HAVE CHANGED

In grandfather's day the American family stayed pretty much in one place. It grew up on the old farm, or lived in the comfortable farm house. The children went not more than a mile to school, and going away to college was exceptional. Travel had not become general.

But the world has been extended. Today the typical American family is scattered much of the time. Father hurries back and forth between cities on business. Mother has her own interests, and goes to meetings, conventions, on visits and jaunts.

These modern conditions are all good. They mean a broader life and better opportunities. But they also bring a certain element of anxiety and loneliness, due to separation. Trains are delayed, epidemics break out in schools, rumors and alarms come flying from many directions, very often groundless, yet causing worry and fear.

The first resource in such emergencies should be the long distance telephone.

The family with the best realization of the telephone possibilities enjoys the greatest peace of mind.

THE MOUNTAIN STATES TELEPHONE AND TELEGRAPH COMPANY.

During the summer months mothers of young children should watch for any unnatural looseness of the bowels. When given prompt attention at this time serious trouble may be avoided. Chamberlain's Colic, Cholera and Diarrhoea Remedy can always be depended upon. For sale by all dealers.

SUGGESTIVE QUESTIONS

On the Sunday School Lesson by Rev. Dr. Linscott For the International Press Bible Question Club. Copyright, 1911, by Rev. T. S. Linscott, D. D.

July 28, 1912. (Copyright, 1911, by Rev. T. S. Linscott, D. D.)

The Wheat and the Tares. Matt. xiii:24-30, 36-43.

Golden Text—Gather ye together first the tares and bind them in bundles to burn them, but gather the wheat into my barn. Matt. xiii:30.

(1.) Verses 24-25—What does the kingdom of heaven here stand for?

(2.) Would you say, and why, that Jesus here meant that the church as a visible society on earth contains both good and bad people?

(3.) What is the difference in the results as between good seed and bad seed as suggested in this parable?

(4.) What in this parable stands for wheat and what for tares?

(5.) What resemblance is there between the wheat and the tares?

(6.) If Christ stands for the man who sowed "good seed," whom does the enemy stand for who sowed the tares?

(7.) What chance would Satan have to sow tares if people kept wide awake?

(8.) Verse 26—Can "tares," or sin, ever be regarded as another form of good? Give your reasons.

(9.) Is it possible, or not, and why, for sin to produce good results?

(10.) Verse 27—Who are those who generally complain to God because of sin in the church?

(11.) Verses 28-29—Should a Christian church or not, and why, expel all those members who are admittedly living sinful lives? (This is one of the questions which may be answered in writing by members of the club.)

(12.) There used to be frequent trials of members in evangelical churches for immorality. When did you last learn of such a trial and how is it that they are now so infrequent?

(13.) Verse 30—What will be the difference in that great day between the doom of a sinner in the church and a sinner in the world?

(14.) What will be the fate of the finally impenitent sinner?

(15.) What will be the final condition of all true Christians?

(16.) Verses 36-37—Who is the sower of the good seed?

(17.) In what sense is Christ the only sower of good seed?

(18.) Verses 38-39—What results do wicked people accomplish in the world?

(19.) When and what will the harvest be?

(20.) Verses 40-43—Does Jesus mean that the literal tares are burned in the fire or that sinners will be? Give your reason. Lesson for Sunday, Aug. 4, 1912. The Worth of the Kingdom. Matt. xiii:44, 45.

SAM J. NIXON
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 Will practice in all the courts. Office opposite Portales Bank & Trust Co.
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 For Quick Deliveries Phone 71 or Residence 184

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ALL THE NEWS! ALL THE TIME!

TEMPTATION
 is one of the things that a number of people cannot resist. One is a dish of C. M. Dobbs' delicious ice cream, flavored with delicate fruit juices and served in his new parlor. There is one peculiarity, it pleases above all other creams and tastes like more cream.

IRRIGATION GROWN TREES
 We grow all kinds of Fruit and Shade Trees. Every tree is guaranteed. Our prices are lower than any of the Eastern Nurseries. Ask S. R. Herdman, at the office of the W. B. Reid Land Co., for prices, the agent for the

NORTHERN COLORADO NURSERY CO.
 LAYLAND, COLORADO

What This Bank Aims to Do

To promote our customers' interests as we would our own;
 To do all we can to make their relations here profitable and agreeable to them;
 To contribute to their enterprises the enthusiastic co-operation, foresight and timely assistance which a good Bank can properly bestow;
 To repay their confidence in us with confidence in them.
 These are the aims of the officers of this Bank, and the business men and women of Portales are invited to make this their banking home.

Portales Bank & Trust Co.

Capital \$25,000 Surplus \$5,000 Resources \$100,000
 G. M. WILLIAMSON, Pres. T. E. MEARS, Vice-Pres.
 ARTHUR F. JONES, Cashier

H. C. McCallum

DRAY LINE

All kinds of Hauling done on Short Notice. Orders left at the hardware store of Humphrey & Sledge will receive my prompt attention, and your patronage will be appreciated.

Telephone Number 104

DR. JOHN S. PEARCE

PHARMACY

Summer Soft Drinks and Ice Cream served in season. Everything new and clean. Pearce & Dobbs' old stand. Your patronage solicited

City Cleaning and Pressing Parlor

Telephone Number 91.

We are there—when it comes to cleaning and pressing. We represent the best custom tailors to be found anywhere. Hats cleaned and blocked. We will call for and deliver the goods. Give us a trial on your next suit.

N. C. LANDERS, Proprietor.

The Dry Cleaning Process

We have received a new machine for the famous French Dry Cleaning process. We are in a better position to handle your business than ever. Agent for best custom tailors on Earth. When you have anything you want fixed up right, phone No. 7 we will call for and deliver the goods.

B. L. LAWRENCE, Proprietor

Peak's Garage

Call on me for repair work on all kinds of Gas Engines and Automobiles. Livery drives in connection. Let me make your trip. Charges are reasonable. Telephone Number 171.

ROY PEAK, Proprietor

Summer Prices on Coal:

JUNE THE FIRST TO AUGUST FIFTEENTH, ONLY

AMERICAN BLOCK

One Ton - - - Eight Dollars
 Two Tons or More - Seven One Half Dollars

COLORADO ROCKVALE

One Ton - - - Nine Dollars
 Two Tons or More - Eight One Half Dollars

Connally Coal Co. Telephone Number 3

Additional Locals

Mrs. E. D. Dickens was a visitor in the city Saturday.

Judge Sam J. Nixon returned from a business trip to Herford, Tuesday.

Mrs. Carrol, who has spent several weeks in Texas visiting her mother and daughters, has returned to the city.

Dysentery is always serious and often a dangerous disease, but it can be cured. Chamberlain's Colic, Cholera and Diarrhoea Remedy has cured it even when malignant and epidemic. For sale by all dealers.

Mr. and Mrs. Maxell, brother and sister of Mrs. Geo. Wood left Monday for their home, after spending about a week visiting here.

J. B. Sledge and family, who have been visiting in Como, Mississippi and Memphis Tennessee are expected to return to the city Saturday.

For soreness of the muscles, whether induced by violent exercise or injury there is nothing better than Chamberlain's Liniment. This liniment also relieves rheumatic pains. For sale by all dealers.

Guaranteed irrigation outfits for sale, complete, on one or two years time at six per cent interest. Write Frank E. Summers, Memphis, Mo.

H. E. Johnston of Floyd is very ill, the cause of which is a carbuncle that is located on the back of his neck. A few of his Masonic brethren from Portales went out to see him Tuesday evening.

Mr. and Mrs. J. E. Brown of Ft. Sumner, and their sister, Miss Cordelia Brown of Abeline, Texas, spent last week visiting

Mr. and Mrs. Jim Stone on their ranch about forty miles from this place.

The Racket store can save you money.

Mrs. Theras B. White, supervisor of the Industrial Education in New Mexico, will visit the Roosevelt Normal Institute on August 1, 2 and 3rd. While here Mrs. White will lecture and give a demonstration of the work.

Rev. Edwin C. Morgan, president of the Western College at Arteria, will preach at the morning and evening services at the Methodist Church on next Sunday. While here Mr. Morgan will also make an address to the Normal Institute students.

See the Racket store about it.

When you go to town, the right thing to do, the first thing to do, is to go to the Racket store and, if they can't supply your wants, and at the same time save you money, then and not till then.

Mens Bible Study Class will be held in Commercial Club rooms Sunday. E. P. Gains, Teacher.

On Monday and Tuesday, July 29 and 30, W. T. Conway, superintendent of the Extension Department of the New Mexico College of Agriculture and Mechanical Arts, will be here and will speak before the visitors and member of the Normal on the subject: "Agriculture and Domestic Science for the Country Schools," and "The Boys and Girls Industrial Club of New Mexico." The speaking will be at the school house at about nine o'clock in the morning and every one is cordially invited to be present.

Property Sold

Below is a list of the real estate in the Portales Irrigation Company's project, which has been sold within the past six months.

These deals were made by A. A. Rogers, Manager of the Portales Irrigation Company, W. B. Land Company and Martin & Ball.

40 acres of the Merrill tract 28 acres of the Jim Stone place were sold for a consideration of from between \$90.00 and \$100.00 per acre.

80 acres of the James place was sold to two parties, Martin buying forty acres and Taylor purchasing the remainder. Of the 40 acres of the Coppage place which was sold, Grant McCarr bought 10 acres, Flo Black purchased 15 acres and Harry Black acquired the remaining 15 acres. Nulenneier sold eighty acres of land, T. W. Gordon buying 30 acres of land and Frank Ball buying 50 acres. Hicks sold 120 acres of land to W. H. Ball, who at the same time purchased 37 acres of land from Happs. The prices paid for this land range from \$75.00 to \$100.00 per acre.

80 acres of the Moss place was sold by Trout to Jno. Reid and Mr. Tracy. 40 acres of the Turner tract was purchased from Mr. Turner by Mr. Stewart, and Livingston Brothers sold 40 acres of the bounds place to Mr. EnEarle. Prices on this could not be ascertained.

The spring or early summer is not the most desirable time of the year to sell land for the reasons that farmers in other localities are engaged in planting crops and there is very little stuff growing to show prospectors here at that time. From this time on when melons are getting ripe and alfalfa is being cut and the fruit crop looking well it will be a good deal easier to interest the prospective buyer as he may see what is being done and see the productiveness of the land.

Lately prospectors have been coming in every few days and all are enthused over the proposition. The local real estate men have several land deals pending now awaiting only the drawing up of the papers.

The citizens of the city have great faith in this proposition and all say that when planting time comes next year more than double the amount farmed this year will be under cultivation.

Buy now. Chamberlain's Colic, Cholera and Diarrhoea Remedy is almost certain to be needed before the summer is over. Buy it now and be prepared for such emergency. For sale by all dealers.

THEY ALL DEMAND IT

Portales like every city and town in the union, receives it.

People with kidney ills want to be cured. When one suffers the tortures of an aching back, relief is certainly sought for. There are many remedies today that relieve, but do not cure. Doan's Kidney Pills have cured thousands. Here is proof:

Mrs. J. N. Ament, 120 N. Arno St., Albuquerque N. Mex., says: "Doan's Kidney Pills were first brought to our attention when we lived in Aurora, Ill. about five years ago. They were used at that time by a member of our family who was suffering from kidney complaint. A tired, languid feeling was much in evidence and they kidney secretions were disordered. Doan's Kidney Pills brought prompt relief from these difficulties and acted as a tonic to the entire system. When there has been need of kidney since then, Doan's Kidney Pills have never failed to prove a benefit."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

.....THE BOSS AND THE HIRED MAN.....

By Bert M. Moses

President American Association of Advertisers

I do Not know of any joy quite so keen as the joy of seeing people respond to advertising.

The business world is divided up into two general classes:

Those who employ, and

Those who are employed.

In every talk the employer is calling the "boss," and the employed is called the "Hired Man."

There are about thirty Hired Men in the United States for every Boss.

In other words, only one man in thirty rises up from the ranks and makes a substantial success.

Every young man who reads this is going to be either a Boss or a Hired Man---one or the other sure.

Which shall it be for you?

The matter is one which you can largely control.

If you get the right thought started you can be a Boss.

If you start in and advertise persistently you can be a Boss.

The main reason why only one man in thirty grows up to be a Boss is because only one man in thirty recognizes the power of advertising.

When you once get the right view of advertising, you solve the most perplexing problem of the times.

When you recognize how to create a demand for what you have to sell, the whole world is before you as a field from which to garner the gold.

Write out what you want the public to know; go to the publisher of the paper you read and have a talk with him. Show him your copy and take his advice if he tells you to change it.

Decide with him how much space to use and how often.

Feel your way along, until you get a grip on the thing.

Then go at it with both hands and feet.

I do not know of any better way to learn advertising than to advertise.

The place is here and the time is now
And The Way to Begin is to Begin

Investigate The Hurley Country

The largest, smoothest shallow water country in Texas. Water from four to sixty feet. The Hurley Country is that part of Bailey County laying north of the Black Water Draw, a beautiful valley. Ten irrigation wells in operation, no limit to the water, no alkali, will be a great alfalfa and fruit country. For further information, address

Hurley Commercial Club, Hurley, Texas.
L. R. COX, Secretary.

To Property Owners

If you have land in the shallow water district, dry land, or land under the irrigation project, or town property that you desire to sell, rent, or exchange, and it is a bargain, I can handle it for you. Call or address

T. J. MOLINARI.

Portales, - - - - - New Mexico.

BUILDING MATERIAL

We handle all kinds of lumber, shingles, sash, doors, mouldings, roofing and etc. It will pay you to figure with us before buying.

KIMMONS & VAN WINKLE LUMBER COMPANY
Located South of the Jail

BOYS AND GIRLS

These are Vacation Days when you have lots of time.
Do You Want to Earn Some Dollars?

We Will Tell You How to Do It.

WRITE TODAY TO

The Evening Herald
Albuquerque, N. M.

GET A POSTAL CARD AND WRITE RIGHT NOW.

A factor
for pure food
ante-dating all state
and national food laws

DR. PRICE'S
CREAM
BAKING POWDER

No Alum—No Phosphates

Be on your guard. Alum Pow-
ders may be known by their
price—10 or 25c. a lb.,
or one cent an
ounce.

**The Local
Field**

Ice cream bricks at Austin's. We do drink it—Austin's Lemonades.

Try some White Swan coffee. C. V. Harris.

Fresh fruits and candies at Adams. Phone 58.

Fresh Bread, Cakes and pies. Call 58. R. H. Adams.

Hillie Turner made a business trip to Clovis Tuesday.

Austin will make your lemonades better. Try one.

Fruit and shade trees of all kinds. S. R. Herdman.

Who handles White Swan can goods? C. V. Harris.

Will Carleton of Clovis was a visitor to the city Saturday.

Just unloaded a car of American Lady flour at C. V. Harris'.

Walk into A. B. Austin's and quench your thirst at his fountain.

R. H. Adams carries a full line of groceries. Phone No. 58.

All kind of can goods. They are the White Swan at C. V. Harris'.

Who said American Lady flour was good? Everybody—at C. V. Harris'.

For Sale—New \$105.00 number 5 Oliver typewriter. Herald Office.

Why not everybody getting 'em at Austin's—All the best drinks.

Get the best ice cream in town at Austin's—Keep your money at home.

Miss Nanie Farmer was a visitor in the city the latter part of last week.

All kinds of cold drinks and ice cream may be found at R. H. Adams cream parlor.

Austin makes all the fancy drinks. Try a lemonade—makes you want another one.

J. W. Farmer of Upton was a business visitor in the city last Friday and Saturday.

Nice sweet potato plants for sale at 20c per hundred. Inquire of Mrs. A. S. BRAMLETT.

Better than ever; a mill to grind out lemonades. Come and see them at C. M. Dobbs.

Dr. J. F. Garmany who left Friday for Amarillo on a business visit returned Monday.

A. T. Monroe, who has been traveling extensively in Colorado returned to the city last week.

For Sale—New \$75.00 Emerson Typewriter for sale. Enquire at Herald office for information.

Dr. Presley, Specialists of eyes, ears, nose and throat at Neer's Drug Store on July 20-21.

Miss Beas Dehoney of Elida is spending a few days in the city visiting her sister Mrs. Murrel.

Did you ever eat anything good? Not until you tried some of those White Swan can goods. C. V. Harris.

J. H. Knight and Mrs. T. B. Simmons, after visiting with Mr. and Mrs. A. Br Austin have returned to their home in Texas.

Miss Frankie Jordon of Ft. Worth, Texas after spending a few days visiting with Miss Leach left Tuesday for Hill Center.

Monday morning, Miss Corrie Smith and Mrs. W. O. Oldham left for Mountainair, where they will visit for about ten days.

Mr. and Mrs. Will Miller, an engineer on the T. & P. Railway and his father, W. E. Miller, all of Big Springs, Texas, are visiting R. H. Anderson.

J. K. Graves, a capitalist who owns various land holding in the southwest is a business visitor in the city this week and seems very well pleased with the proposition.

Morris M. Bramlett who has been with the Mountain States

Telephone & Telegraph Company left Saturday for Clovis where he has secured a position with the Santa Fe railroad.

160 acre improved farm for rent, nine miles southeast of Portales, known as the P. F. Bryan homestead. Will irrigate. Write Frank E. Summers, Memphis, Mo.

Good second hand wind mill and tower for sale. Also tank and tower and casing. Will sell at a bargain.

Apply at Herald printing Office. Mrs. R. W. Hughes

M. D. Page of Quannah, Texas after spending a few days looking over the valley returned to his home Tuesday. Mr. Page says that he is especially pleased with the pure air and water.

T. V. McCauley, Cash Austin, John Comton, Thos. Amos, Guy Mitchell, Lawrence Connally and C. G. McCauley attended the ball game in Clovis Sunday between Clovis and Topeka.

C. H. Rittenhouse is in the valley this week looking over interests he has. Mr Rittenhouse is well known in the city as he resided here formerly when he was connected with the Portales Irrigation Company.

J. A. Cadwallier, field expert for the Portales Cantaloupe and Growers exchange, after spending several weeks in California shipping melons has returned to the city and will remain until after the melons from the valley are shipped.

Mrs. Bascom Howard and son Baby Joe, left Tuesday for Emporia, Kansas, for a month's visit with the wife's parents, Mr. and Mrs. A. W. Ropkefeller. Mr. Howard accompanied them as far as Clovis where he has business matters of an attentive nature.

All residents of the city of Portales who have rooms to rent, or are in position to board and room teachers who will attend Roosevelt County Normal Institute from July 22 to Aug. 17, should inform Mrs. Culberson or Prof. Deen. If the matter is taken up by correspondence, please state the number of vacant rooms you have, whether fitted for light house keeping or not, and what your charges will be. This should be attended to immediately as a good many of the teachers are beginning to inquire as to the rooming and boarding facilities.

Publication Notice.
No. 804.

In the District Court of Roosevelt county, New Mexico.
E. Renfro, plaintiff,
vs
R. L. Weber, Portales Irrigation Co., Chicago Title & Trust Co., and Harrison B. Riley, Defendants.

To the defendant, R. L. Weber. You will hereby take notice that suit has been filed in the District Court of Roosevelt county, New Mexico, in which E. Renfro is plaintiff, and you, the said R. L. Weber, together with Portales Irrigation Co., Chicago Title & Trust Co., and Harrison B. Riley are defendants, and that said suit is numbered 804 on the docket of said court.

You will further take notice that the objects of said suit are as follows: To recover judgment against you, the said R. L. Weber, in the sum of \$1445.00, cost of suit, interest and attorney's fee, on account of a certain promissory note in the sum of \$1350.00 executed by you, the said R. L. Weber, to K. S. Lykins, on the 14th day of March, 1911, and endorsed to plaintiff; to declare said indebtedness a lien upon the following described real estate, situated in Roosevelt county, New Mexico, to wit: The north 60 acres of the SE 1/4 of Sec. 10, T. 1 S., R. 33 E., and to foreclose said lien; and to adjudge and determine the interest of the other defendants herein in and to said real estate.

You will further take notice that unless you appear and answer in said suit, on or before the 17th day of August, 1912, judgment by default will be rendered against you, and plaintiff will apply to the court for the relief prayed for in his complaint filed in said suit.

You will further take notice that Harry L. Patton, whose post office and business address is Clovis, New Mexico, is attorney for plaintiff.

In witness whereof, I have hereunto set my hand and affixed the seal of said court, this 27th day of June, 1912.
(Seal) C. P. MITCHELL
County Clerk of Roosevelt County, and Ex Officio Clerk of the District Court in and for said county.

By S. A. Morrison,
Deputy

Report of the Condition of the
Portales Bank & Trust Company
of Portales, New Mexico, as certified to the State Bank Examiner, at the Close of Business, June 29, 1912.

RESOURCES.

Bills Receivable	
On Real Estate	\$22,000.00
Collateral Security	14,000.00
All Others	2,300.00
Total	\$38,300.00

Overdrafts 18.50
Other Real Estate Owned 2,947.00
Banking House, Fur. and Fixtures 14,192.00
Dues from banks 18,457.00
Checks and Cash Items 825.00
Cash on hand:

Gold	\$530.00
Silver	1,228.00
Currency	3,200.00
Total	4,958.00

Abstract Books 2,000.00
Total \$101,323.00

LIABILITIES

Capital Stock	\$25,000.00
Surplus	5,000.00
Undivided Profits less expenses	3,717.00
Deposits:	
Individual	60,645.00
Time	6,550.00
Total	67,195.00

Cashier's checks-outstanding 700.00
Total \$101,323.00

I certify that the above is a true and correct statement.
ARTHUR F. JONES, Cashier.
Subscribed and sworn to before me, June 29, 1912. MAUDE SMITH,
Notary Public.

**Notice of Suit
No. 812**

IN THE DISTRICT COURT OF ROOSEVELT COUNTY.
J. I. Case Threshing Machine Co., Plaintiff
Versus
George Brown, Mrs. C. C. Brown, and Stark Brothers, Defendants.

To the defendants, George Brown, Mrs. C. C. Brown and Stark Brothers: You are hereby notified that a suit has been filed against you in the District Court of Roosevelt county, New Mexico, wherein the J. I. Case Threshing Machine Co., is plaintiff, and George Brown, Mrs. C. C. Brown and Stark Brothers are defendants, and number 812 on the Docket of said Court. You are further notified that the general objects of said suit are to secure a judgment on certain promissory notes, and to foreclose a real estate mortgage made to secure said notes on the following real estate to-wit: SW 1/4 NW 1/4 NW 1/4 SW 1/4 Section 4 NE 1/4 SE 1/4 SE 1/4 NE 1/4 Section 5 Township 3 S., Range 33 E., N. M. P. M., Roosevelt county, New Mexico; and that all parties hereto be forever barred from any lien, estate, interest or title in and to said mortgaged premises.

You are further notified that if you fail to appear or plead in this case on or before the 29th day of September, 1912, judgment will be rendered against you in said case, by default, and the plaintiff will apply to the court for the relief sought in this complaint.

McLure & Havener, are attorneys for plaintiff, and their postoffice and business address is Clovis, New Mexico. In witness whereof I have hereunto set my hand and affixed the seal of said Court this 17th day of July 1912.
(Seal) C. P. MITCHELL
County Clerk.
By S. A. MORRISON
Deputy.

IN THE DISTRICT COURT OF ROOSEVELT COUNTY
NO. 827
Seymour Street, Plaintiff
vs
Mary B. Street, Defendant

To Mary B. Street, Defendant, Greeting: You are hereby notified that there has been filed in the district court of Roosevelt county, New Mexico, against you a suit wherein Seymour Street is plaintiff, and that the object of said suit is that plaintiff be granted a decree of divorce annulling the marriage contract now existing between plaintiff and defendant, and that plaintiff be restored to the rights of a single person.

And you are further notified that unless you appear in said case and answer or plead on or before the 16th day of September, 1912, you will be adjudged in default and the complaint will be taken as confessed and plaintiff accorded the relief demanded in his complaint this day filed.

The name of plaintiff's attorney is James A. Hall, and his business address is Elida, New Mexico.

Witness my hand as clerk of said court, and the seal of said court, at Portales, New Mexico this 19th day of July A. D. 1912.
(Seal) C. P. MITCHELL
County Clerk.
By S. A. MORRISON
Deputy.

the Associated Press covering and a New Mexico news service that is absolutely correct and complete.

This offer is open to you until August the first. Take it today. You will get more for this dollar than for any other you ever spent. Fill out the blank and mail it today. The paper starts on receipt of your dollar.

Evening Herald,
Albuquerque, N. M.

1912.

Send me the Herald for three months from date, for which find enclosed \$1.00.

Name _____
Address _____

N. B. Pound cashier of American Bank and Trust Co. of Clovis was a business visitor in the city last Thursday.

JOYCE-PRUIT CO.,
THE LARGEST STOCK IN EASTERN NEW MEXICO

SALESDAY, MONDAY, AUGUST 5TH, 1912

DON'T

Let wind or weather keep you from visiting our store on Salesday, for there are innumerable bargains which have been selected with a particular emphasis of the needs of now! Vital every day necessities, for both men and women—and at prices happily arranged on schedule of revision

DOWNWARD

Buyers taking advantage of this Salesday will find genuine bargains seldom coming within their reach. To the disposal of many bargain offerings which have created such wide interest among our customers, for this day we have added many scarce and desirable things especially reserved for Salesday. We have the most complete line of groceries, hardware and Dry Goods line in Eastern New Mexico. We are continually adding to our stock and always keep fresh goods. On Salesday the usual reductions will be offered you. We do not charge goods at Salesday prices.

ALL GOOD, CLEAN, FRESH STOCK.

JOYCE-PRUIT
COMPANY
Portales, New Mexico.

Notice

Let all the sweet Potato growers meet me at the Commercial hall in Portales July the 27 at 2 p. m. who would like to have their sweet potatoes kept over for the spring market we keep them in their natural state and will keep them in Portales in a house built for the purpose provided we can secure six thousand bu. J. L. Brown.

Child Accidently Killed

Thursday afternoon while his parents were in the field, at work not far from the house, Dave Waganer, while playing about the house secured a shotgun and pointing it at his little sister pulled the trigger. On exploding the gun blew the top of the head nearly off from mouth to the edge of the hair on her forehead.

When the parents heard the report of the gun they hastily went to the house to see what was the matter and found the little girl lying in a pool of blood near the door, and the little boy weeping hysterically.

The authorities were notified and went out to the place, which is about five miles distant. It seems that Mr. Wagner had been using the gun the day before and had set it in the corner of the room. He thinks that the little boy got the shell out of his coat pocket which was hanging on the wall and loaded the gun.

The little boy is so scared that he is unable to tell how the accident occurred.

It Is Time To Get Cold, Hard Facts

In general popular interest; in issues at stake; in effect upon the future welfare and prosperity of the country, the present campaign for the election of a president of the United States, is the most important since the civil war.

This is the first campaign in which New Mexico voters have been permitted to ballot for the President, as an intelligent voter you want to know the exact situation. You do not want partisan movements. You do not want news that is colored and biased and written to mislead and deceive. You want facts just as they occur, so you may judge for yourself and judge intelligently.

The ALBUQUERQUE EVENING HERALD, an independent newspaper proposes to give you the facts—all of them—just as they occur; without bias or color of any kind. It is business of the EVENING HERALD to give the news, all of it while it is news—in the fairest, cleanest, most accurate form.

We now want to give the EVENING HERALD a through trial and to that end we offer you the newspaper for three months for one dollar. The regular rate is 50 cents per month. This three months special subscription will carry you through the campaign you not only get every detail of the national campaign; but you get fair clean reports of the election in New Mexico—the full leased wire telegraphic report of