# PORTALES HERALD-TIMES 

OFFICIALI ORCAM OF ROOSEVELT COUNTY, WEW MEXICO
Volume Fourteen
PORTALES, NEW MEXICO, THURSD MY MARCH 46, 1916.

## Bank for Talban

 Taiban merchants, eattlemenand professional men
last and professional men lost week
fininhede subberibing for the stok
fis in a new eve, ooo benk that is to to
be established there at onee. Mr.
R. H. Rowley, of oklahoma City is probably the larkeat stockhe
 Taibana and open up the bank
the old building used by the for
mer bank .lit is is understood that mer pank, it is sunderstood that
hee new bank will by boying the
old building and fixtures old building and fixtures from
defuncet thank, enablot hereeever
to to pay the old stockthonderes doellar
for dools
fol for dollar on eapital of the old
bank This is probably the only
bank in the bank in the state that went broke
during the hard time that will
ever be able to do this ever be able to do this. Among
the stockhoders in the new eon.
cern son, LLum and Teom. Aneold ${ }^{\text {D. . K, }}$
Smith, Lon Reed, Harry Makem-


## glkelton to Leavo.

 Kemp Lumber Company wis his future home ne it Hew deford. Mr.Skelton and wife
 wish that they had not decided
to take the step they are taking and leave Portales. It are takine
thater
tood that stood that Mr . Skelton will go
into onsiness for himself in Here.
南 him a most presperous career. A Campbell, lately manager of the
Kemp yard at Lakewood takey Servis Operated On. M. S. Servis was taken to Ros.
Well last Friday morning and was
there operated on for gall stones.
The The operation wa for gall stones fol and it is reported that he will
be able to return home in a cou-
ple of weeks He was
 til her husband is able to return Cattle Deals. The Williamono.OItham Cattle
Company report that the demend
for pood young cows is greater for sood young cows is greater
than the supply, They have made
the following ses recenty, all
good young couse


## Bethel, 25; T. J. Corder, Red land iol , J. Pare, Richand a2; J. E. and Alex MeCCll, 50 .

## Building Boarding Housa

 For Misss Sallie Nash. The build
ing is oing un on the lot betwee
the Preesbyterian ehurch hand the corner next to the square. It
is underatood that it will be twe
stories and contain about twenty
. fivere anm contain about twenty
five rooms. It will be modern
and a eredit to the tome

## Arnold Buys Ford.

Hanee Arnold this week pur
chased one of the "OOd relibble'
Fords and will hereater Tords and will hereafter make
his trips to the eronty eat from
his home at Garrison by auto in histad of horse and waron
stend
enomesen enormous sale of Fords over the
entire eounty speaks well for Roose velt eaunty and her prospe
Ous farmers and shows to the on side world that our farmers
ones who really make morey
their

## Our Ads Do Business.

Henry Smithee, a hog farmer of
the Bethel community, put a fev word pig ad in our paper oom
wo weeks ago and he reports two weeks ago and he reports to
ns that the at brought him buyern
for all the pigs he had on hand for all the pigs he had on han
and that he conld have sold tw or three hundred more if he had
had them to sell. It pays ond
vertise in the right kind of paper. R. B, Hamilton of Lake View,
Texas, was in Portales on busines this weke and while here mad
this office a substantial call.

|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
| Was, not a general complaint a there was a | $m$ |  |
| gst country people | departed friend and former busi- |  |
| ners-tis | It is with a saddened heart that |  |
|  | we write words that convey the |  |
| of good | news that 'Andy' is no |  |
| ${ }^{\text {t }}$ is diffe | this month brought |  |
|  |  |  |
| wis | cup of sorrow, He was in the |  |
| cas, the automobile is |  |  |
| ly a luxury to the town man, |  |  |
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|  |  |  |
| ceate of good roads | Th |  |
| built the antomobilist is being |  |  |
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| Dobbs' Opening. |  |  |
|  |  | and yoh all know them, you ad |
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| he telis us that he gave away to |  |  |
| oung |  |  |
| weet and sour, something | there are many of us who shall | ta |
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|  | om |  |
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| the | known country from whose bourne |  |
| that with an extra force he was |  |  |
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| We |  |  |
| (kiddies, say that they wish | mise took | mueh to be gained through boost- |
| \$0 |  |  |
| turday |  | We need the booster-we need |
| Land Deals. |  |  |
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| Hing north and weest of |  |  |
| an |  |  |
| ome plac | ason who had attained |  |
|  | nd degree His member- |  |
| Home plase Nally bought from Joe | ship in all branches of masonry |  |
| но | was retained in his home lodge. |  |
|  |  | , |
| miles and adjoining | time lost sight of the obligati |  |
|  |  |  |
|  | We mourn the loss of our friend |  |
|  |  |  |
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| the places and M. H. Haley, own |  |  |
| er |  |  |
| Tueumear |  |  |
|  |  |  |
| Things have at last been ar- |  |  |
| ms |  |  |
| rive in Portales Saturday and |  | zation in eact |
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| Saturday night Turn out and |  |  |
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| tay |  |  |
| well known st |  |  |
| Revival on |  |  |
| - | 退 |  |
| nion revin |  |  |
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| Sunday night. The evangelista |  |  |
|  |  | celephone |
| hundred |  |  |
| ted. |  |  |
| Trees B |  |  |
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| ing |  |  |
| ees in |  |  |
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| nip their noses | Seay, gerved the elab to a | "Most any old time." |
|  |  | wedehard |
| Company M. Complimentea. |  |  |
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| The inspeting officen |  |  |
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## Bridge Club.

Last Saturday atternoon, Marel
11 th, 1916, the Auetion Bridge Chb 1916, the Auetion Bridge
Club held their regular meeting at the home of Mra. Emwin N.
Neer. The house wain beautifully Neer. The house was beautitully
decorated with St. Patriekd eoor ations and dainty tokenseof same
were given each gueat with hand paited tiven each geandeat Refrebinment
were served at a late hour con vising of bon-bons, iee eream,
 Cibibon mande hy Mre Me Neer. and
Those who had the honor Those who had the honor and
pleasure of being invited were:


 The elub will meet next time
with Mro. ... Will inmone. all
inembers requested to be present.

## Baptist Notes.

Last Sunday was a good day at
the Baptist chureh. Fine Sunday sehool and good eongregation at
the preaching service. We were happy in the reeption of fifteen
peopple for membership. On Monday evening four fine young men
were baptized. We will baptize grain next Sunday night. Soptize
ject for Sunday morning.
Bapism," We will diseuses the ques
ion of anptism for the benefit of
he younf the young members. Every bap-
tian shoud be aloe to give areal
on for the things that we believe. With the \&ringsest diat we believeren for
hhe oninion of others we will pive
 Sice, The Human, and Divine
Side of Sanvation Chou
with un Sond we will do thee gooud

## Mothodatit Onurrah


 Methodist ehurch. night at the There were about one hundred
and twenty-five oonversions and
reclamations and one humred reciamations and one humdred
anditions to the ehurene of the
town. The Lord has truly lifted higher ground.
We will have our regular ser


## Singing A sucoesse.

From all reportw that we have
been $A$ ble to obtin
the sing
 Mueh good sing ing and an extriz
fine dinner were two
features of the me oecasion. minh
We
 tion always appoint a promen ro.
oorter in order that the reot of
he county and outside world the connty and outside world
kow what the pood people of
the eounty are doing along thia

Oard of Thanken
Wdam, the ehindiren of Mre Sarah od of expressing our thanks to
the good people of Portales for
the Lheir kindnees and expreasions of
consolation during the illnew and

## Finds Purre

ify the pablie that he has found a purse with some money in in it,
and if the owner will eome to him and deseribe same he may
take poosesasion He tates that there isos ons more than five han-
dred dollare in it. And, too, the time for prepar-
edneess against fliee will soon be along.

No need to court death now.
aiee to the Eurropean front and it
n't wait for a court. - wivenoman hitine


THE FIRST NATIONAL BANK


Buff Plymouth Rock Eggs.
 naving won at the lowa and Illinois state fairs, Quincy
and Chicago, and numerous other shows in Iowa. Illinois and texas.

THE BUFF ROCK FARM

|  |  |
| :---: | :---: |
| se man listens when oth The fool hears onl |  |
|  | ind |
| en |  |
|  |  |
| Hiturn her hell to mame if |  |
|  |  |
| me busy these days perform | min potatic |
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|  |  |



# WE INVITE 

Father, Mother, Brother, Sister and the Children

The First National Bank LANDIS CHRISTMAS SAVINGS CLUB<br>STARTS MONDAY, FEBRUARY 14, 1916

We want the whole family to have the Merriest Christmas it has ever known. Every one from father down to baby can easily carry a membership in one or more classes. Each will receive a check a couple of weeks before Christmas, and all will have money to buy presents and other things that go to make up the festivities. Make it a family affair--let everyone be a member.

Members starting with 5 Members starting with 2 Members starting with one cents and increasing 5 cents cents and increasing two cent and increasing one cent

 | Members paying 25 cents a |
| :---: | :---: | :---: |
| week fixed for forty-two | \(\begin{aligned} \& Members paying 50 cents a <br>

\& week fixed, for forty-two\end{aligned} $$
\begin{aligned} & \text { Members paying } \\
& \text { week fixed, for forty-two }\end{aligned}
$$\)


There Are No Conditions-...Nor Extra Costs. All You Have To Do Is To Make Payments.

The First National Bank
PORTALES, $x \quad x * x$ NEW MEXICO

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Deprimoter for Publication.




Iolier For Poblianien lisoteted Tret



 $\underset{\text { For }}{\text { Forn. }} 100$ pound Selected at seed 5 sents


Portales Hèrald-Times ${ }^{\text {strict observance of theses prin- }}$


 given this important question. I belive that all state and
county officers should be paid county officers should be paid
salaries commensurate with the salaries commensurate with the
rank of the office, the qualificarank of the office, the qualifica-
tions required and the amount
of work performed. They should tions required and. They should
of work performed.
be on an equitable basis however be on an equitable basis however
and in keeping with the growth and development of the state and county. They should bene
ther too high nor too low. ther too high nor too low.
Graft and unnecessary expen ditures cause high taxes; high taxes breeds discontent; ;and discontent leads to rebellion and
anarchy. On the other hand if
salaries are too low the most narchy. On the other hand if to settle same owner and pay pe faily
salaries are toe
年 competent men can not be had
and inefficiency in office will reand inefficiency in office will re-- 1 belicve we should have a la
sult disastrously. Therefore both
making it legal to summon- our sult disastrously, Therefore extremes should be avoided. I believe in good schools and
want to see the standard of education raised to a degree equal to that of any state in the
union. Ours is a government of union. Murs is a government of
the people and by the people and the people and by the people and
a pure, intelligent ballot is the
foundation stone of our national a pure, ind stone of our national
foundation therefore our boys and
existence, Rirls should be thoroughly tra ined for citizenship. To this end
we should have thoroughly we should have thoroughly
gquipped school houses and efficient teachers.
I believe in rural hish schools wherever it is practical. but
owing to the unsettled condi-



necessity therefore 1 favor al
the main thoroushfares leading to market. school, or church bein
kept open a nd in good repair. 1 favor the election of count
comnussioners by districts. Imbrovernents to the value of
85 at least and raising the
valuatwn on land. This would more nearly equalize the burden of tavation on resident and non. Loralty $\mathbf{W}$ ithout $\mathbf{W}$ ind



SpotCashStore Ladies' and Boys' Caps. Also carry a fresh stock of Groceries. See us H. C. Bedinger

## MONUMENTS

I am agent for the Sweetwa-
Cet Marble Works. Call me for anyting in this line Inda Humphrey City Transfer


Compton $\&$ Compton


## G. L. REESE

## Attorney-At-Law

DR. W. L. JOHNSON Chiropracto $\begin{array}{rr}\text { Office at } & \begin{array}{r}\text { Nash } \\ \text { Motel }\end{array} \\ \text { Pomen or }\end{array}$ VETERINARY SLRGEON Calls made da
ireated and all sur
tons performed
DR.S. PHONE ${ }^{120}$ O W EN S
S. Howell \& Company

##  <br>  <br>  <br>  <br>  <br> 











watches shecialty All work

## THIS BANK

IS MORE THAN JUST A BANK
It is your friend. It is the medium of exi hange 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 conserva tive, it is strog savings. Your name
good endorsement.

The
Portales Bank and Trust Company

KOHL'S GARAGE
First Class Automobile and Gas Engine Repairing
complete stock of fisk tires and tubes
LOUIS KOHL, Prop.
W. H. BRALEY \& SON INSURANCE
Of all kinds
PORTALES, N. M

WHY GROW OLD?
We carry Everything You need to preserve
PURE DRUGS PRODUCE QUICK RESULTS
GET THEM HERE
EGBERT WOOD, Proprietor Building Elida New Mexico
can be mainta ined onoly ho

We are prepared to serve you promptly and efficiently.
Our customers have the knowledge that their affairs àre in the hands of a strong and conservative bank, whose officers render prompt and courceous attention to everry transaction.
member of federal reserve bank of dallas
FIRST NATIONAL BANK
W. O. OLDHAM P. E. JORDAN H. C. WAGGONER. President $\underset{\text { Cashier }}{\text { H. C. WAGGONER. }}$


## We Are Busy

But are never too busy to help you plan your house or figure on your material bill. Our stock is complete at all times and our prices are always enough lower to make it worth while to you to give us your business. Another Car White Pine Boards at $\$ 3.00$ Per Hundred.

Kemp Lumber Company
Another Shipment
OF THE
"PEERLESS 66" has arrived. Spank for Gours
now. Capacity, 70 egsh, for
$\$ 6.60$
on display at Deen-Neer's store.
Have a share hatching proposition
to offer on Reds about March 10th.


Red Feather Farm


The Smoke of Men Who Win A fresh-rolled "Bull" Durham cigarette almost says "Speed up!" right out loud. Keen eyed, clear-headed young "fellows smoke "Bull". Durham because it has the sparkle and the "punch", with "Bull" Durham you open the door to Hustle.

## GENUINE <br> Bulí Durham

SMOKING TOBACCO


Farm Loans
=

I am now in posi-
tion to negotiate long time loans on your improved farm or ranch.

James Hall

Callaway \&
Waggoner - csh fococar Carry a complete line of staple and fancy groceries. We pay the highest market
price for your butter and price for your butter a
eggs. Give us a trial.
Telephone : : Number 64

Roosevelt County Teachers' $\square$ Association $\square$

Elida, March 31st and April 1st, 1916
PROGRAM

## FRIDAY, $10 \mathrm{~A} . \mathrm{M}$.

Welcome Address.
Special Numbers.
Special Numbers.
come. Factors in the Growth of the Elementary Tea-
cher.'. Miss Callye Shannon, C. E. Toombs, Mrs. W.
F. Kenady. F. Kenady.
"The Value of Psychology to the Teacher in the Lower
Grades.".-J. R. Shock, C. B. Timmons, Miss Louise
Wrignt.
"What the Rural Schools in Massachuset ts are Doing."
-R. A. Palm, Mrs. A. R. Johnson, Miss Annie Thomas. FRIDAY, 1:30 P. M
"What the Rural Schools of Mississippi are Doing.
Miss H. Kenamore, R. W. Moore, E. Taylor. "What the Rural Schools of Indiana are Doing."-H. B
Huitt, Miss Eula Ross, R. P. Connally. Huitt, Miss Eula Ross, R. P. Connally.
"What the Rural Schools of California are Doing. ', J.
W. Russell, Miss Lucille Moore, Miss Willie Hamilton. "Standardization of Rural Schools in Roosevelt Coun-
ty."-R. A. Deen, S. J. Stinnett, Miss S. G. Bryant. "Teaching the Lessons of a Real Literary Selection."-
Mrs. . S. S. Long, Miss Pauline Anthony, C. F. DeLa-
Mater. Mater. FRIDAY, 7:30 P. M.

1. Special numbers FRID
each al
Two minutes each allowed candidates to announce.
Addresses by Representatives of the State Schools.
SATURDAY, 9 A. M.
2. "Social Duties of the Teacher, One Means of Growth," Lula Burns. 4. "Amusing Experiences in School Life."-A. L. Wilson,
A. D. Smith, L. L. Brown, Miss Ollie Greathouse, Miss A. D. Smaw, L. Brown, Miss ome Greathouse, M
3. 'Best Methods of Consolidating the Rural School. Fred Ohr, A. C. Woodburn, Miss Sue May field. -J.V.Bieler (Arith.), J. M. Biles (Hist.), J. E. Owen (Geography), Mrs. Ed Neer (Language).
Each leader on the program is expected to send a paper
of at least five minutes, others a paper of three minutes, if unable to attend. This is the last meeting of the year.
Many of the state leaders will be at this meeting, for this Many of the state leaders will be at this meeting, for
reason the teachers of the count $y$ shou.d all be present. PROGRAM COMMITTEE.


FEED HOPPER FOR DRY MASH





Hopper for Mash or arit




 Learn to feed profitably












 roosts made verminproof



 The plpe in bent atshown to the filuest
tration and to hoid the roout

b boles aro borod at proper






making MONEY FROM SQuabs






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## NEW MEXICO STATE NEWS

Most Men Know Just as Much About Merchandise as Most Children Do About Astronomy

This is so true that it needs no proof to bear it out. T verage shoe has sixty-two different parts, any of which can b cheapened to make a price, and none of which can be judged except by the highest expert in shoemaking. The average suit of clothes has a hundred and fifty-seven parts; the average pair frousers has over sixty processes, . The average fabric, even in many different grades. Your all silk socks can be made made pare, earth-grown fiber without your knowing it; and one man is now trying to make them entirely out of cheap glue

Now, the question is, if you are starting out to buy some thing today, where shall you go?

The answer is very simple: If you do not know the merchandise, you must know the merchant. The way to judge the goods is the advertising.
man who signs his name to what he claims. If he signs his name to a bogus check, he goes into jail; if he signs his name to bogus advertising he goes into bankruptcy. Every advertiser knows this, and so he is careful of what he says. But the men who do not advertise do not have anything to lose. They do not have to be so careful of what they say. It is merely a matter of personal integrity with them. do not advertise. That is not the point. The question is wow find them and how to tell them from the rest. When they adver tise they must be honest if they hope to win.

And this is the value of the Advertising Pages in this paper are the men who guarantee what they sell.

It has been nearly three-quarters of a century ago since the
first great merchant, Alexander T. Stewart, trusted his commercial ship on the advertising sea. And singularly enough this great man was flying flags of distress when he advertised. He put out a little dodger through the streets of New York, tellipg the people frankly that he had bought too much and would sell it beap. And they came to his store and saved his commercial life. Any man is careless who doesn't turn to the advertising news Fhatever he is going to buy, because the best merchants are back of what they do and say. They are the guaranty of good hith in the business world

Turn to their advertising pages now and see what they are


## A N NOUNCING

## Our Formal Spring Opening and Style Shove

On Thursday, March 23, we shall have on display a variety of charming new Spring Suits, Coats, Dresses, Waists, Skirts, Petticoats and Kimonas. To supplement our new arrivals we have arranged with our Roswell house to offer to the women of Portales the larger selection carried at that point. Here will be style galore, a wonderful variety, a rare opportunity. Come and see all our new goods without the slightest obligation on your part.

Nete Tub Silks
In great demand for ladies' tailored shirt waists and for men's silk shirts. 36 inches wide, at per yard
\$1.25

Sale of Silk Remnants We have a quantity of short lengths of fancy and plain silks in 1-4 to several yds. on which you can save money.

Organdie Waist Well mabe of good sheer material, and in a variety of designs. Priced during this Opening and Style Show at $\$ 1.50$

## Princess Slips

We have too many and shall offer the entire lot, consistof miny dainty desirable numbers, for a few days a

ONE-THIRD OFF

## Counterpanes

New arrivals in pretty Satin Finish Bed Spreads, cut corners and plain priced at from
$\$ 1.50$ to $\$ 5.00$
These goods represent the highes These goods represen best mills.

## Crochet Thread

We take pleasure in announcing that we have added a complete line of Bucilla Crochet thread. This is a thread of accepted quality, good yardage and we shall sell all sizes at 10 Cents

## Curtain Goods

Mercerized Marquisette with pretty elf border in light ecru, priced 25 Cents
Heavy Venice material of high quality makes very "classy" curtain, at

65c per yard

Sale of Toilet Requisites For 2 hours only on Saturday March 18th from to $\frac{\mathrm{p} . \text {. We we shall sell well knowo standari }}{}$




Out of town customers are always welcome to make our store their headquarters while in Portales. Mothers should avail themselves of the advantages of our rest room in the balcony. A quiet comfortable room to which all ladies are always welcome. Write us your particular wants and they will receive our personal attention.

Remember we carry a complete line of ROOM SIZE AND SMALL RUGS. Call and let us show them to you.

## SPRING GOODS!

Our new Spring and Summer goods are arriving daily. The best the new season affords. In spite of the constantly advancing market prices and the scarcity of many lines of imported goods, our stock this spring will be up to the usual high standard, both in quality and price. We ask you to give us a call. Make our store headquarter. No trouble to show goods.

| CLOTHING | Shirts and Neckwear | Dress Goods | WALK-OVER |
| :---: | :---: | :---: | :---: |
| Men's Fine Schloss made suits in all the new spring styles and weaves. Prices from | A big line of the popular Sport shirts, priced at from | Toil DuNord and Red Seal Ginghams | Shoes and Oxfords |
| $\$ 16.50$ to $\$ 25.00$ | Also a big line of Coat shirts at from | Utility Gingham, at 106 per yard .................... Staple Check Ginghams, | None better and few are as good. Why take a chance. |
| Men's Lion Brand Suits. Late styles and popular prices. | at from to \$1.50 | at, per yard........ 826 Best 36 inch Percale, at, | Price - \$3.50 to \$5.00 |
| \$8.50 to \$17.50 | Big line of the Newest Ties at popular prices. See them | per yard. ........... IV | Ladies Silk Hose |
| Youth's two and three piece Suits. Blue Serge and Fancy. $\$ 5.00$ to $\$ 15.00$ | Nice assortment of men's and boys Belts at <br> 25c and 50c | at from 10 c to Organdies and Fancy White Goods, at 10 c to 50 C New Silks in all grades and | Imported and the best values on the market. Price 50c to $\$ 1.25$ |
| Boys' Knee Pant Suits, price $\$ 2.50$ to \$8.50 | Kady Suspenders, none better Price 50c | shades, price per yard, from $\$ 1.00$ to $. \$ 2,00$ | Ladies' Lisle and Silk Gloves, prices from <br> 25c to 50c |
| Summer Underwear <br> Unions and two pair suits. All weight and grade. | Hats <br> Mens new and noby stetson hats. The very last word in style | 0xfords <br> Dorothy Dodd Oxfords have the style and fit. Price $\$ 3.50 \text { to } \$ 4.00$ | Long Silk and Lisle Gloves are priced at from 50c to $\$ 1.00$ |
| Per Suit 50c \$1.50 | Mens nobby hats black and | Star Brand Oxfords, all new styles. Priced at from | Novelties |
| Ribbons, Buttons and Braids Big line of newest designs. | white. <br> Price $\$ 1.50$ to $\$ \mathbf{3 . 0 0}$ | $\$ 2.00 \text { to } \$ 3.00$ | Hand bags, Coliars, Cuff sets Jewelry etc. |

$\square$ Warrer- $F_{\text {ooskeel }} \mathrm{C}_{0}$ THE HOME OFGOODGOODS

.EGGS FOR HATCHIIG..


White Leghorns lay
 Tility, 85.0 per hundred.
hancy, s. 50 per

BUCHANAM BROTHERS.
BUHANA BROTHERS.
TWO MLLES WEST

