## DO WE WANT CREAMERY AND CANNING FACTORY

Rogers Says These Two Industries Are Within Reach of the Dry and Irrigation Farmers WOULD MEAN MUCH FOR THIS SEETIOM OF COUITRY Concerted Action Is Needed, a Bona-fide Proposition, Farmers Invited to Discuss Matter Here
The success of any district or $\mid$ without any water or promotion terfitiory in a country dis largely
dependent $u$ upon that distretet prob viding for and of itself all of the
neceasitues required in tite sus. tenance. The more nearis the
 mote pirspecouns ypon cexporting. ty only grows enough prodece
tor expor and does not grow
enough for home oonsupplion the results will be that the outgo of money and the people and the community yet poor. On the other
hand if evers tarmer in the com. monity is frasing everstheing they need and are selling their
surolus outaide, then the tarmer and the community There are two things which are beeded in this community an it is desired. They, are, Firet, a creamery and Second, a canning are at the present time in the red milk cows within driving We want to find out definitely just bow many milk cows there are and bow many would be purcreamery would be located Portales. We have a man now
who will build a creamery here at Portales provided we can demonstrate that we can deliver
sufficient cream for the operation f a plant of sufficient size to war fore want the citizens of the Por within driving distance of Por be held at the office of the Por ales Power \& Irrigation con pany and adjourned quarters provide here is more than fifty farmers business proposition, no hot air bout what we are going to do. It case. We have also provided in tentative way for the purchase of one car load or two car loads of nik cows in case there are far the dairy business who have sat
$\qquad$
$\qquad$ oubtedly ners and may the dry rap ners who would go into the dairy business provided they knew lished upon a proper financiea basis. It will be the purpose of tion of the number of cowe que would be milked and also the nestion of discyesing the amount of stock, if any, that the farmers themselves would want to take in uch a creamery. The organizastrict, conservative business lines
represented by actual stock own orship. There is one advantage reamery and that is, that in ad ition to the profit on his cream, Whed product.
With reference to the caaning how many farmers would raise comatoes, green beans, swee
potatoes, etc., and what would be fair price to the farmer at Por ords such products. In other intely what a farmer can affor raise these crops and contrac mom the follor inme to delive anderstanding that ash against such delivery at th canning factory. Snch a factory will take the over sized and un ble the farmer to E rende his po atoes for the mariket upon mean that the potatoes will bring better price on the market and tablish a reputation for packing which will make the marketing froposition. potatoes a permaneni an opportunity to sell 100,000 cans of sweet potatoes to one con arn. The entire canning facili oes ne state of New Mexio hird of the home consamption, There is no competition to be between Fhatern New Mindustry California. So that a canning actory at Portales will only hav aing factory at Lakewood, and we are certain that this competttion based on broed bualineat principles, aich as can be readily mers of Roosevelt county are se sured that their crops can be narketed in the fall when they produce them, which assurance ract previous to planting the crop, then they are in a position year. A canning fectory on the other hand can go out after the wholesale trade and sell their products to other manufacturers 30 that it becomes a straight busitire product is sold from the fac ory and from the farm before This all can be taken cire of by proper business administration ow in shape and in operation. The Portales Valley has place iself on the map once and for have in competition with the pro ducts from every irrigated dis. yalley, taken first premiums. The fact that the Portales Valiey birty-three first premium $\frac{\text { (Continued on Page Eight) }}{\text { (hirty-Uhree }}$

## 

B. Redid savs There th Death of Cibrenow wet an

Nothing to Compare With Portales

THIS BRICHIEST SPOT ON ERRIH OCCURED LST DURSOMY MIEII
Elida Is Shrouded In Mystery

las Traveled Extensivel and Finds This the Best Place Yet

Everybody may not bedoing it but about everybody is saying it.
Saying what? Why, that the Portales valley is the best place on top of old mother earth. 0 his to we who live here kno ood to hear it repeated o'er ausid er. These words so fall of solfid comfort to every good and hones heart fell from the lips pportunity to learn whereot peaks.
Mr . W Mr. W. B. Reid, formerly Portales, but now of -well we
don't know-but soon of Portales again, sald: "I have traveled considerable of late, over Oklahoma, sansas, Texas and other points,
Kald and I tell you I have not found rightest of this valley. The rightest spot on earth is the
Portales valley. If a fellow oubts this just let him get out and travel about a bit and he wit Then to this' vamey satisfied. hat they here do not realize of this section would get busy in own right earnestness and pul ogether there would be such levelopmen of.
As Mr. Reid-spoke he showed his every expression that he and knew what he was talking bbout. He showed he was glad be back again. We forgive
im for going away. Sometimes fellow has to see for amatime and learn from experience that chere is no better place than the ortales valley.
Hear Minister Shepard at th
Cosy Sunday night on 'Excuses'

## (1) 1 purntunity

They do me wrong who say I come no more
When once I knock, and fail to find you in
or every day I stand outside your door
And bid you wake and rise and fight to win.
Wail not for precious chances passed away
Weep not for golden ages on the wane: Eech night I burn the records of the day,
At sunrise every soul is born again.
augh like a boy at splendors that have sped,
To vanishes joys be blind and deaf and dumb; My judgemente deal the dead past with its dead
But never bind a moment yet to come.
Though deep in misery, wring not your hands and weep I lend my arm to all to who say, "I can;"
No shame-faced outcast ever sank so deep
But he might rise and be again a Man.
curred last Thursday, about three miles northwest of Elida when Clarence the eighteen year
old son of Mr. and Mra. F. P. West, ceased to breathe. His death is shrouded with mystery, some thinking it was due to ac-
cident, and others that be met with foul play, and so strong was the sentiment that he met with foul play that Mr. Hall directed an autopsy be performed, which Was done Saturday by Dr. J. F.
Garmany of this place, assisted Garmany of this place, asisisted
Dr. A. J. Evans of Elida. The pinion of the physicians who eld the autopsy is that his death was evidently from a violent as from which death uight have he had been killed by lightning bich was that flrst thought of iscoted at by the physicians. ad the only explanations, ether than that of foul play, is that there was a runawny and he was hrown out of ths buggy.
The facts in the possesion of the public are but meagre. Howthe absence of his father who ti the proprietor of the Elida Livery Barn, hitched up a one horse
buggy to drive G. H. Perdue to the home of Fred Robertson, about an hours drive from Rlida, and that they left Elida about Thursaday, arriving at the home Thursday, arriving at the home that Clarence then started on the return drive alone. During the trip he had imbibed a few drinks whiskey, but not enough th
2

## BIG HIT AT AMARILLO

Mesars Johnson and Mueller on the Job Boosting and Talking Every Minute of the Time There

## 

Results Show Several Prizes Taken, Buyers Diverted to Valley and Many Orders Direct to Growers

## 1

careful examination it is upon hat we met the enemy and found him in, teeth and toe nail, hair hide and all; even to his admiration. That is not the best sum-
ming up, but it sums up a wee bit the way Messrs Carl Mueller and Carl Johnson, backed up with Portales valley producs, did at the Amarillo Fair.' These two Carls when backed up with a car of products from this section are simply wo
any time.
The great results of this weeks work at Amarillo can not possibly be given in cold typer. This entire section will continue to reap from this splendid advertising and seed sowing for time to come But we shall tabulate some of the
results, and these alone will results, and these alone will
show that the $\$ 118.45$ spent in ahow that the $\$ 118.45$ spent in
arranging for sad the cesrrying morning his horse and buggy Was found about 1m. from Ehida, and the lines were tied to the right step of the buggy, the right the horse was compelled to trayel in ctrcles. The horse was found by J. M. Hudgins, a raral route driver, anc then the alarm was promptly given. Shortly thereafter the body was found in the middle of the roed about half way between Robertson's parently been dead for a number of hours. Tracks at the fence on the north side of the lane showed that the horse had stood, as tho hitched to a post, for a long time, both before and after
the heavy raias of Thursiay the heavy rains of Thursaay troee, neok, hands, knuckles, shins and ankles. One party who lived one haif mile from where the body was found testhined at heard coroner's inquent that dsel, but that he had paid no attention, th thinking somewhat atrangely o them at the time. So far as it known Ciarence and and if he enemy in this worid, and if he met winh iod play the concense of mistaken identity.
Clarence had been practially raised at Filida, and'was generally regarded by all as a splendid boy. He was attentive to his school work, and would have graduated from the high school at Elida this year. Elhe buggy, since he had
tound in the gone directly from school for the drive. The management of the
Herald was well acquainted with Clarence, and we join with a hos of friends in sympatbizing with the bereaved family.
The first number of this seaWood Siesters Orurse we be the the Cosy, Wednesday evening November Sth. The Shungopavi engagement is postponed until
December 29 th.
hrough of this display of our valley products was wisely spent. 1 A booth twelve by sixteen tavorable passer by ar the best arrant was by he ground, conceded so 2 Hundreds of durect orders om the consumer to our far from this display.
3 Two, and possibly more, land buyers were diverted to the Portales valley.

4 Our products took first prize all that was exhibited.
5 So completely did we capure the entire citizenship of the great Plains country that the bars have been removed and we will allowed to compete in all enrries next year, which means we will simply make a clean sweep

## Name Your Farm

The Herald believes it would be splendid advertisement and in spirit of the times if our farmers would name their farme. Some havo done this already. W. W. Hensley of Delphos has given his farm a name and left an order at this office for some, stationery.
Why shooldn't the up-to-date ndence on ap-to-date stationery the samesa the up-to-date merchant? In order to promote the farm naming spirit the Herald, beginning next week, give a sketch of every farm named. We will, also, for the next 30 days make a special discount of 25 per cent on all rders for stat
Conference Appointments
Pecos Valley District-J. H. Messer, presiding elder;Artesla D. Wagner: Carisbed, J. R Goodloe; Clovis, J. J. Golden.Day on and Lakewood, J. A. Bell Iida circuit,to be sapplied;Hag arman circuit, W. W. Turner: Hope, E. E. Cramer; Lovington circuit, to be supplied; Malaga circuit, J. N. S. West; Odessa circuit, John Chaneey; Pecos, Joe Hedgepeth; Portales, A. O. Bell; Rogers circuit, R. G. Marhall; Roswell, T.L.Lallance;Secramento Mission, W. L. Jenkctas; exico, T. I. Beck; Toyab Valley Treuit, to be supplied.
Transfers to other
Transfers to other conferences
M. Brace, Pacific; J. W. Cam

Agents for Eclipse and Daisy WINDMILLS
None better were ever made.

HUMPHREY \& SLEDGE
HARDWARE

Agents for Eclipse and Daisy WINDMILLS
None better were ever made.

| JUST RECEIVED |
| :---: |
|  |
| ADAMS CONFECTIONERY |

WSUURE WTHH W.H.BRALFY \& SON AND REST CONTEET

Would the FIRE FIEND not mean less of terror to you if you were amply protected by our good companies?
If It Is Insurance We Can Write It
W. H. BRALEY \& SON

Portales. "WE KNOW HOW" New Mexico

| Kodakers <br> ll make no charge for de:eloping films from now on except for prints <br> ZINN'S STUDIO <br> W. Johnson, the Photo Man |  |  |
| :---: | :---: | :---: |
| Pure <br> Drugs <br> Medicines <br> Perfumes <br> $=$ <br> and Toilet <br> Articles $=$ <br> Watches <br> Clocks <br> Jewelry | Prescriptions our Specialty <br> Portales Drug Co. s. A. MORRISON. Mgr. <br> Wo Approciate Your Patronage CALL AGAIN | Combs <br> Brushes <br> Soaps <br> $=$ <br> Rubber <br> Goods and <br> Sponges <br> = <br> Fine <br> Stationery <br> Cigars <br> Etc. |

White House Grocery Co.
our motro is
Quality, Price and Fair Dealing
We Buy Butter, Eggs, and Cream. Cream Day and Saturday. Cream 27c per lb

[^0]of Staple and Fancy Groceries

## Phone 21

T. J. Molinari, Prop.


AS ROOSEVELT COUNTY

Excels in the Production of Farm Products---So do we excel all others in quality, and price on up-to-date groceries. $\because i$

## JOYCE-PRUIT COMPANY

## Shaw's Garage

Located in old Vaughan Garage and ready to put out first class work. We carry the only complete line of automobile accessories, consisting of tires,tubes and etc., in town and ask you to come inspect our stock when in need of such. RIGHT KIND, see us.
If you want SERVICE of the RIC

All Work Guaranteed


Just a few bushels of wheat planted in the ground become MANY BUSHELS of grain; so will the money you put in our bank from time to time become a BIG SUM. The interest we will pay you will help i grow.
We pay liberal interest consistent with safety.

THE EIR
OF PORTALES, NEW MEXICO








[^0]:    We handle the celebrated Ridenour Baker
    'PUNCH BRAND'

