

A full line of Paints,
Wall Paper Glass, Oils,
Varnishes and Brushes

C. Goodloe & Co.

OPPOSITE FIRST NATIONAL BANK

When you think of Paint
think of Goodloe. He does Not
Painting, Paper Hanging and Sign

REMEMBER FOLKS! NEXT WEEK is the week of the
New Mexico's First Real State FAIR.

Show your Patriotism and your Pride by attending. You
will not be disappointed. Rates on all railroads and
accommodations for all

The **DATES**---October 11---16, Inclusive.
Albuquerque, New Mexico

FIRST NATIONAL BANK

of Portales, New Mexico

We are prepared to serve you promptly
and efficiently.

Our customers have the knowledge that
their affairs are in the hands of a strong
and conservative bank, whose officers
render prompt and courteous attention
to every transaction.

MEMBER OF FEDERAL RESERVE BANK OF DALLAS

W. O. OLDHAM P. E. JORDAN H. C. WAGGONER.
President Cashier Asst. Cashier

MUST WATCH TIRES

Cuts in the Casings Will Be
Found to Have Tendency
to Expand.

FACT NOT REALIZED BY ALL

Expert Advises All Automobile Own-
ers to Heed the Warning and Save
Needless Expense and Possi-
bly Delay When on a
Journey.

"Many motorists do not realize the
importance of prompt attention to
small cuts or injuries in their tires,"
says an expert. "It is especially im-
portant, at this time of the year that
this warning be heeded.

"A cut in the tread or cover of the
case has a tendency to expand when
that part of the tire is in contact with
the road. This permits mud, grit, pebbles
and other foreign matter to lodge
in the opening. When the injured part
of the tire is relieved of the weight of
the car the foreign matter, which has
accumulated, acts as a wedge and with
each revolution of the wheel this fore-
ign matter is forced farther and far-
ther between the cover and fabric, not
infrequently completely separating
them.

"If this separation of the tread and
fabric is neglected for any length of
time it is often necessary to apply a
new cover. If the fabric is in very
good condition this can generally be
done in a very satisfactory manner,
but how much expense and trouble can
be saved by prompt attention when the
cut is first made.

"It sometimes happens that a tire
having a good cover and appearing all
right from the outside fails to give
long service and the car owner is as-
tonished when he learns from a repair
man that it is not practical to rebuild
the tire. This is often due to water
working through neglected cuts in the
cover and causing decay and disinte-
gration of the fabric. The fabric con-
stitutes the real foundation and
strength of the tire and therefore it
is highly important that it be pro-
tected.

"Examine your tires carefully at
regular intervals and especially after
long trips. Tacks, glass or any other
matter which may have become im-
bedded in the tread should be removed
before any serious damage is done.
Wash away all mud to permit a thor-
ough examination of the tire.

"By the use of preparations intend-
ed for emergency repairs, small cuts,
punctures or snags can be healed and
thus prevent them growing and becom-
ing serious. Large cuts or injuries
should be vulcanized at once by an
experienced and competent repair
man."

Most of the things that are custom-
ary with us have some good reason
for their origin, though we are apt to
accept them and not inquire what the
origin was. The water in a great
many public fountains, whether for
man or beast, comes out of a lion's
mouth. Did you ever stop to think
why a lion's head should be chosen
in preference to any other design?
This is said to be the reason: Among
the ancient Egyptians the rising of
the waters of the River Nile was the
most important event of the year, as
it meant life and prosperity to the
whole nation. This rising of the wa-
ters always took place when the sun
was in the constellation of Leo, or the
lion. So they adopted the shape of a
lion as the symbol of the life-giving
waters of the Nile, and all their foun-
tains were carved with a lion's head.
The Greeks and Romans copied this
symbol, and so it has come down to



**A Fresh Morning, a Fresh Mount
and a Fresh-Rolled Cigarette**

There's a combination to kindle a man's spirits with the pure joy of
living! The delicious freshness of "Bull" Durham hand-made ciga-
rettes appeals to the countless thousands of smart, active, sport-loving,
health-loving American men—gives added zest and exhilaration to
their enjoyment. It is quite the fashion to "roll your own" in any
company, upon any occasion, with this famously good, pure tobacco.

**GENUINE
"BULL" DURHAM
SMOKING TOBACCO**

To millions of experienced smokers throughout the world "Bull"
Durham means much more than a particular brand of smoking
tobacco—it stands for a distinctive form of
tobacco enjoyment, incomparably attractive,
delightful, satisfying. No other tobacco has that
wonderful, original, unique fragrance of "Bull"
Durham. No other cigarettes have the same
delicious smoothness, freshness and mellow-
sweet flavor of "Bull" Durham hand-made
cigarettes. You can only appreciate this when
you learn to "roll your own".

FREE An Illustrated Booklet showing correct
way to "Roll Your Own" Cigarettes, and
a package of cigarette papers, will both
be mailed, free, to any address in U. S. on request.
Address "Bull" Durham, Durham, N. C.

THE AMERICAN TOBACCO COMPANY



Peter Schuttler Wagons

Barb wire, Hog wire, Broom corn wire,
Windmills, Builders hardware, Tri-Belle
listers, Corrugated iron roofing. In
fact we carry a complete line of all
kinds of Hardware and you will find
our prices right.

J. B. Sledge Hardware Co.

You Need a Tonic

There are times in every woman's life when she
needs a tonic to help her over the hard places.
When that time comes to you, you know what tonic
to take—Cardui, the woman's tonic. Cardui is com-
posed of purely vegetable ingredients, which act
gently, yet surely, on the weakened womanly organs,
and helps build them back to strength and health.
It has benefited thousands and thousands of weak,
ailing women in its past half century of wonderful
success, and it will do the same for you.
You can't make a mistake in taking

**GARDUI
The Woman's Tonic**

Miss Amelia Wilson, R. F. D. No. 4, Alma, Ark.,
says: "I think Cardui is the greatest medicine on earth,
for women. Before I began to take Cardui, I was
so weak and nervous, and had such awful dizzy
spells and a poor appetite. Now I feel as well and
as strong as I ever did, and can eat most anything."
Begin taking Cardui today. Sold by all dealers.

Has Helped Thousands.

DR. W. L. JOHNSON,
Chiropractor,
Office at Seay Residence.
PHONE 55. Portales, N. M.

**Boot and Shoe
Repairing**
done neatly and promptly next
door to telephone office
G. B. OWENS, Prop'r.

W. E. LINDSEY
Attorney-At-Law
PORTALES, NEW MEXICO

LISTEN

If you find a certain road closed to you in life,
and ambition lies ahead of it, you must find a
way of skirting that path to reach your ambi-
tion. If obstacles lie in your way, you must
either climb over or find a road around them,
and you will, if you are made of the right stuff

**BUILD YOU A HOME
PORTALES LUMBER CO.**

See Whitcomb for first class
watch repairing, W. H. Braley &
Son's office. 88th
The Herald \$1.00 a year and worth
The Herald \$1.00 a year and worth

PERSONAL & LOCAL

R. K. Puckett left the first of the week to accompany his mother to her home in Texas.

Try our loco remedy. It will get results. Elida Drug Store. 35tf

Jewelry and watch repairing exclusively. Whitecomb in W. H. Braley & Son's office. 33tf

Joe Sherman and W. T. Wade, of Taiban, were in town the first of the week on road business.

Am now in position to loan money on farms, long time, easy terms. T. J. Molinari. 42tf.

County officials C. V. Harris and M. B. Jones were in Clovis Saturday on official business.

Mrs. R. G. Bryant returned the first of the week from Temple, Texas where she visited her mother.

Will Carleton and family have moved to Portales. Mr. Carleton is employed in the Gurley warehouse.

Lucille Moore came up from Elida and spent Sunday with her parents Mr. and Mrs. S. F. Moore.

Mrs. W. F. Burney arrived from near Sweetwater, Texas, Sunday to visit her daughter and friends near Carter.

Tom Mitchener, of Carlsbad arrived here last week to work in the grocery department of the Joyce Fruit Store.

Will A. Palmer, of Causey, has moved to Arch where he is teaching school. He expects to resign as United States Commissioner.

Sheriff Geo. C. Deen and Judge Jas. A. Hall each bought a new Overland model 83 from Kobl and Patterson the local agents, this week.

Commissioner S. E. Johnson was accompanied to Portales Monday by Mrs. Johnson, his niece, and Misses Burrough and Todd.

E. P. Williams, the Inez hog raiser, left today for Roswell to attend the meeting of the eastern New Mexico hog raisers association.

R. W. Moore who is teaching school at Dereno came in Wednesday to attend the fair and visit with his parents for the remainder of the week.

Commissioner D. K. Smith, of La Lande was accompanied here Monday by his sister Miss M. M. Smith who is visiting friends here this week.

Mrs. Egbert Wood, Claude and Lucile returned Friday after a three weeks visit with relatives at Alamogordo, La Luz and Cloudcroft, New Mexico.

Capt. T. T. Molinari has secured the state agency for the Sandbo self starter said to be one of the best on the market. Watch for the ad next week.

W. O. Oldham, president of the First National Bank went to Roswell the first of the week to attend the meeting of the State Bankers Association. He was the only representative from Portales.

Doing Fine Work

The latest reports from Las Vegas indicate that Co. M will be entitled to send two members to the national competition at Jacksonville, Fla. This report shows Private Thomas and Lieut. Compton to be among the leading 20 in the state. Fifteen of this 20 will be selected.

Lieut. Compton was a member of the company when it was first organized and has had considerable practice and was expected to be among the leaders. Private Thomas is one of the new members of the company and this is his first experience in a military competition outside of his own company.

Clovis To Be Here Saturday.

Bad weather, which hindered practice last week, caused the Clovis-Portales football and basket ball games to be postponed until this Saturday, October 9.

The four teams have been working hard all of the past pretty days and the spectators Saturday may be assured of two of the best games ever played in Portales.

The Portales football boys are very anxious to play as they meet Roswell on the 30th of this month and wish to test themselves out beforehand. The girls are also anxious to play this first game as they think it will show that they deserve to play against some good teams as soon as the season opens thoroughly. Both boys and girls have won many laurels for their home school and town and should have little trouble in winning both games Saturday. However Clovis may also be in tip-top shape and if she is (which is very likely) there will be some games.

The basket ball game will be played at the school house at 2:00 and the football game at the ball park at 3:30.

The patrons of the school and other citizens of the town should turn out and support these games, thus showing the youngsters that you appreciate their winning laurels and advertising their town and school.

Died

Mrs. J. R. Webb of Bronco died in Portales Monday evening after a lingering illness. The deceased who had been in failing health for some time, had been traveling in search of health and stopped here on her way home about six weeks ago. She was a very popular lady in her home neighborhood and was highly esteemed by a host of friends and acquaintances. The funeral occurred Tuesday afternoon at the Portales cemetery. Rev. W. E. Dawn officiating.

Mrs. Webb is survived by her husband, two sons and two daughters who have the heartfelt sympathy of their many friends and acquaintances at this sad time.

SIMPLE ADS MOST EFFECTIVE

Must Appeal to the Intelligence of People to Bring Best Results—Pointers for the Merchant.

Ads that are effective are the ads that are simple and filled with common sense. The common sense of the advertiser comes into play in the preparation of every ad, and the more ads he prepares the more experienced he becomes. It is the experienced advertiser after all who appreciates the value of newspaper advertising, knows how to advertise, and writes the ads that count.

If a merchant is going to advertise there are but three things for him to put into his ads—name the article for sale, tell why the article is good to have, and then say that he sells it.

An ad should catch the eye of the reader. This can be done by so preparing the ad as to have it easily distinguished from other ads in the paper. It is up to the advertiser or merchant to lay out his ads, and then he puts his own taste and ideas into his ads. By continually studying this phase of his advertising and putting his best ideas into practice he will find that his ads will grow in attractiveness.

Ads must interest by appealing to the intelligence of the people. For instance, let us illustrate a good way to advertise soap. To make the soap ad interesting and convey information we might show the value of cleanliness, use and misuse of soap value of this particular kind of soap, how it is made and the ingredients it contains, and wherein it excels other kinds of soap. In this way, we secure the attention and interest, and if the soap stands the test the ad will be convincing.

The attractive, interesting and convincing ads are the ones that sell the goods. They are the telling ads and those that pay.

Advertising has a value. A value that is definite and ever increasing. Avail yourself of it. Your business will stand more of it.

Do not be content with talking about what a good town Portales is. Get busy and make it better.

Will Improve Streets.

Three of our public spirited citizens, Ed. J. Neer, J. B. Fridley and R. K. Puckett recently made a canvass of the town and raised the sum of \$230 to improve the streets which includes building the state highway from the city line at the Irrigation plant into the center of the town. It was intended to have this work completed before the Fair but the inclement weather prevented.

Tom Taylor has been engaged to do the work and will commence in a few days. At the meeting of the town council held Tuesday night that body appropriated \$100 to buy culverts to be located at the places to be ascertained where they will be most useful.

Accidentally Shot.

Dallas Holly, of Dereno, in the western part of this county, accidentally shot himself in the abdomen a few days ago and grave fears are entertained for his recovery. The accident occurred at Lubbock, Texas, where the young man has been working.

C. M. Johnson, of Dereno, passed through town Wednesday night in his Ford taking the unfortunate young man's mother and brother to Lubbock.

Capitalist Here.

O. T. Wilson, a New York capitalist, was here Saturday looking over the Valley and county with a view to making some investments. He was accompanied by Chas. Payne, a former sales man of Portales Valley lands.

Mr. Wilson and the interests he represents recently bought a large tract of land in Mora county, New Mexico, and are building an elevator, flour mills, etc. Not much information could be learned from Mr. Wilson but it is reliably reported that he is making arrangements to make some extensive investments in our county.

To the Citizens of Roosevelt County.

The Fair Committee regrets that the aviation Company with whom they entered into contract failed to bring their machine or to fulfill their contract. We publish three telegrams as evidence of our endeavors. We expect to test the validity of the contract made with the flyer and have instructed Judge G. L. Reece to proceed.

Roosevelt County Fair Com. The following are copies of telegrams which are mentioned in the above notice:

Portales, N. M., Oct. 1, 1915. To—Miller Aviation Co. Dallas, Texas.

We have one hundred dollars on deposit as guarantee on your contract flying Portales. Signed contract being mailed today.

Portales Bank and Trust Co. Dallas, Tex., Oct. 5, 1915. To—Coe Howard, Portales.

Our machine shipped last Sunday from south Texas. We expect to arrive to fill contract. Miller Aviation Co. Dallas, Tex., Oct. 6, 1915.

A. A. Rogers, Portales, N. M.

Will be unable to fill contract on account of wreck of machine under clause number nine in our contract we will be compelled to cancel same. Miller Aviation Co.

The last telegram was received today. The Herald-Times joins the Fair committee in expressing their regrets to the citizens of Roosevelt county in the aviation matter. The committee as well as this paper thought there was no doubt that the exhibition would be held.

How many men do you know that do just as they please?
The Herald \$1.00 a year and worth it.

Baptist Notes.

Last Sunday was a splendid day at the Baptist church. Fine audience in the morning service. It is always an inspiration to have the membership well represented. If the members of the church will attend church our work will prosper. Subject for next Sunday morning "Having the mind of Christ." Evening service the "Life of Christ." Come thou with us and we will do thee good.

W. E. DAWN, Pastor.

Much Rain.

Abundant rain have fallen during the month of September, in fact much heavier than is customary for this month. The official gauge at the plant of the Portales Power and Irrigation Co., shows 5.21 inches for the month.

This heavy fall was not welcomed by the farmers many of whom were kept out of their fields when they were anxious to gather crops. It is somewhat different with the cattlemen as it insures plenty of late grass for winter.

(Continued From First Page.)

Gallup: Mrs. Fannie Carrington. Las Vegas: Mesdames, Harriet Von Patten, Johanna Volmer, F. H. H. Roberts and W. H. Lungate. Mountainair: Mrs. G. V. Hanlon. Portales: Miss Sallie Bryant, Mesdames, J. S. Long, C. O. Leach, Inda Humphrey, S. F. Culberson, S. J. Nixon and W. E. Lindsay. Raton: Mesdames, M. R. Mendelson and Misses, Hilda Heaburg, Manette Myers, Evelyn Shuler. Roswell: Mesdames, O. R. Haymaker, C. E. Mason, J. M. Wilkinson and J. T. McClure. San Marcial: Mesdames, B. A. West, W. S. Raiph, M. C. Hensley and W. J. Lank. Santa Fe: Mesdames, F. C. Wilson, W. C. McDonald, John C. McFie, Charles Haynes, Esther B. Thomas, R. F. Asplund and Miss Alice Atkinson. Silver City: Mrs. Leoline A. Walton. State College: Mrs. James Poe and Miss Dora Edna Ross. Taiban: Mesdames, Dr. Thurman and J. M. Cheahire. Tucuman: Mesdames, Earl George and F. S. Hinds. Willard: Mrs. I. M. Hardman.

The Federation meeting will be completed tonight when the operetta "Bulbul" will be played

at the Cozy theater, by local talent under the direction of Mrs. S. E. Ward.

C. A. Skelton and wife left Sunday for Roswell to attend a meeting of the Kemp Company's managers. A. J. Goodwin is in charge of the local yard during his absence.

PEARCE'S PHARMACY

Complete line of Boye Machine Needles, Bands, Shuttles, Bobbins, and Hand Needles

Machine Threader given with every bottle of machine oil

DR. J. S. PEARCE PROPRIETOR

ROUND-TRIP EXCURSION FARES

New Mexico State Fair, Albuquerque. Oct. 9 to 16, 1 fare for the round-trip, sell Oct. 9 to 16, return Oct. 18.



TEXAS STATE FAIR Dallas Texas, October, 16th 1915 \$17.45 for round-trip, date of sale Oct. 15th, to 30th, 1915 return limit Nov. 2nd, 1915.

W. S. Merrill, Agt.

W. H. BRALEY & SON INSURANCE

Of all kinds PORTALES, N. M.

H. C. M'CALLUM

For any and all kinds of hauling Telephone 104 and he will be right around.

Portales, .. New Mexico

DEEN

["Square Deal"]

Company

["Clean Grocery"]

NEER

Study the above ad and keep your eye on this space next week. It will be worth your while.