

THE PORTALES HERALD

OFFICIAL ORGAN OF ROOSEVELT COUNTY, NEW MEXICO

Volume Ten

PORTALES, NEW MEXICO, THURSDAY, JULY 18, 1912

Number 32

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

OUR NEW COUNTY ROAD BOARDS IN NEW MEXICO

Bond Issue to be Voted Upon in November

KNOWN AS STATE HIGHWAY BOND

Majority Voting for Such Issue is Sufficient

Senate Bill No. 161, provides for a state bond issue of \$500,000 to bear interest at the rate of 4 per cent and payable July, 1912. The bond issue to be voted upon by the people at the coming November election, interest and sinking fund covered by present road tax, which constitutes the general road fund of the state; the act to be known as the State Highway Bond Act.

The \$500,000.00 to be apportioned among the several counties in accordance with the amount each pays into the general road fund of the state in connection with the one mill levy which has been made during the past three years for road purposes.

Senate Bill No. 162. Counties may bond themselves provided that the total of such bond issued when combined with other county indebtedness, shall not exceed 4 per cent of the value of taxable property in such county, as shown by the last preceding assessment for state and county taxes. Petition for such county bond issue can be made by 10 per cent of the tax payers of the county. A majority voting for such issue shall be sufficient.

Senate Bill No. 163. Name of our Good Roads Commission changed to State Highway Commission. The powers had by the former good roads commission have been considerably enlarged. The highway commission given the charge of construction, improvement and maintenance of all state roads; such commission shall furnish advice to cities and towns and anyone desiring information on road construction, shall conduct investigations on road material prepare and circulate papers, bulletins, etc., on various road questions. In apportioning funds in the general portion belonging to the county

road fund the preference shall be given to those counties which contribute at least equal amount to the state highway commission in co-operation to be extended in such county. A county road board created to consist of three qualified voters and tax payers of the county to serve without compensation for a period of three years respectively, allowing for a new member each year. Such road board shall have the expenditure of all county funds derived from taxes, etc., raised in such county for road purposes. They shall have the power to construct, maintain and improve all county roads and confer with other county boards on inter county roads. They shall be subject to orders of the state highway commission and subject to removal for cause. They shall hire all necessary assistance for the carrying into effect the construction, maintenance and improvement of county roads. The county road supervisor is abolished. Accounts of such county road board shall be audited as the accounts of county commissioners.

Senate Bill No. 164. Provides an auto tax, \$10.00 flat rate for every automobile within the state. Sixty days allowed transients or tourists without paying tax while passing through the state. License issued by the secretary of state. Owning and operating an automobile without a license made a misdemeanor and fine of \$100.00. This will be paid into the general road fund and will in the next one or two years amount to something like \$50,000.00.

House Bill No. 90. Makes it the duty of the board of county commissioners to place at the forks of all public highways in their respective counties metal sign boards, giving directions as to the road, etc. Made a misdemeanor to destroy or deface such signs.

Senate Bill No. 155. Provides that all taxes delinquent prior to 1911 shall be distributed; that portion assessed for state purposes shall be turned over to the state treasurer and converted into the general road fund; that shall be by the board of county commissioners covered in their discretion into the county road fund and the county school fund.

PUTTING PORTALES IN THE PRODUCING CLASS

Says Mayor T. J. Molinari of Portales, N. M.

COUNTRY IS PROGRESSING RAPIDLY

Preliminaries of Development are out of way

"From this time on you can just sit still and watch Portales grow," said T. J. Molinari, mayor of the enterprising eastern New Mexico town, who was a visitor in Albuquerque yesterday. In addition to being mayor Mr. Molinari is official booster for Portales and the Portales Irrigation project and works at the job all the time. He is also captain of the Portales company of the national guard and is going to Las Vegas to attend the New Mexico officers instruction school which opens at the meadow city tomorrow.

"We have five thousand acres under cultivation this season right around Portales," said Mr. Molinari. "This is not under irrigation merely, mind you, we have more than 15,000 acres with available water. But there are five thousand acres actually producing crops. More than five hundred acres have been put in cantaloupes this year and the crop is in splendid condition. We will be ready for market about August 15th and the entire crop has been contracted for by a Pittsburgh commission house. All other crops are in splendid condition and we are looking forward to our most prosperous year.

It has required time to bring the Portales district through to its present stage and it will require two years or more to reach anything like full development of the acreage for which water is available. But we have all the preliminaries out of the way at last. The pioneering has been done and we look forward to the future with absolute confidence. Our water supply has been so thoroughly and exhaustively tested that we can say with confidence that there is no limit to the supply and that we have the most favorably located pumping district in the whole west.

"There may be a third party out of the Republican situation but it is not causing us in eastern New Mexico the slightest worry," says J. B. Priddy, prominent merchant of Portales and one of the leading Democrats of Roosevelt county, who was in Albuquerque yesterday on his way to Las Vegas. Mr. Priddy is first lieutenant of the national guard company at Portales and is going to Las Vegas for two weeks to attend the officers school of instruction.

"You will remember," said Mr. Priddy, that Roosevelt county was one of the few counties in New Mexico to instruct for Wilson. We like the nominee over there and have been for him right from the start. From what I have learned since the Baltimore convention, I am convinced he will get the solid vote of the powerful Democratic forces in eastern New Mexico county—and that he will be elected by a vote that will be little short of a landslide."—Albuquerque Herald.

PUMP IRRIGATION SYSTEM IN PREFERENCE TO GRAVITY

Says Ex-State Engineer of New Mexico

NO COUNTRY HAS BETTER PROSPECT

Where we Have Good Soil Water Etc.

Where we have good soil and the proper storage of water, no other place can compete with New Mexico in the production of crops and in general desirability as a place of residence. Many good irrigation projects which have ample water and storage facilities, already constructed, for the irrigation of large acreages of land, have up to the present time, but only a small proportion of the area under cultivation. In many such cases the state engineer's office has had, from time to time, to extend the period allowed before the application to beneficial use of the water is required, on this account.

Our needs do not lie in the direction of new irrigation projects for at least the next five or six years, but more attention should be given to the up-building and settlement of those projects already commenced and which have the construction far enough along to guarantee to the settler under the project, ample water for the land he purchases.

The development of Power projects in the state should be encouraged. Up to the present time there are no power projects of any commercial importance developed upon our streams except possibly the lower Pecos valley. The power in projects situated on the Gila river would, if developed, do much toward assisting the mining industry in the Mogollon mountains; pumping for irrigation in the Mimbres valley, and would be the source of much revenue if conveyed and sold into the mining camps of Clifton and Morenci, Arizona. It is known that these projects have an unlimited demand for the sale of power as above outlined, but their development has been pretty retarded by the lack of information as to the quantity of water available.

And important result obtained during the last legislature in the matter of irrigation was the passage of a bill appropriating \$15,000 annually for the measurement of our streams for storage purposes, and such records can at the same time be generally used to finance and exploit the power propositions which are found on the Fila river, Pecos river, Pecosco river, and other important mountain streams.

The pumping industry is flourishing. The next few years will mark great strides in pumping for irrigation on the first bench lands along the Rio Grande paralleling the river from Albuquerque southward to San Marcial. Central power plants will doubtless be built at many points; which will greatly reduce the cost of power. Pumping along this line is at the present time being developed in the Pecos river in the vicinity of Roswell. A number of Albuquerque people have developed fruit orchards under pumping systems and plan the disposal of the land in small tracts.

Pumping possibilities in the vicinity of Melrose, Portales, Estancia Valley, and other points investigated. It needs only the demonstration of one pump operated successfully to show the cheapness and advisability of this method of irrigation.

During the past two years there have been filed in the state engineer's office 196 applications covering 668,536 acres of land at an estimated cost of \$7,938,823. A great many of these are small projects, but these small project, ranging in area from 50 to 500 acres, are the ones which are really building up many portions of our country and contributing the major portion of the completed work.

State supervision should be carried out more strenuously than in the past. Several projects are on the eve of construction.

More construction work has taken place in the last two years than in any period of twice its length in the past. Statehood has greatly helped irrigation in our state, and it is surprising how many people one runs across throughout the state who are quietly looking over the opportunities and planning their development.

Both Clovis Papers Are Sold

The Clovis Journal which has been edited by Harry Armstrong has recently been purchased by him from the former owner, senator Mabry. Mr. Armstrong has been editor for a number of years and is well thought of by the people of Clovis.

Mr. A. E. Curren, former editor and manager of the Clovis News has recently taken charge of that paper again and from now on the paper will be under his management.

Mr. Curren, for a number of years, was Register in a land office at Ft. Sumner and is succeeded by C. C. Henry, cashier of the First National Bank of Ft. Sumner. Mr. Henry is a former resident of Portales and is widely known to the people.

Chester Garret of San Marcial after spending a few days visiting his parents Mr. and Mrs. W. N. Garret, returned to his home Wednesday.

LORIMER LOSES SEAT IN UNITED STATES SENATE

Investigation Lasted for More Than Two Years

ROOSEVELT CLAIMS THE VICTORY

The Fight Was Considered as Non-Partisan

After much deliberation the United States Senators decided that Lorimer has secured his seat in the senate through fraudulent means and have taken the seat away from him.

The senate is to be commended upon its action. Their actions clearly shows that the people of the United States are getting more progressive every year as it is a fact that a bribery charge was held against Lorimer would not have been noticed several years ago.

Now, Theodore Roosevelt comes forward and remarks that it is his victory; that Lorimer was unseated because he refused to dine with him. All gall has ever been exhibited before by other people is as the pale shadow of the moon compared to the direct rays of the sun on a clear August day when placed along by the side of that which Roosevelt exhibited on that occasion.

Roosevelt is down and out and everyone knows it but himself; he is destitute of friends in the senate and has very few admirers in the country. Then to say that this is his victory is absurd.

The victory belongs to the people of the United States at large. It clearly show it is not a partisan fight and redublian and democrat alike voted for Lorimer's dismissal. Some of both parties voted that Lorimer should retain his seat in the senate as they did not believe that he was guilty.

The actions of the senators clearly shows the people of the United States that when it becomes a moral question party lines are totally abandoned and each man votes his own convictions.

Stop Kickin' the Town Aroun'

In every town folks keep some houn' aroun'
An' every time strangers come to town,
Some folks go to kickin' the' town aroun'.
It's even worse'n kickin' a houn'!

Stop your kickin', be hopeful and profoun',
It's a mighty good way to build up a town,
To keep kickin' public morals aroun';
Who wants to locate in a town that's down?

This is the best town any where aroun'
But, like others, we've a few old houn's
Who get at the stranger who's in town;
Say the town's a houn' an' kick it aroun'.

If a houn' is a houn', a town is a town,
And can't be built up if kicked aroun';
You have a right to kick your own ol' houn',
But it hurts us all if you kick the town.

Let's pull together for the good of the town,
And stop kickin' our houn's aroun'.
Tho' th' houn', if a myth, 'll make no soun',
A hounded town gets a stranger's frown.—X

Stop Kickin' us Printers' Roun'

We've got our ears close to the groun'
And we hear a rumblin', grumblin' soun';
There'll be a change soon, I'll be bou'n'
They've gotta quit kickin' us printers' roun'.

We don't care a ding for to get renown,
But we gotta get money or our biz will down;
An' we aint goin' to be like a yellow houn'
That every body thinks he can kick aroun'
Wow! Quit kickin' us printers' roun'.

There aint no use, now I'll be bou'n'
For us good printers to hang aroun'
An' live on the leavin's of some old houn';
I say, they've gotta stop kickin' us printers' roun'!

We have our prices and we won't come down,
Makes no difference who comes aroun';
We need the business, but we're bou'n'
To stop this kickin' us printers roun'

Now YOU can crawl on the dirty groun'
Or wiggle like a snake on the grassy moun'
But by Jerusalem and Paget Soun'
I'll learn to swim or I sure will drown!

—A. H. MENTT.

THE PORTALES HERALD

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DEMOCRATIC IN POLITICS



Advertising

Not long ago, in a small town, a merchant went down to the local freight depot to see about getting his freight. While there he saw that a farmer who lived near had received a supply of stuff from a mail order house. A conversation something like this took place:

"Say, Mr. Jones, what are you ordering your stuff from a mail order house for. I have a supply of everything you have here on your wagon and can sell it to you as cheaply as you have bought it. You only have to pay me when you get the goods and do not have to send in any money until you have received the stuff you want. If you need the stuff you can get it from me at any time and will not have to wait for the mail order house to get the order pack the goods and wait for a two week's delay for the trains to bring them to the station here.

I stand behind my own goods and if the things you purchase do not give satisfaction all you have to do is to come to me and say so and I will make it right with you, while you have no recourse whatever with the mail order house if things go wrong."

"Well, Mr. Brown, said Mr. Jones, that may all be so, but how do I know it. I have lived in this neighborhood for several years and take all of the local papers and I do not see that you advertise anything that I have ordered. You ought to advertise what you have and the prices on them if you want the people to know what you have. Now these mail order houses send me a big catalog every year and then they send me circulars of different kinds every week, telling what they have for sale and what prices they are offering them at. I suppose that with the amount of business you do, it would be impractical for you to get out a big catalog once a year and to even send out circulars every week or so, but you might advertise in the weekly papers, as nearly every farmer in our neighborhood take the paper and read it."

Something like the above case happens every few days. The merchant wonders why the farmer buys goods from the mail order houses and the farmer wonders why the merchant does not act as though they were anxious to sell him the stuff that he needs and what he is obliged to have, by advertising it for sale.

When a man walks into a store he does not usually say, give me so much of so and so, but he inquires if you have so and so. This is not merely a habit of asking foolish questions but the man really does not know what the merchant has in stock. Merchants do not advertise to that extent.

There is no question but what

judicious advertising will pay, else the mail order houses would have gone to the wall years and years ago as they allow something like twenty-five per cent of the gross receipts of their sales to go for advertising. It pays them and it will pay you, Mr. Merchant.

While we are speaking of advertising, there is another little matter that the Herald is sure that some of the merchants have not thought of, viz:

The merchants of Portales give a salesday every first Monday in each month. The Newspapers announce these salesdays, giving programs and boosting the proposition free. They have not asked a cent for it. Usually there are three merchants in this city who advertise in these papers that they are selling goods on that day. Those three merchants, together with the newspapers, advertise that all of the business men and merchants of the city are anxious to sell goods to the people and want them to come. If it were not for the newspapers and those three merchants people would not know whether or not Portales ever gave a salesday. The remaining merchants in the city can sit by and draw their trade from the visitors which have been brought here by someone else. Now in all fairness is that right. Does not your business justify that you bear your share of the expenses of salesday? Do you want a few people to bring your customers all free of charge to you.

Every merchant in this city should announce that he is going to sell goods on that day, even if he does not spend but ten cents advertising.

Many People Going Fishing

The Pecos River seems to be the best fishing place. Summer time is fishing time. If you don't believe it just watch the people going out in hacks, wagons, buggies and autos. You stand on a street corner and watch a party go out and then look at the wisful countenance of those who are not able to get away just at present owing to business relations. Everyone has the fishing craze now and everybody is planning a fishing trip that is those who have not already been fishing very lately.

Last week R. M. Sanders, J. E. Camp, W. O. Dunlap, Dr. Garmany, J. O. Wood and C. W. Battle, Jr., left for the Bar V ranch on a fishing expedition. Upon their return wonderful tales of the captured fish were told.

A few more are talking of going to Herford Texas on a fishing trip and will leave in a few days and remain for practically a week.

The weather is very fine for fishing as the streams are low and clear. Fish seem to be hungry and bite most any kind of bait.

MRS. MCGILL BROKE DOWN

Gives the Real Facts in Regard to Her Case and Tells How She Suffered.

Jonesboro, Ark.—"I suffered a complete break down in health, some time ago," writes Mrs. A. McGill, from this place. "I was very weak and could not do any work. I tried different remedies, but they did me no good. One day, I got a bottle of Cardui. It did me so much good, I was surprised, and took some more.

Before I took Cardui, I had headache and backache, and sometimes I would cry for hours. Now I am over all that, and can do all kinds of housework. I think it is the greatest medicine on earth."

In the past fifty years, thousands of ladies have written, like Mrs. McGill, to tell of the benefit received from Cardui.

Such testimony, from earnest women, surely indicates the great value of this tonic remedy, for diseases peculiar to women. Are you a sufferer? Yes? Cardui is the medicine you need. We urge you to try it.

N. B.—Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent in plain wrapper, 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.

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 21, 1912.

[Copyright, 1911, by Rev. T. S. Linscott, D. D.]

The Growth of the Kingdom. Mark iv:26-32; Matt. xiii:33.

Golden Text—Thy Kingdom come. Thy will be done in earth as in heaven. Matt. vi:10.

(1) Verse 26—What does "the kingdom of God" here stand for?

(2) What seed is here referred to and what is the ground in which it is sown?

(3) Whom does the "Man" represent which sows the seed and how is the seed sown?

(4) Verse 27—After a minister of teacher or any other Christian has sown the seed of the gospel ought he to be fearful or anxious concerning its growth? Give your reasons.

(5) What is the proof that the seed of the gospel will when sown always bring forth its proper fruit?

(6) Verse 28—The earth produces a great variety of things by self propagation, without human instrumental-

ity. Would you say, or not, and why, that Christianity is in any measure analogous to this? (This is one of the questions which may be answered in writing by members of the club.)

(7) In preaching the gospel in heathen lands what are generally the first results and what are the various stages in the process toward the ripe fruit of Christianity?

(8) What is the meaning of "the full corn in the ear" as applied to the fruit of Christianity?

(9) Verse 29—When the seed of the gospel is sown in a human heart or in a country does it ever die without germinating even if years intervene without visible fruit? Give your reasons.

(10) What is the earthly fruit of Christianity?

(11) Who are they that reap the harvest and enjoy the fruit of the gospel?

(12) When will the final harvest of Christianity be reaped and what will it be?

(13) Verse 30—What would you compare the kingdom of God to and what are some of the other comparisons which Jesus makes elsewhere?

(14) Verses 31-32—What are some things like the mustard seed, exceedingly small, upon which vast issues depend?

(15) What evidence or incidents can you give to illustrate the fact that the small mustard seed becomes a very large bush?

(16) In what respect or in how many respects is Christianity like the mustard seed?

(17) What is the quality in the gospel of Jesus which makes its seed so virile?

(18) Matt. xiii:33—Whom does the woman in this parable stand for?

(19) What does the leaven here represent?

(20) What will be the final effect of Christianity upon this nation?

Lesson for Sunday, July 28, 1912. The Wheat and the Tares. Matt. xiii:24-30, 36-43.

SAM J. NIXON
 Attorney-at-Law
 Will practice in all the courts. Office opposite Portales Bank & Trust Co.
 PORTALES - NEW MEXICO

T. E. MEARS
 LAWYER
 Will practice in all Courts, Territorial and Federal
 Portales, New Mexico

Washington E. Lindsey
 Attorney-At-Law
 Notary Public
 United States Commissioner
 Final Proof and Homestead Applications
 PORTALES, NEW MEXICO

G. L. REESE
 Attorney-At-Law
 Practice in all Courts. Office in Reese building
 PORTALES, NEW MEXICO

COMPTON & COMPTON
 LAWYERS
 Office upstairs Humphrey and Sledge Building
 Portales, N. Mex.

W. E. PATTERSON, M.D.
 PHYSICIAN AND SURGEON
 Office at Neer's Drug Store. Office Phone 67 two rings, residence phone 65.
 PORTALES, NEW MEXICO

POWHATAN E. CARTER
 Attorney-at-Law
 Reese Building
 Portales - - - - - New Mexico

JAMES F. GARMANY
 Physician and Surgeon
 Office in Howard Block, Portales, New Mexico.

Office hours 9 a. m. to 5 p. m.
L. R. HOUGH
 DENTIST.
 Office in Reese Building over J. L. Osborn & Sons Grocery Store.

City Transfer
 R. S. ADAMS
 Proprietor
 For Quick Deliveries Phone 71 or Residence 184

DR. E. T. DUNAWAY
 Physician and Surgeon
 Office at Portales Drug Company. Office Phone 1. Residence No. 4.

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 The Largest Circulation South of Baltimore
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 Sunday only, 2.00
 Semi-Weekly, 1.00
 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 have all kinds of Fruit and Shade Trees. Every tree guaranteed. Our prices are lower than any of the Eastern Nurseries. Ask S. R. Herdman at the office of the W. M. Land Co., for prices. B. agent for the NORTH 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

Richland

Delayed
Crops around here are needing rain badly.

Earl Strattons who returned from Kelly about a month ago, is erecting a new residence in Richland and will soon move his family into it. They have been at their fathers since returning from Kelly.

Our baseball team played Nobe the 4th, of July and won the game 12 to 22. Played Rogers July 6th, and lost; will play Nobe Thursday 11th, on home grounds

and will play at Rogers Saturday 18th. Our boys have done well this year, having played 7 games and only lost three.

Our neighborhood was greatly surprised when the news was spread that Lery Smith and Miss Capitola Sain had went over to Rev. Pages and were married July 3rd. All join in wishing them the very best of success.

A number of our farmers will prove up soon and then take a vacation.

Mrs. Sain is expected home Wednesday from Texas, where

she has been on business for the past month.

There will be singing at the Richland school house next Sunday. Everybody come.

There will be no preaching at the Richland school house the third Sunday by the Baptist minister, but everyone is invited to go to New hope, where he is holding a meeting, or intends to from that day, for a short time. Get your dinner baskets full and accept the cordial invitation, Rec. Mook has extended to all.

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

Mr. and Mrs. Jno Reid and Miss Mary Polk left Wednesday morning for a visit at their old home in Paduka, Kentucky and expect to return to Portales about the middle of August.

Buy now. Chamberlains 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.

A. A. Beeman, cashier of the First National Bank of Elida, was a business visitor in the city Wednesday. Mr. Beeman says that the people in his vicinity enjoyed a good rain Tuesday night.

Wednesday afternoon and evening another shower fell in the Portales vicinity.

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. Chamberlains Colic, Cholera and Diarrhoea Remedy can always be depended upon. For sale by all dealers.

For Sale or Trade

The best section of school land in Gamma Valley. Also four good work mules, one extra heavy work horse. S. A. CRABB.

If you are a housewife you cannot reasonably hope to be healthy or beautiful by washing dishes, sweeping and doing housework all day and crawling into bed dead tired at night. You must get out into the open air and sunlight. If you do this every day and keep your stomach and bowels in good order by taking Chamberlain's Tablets when needed, you should become both healthy and beautiful. For sale by all dealers.

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.

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.

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 Evennig Herald
Albuquerque, N. M.

GET A POSTAL CARD AND WRITE RIGHT NOW.

NEW AND SECOND HAND FURNITURE.....

DON'T fail to visit Gordon's New and Second Hand Furniture Store when in Clovis. We carry everything you need and can save you money.

WE HAVE COME HERE TO STAY AND WE WANT YOUR TRADE

WE ARE AGENTS FOR THE FAMOUS SINGER SEWING MACHINES

F. M. GORDON
200 Grand Ave. Clovis, N. M.



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

Fresh fruits and candies at Adams. Phone 58.

Mrs. C. P. Mitchell is visiting in Siminole, Texas.

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

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.

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 gettin' 'em at Austin's—All the best drinks.

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

FOR SALE—Household and kitchen furniture, write or see O. A. WILKERSON.

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.

The best candies in town, made in the Clovis candy kitchen, can be found at Austin's.

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.

Miss Mollie Smith of La Lande, New Mexico is spending a few days visiting Mrs. J. O. Wood.

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.

W. W. Van Winkle, member of the firm of Kimmons and Van Winkle, paid the city a business visit Tuesday.

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

F. M. Gordon and daughter of Clovis spent a few days of the first part of the week in Portales looking after business interest.

Mr. Sanders of Arkansas, after spending several days in the city looking over the irrigation district returned to his home Monday.

J. H. Knight of Clifton, Texas and Mrs. T. E. Simmons, of Cransfil Gap, brother and mother of Mrs. A. B. Austin are in the city visiting Mr. and Mrs. Austin.

Miss Dorothy Greathouse of San Marcial is visiting with her parents, Mr. and Mrs. I. R. Greathouse of Upton, New Mexico.

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

The Woman's Club Library has been moved to Mr. Neer's drug store and is open to patrons every Wednesday and Saturday afternoon from 2 to 5 o'clock.

J. O. Wood and W. O. Dunlap made a business trip to Clovis Wednesday and returned Thursday.

The daughter of Mr. and Mrs. T. J. Molinari of Hagerman is spending a few days in the city visiting with her parents.

Misses Mary and Sarah Greathouse after visiting their parents for a few days have returned to their home in Amarillo.

Mr. Garminy of Augusta, Georgia paid his brother Dr. Garmany a visit this week and has returned to Amarilla, Texas where he will remain awhile.

N. A. Ferguson, a former resident of this city, but who is now living in Oklahoma arrived in the city Saturday and will spend a few days here visiting with home folks.

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

Eagle Henderson, of Hereford, Texas after spending several days in the city returned to his home. Mr. Henderson was a resident of Portales but is now living at Hereford and is connected with the Brand of that place.

Monday night a light shower fell wetting the ground to a depth of about two inches. Reports for the south state that they had a pretty good rain but not so much, possibly, as fell here. Reports from the west state that no rain fell there at all.

Miss Grace Foglesong, a teacher in the public schools of this city, is now attending the New Mexico Normal school at Silver City, and will receive the degree of Bachelor of Pedagogy on Thursday, July 18th. Miss Foglesong will also make an address before the student body and faculty on the Evolution of a Normal School.

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.

Dan Vinson, president of the New State Development Company has opened up offices for the company in the Hardy building recently vacated by T. J. Molinari. Mr. Vinson states that since he has a regular place of business he anticipates that a good deal of the land that is offered for sale will change hands in the near future and by next spring there will be an abundance of irrigation farmers located in the valley. He says that so many people will come here to buy land after he has shown them the natural advantages that it will be a hard matter to keep up with them.

W. T. Armstrong of Deming, was a business in the city last week and purchased a five acre tract of land on the Stone place he likes the irrigation method very much and made the statement that he would return in the fall and erect a concrete dwelling house and pump and will begin actual cultivation next spring. Mr. Armstrong was shown the poorest well in the valley, which pumps about 800 gallons per minute and he said that it was a better well than any in Deming. When shown the Yoakum well

which gives 1,400 gallons per minute he said that the people of Deming would give \$100,000.00 for a well with those water giving proportions, not for irrigation, but to show prospective buyers.

Mr. Buck of Rocky Ford, Colorado, after spending more than a week in the city returned to his home. The object of his visit here was to look over the irrigation facilities in the valley. He liked the country very much as he says that it is similar to the Rocky Ford.

Mr. Buck says that about the only difference he sees between the two projects is that the price of land is greatly different. Land sells for from \$200.00 to \$1,000.00 per acre near his home while most of the land here sells for from \$75.00 to \$150.00 per acre. Too, there is a difference in the way the water is gotten, you pump your water but in

Rocky Ford we buy our water from the river. He was well pleased and will doubtless return and buy land.

A. B. Austin has opened an up-to-date confectionary store on the east side of the square. In connection with this he will make ice cream and bottle pop. Cream to families at the rate of one dollar per gallon. Your patronage solicited.

Notice to the Public.

Owing to the high cost of groceries and meats, I am compelled to raise price of board and lodging. After July 1st, the following rates will be charged:

Meals \$0.35, Meal tickets \$5.00 Board and Rooms per week, \$6.00. Beds, per day, \$0.50.

Thanking you one and all for past patronage and soliciting your future business, I am, Respectfully,
J. O. WOOD.

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 the 27th day of June, 1912.

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

Bank Statement

In another place in the Herald is the statement of the Portales Bank and Trust Co. of this city. This statement was made up by the state examiner while here on June 29, 1912. The Portales Bank and Trust Co. has a capital stock of \$25,000.00 and the surplus and undivided profits amount to \$8,717.00, giving a total of \$33,717.00 for a working basis. The deposits amount to \$66,900 which is about twice the amount of the capital stock, surplus and undivided profits.

This is indeed a good showing for a bank in any section of country and the statement clearly shows that the people of Portales are not bankrupt and that they have a working capital with which to use for business purposes.

Love at The Ball Game

She was a bright girl and her escort, who was also her intended, was delighted to find how quickly she grasped the points of the game. She got on so well that he ventured a light witticism on the subject.

"Baseball reminds me of the household," he remarked; there's the plate, the batter, the fowls, the flies, etc.

And it reminds me of marriage she retorted; first the diamond where they are engaged, then the struggles and the hits, then the men going out and finally, the difficulty they have in getting home.

And he sat and thought—X.

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	2,250.00
Total	\$38,250.00
Overdrafts	15.00
Other Real Estate Owned	2,247.03
Banking House, Fur. and Fixtures	14,154.00
Due from banks	18,437.00
Checks and Cash Items	538.00
Cash on hand:	
Gold	\$100.00
Silver	1,223.00
Currency	3,298.00
Total	4,621.00
Abstract Books	2,500.00
Total	\$101,323.00

LIABILITIES

Capital Stock	\$25,000.00
Surplus	5,000.00
Undivided Profits less expenses	3,717.00
Deposits:	
Individual	60,445.00
Time	6,255.00
Total	66,700.00
Cashier's checks—outstanding	708.00
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.

Financial Statement of Westchester Fire Insurance Co. of New York for year ending December 31, 1911.

Cash Capital	\$500,000.00
Surplus, as regards policy holders	1,517,899.83
Gross Assets	4,983,545.68
Unearned premium reserve and other liabilities	2,685,245.28
Total	\$2,298,299.40
A. G. THOUR, Agent.	

Statement of the Northern Assurance Co., Limited, of London as of December 31, 1911.

Assets	\$5,363,005.74
Liabilities	3,298,219.47
Total	\$2,064,786.27
A. G. THOUR, Local Agent.	

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 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 _____

..THE DOOR TO SUCCESS..

THE PORTALES HERALD

Our Columns are open to any and all for the betterment of the community at large. Help us to continue this the best paper in the state.

PATRONIZE THE HERALD'S JOB DEPARTMENT
For good service and prompt delivery.

A Banker's Advice to Young People

"We hear much of conservation of resources these days. Now that is right for the resources of the earth, but I'm a very strong believer in development of resources when it is applied to men.

I mean by this that our young men and women should develop their capacity. Every week I receive applications from some of our young people who have much natural capacity, the necessary general education, and who possess that all-important qualification, personality, yet they're not at all fit to do the things I want done.

My advice to all such young people is this: Go into some good business school learn book-keeping and stenography and their attendant business subjects, then come to me and I'll give your application consideration.

Business men want young people who know how to perform their duties. I got my start in a business school and my son will begin a course this fall. I have decided to have him enter the Albuquerque Business College because it has sound business men at the head and is turning out the most efficient office help of any school that I know of. No I don't mind your telling these young people what I say for if they follow my advice they will thank me for it.

Now, young readers, this man's advice is worthy of consideration write today for information in regard to our courses in business, stenography, civil service, banking. Courses in resident school or by mail.

ALBUQUERQUE BUSINESS COLLEGE.

A special school by specialists.

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