

Volume Ten

HUMPHREY \& SLEDGE HARDWARE

## YUCCA FILAMENTOSA IS CANTELOUPE EMBLEM

Portales Valley Canteloupes Will Carry Famous Bear Grass Insignia Through the East to Honor and Distinction.

The Seed is Here and the Expert Field Man is on the Road to Por tales-There'll be Something Doing Presently.
$\square$ At last some of the knocker

Brawley, Calif., April 9, 1912 At cantal mi. A. A. Rogers, shipped and the field superinshipped and the fifld superin-
tendent is on his way to the tendent is on his way to the
valley. Besides the cantaloupe seed that have been shipped to the Portales Cantaloupe and been four hundred pounds of bean seed shipped to them and they will be here some time this week it is supposed. But sun further there have been orders thousand sweet potato plants be shipped shout the tenth May from Wichita, Kansas.
Does this sound like business has no more faclities this year If any, very few more than Thas ever hai belore but the funt found out thet there is no juast found out hat there is little of everything and none of them producing enough to make what this association is primarily for and we believe that from the start they are making the
All farmers -should get Nuch with Mr. Connally at or their seed. They wer of this month and will in al probability be here by Saturday eas through the mail from th secretary, but should any fail to do so by the 23d they will please and act accordingly
If for any reason your groun thing at once and get it so, be ause we wanto get these - n hey muss an bo plar as an he in order to get a uniform picking and shipping season.
Below we give the message company of Pittsburg Pennsyl rania, who will handle the en ire melon crop of the associa tion.
A. Rogers, Portalés, Ne Mexico. Telegram receivec Aready ordered immediate ship dent by express consigned pounds best seed. Expect field superintendent to assist your growors arrive Portales b
wentieth, earlier if possible lave aleo mailed your copy con traet and are writing you folly today
We also give the following companpan's offices at Brawley, company's offices at Brawley,
California' in regard to the question of trade- márks and

Mr. A. A. Rogers,
Portales, N. M.,
Sear Sir:-We are in receipt of your letter of the 6th instant and are pleased to have your
views regarding the cantaloupe label to be used in if the sketeh of the yueci
if coming seas. plant can be reproduced by the lithographers and made to harmonize with the general color
effects of the label, it will make a very good brand. Would suge gest that you shin, if that is used, under the brand of
"Yucca." As we understand it, "Yucea." As we understand it,
the yucca plant is common to your surroundings and is green with the white bloom. If pos-
sible we would suggest that you the plant us a photograph painting so that we can sumit it to our artist. Perhaps we can botanical work as you mention. As to shipping under a distinctive brand from each territory, is, we agree, the object we
have in view. Our desire is to have each district or shipping point strive to boost the brand under which they ship by packing only the best quality of fruit
and upholding the reputation of and upholding the reputation of Once established, a reputation for honest pack and quality,
draws a premium on the mar draws a premium on the mar-
gets, that is provided that the kets, that is provided that the
quality is maintained from year
We wil We will send your sketch to cute something in the form of a label that will be attractive. Another matter that we faile o consult you about is the printing that you desire on the wrappers. We have this done
in one color, usually green, as it shows up best on pink tissue.
This printing usually occupies the center of the label and mentions the place from which the will find apped. Enclosed you used at Glendale, Arizona. Please advise us immediately

## Very truly yours

## Crutchfield \& Woolfolk By L. C. Seibert

## Mr. Walsh Williams, late of

 the Mesilla Valley but now of he first of the week and gave he cantaloupe industry anotherMr. Williams, after staying in the Mesilla Valley for two years, came to this valley and invested in some of our irrigated land ames upon when hee gevinut

## You Irrigation Men and Alfalfa

## Raiers, Frrit Tree Foll and Gardeners, why no



## HUMPHREY \& SLEDGE <br> HARDWARE

## IRRIGATION EXPERTS FOR PORTALES VALLEY

## as soon as they begin to com put of the gnound, but don't cu vate too deep as the roots follo nder the vines the melons will

the cantaloupe industry and says the cantaloupe indastry and says
that he believes that this valley is second to none when it comes he is going to put in an acreage his year.
Mr. Willi
Mr. Williams after coming to finding that there was going to be an acceage put in these met ons sat down and wrote to a per feld superintendent at Mesil Valley for two years and $M$ r Valley for two years and Mr,
Williams has kindly consented to let us publish the letter in order hat it may help some of thos who are beginning this industr or the first time.
When asked as to what the
per crate over in the valley where he was. Mr. Williams stated that one man who put
his ground in just the same con lis ground in just the same con
fition that you would put garden in and then tended to th cantaloupes in the right manner made over five hundred dollars he had in. Of course not all no possibly none others made th nuch, but Mr. Williams did state that the general average net profit to the farmer was for eighty-two cents per crate an the other year about the same farmers to be carrefu about thing and that is that they han their ground in a thorough state of cultivation before they plant Following is the letter

Rocky Ford, Colo. Apr. 12, Portash Williams,
Portales, New Mexico,
am hēre at Rocky Ford again
am not working for Lyon and
coggins any more and am in
fact not in the melon business. lace and am farming. Wetl as to Crutchfield and Wood as any of they are good as any of them, but
think they should have a field man there by this tíme tog you lined up on how to plan
them for to my knowledge the should be planted from the 15th of this month to the first of May as they are planted in Roch
Ford on the first to the tenth. I don't think you will com-
mence pickiog these before the first to the tenth of August though possibly' a good deal sive you a good price and thould ones do moderately and the last as good as the first
I judge from your letter hea
that you have wells
 hare the trouble we have owere Las Cruces when water plays out short.
such lar think you will hav use. I we ditches there as we about $5 \dot{2}$ to 6 feet apart an plant on one side of furrow only about 4 feet apart and plan from ten to twenty seeds to the hill. I do not mean hills as they distriets. Water them every days or fwe weeks ns every

Rittenhouse Visits Pórales.
H. Rittenhouse made hort visit to Portales this week, a, Kansas. Mr. Rittenhous is the same cheerful booster tha ee has always been, and inform. Valley looks better to Portaie ime he comes to town, and he in a position to judge, too. His business, that of installin challow water districts of New Mexico, is such that his opinion are much better calculated to be correct than are those of peopl who travel less extensively an whose interests are less vitally ffected by irrigation proposi tions. He has been all cver the tate where there is any attemp being made to irrigate, and he ays that nowhere has he foun proposition that looks as good thim as does the one we have here, In support of his state not only in our irrigated lands, ut in improvements, trees, and requisites of a first-clas fruit farm. Mr. Rittenhouse is one of those men who alway eves that his investments the Portales Valley will prov
all and more than he hopes fo

## A. Rogers Has New Plan

A. Rogers, manager he Portales Irrigation company o may want to purchas me of our irrigated lands tha not only liber
ditions proposed by Mr. Roger
there is positively no way in th his land can make a losing, except through their own negli hose who are thrifty enough t care to lay by a little for thei
sustenance during their declin sustenance during their declin ing days, the Times would sug pest that this matter be take
with Mr. Rogers at as early ap with Mr. Rogers at as early
date as possible, to the end that you mass the sooner be o the right road to prosperity an

plenty. | it | will hold more moisture than | country certainly |
| :--- | :--- | :--- |
| r. | others, Commence working them | prosperity to him. |

Judge Reese Made Good.
Judge George L. Reese r where he has been sitting. rial judge in one of the harde ought legal battles that has udicial district off in the Fifth sion of the trial counsel for both sides of the case expressed themselves as well pleased with the rulings of Judge Reese and was held tendered wim the tria thanks for his consideration and impartiallity throughout the pro

Judge Frank Smith, Unite tates commissioner at Mt. Verisitor this week. Judge Smith country hialy look the

Portales Times


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## That Free Sugar Bill. Too much stress cannot be laid on the importanee of the bill now

 pending before congress which places beet sugar on the free list,Without going into any extended argument for or against tariff or no tariff, the Times believes that
so long as the policy of this government is to protect the so called infant industries, just so
long, at least,the Portales Vailey is entitled to this protection for its own infant, the proposed sufree sugar bill will mean that we will get no sugar factory; that we will miss, permanently, the
three and one half million dollars that would otherwise go inta construction home market for mil-
be shy the
lions of dollars worth of sugar beets that will be grown in this valley every year. It means that
some thirty thousand acres of land that is contracted for pump ing plants and would, otherwise
be put under irrigationn; will re be put under irrigationn, will re
main dry farms with all their at tendant vicissitudes, in short, it
means the retarding of million work in the Portales Valley that would be the immediate outcome beet sugar factory. Farmers of doing to help defeat this iniquit ous measure? Have you written reference to this matter? Are you so sure that they can divin your wishes and your necssitie is superfun that to write to them over with your neighbors, cireu late petitions, do any and all things necessary to help get this
industry for, not Portales, not industry for, not Portales, no
Melrose, but for yourselves. The Melrose, but for yourselves. The
Lord helps those who help them selves, but you had better help yourself first. In this connect-
ion the following verse, which was "swiped" is very appro priate.
All things come to those who waits
But tere's a rult that's sllicker,
The who goes for What he wants,
Whenever an individual, with Whenever an individual, with proaches you in an insinuating
manner, if his face is popped open like "shortenin" bread and ment in his means of locomotion, it is dollars to dough nuts that he is peddling some kind of-pat repulsive in appearance, it is the one sureat bet that he is trying of a patent oil burn for sine as you would a pestiln Buying territory burner graft reminds one of the will made by the father to the son, in which he bequeathed to his dearly beloved son the entire Yould-in which to makea living You are buying the blue canopy
of heaven under which to rob People who receive even mod erate salaries will experience no difficulty in purchasing irrigated land in the Portales Valley.
Free sugar, no factory; pro-
tected sugar a three and one tected sugar a three and one
hilf million dollar factory. Take
your choice.
Boost your real estate men,
they are eternally booiting you.



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## Notice for Pullicasion. <br> Fored <br> . <br>  <br>  <br> 

## Best season since '76. Sum and moon's node and position of ptan-

 ets insure good crops for sandyland. 1 II cut your bear grase
for 50 cents per acre before Tor ${ }^{50}$ cents per acre before
Nays's calm and 1931 s. unprece
dented drouth. -Herdlaw Jones, P. 0. Box 354.

## Probate Court Notice. noin <br>  <br>  <br> 




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EXCURSIONS
One Way, Second Class Colonist Fares
 New Mexice Retail Mer chants Convention.
 Aniversary L. O. O. F.o Carkbad America

W. S. MERRILI, Pbiralis, AENTiN Mexioo.

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## Notice for Publication. <br>  <br> Notice for Publication. <br>    <br> 

Notice for Publication.

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BUILDING MATERIAL Lumber, Sash, Doors,

PORTALES LUMBER CO.
G. W. CARR, Manager



## Don't hire a man-

No need to hire a roofer when you buy Peerless Prepared Roofing. To lay a Peerless roof right is easier than to lay it wrong. nail it down-cement the laps and younceresll on thwe h. We mean that. Once you've haid a Peeteses roof you're all through

## Poerless \& Rooting

We know all about prepared roofing-been selling it for years. That' why Pertes Roofing comes to you with our
 mewt

Don't confuse Peerless with ordinary preparedt foof Pest, and don't waiat to
Kimmons \& VanWinkle Lumber Co. portales, new mexico


To the Public
In order to set myself right
with the public, which has never with the public, which hase nighter
ween given the details of the fects siven the details of the
nected with my openinges conin Portales, I make the folloon ing statement: Before applying with my ter, and was informe the mat his opinion, it was the duty of che county officers to issue county license, and, in view of
this opinion, I made application to the proner made application license. The county fused to grant the license unte the district attorney would firr nish a written opinion to the of feet that it wns in his ontiment their duty so to do. The district attorney did furnish the re quired opinion and license was granted and I opened my house Now just a few words in refer. ence to the character of house I will conduct. No minors will be allowed to frequent my place nor will any liquors be sold to them. I shall endeavor to conduet an orderly and quiet house at all times and will go as far a anyone to uphold and maintain
the law, endeavoring at al times to treat one and all cour teously and kindly. G. C Johnson will be my man in record for many years past, as to his many years past a business. . Joe Addincron.
District Attoraey's Opinion. Portales, N.M. March 21, 1912
C. P. Mitchell. C. P. Mitchell, County Clerk,
Portales, New Mexice Portales, New Mexico Dear sir:--In reply to your let reference 19 19h, 1912, with Joe Addington, of Portales of retail liguor license in retail liquor license in the town is regular you have application is regular you have no discretion proper assessment made by the proper assessment made by the be to issue the license and de liver it to the sheriff of the county for collection. The fact
that the town of Portales has an that the town of Portales has an
ordinance against the sale of in toxicating liquors within it's limits will not relieve you of the duty of issuing the license upon a proper application. Very truly
K. K. ScoTt. District Attorney

## No Mistake This Time

 Just that there may be no mis Times man had in mind whe he warned the people against the "So-called patent coal oi stated thàt Mr. John W. George was not the gentleman referred to. Mr. George is an old resi-dent of Portales and vicinity and is a thoroughly honest and rel able citizen and would not know ingly, do any one a wrong. The sharks referred to are in no wise was "alludin" to, yet, being short on moral courage and long on misrepresentation they trie oo get somieone else to take their responsibilities off their shoulders. A fuller description is
hereby given of the higt mogu rehief grafter: he is reat headed reckled faced, low browed, with face like a Chimpanzee ape. hort, bow, legged, shifty eye with nothing behind them, an vil visage and a tobacco stained outh. Now don't all gues
the fellow who got licked.

## Owing to Mother's Club.

Elida on the first Friday no meeting was held here and on Friday, the 19th we hope to ave a bumper meeting. Th oppic is corporal punishment an
expulsion. We will also reports from those who attende the federation at Roswell.

# AMIVOUICEMENT 

BY way of an introduction we want to say to the people of Portales and Roosevelt county that we are just opening up an entirely new store with everything new from New York and other Eastern points. We have had several years experience in the Mercantile business and feel that we have learned a few things about business. We know that the man who dreams must labor if he succeeds and we are convinced that the man who tooteth not his own Horn the same shall not be tooted, and not being in sympathy with Mr. Me Cawber's suggestion, we can not wait but must get busy.

And in the beginning we want to say we are here for business and we want your co-operation because of quality and price and we want you to get value received for every dollar you leave at our store. We have not the space to tell you what you will find at our house but we are going to save you money, and in times such as we have now we all certainly ought to be interested in a proposition with such assurances. In addition to premiums offered through the Trades Day Association we will give a nice Water Pitcher to every customer who buys Two Dollars worth of Merchandise from us on Trades Day. Weare located in the Hardy Block, in the A. B. Seay building. Come and $C$ us, we will do you good--we want you to be our customer

PORTALES CASH DEPARTMENT STORE

F. E. TURNER, Manager



