# PORTALES HERALD-TIN

OFFICIAL ORGAN OF ROOSEVELT COUNTY, NEW MEXICO

Volume Thirteen

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PORTALES, NEW MEXICO, THURSDAY APRIL 8, 1915.

Number 16

### **BOARD PLANS IMPROVEMENT**

County Road Board Will letter day for Delphos and sur-Make Inspections in Near Future.

#### **WALL AUTHORIZES ANNOUNCEMENT**

Road To Rogers and Improvements in Northwest Part of County.

The Herald-Times has been authorized by Chairman Ed Wall of the Roosevelt county road board to state that the road be built. Much has been said mense, happy crowd. heretofore regarding the proimportance.

When actual work would begin, neither Mr. Wall nor Capt. Molipari were prepared to state; but nevertheless it is the intention roads and decide which one to happy crowd will not soon be repair. It is going to be a difficult matter to tell which road can be repaired to the best ad vantage. They will go over the road in the near future.

Another good step is contem-We are also authorized to an & Compton. nounce that the board will make cut off and do some work there.

had the utmost faith in the coun. Bank building. ty road board. Their money is limited and the tools with which they have to work are also limited but they are doing their best to build roads in the different parts of the county where they are to the Portales Bank and Trust most needed.

#### New Sprayer Arrives.

H. S. Moore, the new owner of week purchased through the the taxidermist, and is a beauti-Joyce-Pruit Co. a modern and ap- ful specimen. It will be hung to-date I. H. C. sprayer. It is on the wall in the bank. The eated in doing a good job. the latest model, is equipped head is prized very highly by the with a two and one-half horse bank officials. power engine, and weighs 1600 pounds.

When in operation it will require four horses, and two rews of trees are sprayed at one time held Tuesday was a very quiet and is as large as those used in affair there being but two candithe Pecos Valley. It arrived dates, C.W. Terry and Jeff High-Saturday and will soon be put tower and they were elected into operation by J. F. Morgan, who has charge of the orchard tlemen have been elected for a this year.

#### Buy Hogs.

Dr. R. H. Bailey sold to Carl Turner and G. Cox of Redland, consent to become candidates for about 70 good sized shoats which re-election. they will feed for the market. Grain is plentiful in the Redland country and these gentlemen believe that there is money to be made feeding it to hogs.

#### Big Crop of Cane.

J. M. McCormack of Dora last joining his place at Dora.

were raised and sold to the bargher and says that he has

# Red Letter Day at Delphos TREES

Last Sunday was a real big red rounding country.

As per previous arrangement, cises, participated in by the child ren and young men and ladies of that section, followed by an inspiring sermon on "The Empty Tomb," by Evangelist Shepard.

At the conclusion of the services some fifty yards of tables were arranged out in the open and from 250 to 800 people partook most heartily of a most bountiful repast. As is always the case with this section there was an abundance of everything that was good to eat, much more across the sand to Rogers will than could be eaten by the im-

The afternoon was given over posed road, but we feel as though to singing and to an old fashioned we should keep our readers post. Easter egg hunt which was enren and grown ups.

People were present from the following communities: Macy Doss, Lakeside, Redlake, Kermit, forgotten.

#### New Office Building.

Inda Humphrey has a force of men busy tearing out the vault plated by the board, and that is in the Citizens National Bank the matter of road construction building. They are also equipin the northwestern part of the ping the second floor which will

an inspection of the needs on the ent lodges which have occupied | gang. The Herald Times has always second floor of the First National work.

#### A Fine Specimen

J. F. Jones, secretary to Buffalo Jones, this week presented Co., the head of the famous buffalo bull which was shot a few months ago and was the pride of the herd.

The head was prepared and

#### **New School Trustees**

The school election which was without opposition. These genterm of four years. They stand high in this community and should make good officials.

The retiring trustees, W. H. Ball and J. A. Fairly, would not

#### Skorkowsky Pleased.

O. W. Skorkowsky writes from Van Bleck, near Bay City Texas, that he is well pleased with that country. In a letter to Troutt and Smith, who made the deal whereby he became owner of a week hauled in the last of the farm at that place, he said "My big crop of cane seed which was place is better than I expected. raised on the Murphy place, ad Every word and figure that you gave me has proven correct." On eleven acres 15,200 pounds He also compliments A. A. High-Joyce-Pruit Co. for a good price. proven to be a perfect gentleman.

### PLANTED ON BETHEL BOULEVARD

there were special Easter exer- Citizens of Portales, Young and Old, Turn Out En Masse and Assist in Planting the Eighteen Miles of Trees on the Boulevard.

#### CITIZENS LOOK TO FUTURE AND WANT TO SEE VALLEY BEAUTIFIED

Portales Utilities Company, Through A. A. Rogers, Has auditor. Spent Hundreds of Dollars and Will Spend Much More on This Project.

The citizens of Portales turned out en masse on Monday, tree planting day, to plant the trees on Bethel boulevard. Business houses were closed from 9 a. m. until 3 p. m. and the streets were for the most part deserted by the male population.

The workers comprised men in all walks of life from the la berer to the foremost business and professional men of the town, who closed their offices and other places of business to assist in ed, as it is a matter of so much joyed to the fullest by both child- this important work. There were workers of all ages, from the dashing school youths to Civil war veterans.

No event has ever before occurred in Roosevelt county where the community spirit was better shown than it was when the citi zens turned out last Monday. The spirit which was shown in this Water Valley, and perhaps a few work demonstrates the fact that the people here believe in pulling the supreme court without delay. of the board to begin work just from some other neighborhoods. together, and they are interested in beautifying this great Portales as soon as the tools are available. Everyone seemed to enter into Valley. They realize that this valley is coming into its own and It will also be necessary for the the spirit of the day fully, and they may look back in after years to the graceful elms and towerboard to go over the two south this glad Easter day, and this ing poplars which will line the benlevard.

Great credit is due A. A. Rogers, president of the Portales Utilities company, who bought the trees, had the ditches plowed, the holes dynamited, and had general charge of the tree planting. The Utilities company has spent several hundred dollars on this proposition, and will spend more for water. While they own considerable property along the bonlevard, the trees were started a Valley booster, was in Clovis Now that spring is here, and the a short distance beyond the town limits and were furnished with- Monday and informs the News weather is fine, it is a very opout discrimination a distance of almost nine miles to the Bethel that only about eight miles of the schoolhouse.

Mr. Rogers had carefully planned the work for the day. The the sand hills between Clovis county. They have had this up be occupied by the offices of holes being dynamited the planting was a comparatively easy job. and Portales remains to be com- workers are making a very acder consideration for some time. Judge T. E. Mears and Compton The dynamiting not only made the work easy for the planters but pleted, and that the road built tive company and we trust will it made plenty of loose dirt for the trees and sides their growth, so far is as smooth and level as be rewarded for their efforts. It is reported that the differ. The work was laid off in sections and allotted to a foreman and his a paved street. He predicts The prospects are that on next The owners of automobiles showed the proper spirit and that upon the completion of the Sunday the churches in Purtales this building will move to the there was no scarcity of transportation facilities to and from the road, the relationship of the peo- will be attended by the largest

Judge W. E. Lindsey assumed a very democratic air for the will be much closer and more since they were built. time being, donned a suit of overalls, and was one of the most ac neighborly. The road will be tive workers on the job.

County Commissioner S. E. Johnson, got up the night before truck gardeners and fruit growat Elida so he could come up on the early train and assist. He re ers there, who will find the best ceived numerous invitations to accompany the different gangs, and market at Clovis. could not understand the idea until he saw how the allotments had been made to the different gangs and each wanted a valuable as-

The school boys of the higher grades done fine work under the direction of Judge G. L. Reese.

C. V. Harris was in charge of one of the gangs and put in the big Morgan orchard, last mounted by Chas. Greathouse, three quarters of a mile in fine shape. Mr. Harris thinks he are now compelled to stop off a would take first prize, but it would not be safe to pass on his job day at Portales and Elida will be without inspecting the others, because all the planters were inter- able to make both towns by auto

Judge C. L. Carter, who is some seventy years young, turned out and demonstrated the fact that he is capable of doing as much Mrs. W. E. Lindsey Honored work as many men one half his age.

S. E. Ward was welcomed all along the line as he made several rounds with a bountiful supply of delicious lemonade for the honored by an appointment from

When evening came most of the trees had been planted, and for the state of New Mexico to now the Utilities company has a force of men at work irrigating the National Conference of Charthem. While the tree planting was a big job, yet a great deal still ities and Correction, which will remains to be done to insure their growing.

When every pool in Eden was a mirror That unto Eve her dainty charms proclaimed, She went undraped without a single fear or Thought that she had need to be ashamed.

'Twas only when she'd eaten of the apple That she became inclined to be a prude. And found that evermore she'd have to grapple With the much debated problem of the nude.

Thereafter she devoted her attention, Her time and all her money to her clothes; And that was the beginning of convention, And modesty as well, so I suppose.

Reaction's come about in fashions recent Now girls conceal so little from the men, It would seem that in the name of all that's decent, Some one ought to pass the apples 'round again.

### Will Test Laws

Santa Fe, N. M., April 6,-Traveling Auditor Howell Earnest has refused to comply with the request of State Auditor William G. Sargent to turn over his office and books under the law passed by the last legislative assembly legislating Earnest out of office and creating the office of state traveling auditor to be filled by appointment of the state

The bill was vetoed by Gov. McDonald and passed over his veto by the legislature, but on legislature should have adjourned under constitutional provision. under such circumstances, he is idea that it would be a good not justified in surrendering the thing for Portales. office and books.

However, he offers to facilitate matter will be taken directly into

session from noon Friday, March people of this town and vicinity 12 to Saturday noon, are to be to turn out Sunday and attend tested in court.

#### The New Road.

A. E. Siegner, the Portales new road being built through going habit. ple residing in the two towns crowds that there has ever been used to an advantage by the

The trip can easily be made in an hour in a good car. From all indications, this thoroughfare will be frequently used by joy riders.

Several traveling men, who from Clovis.-Clovis News.

Mrs. W. E. Lindsey has been Governor McDonald, as delegate hold its 42d annual meeting at Baltimore, Md., May 12 to 19, 1915. The appointment is in keeping with the usual excellent judgment of the highest state official of the state of New Mexico. Citizen.

#### More Deeded Land.

There are about 800 mor deeded places in Roosevelt county this year than there were last year according to County Assessor McCall. This is the largest number of places that deeds have

several months.

Campaign Started To Increase Church Attendance in Portales

Prospects For Largest Audiences That Ever Attended Here.

Next Sunday will be special the after the noon on which the church going day in Portales. This movement was carried on with great success in Dallas, Earnest takes the ground that Texas, a few weeks ago and Rev. until the courts have passed upon A. C. Bell, pastor of the Methothe validity of the statute passed dist church here conceived the

He consulted Rev. W. E. Dawn and Rev. Hugh Smith, pastors in every possible manneran early of the Baptist and Presbyterian decision by the courts, and the churches, respectively, and found them to be very much in accord with the idea. As a re-This means that all the laws suit the three got together and passed the last day of the second started a campaign urging the some church.

There are plenty of people in this vicinity to fill all the churches to overflowing if they would only turn out and attend. portune time to get the church

The ministers and church

#### Mrs. G. W. Carr Entertains.

Last Friday Mrs. Carr entertained a few friends with six o'clock dinner. Those present were Mesdames Stone, Harris, Jones, Long and Nixon, Mrs. Long being the honoree. The dinner table was laid in the most approved style and bright with flowers, handsome linen and elegant silver. Covers were laid for six; the colors for the decorations were blue and white. The center of the table held a candlelabra, bearing five lighted candles, beneath which were bowls of sweet peas in blue and white. The color scheme was also carried out very beautifully in the place cards of hand painted sweet peas and dainty tri-cornered bon bon boxes. The dinner was served in six courses.

The preparation and serving of this dinner attest the skill and grace of the hostess and bring to her fresh laurels. The dinner hour was a delightful social occasion, a time when mirth, wit and wisdom abounded and good spirit was abroad. Mrs. Carr. as usual, proved a charming and most hospitable hostess.

#### Records Old Instrument

Deputy County Clerk Guy P. been issued for in a single year Mitchell this week recorded the in this county and is going to oldest instrument that has ever add considerable to the valuation. been recorded in this county, being made on December 18th, 1890 Mrs. M. L. Rogers Lee left and is therefore almost twenty-Sunday for an extended visit five years old. The instrument with her sons in Okla, and La, gives the power of attorney to Mrs. Lee will also visit in Tenn, handle certain property in this and will probably be gone for county which was then a part of Chaves county,

being built from county, to Santa

cagle Mining Company das incorporated with a k of \$800,000 zo, Fort Sumner and Magda

e among New Mexico towns dering incorporation. Parties hope to erect a mill to treat

the ore from the Sally Dear mine at Jacarilla, Lincoln county About fifty teachers attended the meeting of the Socorro County Teach-

ers' Association in Magdalena. An incendiary burned down the Buckhorn district school building forty miles northwest of Silver City.

The familiar three-legged calf is reported again, this time from the Harvey Williams ranch near Roswell. Grant Arthur Whittier has been ap-

pointed state traveling auditor and Paul A. Hall and E. T. Wiley assist-Although 50 per cent of the 1914

taxes were delinquent on Dec. 1, only 41.34 per cent had been collected on

The Catholic church of Deming was robbed of some sacramental wine, an incense holder and some other fittings off the altar.

A bold, bad hold-up invaded a poker game at Engle, cleaning out the pot and pockets of the players at the point of a revolver.

Lake Arthur was visited by a destructive fire, entailing a loss of \$15, 000, distributed among half a dozen business firms.

A Rock Island grain firm has shipped a dozen cars of maize beads, and have two or three times that amount in sight.

Prizes amounting to \$135 have been offered in an all season corn growing contest in the Cottonwood district near Lake Arthur Arizona parties are reported to have

taken an option on the Jaynes mining

property at Pinos Altus and will work it for the zinc Arbor day was generally observed. as per Governor McDonald's procla-

mation, by the planting of many trees It is stated that conditions on the dry farms of eastern New Mexico are

fine and that the outlook for 1915 crops would not be improved. It is said Roswell has lost \$30,000 in bees during the past three seasons

through the spray used in the orchards of that portion of the state. Sam Forney, an old-time prospector

and miner of Taos, dropped dead of heart failure while en route from Taos to the residence of a friend nearby. One hundred and fifty land filings

were made in the United States land office at Tucumcari during February and sixty from March 1 to March 15. Socorro is rather proud of the fact that John H. McCutcheon, Jr., led the New Mexico Military Institute rifle team which won the national trophy

The interest in the good roads movement in Chaves county is grow ing daily. The hanging up of three purses as first, second and third prises are having effect

Stalleup on the charge of shooting J. B. Cotton in Artesia, young Stallcup I was bound over to the September thing." grand jury under \$1,000 bond, which

The business men of Mogollon with the interests of the mining companies have over \$6,000 for the Silver City Mogolion road. Now it is up to the business men of Silver City to put up the same amount

They live long and hearty in Grant county. "Grandma" Doheny of Fort Bayard sang three songs, made a number of speeches, and otherwise demonstrated her youth at a party Charged With Crushing Negro's Skull. given at her home in honor of her ninetieth birthday.

Last year a man out southeast of Tucumcari paid a dollar and a quarter for a half pound of Sudan grass seed. gro. According to information in pos-He sowed it carefully upon one-third of an acre of ground. The patch yield ed him a ton of hay and over two skull with an iron bar. The attack hundred pounds of seed.

The state has served upon Superintendent of Insurance Jacob Chavez the papers in the case against Morgan (). Llewelly n. treasurer of the State College, and the Southwestern Surety Insurance Company of Oklahoma, to recover \$75,000, the amount of the college funds on deposit in the First in his annual Arbor Day proclamation. State Bank of Las Cruces when it and which designates April 6 as Arfailed.

Authority has been received from Washington by Superintendent Reuben Perry of the Santa Fé Indian school, to proceed with the construction of the new gymnasium and assembly hall, for which \$25,000 was ap-

propriated last year by Congress. The Jim Crow mine at Steeple Rock has accumulated 300 tons of gold and silver ore on the dump that longing to D. D. Douglas, back of the is expected to return from \$60 to \$500 old barracks building. The judge also per ton, the mineral to be shipped to sentenced Jack Dillon to one year for Duncan, Aris., for treatment. A night larceny. Dillon was found guilty of and day shift is engaged taking out stealing a woman's handbag contain-

#### DOOM FOR DEER AND HARE

Planned to Avert the Annual

n New Jersey is planned by the state forestry commission as the only ef fective means of protecting the state woodlands against forest fires such as destroyed nearly \$200,000 worth of property during the first two weeks of the recent gunning season.

The commission decided to seek the co-operation of the state fish and game commission in procuring legislation revoking the closed season for deep and rabbit. In the discussion preceding the adoption of this resolution it was freely admitted that such a course would ultimately result in the extermination of deer and rabbits. which are now to be found in considerable numbers in various parts of the

That the action of the forestry commission will stir up the opposition of most of the 70,000 hunters with which New Jersey is credited seems almost certain. On the other hand, farmers who say their crops are destroyed by deer and rabbits may line up on the other side and make the fight interesting. It is scarcely conceivable that the fish and game commission, whose every effort has been directed toward procuring greater restrictions, will join with the forestry board.—Trenton (N. J.) Dispatch to New York Sun.

#### LITTLE AFFECTED BY WAR

London's Whitechapel Pursues the More or Less Even Tenor of Its Way.

The wave of war has swept over London's Whitechapel, but has changed it very little says Herman Sheffauer. Some of the physical signs and symbols are there—the garish posters, the bronze-brown of khaki, and the darkened streets that make London's Ghetto still more Ghetto-

Whitechapel is not only in the East, but of the East. Like Asia that "watched the legions thunder by, then plunged in thought again," the East end lifts up its eyes to the troops of the king, then turns to trade again.

There is always war in Whitechapel -the struggle to survive. To one but business as from time immemothis—and among its own people. Refu-milkhouse, fishpond and horse tanks. gees grow tough and indifferent, and Whitechaped is a retreat for the world's oldest and most numerous

Separate Pen for Calves. Where valuable calves are raised it sheeting, which gives plenty of room for each animal. Calves should be fed in a stanchion. The most common trouble in calf raising is scours. or indigestion. This is brought on by overfeeding, feeding sour or old milk, cold milk and dirty pails, troughs or stalls. Success depends largely upon the ability of the feeder to prevent

#### Finds Diamonds East of Socorre.

B. Douglas caused a flurry of excitement at the federal building by announcing that he had found diamonds twenty-five miles east of Socorro. He displayed two of them, larger than the head of a pin, which were examined by several people under magnifying At the examining trial of Martin glasses. "Diamonds are not unknown in this state," said Mr. Douglas, "and

Farrand Heads Anthropologists. Santa Fé. Dr. Livingston Farrand, president of the University of Colo rado, has been selected as the presi dent of the Southwestern Anthropological Society, which perfected organization with ninety charter members at a meeting here. It includes many eastern scientists, and will conduct research work in the Southwest and

Raton. Austin Keeney, a Raton negro, aged 60 years, is in the county jail charged with the murder, at Van Houten, of Smith Capers, another nesession of the authorities, Kenney killed the other negro by crushing his was the result of trouble earlier in the day, when, it is alleged, Kenney was beaten up by Capers for interference in domestic matters.

Governor Names April 6 Arbor Day. Santa Fé. - The importance of forests in relation to climatic conditions is emphasized by Governor McDonald bor Day in New Mexico.

#### Two Given Terms in Prison.

Santa Fé.-Judge E. C. Abbott sentenced Fred Anderson, colored, to serve from one year to eighteen months in the penitentiary, following his conviction of arson, Anderson pleaded guilty to setting fire to the woodshed, containing the curios being a silver set and \$10 in cash.

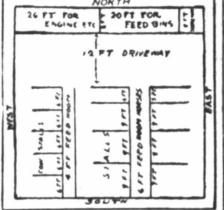




#### PLAN OF SMALL DAIRY BARN

One Advantage of Building Shows Herewith is Twelve-Foot Driveway Across North End.

I have a barn built last year which is as handy as any I have seen. It stands north and south, the main building 38 by 52 feet, with a lean-to on the west 16 feet wide. Beginning at the south end of the main building is a six-foot feed room 32 feet long. On each side of this room are three nine-foot stalls and one five-foot stall. Crossways of the barn from east to west is a 12-foot



Floor Plan of Small Dairy Barn.

driveway with a door high enough that can drive in with a load of hay. writes J. H. King in Missouri Valley Farmer. I unload with hay slings and rope from inside, which I find much North of the driveway, at the east

corner is an eight-foot storeroom. Then come 20 feet for bins. The remaining ten feet is added to an 8 by fresh from the nervous West end and ging up for well, gasoline engine, corn the hushed suburbs, the stir-and-bus- grinder, fanning mill, grindstone, tle of Whitechaped has a brave defi- cream separator, and as many more ance. It is not only business as usual, tools as I can put in and run with the engine. Overhead I will put an 80rial. The Whitechapel tenacity has barrel water supply tank, and will withstood crises more terrible than pipe water from there to hogs, house, Beginning at the south end of the lean-to, next to main building, is a four-foot feed room. At the side of this are five double stalls for sows, equally dividing 32 feet of space. The main building is 17 feet high to the

#### COST OF PASTEURIZING MILK

About One-Third Cent Per Gallon Is Price Set by Government as Result of Tests.

From tests made and reported by the government, the cost of pasteurizing milk when a properly designed or properly operated plant is available, Santa Fé.-U. S. Surveyor William is about one-third cent a gallon. To pasteurise cream costs about twothirds cent a gallon. Government tests show that the flash process by which milk is raised to a temperature of 165 degrees and kept there for a moment only, is more expensive than the "holder" process, in which milk is maintained for 30 minutes at a temperature of 135 to 145 degrees. Less heat is required for the holder process, and it is believed that for hygienic purposes the latter is pre-

> It is believed that many milk plants and creameries which do not make use of the latent heat in the exhaust steam from their engines and steamdriven auxiliaries would have beat sufficient in many cases for all the pasteurizing done in the plants if it were properly utilized instead of being permitted to go to waste.

> Experiment With Alfalfa. An experiment of the Illinois station containing ten pounds of alfalfa produced 17 per cent more milk than the same ration of timothy used in lieu of alfalfa. Also that alfalfa was worth \$10.86 more per ton than timothy and when timothy is worth \$10 per ton, an acre of alfalfa is worth \$64.44 more than an acre of timothy under the conditions in which the experiment was conducted and when milk is sold at \$1.30 per 100 pounds.

> Dry Quarters for Calf. The calf's quarters should not be allowed to accumulate a lot of damp. dirty materials, as this is almost sure to cause sickness and bad results. The bedding should be abundant and changed often. In order that the pens or stalls be kept clean they should be in the choicest part of the barn, where sunshine and light are abundant. In summer they should have access to a pasture where there is plenty of shade.

Cause of Stringy Milk. It has been proven that ropy or stringy milk can be carried from one place to another by milk utensils not being thoroughly cleaned and sterflized, and in this case the only remedy is a more thorough and careful



# **STYLES** FOR MEN

In Schloss-Baltimore famous clothing, are ready for you here in scores of beautiful models and both quiet and gay.

because the season's styles are so different you buy. It will pay you to look around first in a store like this that has ALL the new models, before you make a choice.

That's what we come in and tell us to age of the saloon: show you the new things. We'll do it gladly, and you'll not be' under the slightest obligation to buy. You can do that ready.

### Our store now is a real style-show in

what's correct to wear. Better come in and look around while the lines are fresh and complete. Of course, we'll gladly lay

aside anything for you if you wish to buy it later.

# Warren-Fooshee & Co.

Portales, New Mexico

Job Printing

We are here to serve you with anything in the line of printed stationery for your business and personal use. 0 0 0

Bill Heads Letter Heads Envelopes Cards Wedding Invitations Posters or Announcements

The best quality of work at prices that are RIGHT

Of All Kinds

The Pacific Mutual Life Insurance Company of California

Assets Dec. 31, 1914 - - -\$32,604,612.25 Liabilities Dec. 31, 1914 - - -28,614,766.68 2,989,845.57 Gross Surplus

Death rate, actual to be expected -Average rate of interest earned - - 6.23 per cent

Life, Accident and Health insurance combined in one policy. Ask for information regarding our new double indemnity

F. B. Schwentker, Agt., Albuquerque, N.M.

Prosperity in the Portales Valley

[From The Earth]

## If You Must Drink, Start

of the land company.

the following is suggested by the for the remainder of his life. Atchison (Kansas) Globe, as a

house. Be the only customer. cost. Braley & Ball. You will have no license to pay Go to your wife and give her two dollars to buy a gallon of whiskey -and remember there are 69 later, or whenever you're drinks in one gallon. Buy your drinks from no one but your wife, and by the time the first gallon is gone she will have \$8 to put in the bank, and \$2 to start business again. Should you live ten years and continue to buy booze from her and then die with snakes in your boots, she will have enough to bury you decently, educate your children, buy a house and lot, marry a decent man and quit thinking about

The Ford motor company aver- as my back acred and I had other kidney allments. I used one box of aged making 1847 complete Fords | Doan's Kidney Pills and have never per day during the month of February. At that rate they would turn out more than half a million Fords per year.

Fifteen Years Ago.

Henry Ford, the automobile manufacturer, was engineer in The Portales Valley of New and electric light plant in Detroit. Mexico began the year 1915 with Charley Murphy, the base ball unprecedented prosperity. Since millionaire, was a reporter on the new arrangement for the the Cincinnati Enquirer. Thomsale of the Westinghouse lands, as H. Ince, the motion picture in this valley, and the schedule magnate, was a comic opera comof reduced prices adopted, home edian, glad to get \$50 a week. seekers have been coming in mul Charlie Weeghman, owner of the tiplied numbers. More than Chicago Federal base ball team this, old settlers, inspired by the and a string of restaurants, was liberal terms of the corporation, a waiter in a quick lunch room. are fixing up town and country. And so it goes. The list could Homes have been painted, the be strung out to a column's corporation furnishing the paint; length. Therefore, when you door yards cleaned up, gates hear a boy or a young man comhung and fences repaired; new plain that he has no chance, take roads built, and old ones surfaced. him by the arm and tell him a There is more livestock in the few things. There never was a hundreds of new fabrics | feed lots and on pasture than time in the world's history when ever before; more alfalfa, kaffir there were more opportunities corn, and ensilage; more dairy for a young man to push to the You'll find that cows. There are 1,400 dairy front. There never was a time cows in the valley, and a cream when a little intelligence and deer, will be an early move. In termination would not provide a deed, a creamery man from Iowa man with a competence in a few this year, it's worth while already has been in the valley, years. This is particularly true getting posted before conferring with A. A. Rodgers, in farming business-for farming is a business. The young man of today who will take hold of a farm with the idea of making it a Saloon in Your Home the best farm in the county and who will work intelligently for To the married man who can ten years with that idea always not get along without his drinks, before him, will not have to work

invite you to do. Just means of freedom from the bond We write insurance on farm property and grain under the 'Start a saloon in your own most favorable terms, at small

lister and span work mares. Harley

REAPING BENEFIT.

Friends and Neihgbors in Portales

Will Show You a Way. Get at the roos of the trouble. Rubbing an aching back may relieve

You must reach the rcot of it-the

Reach the cause; relieve the pain. Begin at once mith Doan's Kidney Are recommended by thousands,

Here is a statement from a resident of this vicinity. Mrs. Tsomas Blakemore, 216 S.

Arno St., Albuquerque, N. Mex. says: 'I knew I needed a kidney medicine. as my back ached and I had other kidneeded any kidney medicine since." 50c, at all dealers. Don't

simply ask for a kidney remedy-get

Doan's Kidney Pills-the same that

Mrs Blakemore had. Foster-Milburn

Co., Props., Buffalo, N. Y.

# H.C.M'CALLUM

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

Portales,

**New Mexico** 

# **HONEST WORK**

General Blacksmithing and Repair Shop .--- First Class Horse Shoeing in Connection .--- Carriage and Wagon Material Sold Right. X

R. W. MOORE

Mogul Fa steel Wheel F Avery Listers

YOUAR

To the smoothe most satisfyin most up-to-dat the city when of the chairs a The Sanitary

DR. W. E.P. Physician Phone Office in Nee

DR. E. T. Office at Porta

G. L Attorn Practice in a PORTALE

> T. E Will practic Portale N. F. WC

Office Phone,

JONES F Buy monu 10 to 20 drawings ROSWELL, N.

Washir Final Pr

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For ¶

Oil Stoves and Range "Detroit" Vapor Gasol Ranges, Vapor Oil Stov Ranges and Ovens

L. R. HOUGH. DENTIST

Office in Reese Building

#### VOUARENEXT

To the smoothest, easiest and most satisfying shave and most up-to-date hair cut in the city when you get in one of the chairs at

The Sanitary Barber Shop

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DR. W. E.PATTERSON

Physician and Surgeon Phone 67.2 rings Office in Neer's Drug Store

#### DR. E. T. DUNAWAY Physician and Surgeon

Office at Portales Drug Company. Office Phone 1. Residence No. 4

#### G. L. REESE Attorney-At-Law

Practice in all Courts. Office in Reese building PORTALES, NEW MEXICO

#### T. E. MEARS LAWYER

Will practice in all Courts, Territorial and Federal Portales, New Mexico

N. F. WOLLARD, M. D.

Office in Nixon building

Phone, res. 169 PORTALES, M.M.

#### JONES PAYS THE FREIGHT

Washington E. Lindsey
Attorney-At-Law
Notary Public United States Commissioner Final Proof and Homestead Ap

plications PORTALES, NEW MEXICO

## **GUARANTEED** SEEDS

Catalogue Free

C.E. WHITE SEED CO. PLAINVIEW, TEXAS

Proprietor
For Quick DeliveriesFone 71.1 runks a Specialty

Beware of Ointments for Catarrh that Contain Mercury

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co., Testimonials free.

Sold by Druggists. Price 75c per bottle. Take Hall's Family Pills for constipation.

#### Notice.

Notice is hereby given that after this date I will not be responsible for debta contracted by my husband G. Lewis Hatcher, and I hereby notify all persons that all stock branded in the double heart bar brand is my personal proper-ty and my husband has no authority to sell or dispose of any cattle branded in that brand. DOROTHY A. HATCHER. Dated this the 17th day of March,

Notice for Publication.

Notice for Production.

Department of the interior United States land office, Fb. Sumner, New Mexico, March 3, 1915.
Notice is hereby given that Sallie L. Roman, formerly Sallie L. Stewart, of Portales N. M., who on September 27, 1911, made Homestead Entry, Serial No. 09558, for SE 1-4 section 18, twp. 1 S., range 34 E. N. M. P. M., has filed notice of intentions to make final three year proof, to establish claim to the land above described, before W. E. Lindsey, U. S. commissioner, at his office at Portales, N. M., on the 19th day of April, 1915.

Claimant names as witnesses: Samuel H. Stinnett, Felix R. Holmes, Frank Galloway and Joseph Lang, all of Portales.

How Big Business Was Started. We print this newspaper story ab-

olutely without comment: "E. S. Wells, who made a fortune out of the preparation known as "Rough on Rats," of which he was the originator, died on Sunday at his home at Glenmore, N. J. He was born in Morgantown, W. Va., seventy-two years ago. Within four years Mr. Wells rose from extreme poverty to a positon of affluence through his invention. When Mr. Wells and the man with whom he then worked had only a single loaf of bread between them and starvation their last bit of food was eaten by rats. Mr. Wells then set about to discover a means to rid the world of rats. After numberless experiments he began the manufacture of 'Rough on Rats' in an old barn in Jersey City. The preparation was first peddled about in the locality, but Mr. Wells had bigger ideas. Every dollar he could spare was spent in advertising, and the business grew so rapidly that at the end of four years he had an income of \$100,000 a year. He preferred, however, to continue the business himself. In later years Mr. Wells became an enthusiastic horseman. His farm of 600 acres at Glenmoore contained a model stable Among his horses were Baron Dillon and Red Lake. He bought Baron Dilon for \$1,500, and within an hour reused an offer of \$5,000."

NOTICE OF PENDENCY OF SUIT. In the District Court of Roosevelt county, New Mexico. W. J. Gerard, Plaintiff,

vs. No. 1096
Benjamin H. Tallmadge, Andre Roosevelt, and Adelheid Roosevelt, Defend-

ants.
The State Of New Mexico: to Benjamin H. Tallmadge, Andre Roosevelt, and Adelheid Roosevelt, defendants, Greetings: You and each of you are hereby notified that a suit has been filed in the District Court of the fifth Judicial District of the State of New Mexico in and for the County of Roosevelt, against you by the above named plaintiff, styled and numbered on the Civil Docket of

said court as above.

The nature and objects of said suit is to collect an indebtedness in the sum of \$1372.80, with eight per cent per annum interest thereon from Oct. 1st, 1908, until paid, and ten per cent additional on Buy monuments by mail. Save 10 to 20 per cent. Write for drawings and prices.

The sum due thereon as attorneys fees, and the additional sum of \$75.00, as taxes paid on the lands hereinafter described, all of which indebtedness it is lleged the defendant, Benjamin H. alleged the defendant, Benjamin H. Tallmadge, whose name is also signed B. H. Tallmadge, but who it is alleged is one and the same party, said indebtedness being assumed on account of the purchase of said lands from The Blue Rapids New Mexico Land Company, a corporation organized under the laws of New Mexico, by said defendant, Benjamin H. Tallmadge, and assuming the said described indebtedness, and it being alleged that the defendants, Andre and Adelheid Roosevelt, claim some interest in said lands, same being de-ROSWELL, N. M. ED A. JONES terest in said lands, same being de-scribed as the S 1-2 of Sec. 3 in Twp. 3 South Range thirty-six (36) East N. M. South Range thirty-six (36) East N. M.
P. M., and further for a foreclosure of
a mortgage executed by the said The
Blue Rapids New Mexico Land Company, to the Santa Fe Land Improvement Co., which it is alleged is a lien on
the said above described lands in the
sum of \$1372.80 with 8 per cent per annum interest thereon from Oct. 1st,
1908, the date of the execution of said mortgage, which stipulated for the pay-ment of ten per cent additional on the sum due thereon as attorneys fees; which mortgage as effecting the above described lands has been duly assigned by said Santa Fe Land Improvement Company, to this plaintiff, and which mortgage further stipulated that all taxes paid by said mortgagee or its as-signee should be a lien on said lands,

covered by said mortgage, and that all said defendant's interests in said lands are inferior to the lien of the plaintiff for all said sums, including all interest, attorneys fees, and taxes paid and costs of this suit. of this suit.

You and each of said defendants are hereby notified that unless you enter your appearance in this action on or by the 22d, day of May, 1915, judgment will be rendered against you by default and the plaintiff be given the relief demanded in his complaint.

You are further notified that T. E. Mears is attorney for the plaintiff and that his business address is Portales, New Mexico.

In witness whereof I have hereunto set my hand and seal as clerk of said court on this March 31st, 1915. 154t C. P. MITCHELL

Clerk By J. W. BALLOW, Deputy.

#### Notice for Publication.

Department of the Interior, U.S. land office at Fort Sumner, N. M. April 7, 1915.

Notice is bereby fiven that Benjamin F. Kersey, of Rogers, N. M., who on June 13, 1906, made homeatead, entry Serial No. 05696, for SW quarter section 2t, Township. 3 S. Range 36 E. N. M. P. M. has filed notice of intention to make final S year proof, to establish claim to the land above described, hefore J. C. Compton, Probate Judge of Rossevel' county, N. M., at Portales, N. M., on the 18th day of May, 1915.

Claimant names as witnesses:

William W. Duke, John W. Clem, William T. Escue and William O. McCormack, all of Rogers, N. M.

A. J. Evans,

#### Notice for Publication.

Department of the interior, U. S. land office at Fort Sumser, N. M., April 2, 1915.

Notice is hereby given that Sprat W. Williams for the heirs of Henry E. Armstrong, decanned, of Granbury. Texas, who on May 19, 1908, made homestesidentry serial No, 05027 for S 1-2, NW 1-4 sec. 3 Twp. 4 South, range 29 E. N. M. P. M. has filed notice of intention to make final 5 year proof to establish claim to the land above described, before C. A. Coffey, U. S. Commissioner at his office at Elida, N. M. on the 19th, day of May, 1915.

Claimant names as witnesses:
Moses M. Rippe, John W. Sexton, Lake A. Waters, Manford Elkins, all of Elida, N. M.

Everybody reads this column. Here you will find "special bargains" advertised. Watch for them each week. It will pay you. This column will be the "clearing house" especially for our readers of the rural districts. Look about your place, see what you have that you want to dispose of and adver-tise it in this Column, for sale or trade for the small sum of one cent a word. Try this column for results From 4000 to 5000 people will read your advertisement every week.

Wall paper, a'l prices at Dobbs. Pure bred Duroc Jersey boar for ser-

Watkins' remedies can be had at ard's second hand store. 15tf Curd's second hand store.

For Sale—One good mare and 1 good milch cow. Frank Beard. 10-tf

For Sale or Rent-New and second hand Oliver typewriters J.A.Fairly. 18tf For Sale—Gentle work mare, weight 900; reasonable price. Walter Crow. 14-3t For Sale-Kaffir corn bundles and other feed, see Thompson Bros., Por-tales. 13-tf

For Sale: One 4 year old mare and solt, mare to bring mule colt. J. H. Shepard. 2t pd.

For Sale - Thoroughbred Plymouth Rock eggs, 50c per setting. Mitchell, Herald-Times office. 14tf

For trade: Sudan grass seed for hay to be delivered this fall. For porticulars call at this office.

For Sale Cheap—brood mares and mules. Twenty-three miles west of Portales. I. R. Greathouse. 15-4t

For Sale—160 acres fine grass land, deeded. All fenced. 12 miles SE of Elida. Apply at this office. 10-tf Curd pays the highest cash price for

hides, chickens, eggs and turkeys at the second hand store For Sale-Eggs from my S. C. White

Leghorns. These fowls won 5 premiums at the Roswell fairs last year. Walter For Sale-U.S. inspected Sudan grass seed at 25 cents per pound or delivered

inez, N. M. 16-3t For Sale: A 3 gallon Jersey cow years old. A genuine snap at \$55, if taken immediately. 1t pd. J. H. Shepard. Portales N. M.

at any P. O. at 30 cents. E. P. Williams

For Sale-I have a few good young mules and young mares for sale. This is good stuff and priced right. Terms M. F. Fowler, Portales, N. M. 14-4t

For Sale-Broom Corn Seed for pure Evergreen Dwarf broom corn seed. Write me or call at Douthit's wagon yard. A. L. Wilson, Cromer, N. M. 13-4tp

For Sale—Strawberry plants, 6 varieties. Home grown Sudan grass seed, 6 good sized shoats, Jersey cow, freshearly in March. C. L. Sanders, phone 134, Portales.

To Horse Owners—Silver Cloud, my saddle and harness horse, will stand the season at my place 5 miles east of Arch. Terms, \$10 to insure, \$7.50 season, \$5.00 cover. W. J. Ward. 15-8tp.

To Cow Owners-Breed your cows to Harry, the blue ribbon Jersey bull. Terms, two dollars cash. Cows called for and delivered in town one dollar extra. Heifer calf guaranteed for \$10.

11 4t For Sale—Two coming 3-year-old mules 16 1-2 hands high; some Percheron horses 2 and 3 years old; one 31-4 Mitchell wagon; one automobile to sell or trade for Sudan grass seed or grain. Good stuff. Wm. Battenfield. 15-2tp

5 acre tract 2 miles from Portales 3 room house, well and windmill, shallow water \$600. A snap.

I have several farms, some close in. If you are looking for a bargain call or write T. J. Molinari owner.

Alfalfa Hay For Sale—Slightly damaged hay, \$10 per ton; alightly bleached but good quality, \$12.50 per ton; No. 1 pea green at \$15 per ton; prices f. o. b. warehouse. We also have a limited quantity of first class hay in Bethel at \$12.50 per ton. Portales Utilities Company.

Wanted—I want 500 people to get a copy each of my lectures on: "How to Get Married and Stay Married." And "What is Life?" The copy for these lectures is in the hands of the publishers and will come from the press within the next few weeks. The lectures will be in neat booklets and will sell at 25 cents each. All advance orders 20 cents Leave orders at the Herald-Times office or address the author, J. H. Shepard, box 264 Portales N. M. tf.

Notice for Publication.

Department of the Interior U s land office at Fort Summer, N M March 26, 1915. Notice is hereby given that Thomas Franklin Hill of lass, N, M, who on Feb. 6th, 1911 made bomestead on ry Serial No. 09288 for North west quarter of section nine, township 4 

# 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 cigarettes 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 Ash for FREE packtobacco 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 mellowsweet 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 can be can b

Department of the Interior, U. S. land office at Fort Summer, N. M., March 6, 1915. Notice is hereby given that Charles Probasco of Texico, N. M. who on Sept. 1, 1908 made homestead entry No. 6532. (or E 1-2 N W 1-4 homestead entry No. 6532. for E 1-2 M W 1-4. section 3d. township 1 north, range 37 east, and on July 12, 1913 made additional homestead entry No. 010-66, for Lota 1 and 2 section 3d township 1 N. range 37 E. New Mexico-Principal Meridian, has filed notice of intention to make final Five year proof, to establish claim to the land shove described, before W. h. Lindsey U. S. commissioner, at his office at Portales, N. M. on the 14th day of April, 1915. Claimant names as witnesses:

William f. Phillips, Harvey T. Hollis, Charles Scott, Robert P. Pulliam, all of Texico, N. M. C. C. Henry, Register

#### Notice for Publication.

Notice for Publication.

Non coal land

Department of the Interior. U S land office at Fort Sumner. N. M., Jänuary 18, 1915.

Notice is hereby given that William J. Phillips of Texico N. M. who on Sept. I, 1998, made homestead entry No. 0535, for E 1-2 S W 1-4. sec. 34 twp. J north rangs 37 E. and on July 21, 1913 made additional homestead entry No. 010860 for the amended to read Lots 3. 4, section 34 township 1 north rangs R. 37 E. and Lots 1. 4, and S E 1-4, N W 1-4 section 3, township 1 S. R. 37 E. N. M. P. E. has filednotice of intention to make final five year proof to establish claim to the land above described before W. E. Lindsey, U. S., commissioner at his office at Portales. N. M., on the 14th day of April 1915.

Claimant names as witnesses:

Herew T. Hollin Charles Scott Charles Pro-

Notice for Publication.

Notice for l'ubilication.

Department of the Interior, U. S. land office at Fort Summer, N. M. January 18, 1915.

Notice is hereby given that Harvey T. Hollis of Texico N. M., who on Sept. 1, 1908 made home stead entry 10, 053%, for E 1-2, NE 14 section 20 and W 1-2 NW 1-4 section 21 township 1 N range 37 east N. M. P. M., has filed notice of intention to make final five year proof, to establish claim to the land above described, before W. E. Lindsey, U. S. commissioner, at his office at Portales. N. M., on the 16th day of April 1915.

Chairmant names as witnesses:

William J. Phillips. Charles Scott Charles Probasco, Robert D. Pulliam all of Texico N. M. Notice for Publication.

MS, nant names as witnesses: lam J. Philines, Charles Scott Charle aco, Robert p. Pulliam all of Texico N. M C. C. Henry, Register, Notice for Publication

Notice for Publication.

Department of the interior, U, S. land office at Fort Sumner, N. M. January 19, 1915.

Notice is hereby given that Charles Scott of Texico, N. M. who, on Sept. 8, 1908. made homested entry No. 653, for W 1.2 S W 1-4 section 27, and E 1.2 S E 1-4 section 28 township 1 N. range 37 east, N. M. P. M., has filed notice of intention to make 5 year proof, to establish claim to the land above described, before W. E. Lindsey, U. S. commissioner at his office at Portales, N. M., on the 14th day of April 1915.

Claimant names as witnesses:

William J. Phillips. Harvey T. Hollis, Charles Probasco, Robert P. Pulliam all of Texico, N.M., C. C. Henry, Register.

# COULD SCARCELY WALK ABOUT

And For Three Summers Mrs. Vincent Was Unable to Attend to Any of Her Housework.

Pleasant Hill, N. C .- "I suffered for firee summers," writes Mrs. Walter Vincent, of this town, "and the third and

I had dreadful nervous headaches and prostration, and was scarcely able to walk about. Could not do any of my

I also had dreadful pains in my back and sides and when one of those weak,

health, when I finally decided to try close to the woman's tonic, and I firmly Treatment for Women," sent a plain wyrone.

believe I would have died if I hain't

After I began taking Cardul, I was greatly helped, and all three bottles relieved me entirely. I tamened up, and grew so much

stronger in three months, I felt like another person altogether." Cardul is purely vegetable and gentle-

acting. Its ingredients have a mild, tonic effect, on the womanly constitution.

Cardul makes for increased strength mproves the appetite, tones up the neryous system, and helps to make pale, sallow cheeks, fresh and rosy.

Cardui has helped more than a million sinking spells would come on me, I weak women, during the past 50 years, would have to give up and lie down, It will surely do for you, what it has done for them. Try Cardui today.



courage; matri

man is in the light from his collar up.

xpands and cold contracts. feet never belped business

thinks he is having a good time when

enough to plant a dictograph just to hear his wife talk. That familiar phrase, "the right man

in the right place," sometimes applies to the fellow in jail.

The bed of the Atlantic continue

There is one thing we all can tall about—the other fellow.

The tango may wane, but England is still willing to do the German.

Removing the ban on "Tipperary" effectually disposes of the desire to

much since the days we used to What has become of the old-fash-

ioned man who knew what was good for frostbite? It's a wise European father who

brings his son up to be either a doc tor or an architect. Overripe cream makes rancid but-

ter. It may taste all right when taken from the churn, but in a few hours becomes the same old sour cream.

There comes from Germany the story that all the cats in the country have been commandeered that their skins may be used for the lining of soldiers' coats; and the Louisville Times remarks that "the soldier in his trench will realize the mysterious workings of Providence when he goes to sleep shrouded by the fur of the same cat which probably kept him awake not many months ago."

Nettles as Substitute for Cotton. The search for a cotton substitute has been going on in Europe for a long time, and many experiments have been made with the common nettle, which has been a promising plant on account of the strength of its fiber and its ready growth wild under the most discouraging conditions, with a large yield per acre. The great difficulty has been in separating the fiber from the woody stem. In a method of treatment that has been worked out in the last two or three years, the dried nettle stems are boiled about half an hour in dilute soda lye, and the loosened fibers are then separated in a machine with revolving brushes. The material is then subjected to a number of alternate boilings in dilute lye and thorough washings, both under high pressure. The product is a mass of yellowish fibers, free from mum, that can be bleached, combed. and spun into lustrous white yarn. This is claimed to have the smoothness and softness of flax, with a strength even greater than that of hemp. The yarn has been made into brilliant damask, and can be used alone or with other threads-for upbolsteries, ribbons, and a variety of

Our Hymns for Ade in Japan Introduction of the English Bible and English religious hymns into Japan has brought ludicrous results, according to an article entitled "The Japanese Bible," by Prof. Ernest W Clement, instructor in Biblical literature at the University of Tokio, in a

recent issue of the Biblical World. The Japanese merchants have secu larized the sacred tunes to such an extent that it is a common sight to see a band of Japanese marching through the streets advertising tea, rice and dried fish to the tune of "Onward Christian Soldiers," or "Nearer, My God to Thee.

To make a still more ludicrous contrast, the advertisers dress in grotesque costumes and perform acrobatic tricks to the tune of the hymn.

Reaching the Home.

The importance of this whole question of publicity to the consumer is growing on the manufacturer. He sees his competitor or some man in licity and he sits up and thinks. He is gradually realizing that localized crystallized publicity in the home is what pays best and that he can only cet that through the newspaper

### Times SUFFER TO WIN HOMES

SETTLERS SHIVER IN TENTS, WAGONS AND DUGOUTS.

Thousand Homesteaders Brave Hardships of Severe Winter on Southeast Plains of New Mexico.

Tatum, N. M. -- Hardships undreamed of by people commortably housed in other parts of the state have been experienced during the win ter now closing by settlers on the plains in this section of New Mexico in their determination to win homes for themselves and children. It is es timated that more than 1,000 home steaders have filed on claims within the twenty-four townships opened to settlement on March 5, and many of these have been on the land during the greater part of the severe winter living in wagons, tents and dugouts However, no man would be fool and often without fuel and sufficient provisions. Several children have been born in the settlement-two of the number in wagons that were without heat of any kind—the meager fuel supply of that particular section having been exhausted

The milder weather has started ac tivity among the settlers on the plains and supplies of all kinds are being brought in, buildings are being erected and land cultivation soon will be com-

States Reach Shipping Agreements. Santa Fé.-According to a telegram received by Governor McDonald from W. J. Linwood, secretary of the Cattle Sanitary Board, who attended the meeting of the sanitary committee of the National Livestock Association in San Francisco, the states of New Mex-The sun does not seem to have aged ico, Arizona, Texas and Colorado have reached an agreement relative to interstate livestock and other shipments. This is taken to mean that the sweeping quarantine now in effect will be modified as to livestock and other shipments into New Mexico from the states mentioned, and that New Mexico livestock, hay, alfalfa etc., will be free to enter Texas, Arizona and Colorado.

> Steel Road-markers Point Way. Raton.-One hundred and three steel road-markers, recently ordered by the county road commissioners, arrived and will be set up on permanent supports throughout the county at cross roads and other places where the travler might be looking for road information. These signs are 5x24 inches in size and will contain information regarding direction, the places to which the road leads and the number

Dance on Sunday If You Desire. Santa Fé -- Attorney General Frank W. Clancy gave an opinion concerning the amount of license owners of pubic halls must pay and replying to the query as to whether it is proper to the concern of which I am president sold dances in such halls on Sunday, and it will pay all others who have tion of the law in holding such dances on Sunday provided they give no dis-

Slayer of Own Babies Suicides.

East Las Vegas.-Mrs. J. R. Clevenger, the woman who killed her infant son and daughter and dangerously wounded herself early last November. ommitted suicide by hanging in the state hospital for the insane here. The woman had been incarcerated in the asylum since her crime was commited This is the second suicide of patients of the institution within three

Arrested on Train-wrecking Charge. Raton. Three brothers Jose Camoo, N. M. Campo and J. Campo-former section hands on the E. P. & S. W. at Taylor, have been brought here from French, where they were arrest

Exploration Company Incorporated.

Santa Fé. The Magdalena Exploraion Company of Magdalena, Socorro ounty, has filed incorporation papers with the State Corporation Commission. The capital of the company is \$100,000, and \$51,000 has been paid in. The development and sale of oil and gas is proposed, the company owning a tract of 800 acres in Socorro county.

Man Hit in Head With Pick, Clayton .-- Chas. Warrior of Des Moines, it is alleged, struck and perhaps fatally injured Joe Rachel, a former saloonman, the latter's skull being crushed in with a pick. The surgeons are now trephining his skull. The quarrel arose over a disputed lum-

Report Rich Gold Discovery.

Silver City.-Reports reached here of a rich gold strike made recently near Duncan, Ariz., in the Copper Basin district. The strike, which comorises a group of twenty-four claims. s owned by Ollie Phillips of Duncan. another line turning the trick of pub. and D. F. White, B. F. Waters and loe McAlister of Tyrone.

> While the handshake is apt to be overworked, the patriot with a mit ke a ded fish is rarely elected

Civil Service Examinations Santa Fé.-Acting Secretary H. A. Delgado of the Civil Service Board, unced the following examinaions: April 7, laboratory aid in echnical agriculture, \$600 to \$900 per annum; April 14-15, scientific assistint; April 20, technologist in v sugar peet seed investigation (male), \$1, 300; gas waste engineer (male), \$2, 100 to \$3,600; April 28, pomological artist (male or female), \$1,200; April 28-29, assistant in plant introduction (male), \$1,400 to \$1,620,

PAYS IN THE LONG RUN

dvertiging Gathers Momentum as H Goes, Making Sales Easier-Must Be Properly Planned.

There is an old proverb setting forth the homely truth that it takes constant pounding to hammer home a nail. This is simply a forceful and picturesque way of saying that one mpression is often not sufficient to pound home a fact.

Of course the man who first put this proverb in writing had never heard of advertising, but the truth fits the advertising situation like a glove. One advertisement seldom pays Two or even a dozen advertisements are likely to prove a losing proposttion. In fact, it may be doubted if in a general field a few advertisements of a staple brand of merchandise-paper for instance ever pay in direct returns for the space they occupy. But advertising does pay in the long run. It takes time for a train of heavy Pullmans to get under way. And it takes time for advertising to produce selling effort that can actually be felt But just as surely as the engine pulls the train out of the yard, so will properly planned advertising sell goods Such advertising gathers momentum as it goes, just like a train. And whoever connects up his own selling effort with advertising that is under way and running at top speed is sure to find that he makes sales easier and that his own efforts count for more. Such is the cumulative effect of

"There is no field into which everything good can be so prof-Itably poured as into advertising. Reading, travel, business experience, life on the farm, a touch of art, knowledge of men in their home life, their sports. their religion, all go to a geed market in an industrious advertising brain. My belief in the certainties of advertising is as fixed and fast as in the certainties of natural laws."-Artemus Ward, in Printers' Ink.

Says It Pays to Advertise. W. Straus a Chicago broker. in an address before the Agate club

on Investment Advertising," said: "It pays to advertise. It has paid good investments to sell and who ad vertise along the right lines. One should advertise extensively in the newspapers. The newspapers surpass all other mediums in the quickness and certainty of their results. The advertiser who gets discouraged has no business advertising If he is persistent, he is bound to win out in the end provided his proposition has merit and his advertising campaign is conducted properly.

SUDDEN DEATHS IN A S(LO.

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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

# SEEDS

Bee Keepers and Poultry Supplies, Insecticides, Plants, Etc., now ready-send for it

UNITED SEED AND FRUIT CO.

FARMERS SUPPLY CO.

ROSWELL SEED CO. Roswell, New Mexico

**MONUMENTS** 

of Georgia Marble and Colorado Biock Granite HUMPHREY & SLEDGE

INTERSCHOLASTIC MEET Albuquerque, N. M. April 23-24, 1915



Tickets on sale April 21, 22 and 23, 1915. Return limit 25th, 1915. Fare for round trip \$15.40.

A. B. HALE, Agt.

### THINGS

GOOD TO EAT

We have a full line of eatables. Prices right

Eggs a Specialty

Come in and give us part of your business

STRICKLAND & BLAND

CHAS. GOODLOE First Class Auto Buggy Painting SIGNS

Also house painting and paper hanging. Carry a small stock of paint and varnish specialties not to be found elsewhere in town.

Old and defective mirrors resilvered

Dr D. D. Swearingin, of the firm of Presley and Swearington. eve ear and nose specialists of attention of the farmers to this dang- Roswell, New Mexico will be in er and should urge that silos be care Portales, at Neer's Drug Store fully ventilated before being entered. 20-21 22 of eachmonth.

# FARMERS

Form a banking connection now by depositing now while you are marketing your crops, and you will be in line to ask for accommodations during the lean months next Spring and Summer. It is our earnest endeavor to help build up the Farmers and Stock Farmers of this Community.

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of Portales, New Mexico

MEMBER FEDERAL RESERVE SYSTEM

# White House Grocery Co.

Agents for Wichita Best and Golden Seal Flour

Headquarters for Quality

Groceries. We pay the highest cash price for

your cream. Cleanliness and fair dealing our motto

White House Grocery Go.

### WHY GROW OLD?

We carry Everything You need to preserve that youthful appearance in old age.

PURE DRUGS PRODUCE QUICK RESULTS

**GET THEM HERE** 

EGBERT WOOD, Proprietor Successor to PORTALES DRUG Co.

# WE HAVE INQUIRIES

For Farms and Small Ranches. List your places with us. We have Farms, Hotels, Stores, Etc., in different places to trade for New Mexico stuff.

SEE US

WE ALSO WRITE INSURANCE

BRALEY and BALL

Portales, : New Mexico

# KOHL'S GARAGE

First Class Automobile and Gas Engine Repairing

COMPLETE STOCK OF FISK TIRES AND TUBES

LOUIS KOHL, Prop.

CALL In And See That Cheap Sudan Grass Seed

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.

# The Largest Stock of Goods In Roosevelt County

We have been in the mercantile business in Rogers for the past nine years. We have studied the needs and wants of all the people of this entire section of the country and have always tried to carry a satisfactory stock of goods goods that we were delighted to sell because they would delight the purchaser; but we say without any hesitation that we have now considerably the largest and choicest stock of dependable merchandise we have ever brought to Rogers. In fact, we think we are perfectly safe in saying that there is not a larger stock of dependable merchandise in Roosevelt county. Mrs. Anderson and I went direct to the eastern markets, and with our buying experience, were able to purchase the rarest stock of Dry Goods, Dress Goods and Notions, both as to style and wearability. These goods have arrived, and we respectfully invite you—yes, we urge you to call at once and inspect these goods. Look where you will, but examine our goods before you buy. You owe this to yourself. It is not possible for us to describe all this splendid line of merchandise, or mention each article. These goods must be seen to be appreciated. Come and see. Do it now\_today.

You will find here a full line of the latest styles and weaves in dress goods at prices that suit your purse. Come early and get first pick. HATS-We bought a complete line of all the nobby styles in Ladies Hats. You will make a mistake if you buy that spring hat before seeing our line.

### Gentlemen-

You will find a full line of dependable Clothing at attractive prices. Whatever you do don't fail to see our line of Men's and Boys' Suits before you buy.

### Family—

We are very anxious to become outfitters for the entire family. We had that idea in mind when we bought our goods. You will find just the article of clothing here you need for every member of the family. Shoes, Hats, Gloves, Work shirts, Overalls, Dress Shirts-in fact, everything you need for the family. Bring the entire family. You will be glad of it even though you have to come a long distance.

Our line of Groceries is by far the largest and most complete line of staple and fancy goods, all fresh and pure, that we have ever carried.

Give us a chance to show our goods

# S. F. Anderson & Son

Rogers, New Mexico

to

ean is

nd D. K. Smith left for their mes today.

Virgil Howard came in this ek from Texas and is looking a ranch location.

arge assortment fancy parafor ladies misses and chiln. Joyce-Pruit Company.

A. J. Evans passed ough Monday on her way to Sumner to join the Doctor.

. B. Austin, prorietor of The del Grocery at Clovis, was in n today calling on old friends. everal prospectors were ught in today by the Martinsen Investment Co. to look the Valley.

has. Thompson, of the White se Grocery company, has e to Hagerman for a few days isit relatives.

omer Wilkinson, the popular sman for the Waples-Plater cery Co., was here today ing on the trade.

Cyclone" Southers at the Tuesday night delivered a ndid lecture to an apprecie but rather small audience.

Fifty Years adapting the right nouris food in Scott's Emulsion strengthened thousands of men women to continue their work usefulness for many years.

cott's Emulsion is a food, a mediand a tonic to keep the drich, avoid rheumatism thwart nervous conditions. free from alcohol or harm-drucks. The heat physicians

#### Journal Changes Again

The Clovis Journal has been

#### More Fords

plentiful in Portales each week. Following deals have been reported: Sheriff Geo. C. Deen the expenses of school maintenbought one of the latest improved touring cars and sold the one he has been running the past few months to Jewel Brown. C. W. Terry sold the one he bought tendent of public instruclast year to Dr. S. B. Owens and tions will soon have copies of

#### Two Hundred Thousand Bushels.

A Herald Times representave buttonholed one of the J. B. Garret thresher crew Wednesday and learned from him that the Garret . thresher had threshed about 150,000 bushels of grain up to date, and expected to thresh about 60,000 bushels more All this 150,000 bushels were raised in the southeast part of

#### Commissioners in Session.

the county.

The board of county commis sioners met Monday. This is the second regular quarterly meeting of the year and there was much business to transact. All the members were present. The proceedings will be publishnext week.

Gossard front lace corset.

#### County Unit Tax Bill.

The county unit tax bill is a purchased by Drs. A.L. and F.A. lengthy affair and provides Dillon. Jack Hull will be editor among other things that the The Journal has always been a board of county commissioners good paper and seems to get the shall annually levy and collect business. The numerous change a tax of one-half of one mill on the es in the ownership of this seem. dollar upon all the taxable prop ingly thriving paper should be erty in the county for the mainevidence to the public that a tenance of the public schools, newspaper is not such a paying same to be paid to state treasurproposition as most people ima er and added to the state current school func.

It also provides that the school directors of rural school districts shall on or before the first day The Fords continue to be more of May make an estimate, to the county superintendent of schools of the money necessary to defray ance for the ensuing year.

understand the State superinpurchased one of the late models, the bill ready for distribution.

#### Program Mens' Meeting

Sunday, April 11th, at Braley and Ball's office, at 3 p. m. How we may help to purify our pres-

ent day politics?. Jas. A. Hall, R. G. Bryant Why is Billy Sunday so successful in

..... A. B. Hale, S. G. Bridges some great things the Christian forces are doing in the United States... ...... Cash Carter, C. W. Carroll The best way to be a witness for life to live the life. J. F. Jones, W. B. Reid

What can we do to help the Boy

Scout movement? ..... P. B. Timmons, A. W. Freemi ome excuses men offer for not being more attentive to Christain duties; remedy?. W. E. Lindsey, A. J. Smith The interest is increasing rapidly in these meetings and you are needed. Come join us in the

good work.

W. S. Merrill and Fred W. Nullmeyer left this morning for Bay City Texas, on a prospect- days for the entire family.

#### School Notes.

A. A. Rogers gave to the school on Wednesday one of the most practical chapel talks of the year The keynote of his remarks was. efficiency, which he said was equal to the "work done" divided by the "time elapsed." Regard and respect for organization, system and laws, was his basis for efficient work.

J. F. Jones was present at chapel Tuesday morning.

He took for the basis of his talk the story of a part of Saul's life. In speaking of the attainment of worthy ambitions he used illustrations from the lives of Cardinal Woolsey, Cromwell and other prominent historical characters.

The girls of the domestic science department had a candy sale last Saturday afternoon. The proceeds were to apply to the funds of the athletic association for the purchase of balls for the school.

The senior class of the High school enjoyed a hike to the H ranch yesterday afternoon. Most of the afternoon was spent in kodaking. Some snap shots were taken for the annual. At four o'clock they returned to town and escorted the faculty of the high school to the scene of their afternoon revelry, where a picnic lunch was served by the seniors. The party included Misses Bessie Dickbreder, Nora Fairly, Eunice Honea, Willie Fer guson, Willie Warnica, Helen Lindsey, Edith Reagan, Grinstead and Haynes, and Messrs Long, Timmons, Beiler, Hubert Yates and Lee Langston.

The local oratorical contest for the selection of a contestant to represent the Portales high school boys was held at the Cosy theatre Wednesday night. The Pecos valley contest will be held in Roswell April 17. Clovis, Roswell, Artesia and Portales will be represented. Miss Edith Reagan of the senior class will represent the girls in the contest and Carl Owens will represent the boys.

HONOR ROLL

THIRD GRADE Louise Troutt Josephene Knapp Mary Kohl Perle Furgeson Durward Jones

Bernie Lawrance SECOND GRADE Nettie Lee Allison Inman Freeman Fremont Harris Dudley Pitts R. L. Puckett Marjorie Pearce

J. E. Darnell

#### Thank You

Verona Thompson

This is a fine old world. Lots of thoughtful people who are ever ready to make your path less thorney. Yet there are lots Space will not permit us to of folks ready to kick and cuff publish the entire bill, but we you. If you don't do anything they cuss you, and if you do any. thing they cuss you. Holy Writ has said; "Woe unto you when all men speak well of you." Much real consolation in that when the stones are hurled at us and the boulders are rolled in our path.

But what I started out to say is, one day this week a man, big hearted and brainy, kind and thoughtful called to me and said. Do you know that some folks are cussing you because of the articles you are writing for the Herald Times? But I just want to tell you that perhaps you are so ving wiser than you think The people out here have had a hard struggle for the most part, and you are helping to lighten their burden by the good things you are saying about them and their work. You are setting higher ideals before them. You are doing lots of good" I just want to say 'thank you'

and thank you again.

The Journeyist.

Under wear for the warmer Joyce Pruit Company.

# THIS BANK

#### IS MORE THAN JUST A BANK

It is your friend. It is the medium of exchange between you and the rest of the world. Its drafts are honored everywhere. It protects your savings. It loans you money when you need it. It exerts a strong influence in upholding the moral and material interests of your community, of yourself. It is safe, it is sound, it is conservative, it is strong. It is a GOOD place for your savings. Your name to an honored check is a good endorsement.

The Portales Bank and Trust Company

### Come To Cox's Meat Market

Nice Fresh Meat and Pure Lard

PHONE II

W. M. COX, Prop.

# FARMERS-

We buy everything you have to sell and pay the highest cash price.

We sell Grain, Coal, Salt, Chickens and Live Stock of all kinds.

Home made Portales Brooms 25c each We sell for cash only and pay cash.

By selling for cash we save you money. Every man pays his own bills.

Rose of Kansas Flour, \$4.00 per cwt. Full Value Flour, \$3.85 per cwt.

Sacked Salt, 50c per sack.

H. S. Douthit & Company

# LUMBER

When you buy from us you can depend on receiving the best to be had and at prices that are right

PORTALES LUMBER CO.

# Keep Your Suits Like New

The man who does not have his clothes dry cleaned and pressed frequently does not get the full wear out of them. Long before the clothes are worn out, the lapels droop over, the coat front breaks, the sleeves wrinkle and pull out at the elbow, the trousers become baggy and lose their shape at the bottom, and the entire suit looks old and disreputable. Our service keeps them clean and fresh, keeps them shaped right and fitting perfectly until they wear out. It's not only an aid to good dressing, but a real economy as well. Take advantage of it often

### Warnica & Landers

Next to Portales Hotel

PORTALES, N. M.



y man is in the light from his collar up.

xpands and cold contracts feet never belped business

One kind of a fool is a man who

However, no man would be fool enough to plant a dictograph just to hear his wife talk

That familiar phrase, "the right man in the right place," sometimes applies to the fellow in jail.

The bed of the Atlantic continuer

There is one thing we all can tall about—the other fellow

The tango may wane, but England is still willing to do the German. Removing the ban on "Tipperary"

effectually disposes of the desire to

What has become of the old-fash

for frostbite? It's a wise European father who brings his son up to be either a doc

tor or an architect.

Overripe cream makes rancid butter. It may taste all right when taken from the churn, but in a few hours becomes the same old sour cream.

There comes from Germany the story that all the cats in the country have been commandeered that their skins may be used for the lining of soldiers' coats; and the Louisville Times remarks that "the soldier in his trench will realize the mysterious workings of Providence when he goes to sleep shrouded by the fur of the same cat which probably kept him awake not many months ago."

Nettles as Substitute for Cotton. The search for a cotton substitute has been going on in Europe for a have been made with the common nettle, which has been a promising plant on account of the strength of its fiber and its ready growth wild under the most discouraging conditions, with a large yield per acre. The great difficulty has been in separating the fiber from the woody stem. In a method of treatment that has been worked out in the last two or three years, the dried nettle stems are boiled about half an hour in dilute soda lye, and the loosened fibers are then separated in a machine with revolving brushes. The material is then subjected to a number of alternate boilings in dilute lye and thorough washings, both under high pressure. The product is a mass of yellowish fibers, free from mm, that can be bleached, combed. and spun into lustrous white yarn This is claimed to have the smoothness and softness of flax, with a strength even greater than that of

Our Hymns for Ads in Japan Introduction of the English Bible and English religious hymns into Japan has brought ludicrous results according to an article entitled "The Japanese Bible," by Prof. Ernest W. Clement, instructor in Biblical literature at the University of Tokio, in a recent issue of the Biblical World

brilliant damask, and can be used

alone or with other threads-for up-

holsteries, ribbons, and a variety of

The Japanese merchants have secu larized the sacred tunes to such an extent that it is a common sight to see a band of Japanese marching through the streets advertising tea, rice and dried fish to the tune of "Onward Christian Soldiers." or "Nearer, My God to Thee.'

To make a still more ludicrous contrast, the advertisers dress in grotesque costumes and perform acrobatic tricks to the tune of the hymn

Reaching the Home. The importance of this whole ques tion of publicity to the consumer is growing on the manufacturer. He sees his competitor or some man in another line turning the trick of publicity and he sits up and thinks. He loe McAlister of Tyrone is gradually realizing that localized crystallized publicity in the home is

what pays best and that he can only cet that through the newspaper

### Times SUFFER TO WIN HOMES

WAGONS AND DUGOUTS.

Thousand Homesteaders Brave Hardships of Severe Winter on Southeast Plains of New Mexico.

Tatum, N. M. - Hardships undreamed of by people comfortably housed in other parts of the state have been experienced during the winter now closing by settlers on the plains in this section of New Mexico in their determination to win homes for themselves and children. It is estimated that more than 1,000 home steaders have filed on claims within the twenty-four townships opened to settlement on March 5, and many of these have been on the land during the greater part of the severe winter. living in wagons, tents and dugouts, and often without fuel and sufficient provisions. Several children have been born in the settlement-two of the number in wagons that were with out heat of any kind-the meager fuel supply of that particular section having been exhausted.

The milder weather has started activity among the settlers on the plains and supplies of all kinds are being brought in, buildings are being erected and land cultivation soon will be com-

States Reach Shipping Agreements. Santa Fé .- According to a telegram received by Governor McDonald from W. J. Linwood, secretary of the Cattle Sanitary Board, who attended the meeting of the sanitary committee of the National Livestock Association in San Francisco, the states of New Mexico, Arizona, Texas and Colorado have reached an agreement relative to interstate livestock and other ship ments. This is taken to mean that the sweeping quarantine now in effect ioned man who knew what was good will be modified as to livestock and other shipments into New Mexico from the states mentioned, and that New Mexico livestock, hay, alfalfa, etc., will be free to enter Texas, Arizona and Colorado.

> Steel Road-markers Point Way. Raton.-One hundred and three steel road markers, recently ordered by the county road commissioners, arrived and will be set up on permanent supports throughout the county at cross oads and other places where the travler might be looking for road information. These signs are 5x24 inches in size and will contain information egarding direction, the places to which the road leads and the number

Dance on Sunday If You Desire. Santa Fé -- Attorney General Frank W. Clancy gave an opinion concerning in an address before the Agate club the amount of license owners of publon Investment Advertising," said: ic halls must pay and replying to the uery as to whether it is proper to ioid dances in such halls on Sunday. and it will pay all others who have ion of the law in holding such dances on Sunday provided they give no dis-

Slayer of Own Babies Suicides. East Las Vegas. - Mrs. J. R. Cleven ger, the woman who killed her infant son and daughter and dangerously wounded herself early last November. ommitted suicide by hanging in the state hospital for the insane here. The woman had been incarcerated in the asylum since her crime was commit ed. This is the second suicide of paients of the institution within three

Raton Three brothers Jose Cam po. N. M. Campo and J. Campo former section hands on the E P & S W. at Taylor, have been brought here rom French, where they were arrest hemp. The yarn has been made into

> Exploration Company Incorporated. Santa Fé The Magdalena Exploraon Company of Magdalena, Socorro county, has filed incorporation papers with the State Corporation Commistion. The capital of the company is \$100,000, and \$51,000 has been paid in. gas is proposed, the company owning and jumped down one after another a tract of 800 acres in Socorro county.

Man Hit in Head With Pick.

Clayton Chas. Warrior of Des foines, it is alleged, struck and per haps fatally injured Joe Rachel, a former saloonman, the latter's skull being crushed in with a pick. The surgeons are now trephining his skull The quarrel arose over a disputed lum-

Report Rich Gold Discovery.

Silver City.-Reports reached here of a rich gold strike made recently near Duncan, Ariz., in the Copper Basin district. The strike, which comorises a group of twenty-four claims. s owned by Ollie Phillips of Duncan and D. F. White, B. F. Waters and

Civil Service Examinations

Santa Fé.-Acting Secretary H. A Delgado of the Civil Service Board, announced the following examina-SETTLERS SHIVER IN TENTS, lions: April 7, laboratory aid in echnical agriculture, \$600 to \$900 per annum; April 14-15, scientific assistint; April 20, technologist in sugar peet seed investigation (male), \$1,-300; gas waste engineer (male), \$2. 100 to \$3,600; April 28, pomological artist (male or female), \$1,200; April 28-29, assistant in plant introduction (male), \$1,400 to \$1,620.

PAYS IN THE LONG RUN

Advertising Gathers Momentum as It Goes, Making Sales Easier-Must Be Properly Planned.

There is an old proverb setting forth the homely truth that it takes constant pounding to hammer home a nail. This is simply a forceful and picturesque way of saying that one impression is often not sufficient to pound home a fact.

Of course the man who first put this proverb in writing had never heard of advertising, but the truth fits the advertising situation like a glove. One advertisement seldom pays Two or even a dozen advertisements are likely to prove a losing proposition. In fact, it may be doubted if in a general field a few advertisements of a staple brand of merchandise-paper for instance—ever pay in direct returns for the space they occupy. But

advertising does pay in the long run It takes time for a train of heavy Pullmans to get under way. And it takes time for advertising to produce selling effort that can actually be felt But just as surely as the engine pulls the train out of the yard, so will properly planned advertising sell goods Such advertising gathers momentum as it goes, just like a train. And whoever connects up his own selling effort with advertising that is under way and running at top speed is sure to find that he makes sales easier and that his own efforts count for more. Such is the cumulative effect of dvertising.

"There is no field into which everything good can be so profitably poured as into advertising. Reading, travel, business experience, life on the farm, a touch of art, knowledge of men in their home life, their sports. their religion, all go to a good market in an industrious advertising brain. My belief in the certainties of advertising is as fixed and fast as in the certainties of natural laws."-Artemus Ward, in Printers' Ink.

Says It Pays to Advertise. W. Straus, a Chicago broker,

'It pays to advertise. It has paid good investments to sell and who ad vertise along the right lines. One should advertise extensively in the newspapers The newspapers surpass all other mediums in the quickness and certainty of their results. The advertiser who gets discouraged has no business advertising if he is persistent he is bound to win out in the end, provided his proposition has merit and his advertising campaign us conducted properly

SUDDEN DEATHS IN A SILO

A recent fatal accident in Ohio calls attention to danger to farmers which cannot be too widely circulated. Since 1875, when the first American silo was built by Dr. Manley Miles, this method of preserving for age for livestock has been generally adopted. Although the Department of Agriculture has freguently called attention to the danger of carbon dioxid gas accumulating in silos under certain conditions, no fataltes have been reported heretofore. On the State Hospital, ascended the ladder onto the silage, the top of which was about six feet below the door. About men following them found them unconscious Although a large force of workmen were immediately summoned and the bodies of the four men removed at once through a lower door, the physicians of the hospital who were at once on the ground were unable to resuscitate any of the four men. Evidently the carbon dioxid gas had accumulated during the night filling the silo up to the leve! of the door and forming a layer of carbon dioxid gas six feet deep. Such accidents, says The Journal of the American Medical Association, might eas ily be repeated on any modern farin. Agricultural journals should call the

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FARMERS SUPPLY CO. ROSWELL SEED CO.

Roswell, New Mexico

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INTERSCHOLASTIC MEET Albuquerque, N. M., April 23-24, 1915



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Eggs a Specialty

Come in and give us part of your business

STRICKLAND & BLAND

#### CHAS. GOODLOE First Class Auto Buggy Painting SIGNS

Also house painting and paper hanging. a small stock of paint and varnish specialties not to be found elsewhere in town.

Old and defective mirrors resilvered

Dr D. D. Swearingin, of the firm of Presley and Swearington. eve ear and nose specialists of

# FARMERS

Form a banking connection now by depositing now while you are marketing your crops, and you will be in line to ask for accommodations during the lean months next Spring and Summer. It is our earnest endeavor to help build up the Farmers and Stock Farmers of this Community.

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PURE DRUGS PRODUCE QUICK RESULTS

**GET THEM HERE** 

EGBERT WOOD, Proprietor Successor to PORTALES DRUG Co.

# WE HAVE INQUIRIES

For Farms and Small Ranches List your places with us. We have Farms, Hotels, Stores, Etc., in different places to trade for New Mexico stuff.

SEE US

WE ALSO WRITE INSURANCE

BRALEY and BALL

Portales, : New Mexico

# KOHL'S GARAGE

First Class Automobile and Gas Engine Repairing

COMPLETE STOCK OF FISK TIRES AND TUBES

LOUIS KOHL, Prop.

While the handshake is apt to be attention of the farmers to this using overworked, the patriot with a mit overworked w

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

# The Largest Stock of Goods In Roosevelt County

We have been in the mercantile business in Rogers for the past nine years. We have studied the needs and wants of all the people of this entire section of the country and have always tried to carry a satisfactory stock of goods—goods that we were delighted to sell because they would delight the purchaser; but we say without any hesitation that we have now considerably the largest and choicest stock of dependable merchandise we have ever brought to Rogers. In fact, we think we are perfectly safe in saying that there is not a larger stock of dependable merchandise in Roosevelt county. Mrs. Anderson and I went direct to the eastern markets, and with our buying experience, were able to purchase the rarest stock of Dry Goods, Dress Goods and Notions, both as to style and wearability. These goods have arrived, and we respectfully invite you—yes, we urge you to call at once and inspect these goods. Look where you will, but examine our goods before you buy. You owe this to yourself. It is not possible for us to describe all this splendid line of merchandise, or mention each article. These goods must be seen to be appreciated. Come and see. Do it now-today.

#### Ladies—

You will find here a full line of the latest styles and weaves in dress goods at prices that suit your purse. Come early and get first pick. HATS-We bought a complete line of all the nobby styles in Ladies Hats. You will make a mistake if you buy that spring hat before seeing our line.

#### Gentlemen-

You will find a full line of dependable Clothing at attractive prices. Whatever you do don't fail to see our line of Men's and Boys' Suits before you buy.

### Family—

We are very anxious to become outfitters for the entire family. We had that idea in mind when we bought our goods. You will find just the article of clothing here you need for every member of the family. Shoes, Hats, Gloves, Work shirts, Overalls, Dress Shirts-in fact, everything you need for the family. Bring the entire family. You will be glad of it even though you have to come a long distance.

Our line of Groceries is by far the largest and most complete line of staple and fancy goods, all fresh and pure, that we have ever carried.

Give us a chance to show our goods

# S. F. Anderson & Son

Rogers, New Mexico



up his

Commissioners S. E. Johnson nd D. K. Smith left for their

Virgil Howard came in this eek from Texas and is looking a ranch location.

arge assortment fancy parals for ladies misses and chilen. Joyce-Pruit Company.

A. J. Evans passed rough Monday on her way to Sumner to join the Doctor.

A. B. Austin, prorietor of The odel Grocery at Clovis, was in wn today calling on old friends. Beveral prospectors were ought in today by the Martinnsen Investment Co. to look r the Valley.

Chas. Thompson, of the White use Grocery company, has e to Hagerman for a few days visit relatives.

lomer Wilkinson, the popular sman for the Waples Plater ocery Co., was here today ling on the trade.

'Cyclone" Southers at the y Tuesday night delivered a endid lecture to an apprecie but rather small audience.



#### Journal Changes Again

The Clovis Journal has been purchased by Drs. A.L. and F.A. business. The numerous changes in the ownership of this seemingly thriving paper should be evidence to the public that a proposition as most people ima-

#### More Fords

plentiful in Portales each week. Following deals have been re- of the money necessary to defray ported: Sheriff Geo. C. Deen the expenses of school maintenbought one of the latest improved ance for the ensuing year. touring cars and sold the one he has been running the past few months to Jewel Brown. C. W. Terry sold the one he bought last year to Dr. S. B. Owens and purchased one of the late models.

#### Two Hundred Thousand Bushels.

A Herald Times representave buttonholed one of the J. B. Garret thresher crew Wednesday and learned from him that the Garret . thresher had threshed about 150,000 bushels of grain up to date, and expected to thresh about 60,000 bushels more All this 150,000 bushels were raised in the southeast part of

#### Commissioners in Session.

the county.

The board of county commis sioners met Monday. This is the second regular quarterly meeting of the year and there was much business to transact. All the members were present. The proceedings will be publishnext week.

Gossard front lace corset. Joyce-Pruit Company.

#### County Unit Tax Bill.

The county unit tax bill is a lengthy affair and provides Dillon. Jack Hull will be editor among other things that the The Journal has always been a board of county commissioners good paper and seems to get the shall annually levy and collect a tax of one-half of one mill on the dollar upon all the taxable prop erty in the county for the maintenance of the public schools, newspaper is not such a paying same to be paid to state treasurer and added to the state current school fund.

It also provides that the school directors of rural school districts shall on or before the first day The Fords continue to be more of May make an estimate, to the county superintendent of schools

> Space will not permit us to understand the State superintendent of public instructions will soon have copies of the bill ready for distribution.

#### Program Mens' Meeting

Sunday, April 11th, at Braley and Ball's office, at 3 p. m. How we may help to purify our pres-

ent day politics? ..... Jas. A. Hall, R. G. Bryant Why is Billy Sunday so successful in

..... A. B. Hale, S. G. Bridges Some great things the Christian forces are doing in the United States.

The best way to be a witness for life to live the life. J. F. Jones, W. B. Reid What can we do to help the Boy

Scout movement? ....P. B. Timmons, A. W. Freemar Some excuses men offer for not being more attentive to Christain duties; remedy?. W. E. Lindsey, A. J. Smith

The interest is increasing rapidly in these meetings and you are needed. Come join us in the good work.

W. S. Merrill and Fred W Nullmeyer left this morning for Bay City Texas, on a prospect-

#### School Notes.

A. A. Rogers gave to the school on Wednesday one of the most practical chapel talks of the year The keynote of his remarks was. efficiency, which he said was equal to the "work done" divided by the "time elapsed." Regard and respect for organization, system and laws, was his basis for efficient work.

J. F. Jones was present at chapel Tuesday morning.

He took for the basis of his talk the story of a part of Saul's life. In speaking of the attainment of worthy ambitions he used illustrations from the lives of Cardinal Woolsey, Cromwell and other prominent historical characters.

The girls of the domestic science department had a candy sale last Saturday afternoon. The proceeds were to apply to the funds of the athletic association for the purchase of balls for the school.

The senior class of the High school enjoyed a hike to the H - ranch yesterday afternoon. Most of the afternoon was spent in kodaking. Some snap shots were taken for the annual. At four o'clock they returned to town and escorted the faculty of the high school to the scene of their afternoon revelry, where a picnic lunch was served by the seniors. The party included Misses Bessie Dickbreder, Nora Fairly, Eunice Honea, Willie Fer guson. Willie Warnica, Helen Lindsey, Edith Reagan, Grinstead and Haynes, and Messrs Long, Timmons, Beiler, Hubert Yates and Lee Langston.

The local oratorical contest for the selection of a contestant to represent the Portales high school boys was held at the Cosy theatre Wednesday night. The Pecos valley contest will be held in Roswell April 17. Clovis, Roswell, Artesia and Portales will be represented. Miss Edith Reagan of the senior class will represent the girls in the contest

HONOR ROLL

Minnie Munsinger Lewis Terrell

Louise Troutt Josephene Knapp Mary Kohl Perle Furgeson Durward Jones

SECOND GRADE Nettie Lee Allison Maxine Dameron Mariorie Pearce orine Revnolds J. E. Darnell

Inman Freeman Dudley Pitts R. L. Puckett John Wyly Burl Williams Verona Thompson

#### Thank You

This is a fine old world. Lots of thoughtful people who are ever ready to make your path less thorney. Yet there are lots of folks ready to kick and cuff publish the entire bill, but we you. If you don't do anything they cuss you, and if you do any thing they cuss you. Holy Writ has said; "Woe unto you when all men speak well of you." Much real consolation in that when the stones are hurled at us and the boulders are rolled in our path.

But what I started out to say is, one day this week a man, big hearted and brainy, kind and thoughtful called to me and said. Do you know that some folks are cussing you because of the articles you are writing for the Herald Times? But I just want to tell you that perhaps you are so ving wiser than you think The people out here have had a hard struggle for the most part, and you are helping to lighten their burden by the good things you are saying about them and their work. You are setting higher ideals before them. You

are doing lots of good" I just want to say 'thank you' and thank you again.

The Journeyist.

Under wear for the warmer days for the entire family. Joyce Pruit Company.

# THIS BANK

#### IS MORE THAN JUST A BANK

It is your friend. It is the medium of exchange between you and the rest of the world. Its drafts are honored everywhere. It protects your savings. It loans you money when you need it. It exerts a strong influence in upholding the moral and material interests of your community, of yourself. It is safe, it is sound, it is conservative, it is strong. It is a GOOD place for your savings. Your name to an honored check is a good endorsement.

The Portales Bank and Trust Company

### Come To Cox's Meat Market

Nice Fresh Meat and Pure Lard

PHONE II

W. M. COX, Prop.

# FARMERS-

We buy everything you have to sell and pay the highest cash price.

We sell Grain, Coal, Salt, Chickens and Live Stock of all kinds.

Home made Portales Brooms 25c each

We sell for cash only and pay cash.

By selling for cash we save you money. Every man pays his own bills.

Rose of Kansas Flour, \$4.00 per cwt. Full Value Flour, \$3.85 per cwt. Sacked Salt, 50c per sack.

H. S. Douthit & Company

# LUMBER

When you buy from us you can depend on receiving the best to be had and at prices that are right

PORTALES LUMBER CO.

# Keep Your Suits Like New

The man who does not have his clothes dry cleaned and pressed frequently does not get the full wear out of them. Long before the clothes are worn out, the lapels droop over, the coat front breaks. the sleeves wrinkle and pull out at the elbow, the trousers become baggy and lose their shape at the bottom, and the entire suit looks old and disreputable. Our service keeps them clean and fresh, keeps them shaped right and fitting perfectly until they wear out. It's not only an aid to good dressing, but a real economy as well. Take advantage of it often

### Warnica & Landers

Next to Portales Hotel

PORTALES, N. M.

Mrs. Emma Large of Elida was a visitor here Monday.

Mrs. Ida Vincent of Inez was here on business Tuesday.

Miss Nettie Chesher came in Monday to visit friends here.

Harrison Carder of Inez was transacting business here Satur-

Judge T. E. Mears and family

Mrs. Orpha Hawkins left Sun- town Tuesday. day for Reed, Okla., to visit her parents.

all the new styles. Joyce Pruit on business matters Monday.

Sunday after visiting her mother and Ackerman of Dereno were The largest communion we have at Temple, Texas.

J. H. Latham, a prominent day. citizen of Tolar, was in town on business Monday.

J. A. Moss of the Midway community was transacting business at the court house Tuesday.

R. E. Curd returned Monday after spending several days in Dallas, Texas, and vicinity on business.

Spring dress goods in all the new things. See our display of different material and patterns. Joyce-Pruit Company.

Found—Girl's gold bracelet. in Trinidad, Colo. Same can be had by calling at this office, describing property of Elida, and Mr. Miller of Nobe, and paying for this notice.

from Spur Texas, Tuesday in to a point south of Portales. his Ford, where he had been for several days on business

Swearingen will treat his eyes.

Judge W. R. McGill of La Lande, was here on business Wednesday.

Green Wagnon and wife of the Givens community were visitors here Monday.

Ledies skirts in sand and putty, also wash skirts. Joyce-Pruit Company.

John Tyson and W. M. Wilson, of Taiban, came over in Mr. Tyson's Ford Monday.

Mr and Mrs. B. Hall of Blanco visited at the home of Mrs. S. F. Culberson Saturday and Sunday

Kirk Thornton and W. A. Higspent Sunday in Elida, returning gins, two prosperous farmers of the Macy community, were in

W. E. Spade and E. C. Comstock, of Clovis, land owners in Ladies and Misses slippers in the Portales Valley, were here

Johnson Bros., Wyatt Bros. Mrs. R. G. Bryant came in and Messrs. Harris, Hollifield transacting business here Mon-

> Mrs. L. R. Hough and children returned from Elida Monday, Sunday. Sunday School at 10 where Dr. Hough had been for several days, engaged in dental in the evening at 7:30.

Dr. D. W. Miller of Blackwell, Okla., who owns a fine irrigated farm a few miles west of town, came in Monday to look after his interests.

Sam Osborn, who has been visiting for some time at the home of his sister, Mrs. G. T. Amos, left Monday for his home

Jake McCabe and Dink Logan were here Monday morning. G. M. Williamson returned They had driven a herd of cattle

County Assessor J. E. (Wood | ton, Texas, has returned and will | ing service "The worlds great | all comfort comes. row) McCall left Wednesday for make his home here. He expects est sermons" Roswell where Drs. Presley and Mrs. Calloway to come in a few

Another shipment of Misses middy dresses at \$1.25. Joyce-Pruit Company.

Mit Price and Mr. Francis of Benson were business visitors here Wednesday.

Hugh Hunley, an old friend of G. T. Amos, has been in town for several days and may locate here.

E E. Hoagland, the new manager of the Joyce-Pruit store, left for Hagerman Wednesday to bring his family to Portales.

Miss Irene Smith, teacher of the Blanco school near Dereno, spent the week end with her mother, Mrs. Maude Smith.

Call and see our complete line of ladies, misses and children's hats. We can please you and our prices are right. Mrs. M

#### Methodist Church.

Fine services on last Sunday. witnessed since we have been in Portales.

The regular services on next a. m. Preaching at 11 a. m. and

You will be welcome at ou church. A. C. Bell, Pastor.

#### **Baptist Notes**

Last Sunday was afine day at the Baptist church. Good attendence in the Sunday School. Fine audiences both morning and evening. A goodly number in mighty God to take from our the communion service. We midst C. H. Apsley, a worthy were glad to have a number of member of our Kansas club who new people worship with us in died March 31, 1915, and was in the night service. Come again, terred in Portales cemetery: you are welcome. Service next Therefore, be it resolved that Sunday, S. S. 10 o'lock. Sub we deeply sympathize with the ject, for the 11 o'lock hour, 'The daughters and relatives of Bro-Rev. F. D. Calloway, who has Divine Message and the Divine ther Apsley and would recomlived for several morths at Den- efficency" Subject for the even- mend them to God from whom

We are glad to have you wor ship with us. W. E. Dawn, Pastor

#### U.D.C. Meeting

U.D.C. met on Tuesday evening with Mrs. R. Hardy. The lesson was instructive as well as interesting, and everyone enjoyed the evening. A delightful salid course was served.

Press Reporter.

#### Carter School Notes.

The following were on the honor roll at the close of school: Eighth Grade-O. B. Creek, Ben Prater, Lena Owenby, Chas.

Sixth Grade-Lotus Davis, Ruby Creek, Dorothy Seifried. Fourth Grade-Webster Creek, Lewis Davis, Thira Powell. Third Grade-Jesse Wooten,

Lee Powell. P. M. Fortner, Teacher.

#### Langton Notes.

Miss Ida Johnson spent Monday evening in the Jeff Keeter

was well attended and enjoyed in the United States, the District

The Easter entertainment Sunday drew a large crowd and the dinner served was very much en-

School election this week resulted in Mr. Keeter and Clary being chosen as directors

#### Resolutions of Respect

Whereas it has pleased Al

Henry Shapcott. H. V. Thompson. prices in our line, Whitcomb Lee L. Brown, and Larrabee.

#### Cattle Proclamation.

FOOT AND MOUTH QUARANTINE. "Whereas, the cattle sanitary board of New Mexico has com municated in writing to me, the governor of the State of New Mexico, the fact that it has come to the knowledge of said board that a contagious and infectious disease has become epidemic and exists in various localities in different localities in different states of the union beyond the limits of this state, which disease is known to be fatal and highly in jurious to cattle:

"Therefore, I, William C. Mc Donald, governor of the State of New Mexico, do hereby prohibit the importation into this state of cattle, horses, burros, mules, sheep, goats or hogs, as well as any hoofs, hides, skins or meat of any such live stock, or of any hay, straw, fodder, cottonseed or other products or material calculated to carry the infection The singing at Mrs. Lemons of such disease, from any state of Columbia, Canada, or Republic of Mexico. All stock cars imported into the state, whether loaded or empty, must be disinfected immediately prior to their entrance into the state. Also all stock cars used for the transporting of live stock or any materials or commodities from points within the state to other points within the state. must first be disinfected immediately prior to shipment being made.

> To fulfill the above requirements, all disinfecting must be done under the direct supervion of a state or federal officer.

> This quarantine shall take effect and be in force from and after this 12th day of March, 1915. W. C. McDonald,

We meet all catalogue house

Governor.

Latest style, friendship lets at Whitcomb and Larral See W. H. C. Smith in the

ders building for shoe repai Complete line of Gente furnis ngs for spring and sum Joyce Pruit Company.

The W. S. Odell Grain nuccessor to the C. B. C Grain Co. and is located at same place.

Farms, Stores and hote Missouri, Kansas, Texas, Oki homa, Arkansas and other to trade for New Mexico see BRALEY and BALL

#### Piano For Rent.

With privilege of buying nd having rent paid apply o the price, or will sell now to ponsible party on easy month quarterly or semiannual terms Write at once for particulars The Knight-Campbell Music Co. Denver, Colo.

#### It is Delicious.

Our ice cream plant is now i full operation. We make t ichest and most delicious ream in New Mexico. Whe vou patronize us you not on get the best that money can buy but you help a home industry and consume home products.

C. M. Dobba!

We have a large number of in quiries for Roosevelt cou property. If you want to tr or sell list your property with m BRALEY and BALL

For Sale Reasonable-Several shallow water farms in the Po Valley, some highly improved and u plements, teams and complete equipment. Easy terms to rig Carl Mueller, owner. Ports

For Sale Cheap-Registered bull two years old last merly owned by W. E. Brown. Mueller. Portales.

# PORTALES UTILITIES COMPANY

We thank the citizens of Portales and the Portales Valley for the generous help given in the matter of setting out the eighteen miles of trees.

We believe you will agree that the new Boulevard is about the finest piece of road in the State.

We bespeak your assistance in keeping livestock from damaging trees, and remind you we need help at watering time.

# PORTALES UTILITIES COMPANY

Teachers

County

PROMINENT

Education Second

The Roo ers associa Elida on A attended teachers f county. Dr. Fra the New N sity at Las Lugibihl

the foreu state, wer greatly in sociation. We rega second to ucational v meetings ation are f ful to the tions pass

where lu

present:

The fol

Supt. Jeb Kinamore erts, Pro C. Evans, Shaw, Mr King. Ed Fortner, Georgia C nie Thom Rose Kir

> Maude V Clyde Bo

Sunday grow in

tendent division freight