

The First Preparedness Sale in America Now in Full Swing!

The Crowds Were Great Today---They'll Be Greater Tomorrow and Wednesday



The handwriting was on the wall. Every merchant must have seen what was coming—but we ACTED! Prosperity isn't uniform at present; it's a one-sided affair. The shoemakers, the munition makers and the automobile makers are at it day and night, but the heads of hundreds of factories have been spending their nights walking the floor, scheming ways to survive. Our own shelves are filled with merchandise. When the advances began we bought heavily on all lines which common sense told us would keep growing dearer, as the war kept on—IT DOESN'T TAKE MORE THAN ONE TOOTH OF A DOG TO LET YOU KNOW WHAT'S BITING. We're abnormally

supplied with so many desirable goods that we are in a position to set a pace in selling unequalled in our own history—and that's going some. We aren't holding back scarce merchandise—customer-making is too important; we're seizing this opportunity to make the biggest number of customers, to win the largest number of friends. To inaugurate an event like this is too much of a challenge to united competition to dare attempt it without the values and volumes which will substantiate our proposition. **BUY NOW. BUY HERE. BUY HEAVILY**—buy at tremendous savings which will grow in significance as this sale goes on.



Men's Palm Beach Suits
In a Large Variety of Styles
\$5.95 to \$9.50

GREAT SILK SPECIAL
Extra Select Grade of Yard Wide Taffeta, All Colors and Black, a Big \$2.00 Value,
Preparedness Sale Price, per yard, \$1.43

ALL NEW SUMMER PARASOLS
10 Per Cent Reduction

ALL KINDS OF WHITE GOODS New Flaxons, Gaberdines, Dimities, Chiffon Cloths, Mercerized Voiles, Rice Cloths, Madras Suitings, Piques and Fancy Figured and Striped Designs. Values to 75c the yard; Preparedness Sale price, the yard **25c**

Great Straw Hat Sale at \$1.35 PREPARE NOW!

Out of the most complete stock of New Straw and Panama Hats in Albuquerque at prices ranging from \$1.35 to \$8.50, WE PARTICULARLY RECOMMEND THIS GOOD LOOKING, STYLISH ROUGH STRAW MODEL WORTH \$2.00 and on sale in all sizes at

\$1.35

100 New Sample Sport Dresses

in natural Shantung combined with Green, Rose and Copenhagen stripes; Silverblooms in plain colors, combined with stripes, and Awning Striped Gabardines in Rose, Copenhagen and Green; priced from \$7.50 to \$22.50; on sale at

10% Reduction

Now for Summer Waists

Women's white organdy and cross bar Waists, neatly trimmed with embroidery. Sizes 36 to 46. VERY SPECIAL AT—**39c**

WAISTS AT 59 CENTS

One lot of new Spring Waists, consisting of rice cloths, plain and figured voiles and gingham. All sizes available. **CHOICE 59c**

A BIG WAIST SPECIAL

Flesh and white japonika silk and striped crepes. Several styles for your choice. Special **\$1.19**

WE DO WHAT WE ADVERTISE

Golden Rule Dry Goods Co.

We Always Lead in Opportunity

Live Bits of News from All Over the Sunshine State

Democrats of Grant county in anticipation of a day adapted resolutions (the nomination of W. H. Williams, a member in this first state senate, for congress at the election this fall. A. A. Jones was endorsed for nomination for the seat in the senate to be filled this fall.

The New Mexico Normal school at Santa Fe has secured an attractive improvement of its summer school, which opens May 29 and closes June 21.

George McDonald Saturday purchased the D. Remond's secretary in 1914 in eighteen months to buy back in the hands of the state. The purchase was suspended and the job was passed on to the state. The man who had the man had conducted himself in a law-abiding manner ever since.

A monster was handed down in the superior court of Apache county Wednesday in favor of two children of Indian mothers and Carl Cronquist, who is legitimized by acknowledgment of Cronquist, who by this may obtain a share in the estate of the Indian trader, who was murdered some time ago. The case is to be appealed, it is expected.

From practically every town in the state where there are military companies organized and from many others there are coming word of recruiting for the national guard force now at the border.

Raton has organized a company of infantry, under command of A. P. Turkington, at one time adjutant general of the state, which will leave for the border early this week.

A supervisor for boys' and girls' industrial club work has been authorized for summer work in Raton and Miss Wilma D. Evans has been appointed to the post.

Jack Galin, a Saturday was convicted of voluntary manslaughter in the district court in Raton. Galin was accused of causing the death of Mrs. George at Nogah last year.

Romy L. Leonard of Cleveland, Ohio, has announced that his company is willing to spend \$500,000 in locating oil in New Mexico, if that sum is needed. The announcement was made in an interview at Raton. The company has contracted to drill at least twenty wells in five different counties, each to have a minimum of 1,000 feet depth.

It now looks as though Alamo county would not recruit the projected company to go to the border.

Two schools in District No. 52, Sandoval county, have asked for state aid in the sum of \$229,000.

The following notaries public were appointed Saturday: John W. Hallon, Fortales, Roosevelt county; George H. Hunter, Las Vegas, Joseph L. Tomare, Los Lunas, Valencia county; Harry M. Mead, Gallup, McKinley county; Joseph A. Purdy, Gallup.

August Holmgaard has received a contract to build a new \$20,000 brick sanatorium for the state school for the deaf at Santa Fe.

A fire starting from a sheep camp on the Baca location, which burned

over 2,200 acres, was extinguished early Saturday morning by forest service men, after a fight of more than a day.

Edly county primaries Tuesday resulted in the following nominatory: Wm. Wright, treasurer; Roy S. Walker, assessor; R. A. Symmer, surveyor; A. B. O'Quinn, county clerk; W. A. Pore, superintendent of schools; W. E. Robinson, probate judge; L. A. Shigart, commissioner district No. 1; C. E. Mann, commissioner No. 2; and W. T. Matkins, commissioner No. 3. Dr. M. P. Skewn had no opposition for the nomination for state senator. J. S. Bayne and yard E. Livingston were nominated representatives, and Robert C. Dow was given a substantial majority for district attorney.

Accommodations for 600 educators have been secured in Santa Fe, in preparation for the annual meeting of the State Educational association there this fall.

The Roswell chapter of the Red Cross is arranging to provide for the families of men at the front with the Roswell battery. A dozen or more families were left without their principal means of support when members went to the border with the battery.

A carload of horses and mules for Battery A has been sent from Roswell to Columbus, where the battery now is stationed.

The newly organized Silver City company of the national guard has in its ranks five professors from the State Normal school, one of whom came 700 miles from his home to join in for service.

Paul Huebner of Tucuman last week gave himself up for shooting and killing Jeff Woodward, with whom he had been staying near Logan. Huebner said Woodward attacked him and that he took a gun away from the man and shot him in self defense.

Elmer E. East, a cigar manufacturer, has located a factory in Raton.

An eight-year-old boy, son of James Perkins of Logan, shot himself through the head last week while playing with a gun. The boy presumably had threatened to kill a small sister, who dissuaded him, and then threatened to kill himself, which he did before anything could be done to stop him. The boy, his sister, and a baby, were alone in the house at the time. The little girl walked to a neighbor's, carrying the baby, to secure aid.

Joseph Kirkindall of Ogar shot himself last week. His health is supposed to have been the cause.

Three enlisted men of the state national guard will be given opportunities of qualifying for training at West Point, under the terms of a government offer made public recently. A total of forty-five enlisted men from all states will have such opportunity.

The Curry county Democratic convention Saturday elected the following delegates to the state convention at Albuquerque: Charles E. Dennis, Fred W. James, Charles A. Scheurich, Ben Crawford, W. W. Nichols, Harry L. Patton and L. D. Hitchcock. Governor McDonald was endorsed

for reelection and W. W. Nichols was elected county chairman. Fred W. James and Harry L. Patton were named as state committeemen.

In southern, eastern and southeastern New Mexico there are over 6,500,000 acres of land open to settlement by homesteaders.

Commencement at the Las Vegas high school will be held May 25.

Except for the addition of a head of the English department, Prof. M. F. Hession, Ph. D., the faculty at the state military institute will be the same next year as it is this.

Mrs. Alice Shitzer Burke of New York and Miss Nell Richardson of Virginia, are motoring through the state this week in the interest of equal suffrage.

Hatold Bell Wright, noted author, now is encamped near the Mexican line about thirty miles east of Columbus, and is at work there on a new book, to be called "When a Man's a Man."

A hundred twenty-five citizens of Clovis attended a big booster banquet in that city Friday night, to discuss ways and means of bettering their town.

Dennis has organized a branch of the Red Cross society. Miss Violet Rothman is president and Miss Helen Swane secretary.

Raton will have a Chautauqua this and succeeding years, if the plans of the Mills, Chautauqua Institute and Correspondence school are carried out. The institute recently was organized by the Rev. H. Richmond Mills of Solana, and Miss Tennie A. Mills of Raton.

Frank Burdett, accused of bootlegging, recently was given a fine of \$100 and a jail term of thirty days in Clovis. He appealed.

The city of Clovis is putting down another deep well to increase the municipal water supply.

IS IT YOUR KIDNEYS?
Don't Mistake the Cause of Your Troubles.

Many people never suspect their kidneys. If suffering from a lame, weak or aching back they think that it is only a muscular weakness; when urinary troubles arise in they think it will soon correct itself. And so it is with all the other symptoms of kidney disorders. That is where the danger often lies. You should realize that these troubles often lead to dropsy or Bright's disease. An effective remedy for weak or diseased kidneys is Doan's Kidney Pills. Residents of this vicinity are constantly testifying.

Henry Geier, 217 San Francisco street, Santa Fe, New Mexico, says: "I suffered a great deal from pains in my back and sides. The pains were so bad at times that I could hardly stand them. I had headaches, too. I had heard that Doan's Kidney Pills were good for these ailments and began using them. They were just what I needed. After I used one box, my kidneys were strengthened and the backache was gone. I felt better in every way. Since then, I have used a few doses of Doan's Kidney Pills off and on and they have kept me free from kidney complaint."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Geier had. Foster-Milburn Co., Props., Buffalo, N. Y.

PROCLAMATION FOR MEMORIAL DAY IS ISSUED BY McDONALD

Santa Fe, N. M., May 15.—The following proclamation for Memorial Day was issued by the governor Saturday.

In this year of so much strife and struggle and fortitude, the day that commemorates the honor and respect and love of a nation for those who risked all in defense of their country ought to be of unusual significance. No one can see far into the future, but it must be that the determination of all who enjoy and appreciate the blessings of citizenship bestowed

by those who made sacrifices not in vain. It is time for all, north and south, east and west, native and adopted, to bow the head and bend the knee in reverence to those who have gone, and to greet the stars and stripes with heroic deeds and lives dedicated to the honor and glory and integrity of the nation that stands for the sovereignty of individual individual.

Now therefore, I, Wm. C. McDonald, governor of the state of New Mexico, do hereby proclaim Tuesday, May 29, 1916, as Memorial Day in the state of New Mexico.

Let all observe this day in such manner that it shall strengthen the hearts of men and women and improve the rising generation with the responsibilities and duties of the highest type of American citizen. Not in outward show and protestation but in the hearts of her people must lie the safety of the nation. I urge that every person in New Mexico bare the head from 12 m. to 12:05 p. m. Memorial day. Give these five minutes to memory and for impression.

Done at the executive office this 15th day of May, A. D. 1916. Witness my hand and the great seal of the state of New Mexico.

WILLIAM C. McDONALD, Governor of State.

ANTONIO LUCERO, Secretary of State.

Mrs. J. V. Chavez of Santa Fe, the great-grandson christened day.

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Rich milk, malted grain extract, in powder. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Invigorates nursing mothers and the aged. The Food-Drink for all Ages. More nutritious than tea, coffee, etc. Substitutes cost YOU Same Price

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As we carry a large assortment of presents given for Liggett & Myers coupons and tags. We'll be pleased to have you bring your coupons and tags to us, make your own selection and take the articles with you.
NEW MEXICO CIGAR CO.
113 W. Central Albuquerque, N. M.