

STATE OF NEW MEXICO  
COUNTY OF ROOSEVELT  
Filed for Record  
A. D. 1912  
Recorded in  
Page  
J. D. Mitchell

# THE PORTALES HERALD

OFFICIAL ORGAN OF ROOSEVELT COUNTY, NEW MEXICO

Volume Ten

PORTALES, NEW MEXICO, THURSDAY, SEPTEMBER 26, 1912

Number 42

## Special For Trades Day

Five Per Cent Discount on All Merchandise Bought on Trades Day For Cash Only

## HUMPHREY & SLEDGE

HARDWARE

## Special For Trades Day

Five Per Cent Discount on All Merchandise Bought on Trades Day For Cash Only

### ADDRESS OF MRS. SAM J. NIXON

Published by Request of the Woman's Club

#### THE MODERN CLUB WOMAN AND HER MISSION

It has been said that the test of civilization is the estimate of Women. In other words, the higher estimate that is placed upon woman, the more fully her worth is realized and recognized, just in that proportionate degree will she influence civilization. History bears out the truth of this assertion, for its pages of ancient record, to find there this truth verified. We have only to glance thru its pages of ancient record, to find there this truth verified. We have only to look around us in the present age, to have this thought more forcibly brought to mind. Look at our own native race of people, in New Mexico, the Indian or the Red man; his squaw has ever been his slave and servant; his estimate of her has been little above that of a dog or his horse. In his low degree of civilization today, we see the mother of his race still held in this low estimate,—still regarded as his property. Then look at the nations that do recognize the worth of woman, and accord her a place of honor and equality, in the national life and thought, and we are prone to believe, that as woman has developed and progressed just in that proportionate degree, has civilization, progress and enlightenment been noticeable.

"The test of civilization, is the estimate of women", and as the races of earth begun to recognize this fact, and accord her a life and sphere of her own, it was then that woman began to reciprocate,—to give and return mutually,—until today, we see her influence in a civilized world, a power, unquestioned, and undisputed.

Woman has come into her own, and not by any great or strenuous efforts of her own, either. It is because man became man, and realized that woman is bone of the bone, and flesh of the flesh of man; created help meet, and that without her help, the human race cannot attain to its highest, possible degree of development. There has never been a time in the history of the world, when woman was as seriously and as favorably considered, as in the present age. With this favorable consideration as an impetus, woman has pushed onward and forward, testing the power and strength of her intellect; developing, advancing, progressing, until today, she stands an independent individual in the great busy world; thinking, living and being, in her own sphere; intelligent, energetic, and capable; with a full realization of her own possibilities, and a deeper and fuller consciousness of the beauty and grandeur of her mission and purpose.—The mother of the world.

Woman has grown intellectually, and the sphere of her activities has broadened and widened, rapidly and remarkably during the last thirty years. The most potent and important factor that has wrought this intellectual change, has been the club organization. With the ad-

vent of Women's club, the pendulum of Woman's life, swung far from its perpendicular; far from the old ideas and customs, that only in the home, should woman exert her effort, ability, and originality. It was looked upon with suspicion, and the ruin of home and nation was predicted. But instead of ruin, we see a higher civilization; higher standards of morality, and a more thoughtful and conscientious nation. We do not claim that though the effort and advancement of woman alone, has the change been wrought; but we are convinced that her influence has played no small part in the newer order of things. With the clubs, came opportunities for her intellectual advancement, for the cultivation of mental power that had lain dormant, in a certain sense, waiting it seems for this opportunity to mental growth, for the broadening and enlarging of her field of usefulness in the world, and brought her into a closer relation with life, its various and unsolved problems, its serious responsibilities, and the influences that make for good or evil. Instead of detracting from the home, it is through the club that woman is beginning to learn that the home is the unit of civilization,—the center from which must radiate those ideas and principles upon which our national life must rest, and upon which our mental, moral, and spiritual existence depends.

We cannot speak of the mission of the club woman, without thinking of the mission of Woman's club. The club woman is the product of the woman's club. The club is the school through which the club woman passes, and emerges a more enlightened and intelligent woman, with a more vital conception of her duties and obligations, not only to her own family, but to humanity in general. The club is still young in age. I can remember its earlier period of birth and growth, and distinctly remember the criticisms that were hurled at it, the many things which were said about its taking the mother from the home and the children, and from the home duties, which if properly performed, was enough to do. We did not and could not at that time, realize the cause of this new, strange activity, in woman's world. Progress, and invention in the commercial world, were themselves, taking from woman, the larger percent of those duties, which formerly consumed the larger portion of her time. Prior to this, she was keep busy in the home; but it was energy and effort expended for the physical comforts and necessities of the family. Knitting the stockings, weaving the cloth making the bed clothing, and in fact, everything, that was a necessary to physical life. The children's education even, was a secondary matter, since the necessities of life must come first. But that was an age, or an epoch in the history of woman, my friends, the value of which no one of us, should under-rate, or fail to appreciate and understand. Women may not have been capable then, as the term is now ap-

plied to our modern women; but there was a genuine capability of its kind, in our grand mothers and mothers; a capabilities, a strength of purpose, a force of character, unequalled determination and energy, and an unexcelled ambition and desire, which was and is, the very foundation pillar, upon which our great America has been built and still rests today. They served their day age red generation, in accordance with the highest standards of living, in their time, and they served well and good,—and that is one of the best definitions I know of, for capability.

A short story told by Abe Martin, in a comical way, best illustrated the difference between the life of our Grandmothers, our own Mothers, and our modern women. It was written as an argument for woman suffrage, but I am using it only as an illustration of the point in view. The story goes as follows:

Miss Mame Moon, our leading suffragette, spoke t' a fair crowd in front o' th' post-office this mornin' on "Th' Emancipation o' Women." After definin' th' constable she said:

"By those who seek t' belittle th' amazin' progress bein' made by us women that our place is within th' four walls o' home—unless we're attendin' a funeral or goin' t' th' grocery. In th' comparatively recent era o' savagery, before we had girl stenographers an' clerks, much wuz done in th' home. In those dark days th' home wuz really a manufacturin' plant with one skilled mechanic—mother.

"Mother manufactured th' bread an' infants' wear; she done milkin' an' made th' butter; she boiled th' soap an' wove th' carpets; she crocheted th' lamp mats an' made th' fly duster; she dried th' apple an' washed th' windows; your mother even thinned out th' radishes an' made th' watermelon preserves; she papered th' wood box an' trained th' wild cucumbers; she pinched off th' geraniums an' put up a full line o' canned goods; she taught th' children an' white-washed th' fence; tired an' worn out she nursed th' chickens thro' th' pip an' roasted th' coffee, an' on top o' it all she watered th' horse an' soothed her worthless husband.

"In fact mother did ever'thing but play in th' band. True enough, when she got through her time wuz her own t' do with as best suited her. She could rest or play dominoes.

I think we can all agree that, that is a true representation of facts, whether it be for suffrage argument or not. The assertion that the four walls of the were growing stronger, although said probably in jest, is a striking thought, and upon consideration of it, I believe we will all admit it is true. There are no results that club women can point to with quite so much pride and satisfaction, as those results which have been obtained in seeking to make the work of Women's club operates and lives. Its purpose and mission is to educate and inform the mother to assist and help our women

adapt themselves to the newer ideas of civilization in our age, the present day. While we are relieved of much that our Grandmothers and mothers did, there is in turn placed upon us, responsibilities and duties, that are just as serious and important to our age and generation, as theirs were and should be performed by us, to the best of our ability.

The purpose of the club is to help us to know how and what to do. It has passed the stage of experiment, and is a recognized force in the world. Nearly all nations have felt and recognized its power and force. It is purely unselfish, having for its aim the highest and truest service to humanity, in every way possible. While self-advancement is one of its supreme objects, and ever will be, yet we are beginning to realize that one of the greatest helps in self-advancement, is to help other to higher and better things in life.

The Woman's club, in the true sense, is a broad, unbiased, unprejudiced organization, recognizing no political, social or religious belief or doctrines, as its boundaries. It is a reformer, and a reformer with reforms of all nature. It does not, as an organization, enter into such questions as women suffrage, politics, or prohibition, or other national issues, upon which individuals differ so broadly and so bitterly. Personally, I believe and stand for prohibition. I have been taught it from infancy, and never for one moment in my life have I believed otherwise, I have always spoken for it, and tried to use my influence for it in the way that seemed the best and most natural, to me. I do not believe we can attain to the highest, healthiest, happiest, or best life, either as individuals or a nation until the saloon is abolished. But I think that prohibition, and all other reforms, will have to be brought about, and go hand in hand, with those all-around, consistent, uplifting influences, that make for our moral progress as a people. But no matter what our individual beliefs may be, the club does not seek to influence us, toward any one, especial, line of thought; but Woman's club work will influence us to be broader, more unselfish, and more charitable in our opinions and views toward others, whose beliefs differ from ours; while at the same time, it may make us all the more firm and unshakable in our own. I am sure I shall ever be truly thankful, for the mental and spiritual growth, that has come to me, through Woman's club work. It has been an influence in my life, that I do not believe could have come from any other source. Especially since I have become more familiar with the great general plans, purposes, and objects of club life, through a knowledge and affiliation of Federation principles and objects, I have been brought to the belief, that while we may not believe it or claim it, it is indeed a great Christian work, and is having an indirect, subconscious influence toward Christianity, that few of us realize. It must be the cen-

tral force, which teaches us the principles and virtues of the Christian life; the source from which we draw strength and courage to put into action, any work that tends toward the betterment of humanity. But it is through such organization, as the Federation of Woman's clubs, the large secret order organizations, and the men's religious movement,—which is just coming into being,—that a unity and oneness of purposes and ideals are felt. The Churches and pulpits, alone, cannot bring about this unity; for whether we admit or deny the fact, the "Power of the Pulpit", as we formerly conceived it, is a thing of the past. It is not that we as a people, and a newer civilization, do not desire the same spiritual life and experience that was formerly sought after; But it is because men's visions of God's love have changed and broadened. It is said that the last thirty years has brought a revolution in the world's thought, and that at last, in the fullness of time, a newer and better conception of Christianity, possesses the minds of men; a christianity based upon good but on service. We live

Through the many organizations that now exist, we, as a people, are brought into closer touch and contact, and as a consequence we are awaking to a new understanding of brotherhood, and in so doing, are attaining a more vital consciousness of the Fatherhood of God. I do not believe there is any organization, that is doing more to promote this universal, social awakening, than the General Federation of Woman's clubs, and in every instance, where we find the efforts of united club women put forth in a wise, judicious manner, the results have been inspiring, and convincing, and inspiring; and in every achievement of theirs, either in National or Local affairs, we see some good done, that will directly benefit and help, the home, the child, the nation.

The General Federation of Women's Clubs, now numbers 800,000 women, embracing clubs in nearly every city, town and village, with organizations in nearly every foreign country. Its influence has been felt in every state in our union. A variety of interests touching upon every phase and condition of our modern mode of living and existence, is being studiously considered, and remedies for social and economic problems are being agitated and proposed, which has and will continue to revolutionize modern thought and action. To enumerate these many interests, would be impossible. One of the greatest victories, was the passage of the pure food bill, which we are all familiar with. The great work in civic matters, has been the cause of literally hundreds of towns and cities being cleaned, made more sanitary and healthful, and more beautiful with civic attractiveness. The great hygienic movement, embracing pure water, pure air, pure food, drinking fountains, ventilated school-houses, every thing pertaining to the preservation of health, has been due to this agitation. The

Civil service reforms, the Educational Committee, Library extension legislative, child labor committee which was influential in getting the Child labor law, large philanthropic endeavor, and many others, have achieved as much as those mentioned.

Is it any wonder, my friends, that we have come to believe, that this great army of Club Women, this union of forces, is not merely a happening, not here for a few years, but that it is a part of the plan of the world; a great, helpful, uplifting influence, for the making of the kingdom. An army of builders, ready, alert, systematic, scientific, and sympathetic; arousing and moulding public opinion and sentiment upon questions which make for better citizenship; not only a potent force in this generation, but transmitting to the next, a strength and vigor, which have never been given by any race of women to their inheritors. Such work my friends is what I consider the "Mission of the Club Woman". When we try to conceive of its immensity, its great proportions, it is hard for us to get the connection of ideas, that exist between it, as a great organization, and our own little club of Portales Women.

Yet is just such a club, as ours, that make it possible. Its success is due to the efforts and ideas, of each individual Club in the Nation. If each Club contributed only one little idea each year, we could not begin to calculate the immense chain of energy and effort, that would be put in motion. Therefore, let us feel that we are a part of, and are contributing our might toward, this, the greatest movement in Womens history.

Aside from the present position of Woman, we cannot refrain from speaking of a future position, which we now have every right and reason to believe she will be called upon at no distant day; to occupy and that is casting the ballot, or the Woman suffrage question, or to seek to influence any one either for or against it. It is a question to which I have given much thought and study, but have refrained from extensive argument and discussion, because I did not want to be influenced, but wanted to study both sides equally, without prejudice against either and decide for myself, which I thought was right. I have arrived, in my own opinions, at the conclusion, that by every right of reason, argument, and justice, woman should have the ballot. I believe it would make for higher standards of morality, a purer and better civilization, for woman to have a voice in national affairs. But by nature, I could never by an ardent and persistent agitator for Woman's suffrage a real suffragette, as we say and personally do not especially care for the ballot, but think it is right on general principles. But the question that now confronts our women of the United States to my mind, is how best to use the ballot, when it is granted. There is not the least doubt in my mind but it will be grabbed her, long before the most ardent supporters of the movement are



Two Days Fun and Frolic  
and Instruction

Many Valuable Prizes  
Given Away

# ROOSEVELT COUNTY FAIR

## October 1st and 2nd 1912

### AT PORTALES, N. MEX.

Get your Products of all kinds ready for Exhibit at this Fair for the Prizes Offered are well Worth the time and Expense you spend in Preparing them. PICK THE BEST Come prepared to meet strong competition as many Prize-seekers are spending no little Effort to Procure the very Best. Time forbids us printing a full List of Prizes that will be Awarded but, bring your stuff no matter what, and it will receive consideration.

## COME EARLY AND STAY LATE

Continued from first page

icipated it. According to recent developments in national politics we have every right to reason that this will be the case, and not by the efforts of woman either. The men are forcing it upon her with Mr. Roosevelt out openly for it, making it a plank in his platform, and Mr. Wilson and Taft, each courting the favorable opinions of the feminine race by encouraging women platform speakers, in their behalf, that no matter which candidate is elected, woman will have gained a prominence in the political world, that she little dreamed of attaining except by most persistent effort. But the question my friends, has ceased to be, shall women vote. Is it right for woman to vote.—but, how shall we receive the ballot, and are we ready for it?

With this suddenness of thrusting the whole of American womanhood, in the political battlefield, that the best and braviest men of ages, have their entire time and thought too, it would be folly to try to predict the outcome. It will be a power, the immensity of which, we can yet hardly grasp. We are not inclined to doubt the capability of our American womanhood, but I must frankly confess I do doubt the larger percent of our women being intelligently consider, and cope with the situation, of having a clear idea and complete understanding of the basic principles on which our government rests, and which the ballot controls. It would seem that we should need some preparation, and I think the Political clubs for women, that are being organized all over the country now, are indeed the wisest step that women could have taken. They are not for partisan principles, but for a study of the issues that all political parties stand for. It is only in that way that our women can really become intelligently prepared, and competent to judge these issues, and if the vote is given us, I say let's study and prepare ourselves for it. So far

in all public life, the American woman has demanded the respect and admiration, the attention and recognition of the American man. If she continues to center her intellectual forces upon the perpetuation of higher ideals in national life, in the home and child life; if she seeks to put her home instincts into public life.

If she allows good judgment and reason to control, rather than radical impulses and desires if she seeks to influence intelligently, rather than force and control, if she holds to the principles of truth, honesty, purity, womanliness and virtue, it is then, and then only, the American nation will be proud to admit her into every phase of its national existence. To seize and grab and hold, will be but to lose; but to think intelligently, to plan judicially, and to pursue logically and diligently, is accomplishment of purpose.

The club woman, who is already familiar with many of the problems that will confront us, when suffrage is granted, can aid materially in the adjustment of thought and action to the new regime, and I truly believe my friends, that is another mission of the modern club woman. But whether or not, that be the case, let us be equal to any occasion that may present itself. Let us remember, that the woman of today, is not a beneficiary, but a benefactor, in this world. Let us, by thinking, judicious procedure, conservative methods, and serious consideration, fulfill whatever mission, may be ours to do. Always guided in our relations with each other, by the christian virtues, of truth, honesty, patience, kindness and justice; always remembering the greatest of all virtues, which is charity. Charitable in all things, for that is the crowning virtue of a successful and happy life. In closing this part of the address, I desire to give you the most practical definition, I know of for Woman's club work. It is not explained by this or that

characteristic, but as an effort, for which at length, the time has come.

And now in conclusion, I desire to say a few words in regard to our own club work. It is not my purpose at this time, to outline a general policy, or to make few suggestions for your consideration, outside of the work as planned and outlined in our year book. But if our work and plans as outlined, goes successfully forward, it will strengthen our ranks, and our position, until we will be enabled to take into consideration, larger and broader avenues of action. I sincerely hope that may be the case, which I believe it will be; and then as I feel occasion justifies or demands it, I shall expect the board of managers of this club, to take into consideration with me, certain lines of work, which I now have under consideration, but do not, at this time, think it would be any advantage to discuss. But I should much rather prefer to urge and insist, if I may, that we strive to carry to a successful culmination, the work of all departments and committees, as we have planned, according to our constitution and outlined in the year book for the years work. Our plan is a large one, covering a broad scope of work, but which I do not believe impossible of achievement. I have studied the plan our club operates on, and especially the outlines and intentions of this years work. I have reasoned from every standpoint, I have carefully considered every phase of action and effort that we have undertaken to do, and I have tried to think of the possibilities of failure, to reason wherein we might fail, as well as succeed, and I am convinced in my own mind, that we are thoroughly capable of these undertakings, and that not one of them, is either impractical, or impossible. The plan of the departmental club, is a beautiful and attractive one. It covers such a variety of interests, granting the membership the privilege of working along any lines, which suit them

best, and finally merging together into one harmonious whole, wherein each are strengthened by all. That is the principle upon which the departmental club operates; and they are fast becoming the leading kind of club, as the general federation rolls show, very plainly. I hope our membership in this club, will seek to consider more minutely, the plan of our club work. While we are departmental, we are a Woman's club, in the broadest sense. We stand for the development of all women in our town who desire to progress, and go forward, intellectually. Social lines and distinctions are not drawn, any woman of good moral character, is made welcome. We believe in the community idea, the fellowship, which rounds out, and develops character. We believe in the student habit, which keeps the mother abreast of her children. We do not believe in purely selfish desires, which advance only ourselves. But we do believe in, and try to help the great common heart of womanhood, to healthier, happier and better lives. We have no hobbies, no aggressive opinions to defend. We believe on those broad democratic principles, of equal rights to all, special privileges to none. We believe that every woman who has paid her money to become a member of this club, is entitled to a voice in all business affairs and policies of this club. It is your investment, and you should be present when your business is being transacted. We believe in wholesome ideas so beautifully given by Bliss Perry: "To make the most of dull hours; to make the most of dull people; to like a jest better than none; to wear the threadbare coat, like a gentleman; to be out voted with a smile; to hitch your wagon to the old horse, if no star is handy; that is wholesome philosophy."

We are not always discouraged because obstacles and difficulties, which we encounter. I hope we will remember this definition to difficulty; it is an abrupt and und

foreseen obstruction in the path of progress by which we may permanently elevate ourselves, in temporary passing over it.

We have many pleasant afternoons to look forward to, during this Club season, and other interesting features of which I should like to speak.

In the Literature department, with Mrs. Rogers as director, we expect to visit, two prominent countries, that are unknown to most of us. On cold, bleak afternoons, we in mind will be basking in the sunlight of tropical South America, studying her, people, customs, and conditions; and on the days of wind and sand in abundance here, we will be in Old Mexico resting in the shade of the palms, with gentle breezes to fan our cheeks.

In our civic department, we hope with Mrs. Humphrey, to see beautiful parks, and flowing fountains, and much civic beauty and attractiveness, in our own Town of Portales.

Under the able leadership of Mrs. Pew, we hope to see our Library continue its growth and perform its good mission.

In the unexplored realm of domestic science, we expect with Mrs. McDonald, to enter into this mysterious sphere of knowledge, and emerge thoroughly enlightened, and strictly scientific cooks, with a most profound respect and reverence for dish washing.

With Mrs. Lindsey we hope to learn of the unfair and unjust laws which govern our sex in all the states, and have them amended when Mr. Wilson is elected President.

In our Philanthropic work, with our own Mrs. Carr, we will not forget the needy and helpless and will add cheer and comfort to the sick room, whenever possible.

In our committee work, we sincerely hope first to go with Mrs. Ward and her committee, to many more progressive diners, where there is chicken, hot biscuits, and coffee, in abundance; where everybody has a

thoroughly good time, and the money comes rolling in.

With our energetic Mrs. Coe Howard, we want to be ever ready to extend the courtesies of this Club, to all strangers, and new people which may come among us, and to see that this committee performs well its duties, which is to be extremely nice to all club members and their friends.

With our practical and untired Mrs. Hightower at the head of our finances, we hope to ever see our treasury in a flourishing condition and to learn the art of making one dollar do the work of two. We are impressed more with the fact, that money is the most necessary article of modern times.

My friends, I thank you sincerely, for the interest and inspiration you have manifested in club work, during the past few months. I ask you to please remember that it is my desire to do right, regardless of fear or favor—to do right, because it's right to do right. Let us combine our efforts, and make this years work, pleasant, enjoyable, and productive of good results. We cannot tell what the future may bring to any of us; but in the fullness of time, when the evening of life has come to us, and the long shadows of remembrance fall across our pathway, we hope the Club year of 1912, with its strange and varied experiences; its pleasures and joys, with its sorrow and its pain; its tears and its prayers; will ever stand out in our memory as the year in which we met the crises of our life; in which we stood face to face with doubt and distrust, in God and humanity; the year in which we struggled alone, conscious of weakness to stand upon the altar of resignation and prayer, we arose, with faith triumphant, with more wisdom, and a better understanding; and a predominant desire to still stand loyal to truth, and the sacred professions of friendship. My friends, again I thank you.

# THE BOSS AND THE HIRED MAN.....

HERALD

By Bert M. Moses

President American Association of Advertisers

I do Not know of any joy quite so keen as the joy of seeing people respond to advertising.

The business world is divided up into two general classes:

- Those who emplo, and
- Those who are employed.

In every talk the employer is calling the "boss," and the employed is called the "Hired Man."

There are about thirty Hired Men in the United States for every Boss.

In other words, only one man in thirty rises up from the ranks and makes a substantial success.

Every young man who reads this is going to be either a Boss or a Hired Man---one or the other sure.

Which shall it be for you?

The matter is one which you can largely control.

If you get the right thought started you can be a Boss.

If you start in and advertise persistently you can be a Boss.

The main reason why only one man in thirty grows up to be a Boss is because only one man in thirty recognizes the power of advertising.

When you once get the right view of advertising, you solve the most perplexing problem of the times.

When you recognize how to create a demand for what you have to sell, the whole world is before you as a field from which to garner the gold.

Write out what you want the public to know; go to the publisher of the paper you read and have a talk with him. Show him your copy and take his advice if he tells you to change it.

Decide with him how much space to use and how often.

Feel your way along, until you get a grip on the thing.

Then go at it with both hands and feet.

I do not know of any better way to learn advertising than to advertise.

**The place is here and the time is now  
And The Way to Begin is to Begin**

# The Racket Store

A few things we handle  
Men's and Boy's Caps,  
All kinds of Gloves, Underwear, Shirts, Suspenders' Towels, Tablecloths Sheets, Pillow slips, and hose, for every one  
Many things to numerous to mention. Prices are Right and Price is It, come In end see us, We can save You big Money. . . . .

Yours for Business,  
The Racket Store

Miller @ Luikart Bldg.

Portales, New Mexico

### Resolutions of Respect

Whereas, It has pleased the Supreme Architect of the Universe to remove from our midst, our dearly beloved brother, Herbert Evington Johnston, who was born Sept. 5th, 1848 and died August 31st, 1912.

Resolved:—That in the death of Brother Johnston his family has lost a devoted husband and father, the state a noble, useful, and upright citizen, and the lodge a faithful member, one whom it was a pleasure to know as a brother.

Resolved:—That we will ever bear in grateful remembrance the zeal and fidelity with which Brother Johnston discharged all his masonic duties, and will try to imitate his devotion to the grand principles of masonry.

Resolved:—That we sympathize with the family in this, their irreparable loss, and recommend them to the care of the All-Father who is supreme in wisdom, infinite in love and ordereth all things well.

Resolved:—That a copy of these resolutions be spread upon the records of this lodge, and a copy be delivered to the family of the deceased brother.

Respectfully submitted,  
INDIA HUMPHREY  
J. P. STONE  
JOHN W. GEORGE  
Committee.

B. Blankenship went over to Clovis Monday, returning Tuesday.

T.V. McCauley who has been serving as foreman in the Herald office left Tuesday for Williamsburg, Kans. where he expects embark in business for himself.

B.E. Moreau of Denver, Colo. was in Portales this week. Mr. Moreau is special agent for the St. Paul Fire & Marine Ins. Co.

R.G. Bryant has been appointed by Gov. Mc. Donald as a delegate to the National Association of Conservation Commissioners at Indianapolis, Ind.—Oct. 1st, 1912.

Will Greene and family and Mrs. Elizabeth Greene left Thursday for Corvallis, Oregon where they expect to make their home hereafter. These excellent people take with them the best wishes of the best citizens of this community.

W. S. Merrill and wife and little son left Tuesday for Kansas City. Mrs. Merrill will enter St. Mary's Hospital at that place and undergo an operation for a trouble of long standing. She has many friends here who hope to hear of her improvement.

Miss Georgia Stewart is visiting friends in the city this week.



**Costs Less Bakes Better**

**CALUMET BAKING POWDER**

**ECONOMY**—that's one thing you are looking for in these days of high living cost—Calumet insures a wonderful saving in your baking. But it does more. It insures wholesome food, tasty food—uniformly raised food. Calumet is made right—to sell right—to bake right. Ask one of the millions of women who use it—or ask your grocer.

RECEIVED HIGHEST AWARDS  
World's Pure Food Exposition, Chicago, Ill.  
Paris Exposition, France, March, 1912.

*You don't save money when you buy cheap or big-can baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to sour milk and soda.*



Emmett Miller after a two years absence on the Pacific coast, returned to Portales for a visit with his parents Thursday.

Mrs. T. L. Spears returned to her home in Clovis, Friday.

C. W. Battle left Thursday for Vancouver, B. C.

Quite a few Portales people will attend the fight at Clovis the latter part of the week.

Fresh Cabbage cut every morning at Faggards.

Better than ever; a mill to grind out lemonades. Come and see them at C. M. Dobbs.

**Home Baked**

**Flaky Biscuits  
Delicious Cake  
Healthful Food**

*made with*

**DR. PRICE'S  
CREAM  
Baking Powder**

The product of Grapes

No Alum  
No  
Lime Phosphate



October  
Seventh  
is the  
First  
Monday

# SALES DAY SPECIALS

at

## JOYCE-PRUIT COMPANY

Big  
Bargains  
on  
This  
Day

On Monday October the 7th, We will make the following special Price for one day Only. Remember our stock is now complete and Special values await you in every Department. Don't fail to get the benefit of these many bargains in all Departments.

**Clothing**  
In men's High Grade Clothing We offer the Celebrated Hart Shaffner & Marx and Kirchbaum Clothes. None better at any Price.

|                            |                |
|----------------------------|----------------|
| Our men's \$25.00 Suits at | <b>\$21.00</b> |
| Our men's \$22.50 Suits at | <b>\$20.00</b> |
| Our men's \$18.50 Suits at | <b>\$16.00</b> |
| Our men's \$16.50 Suits at | <b>\$14.00</b> |
| Our men's \$15.00 Suits at | <b>\$12.50</b> |
| Our men's \$13.50 Suits at | <b>\$11.00</b> |
| Our men's \$12.50 Suits at | <b>\$10.00</b> |
| Our men's \$10.00 Suits at | <b>\$8.00</b>  |

And a Lot of Values in Cheaper Lines. 10 per off on Boys Clothing.

**Ladies Garments**  
In our Ladies Ready to wear Department you will find a Splendid Showing of up-to-the-Minute Man Tailored garments In Coat Suits and Long Coats Also a nice Line of Silk and Eohenne Dresses for all around Wear.

|                               |                |
|-------------------------------|----------------|
| \$25.00 Ladies Coat Suit for  | <b>\$21.00</b> |
| \$22.50 Ladies Coat Suit for  | <b>\$20.00</b> |
| \$20.00 Ladies Coat Suit for  | <b>\$17.50</b> |
| \$18.00 Ladies Coat Suit for  | <b>\$16.00</b> |
| \$15.00 Ladies Coat Suit for  | <b>\$12.50</b> |
| \$13.50 Ladies Coat Suits for | <b>\$11.50</b> |
| \$12.50 Ladies Coat Suit for  | <b>\$10.50</b> |

Our Ladies Skirts one-fourth off for this day.

**All Dress gingham** up to 15cts. at 10cts. per yard  
**All calico's Special** for this day 5cts. per yard.  
And a Host of other bargain to numerous to mention.  
Don't fail to be at this sale, for we sure have the Goods.

**Men's Shirts**

|                                  |               |
|----------------------------------|---------------|
| \$1.50 Men's Dress Shirts at     | <b>\$1.25</b> |
| \$1.25 Men's Dress Shirts at     | <b>\$1.00</b> |
| \$3.00 Men's Wool Over shirts at | <b>\$2.25</b> |
| \$2.50 Men's Wool Over shirts at | <b>\$2.00</b> |
| \$2.00 Men's Wool Overshirts at  | <b>\$1.65</b> |
| \$1.50 Men's Wool Over shirt at  | <b>\$1.25</b> |
| \$1.25 Men's Wool Over shirts at | <b>\$1.10</b> |
| \$1.00 Men's Wool Over shirts at | <b>\$90c</b>  |

Men's Heavy Ribbed and fleece lined Undershirts and Drawers at 40 cents each.

10 per cent Discount on all Men's and Boy's Hats. It will pay you to see them.

**Ladies Coats**

|                           |                |
|---------------------------|----------------|
| \$16.50 Ladies Long Coats | <b>\$14.00</b> |
| \$15.00 Ladies Long Coats | <b>\$12.00</b> |
| \$13.50 Ladies Long Coats | <b>\$11.50</b> |
| \$10.00 Ladies Long Coats | <b>\$8.50</b>  |

**Corsets Special**  
In Kabo the Live Model Corset.

|                    |               |
|--------------------|---------------|
| \$1.00 Quality for | <b>90c</b>    |
| \$1.50 Quality for | <b>\$1.25</b> |
| \$2.00 Quality for | <b>\$1.75</b> |
| \$2.50 Quality for | <b>\$2.00</b> |

One Thousand yards of Outing at 71-2, 81-2, and 10 cents.

These  
Prices  
for  
CASH  
Only

## WE WANT YOUR TRADE

# Joyce-Pruit Company

Portales, New Mexico

One  
Price  
To  
Every  
One

### The Local Field



Golden gate tea at Faggards.  
Mrs. M. A. Knight has returned from market and now has a nice display of ready made hats, at unusually low prices.  
Let "Shorty" Stafford do your automobile and gas engine repair work.  
Go to Dobb's for all kind of School supplies and second hand School Books.  
For school books and all kinds of school supplies go to the Portales Drug Co. 39 1m  
All kinds of cold drinks and ice cream may be found at R. H. Adams cream parlor.  
If it is a fountain pen you need Parker Lucky Curve is the best, Portales Drug Co. 39 1m  
FOR SALE OR RENT:—One wagon yard. Address J. L. Boyd, Palestine, Texas. 37-1m  
Better than ever; a mill to grind out lemonades. Come and see them at C. M. Dobbs.  
Ladies! I have just received a fall line of street hats. Call and see them. Mrs. A. B. Seay  
Did you ever eat anything good? Not until you tried some of those White Swan can goods. C. V. Harris.  
Fresh Cabbage cut every morning at Faggards.

If you knew of the real value of Chamberlain's Liniment for lame back, soreness of the muscles, sprains and rheumatic pains, you would never wish to be without it. For sale by all dealers.  
Peek-a-Boo flour the best ever at G. W. Hill's store.  
Have you seen those new street hats at Seay's? They're new.  
Diamond K flour the flour with the guarantee at Faggards.  
Halbert honey water melons, their is a difference at Faggards.  
Folger's tea, coffee and spices the satisfaction line at Faggards.  
Just unloaded a car of American Lady flour at C. V. Harris'.  
Peek-a-Boo the flour with the money back guarantee. Faggards.  
Diamond K the flour with the money back guarantee. At Faggards.  
Who said American Lady flour was good? Everybody—at C. V. Harris'.  
Do you want a good cup coffee try Golden gate coffee at Faggards.  
All kind of can goods. They are the White Swan at C. V. Harris'.  
See the Racket store about it. I will buy all of your adopted School Books.—C. M. Dobb.  
Monarch can goods while they last 25 cents per can at Faggards.  
The Racket Store can save you money.  
Milton Brown has for sale two fine milk cows.

Running up and down stairs sweeping and bending over making beds will not make a healthy or beautiful women. Must get out of doors, walk a mile or two every day and take Chamberlain's Tablets to improve her digestion and regulate her bowels. For sale by all dealers.  
Fruit and shade trees of all kinds. S. R. Herdman.  
Who handles White Swan can goods? C. V. Harris.  
Try some White Swan coffee. C. V. Harris.  
Penant Pencils for the High School at Dobb's.  
Go to Mrs. M. A. Knights for your street hats.  
Few, if any, medicines, have met with the same uniform success that has attended the use of Chamberlain's Colic, Cholera and Diarrhoea Remedy. The remarkable cures of colic and diarrhoea which it has effected in almost every neighborhood have given it a wide reputation. For sale by all dealers.  
The implicit confidence that many people have in Chamberlain's Colic, Cholera and Diarrhoea Remedy is founded on their experience in the use of that remedy and their knowledge of the many remarkable cures of colic, diarrhoea and dysentery that it has effected. For sale by all dealers.  
WANTED:—100, one gallon syrup buckets, will pay 5cts., for good clean bright buckets with lids. F. M. McDermott. Inquire at Herald office. 11

**Richland Items**  
Too late for last week.  
It has rained every day this week so far. Hope Jack Frost wont get busy for five or six weeks yet; by that time the grain will be safe.  
F. S. North is busy at his office writing up the final proofs for many of the farmers on their farms.  
There is to be a musical entertainment given at Tom Sains' home two miles southwest of Richland. Everybody is invited.  
W. Herrington and family who have proved up recently on their farm near Richland, will leave for Texas for the rest of this fall and winter but are expected to return to New Mexico again. We hate to see them go as their sons and daughters will be missed so much by our young folks in this neighborhood. They leave Saturday, the 14th.  
Quite a number of our people are going over into Texas to pick cotton this fall.  
The Richland picnic was a grand success. The swing was a great treat; the speaking fine and the dinner was immense. The day was superb for a picnic; cool and calm. The ball boys played well but Rogers came out ahead. The music by the Rogers string band was excellent. All in all it was a day long to be remembered by all who were there and I heard several from a distance declare that they enjoyed the day the best ever and they intended

to come again next year if they lived and were able.  
Our neighborhood seems to be free from sickness at the present time and we are thankful.  
Quite a number of our people will attend the picnic at Inez, which takes place soon.  
There is talk of a watermelon party to be given in this neighborhood when the moon gives good light. Come one, come all and enjoy the feast.  
**RE-RECORDING OF BRANDS**  
IMPORTANT NOTICE TO CATTLE MEN AND STOCK OWNERS  
In consequence of the great number of brands now on record in the office of The Cattle Sanitary Board, not now in actual use the State Legislature has passed a law requiring all owners of recorded brands to re-record their brands within a period of six months, commencing on Sept. 10, 1912. A failure upon the part of each holder of a recorded brand to re-record his brand in the time required by law, forfeits all right of further use. In a short time circular letters together with proper blanks for sending in renewals to the office of the Cattle Sanitary Board will be sent out to each holder of brands now of record. To facilitate this work as much as possible, and to avoid the lapsing of brands, it is earnestly requested that all parties now having recorded brands upon receipt of proper blanks

from this office, send in their renewals with the least possible delay.  
Cattle Sanitary Board of New Mexico.  
By W. J. LANWOOD, Secretary.  
An article that has real merit should in time become popular. That such is the case with Chamberlain's Cough Remedy has been attested by many dealers. Here is one of them. A. W. Hendrickson, Ohio Falls, Ind., writes, "Chamberlain's Cough Remedy is the best for cough, colds and croup, and is my best seller. For sale by all dealers."  
**"Thank You"**  
Just two little words, but their real value can hardly be realized. What matters it if your store is right up-to-date in its appointments and stock, if your clerks do not use the greatest care to "speed a parting customer?"  
An odd thing about these two little words is that one does not especially notice their being used but would particularly notice their not being used.—Selected.  
The Mothers Club held its regular meeting Friday, the 20th with a good attendance.  
The following program was rendered, Problems of Childhood, Mrs. Dunaway. Confessions of a Mother, Mrs. Hughes, The Punishment which Educates, round table discussion led by Mrs. Monroe. These meetings are held on the first and third Fridays in each month—everybody invited.